



The Town and Country Planning Act 1990
Refusal of Full Planning Permission
Application Reference Number: PL/2025/09712
Decision Date: 16/02/2026

Applicant:	Kingfisher House Holdings Ltd c/o Agent
Particulars of Development:	Erection of 1 residential dwelling (Use Class C3) and associated works
At:	Land at rear of Kingfisher House, Chippenham, SN15 3EQ

In accordance with paragraph 39 of the National Planning Policy Framework (NPPF), this planning application has been processed in a proactive way. However, due to technical objections or the proposal's failure to comply with the development plan and/or the NPPF as a matter of principle, the local planning authority has had no alternative other than to refuse planning permission.

In pursuance of their powers under the above Act, the Council hereby **REFUSE TO GRANT PERMISSION** for the development referred to in the above application and plans submitted by you, for the following reason(s):

Refusal Reason

- 1 The proposed development, by reason of its siting within and reliance of access through an operational industrial estate, would introduce a residential use into an area characterised by industrial and commercial activity. The proposal therefore fails to respond positively to the existing pattern of development, built form and land-use context, and represents an inappropriate and poorly integrated form of development that does not relate effectively to the immediate setting or to adjoining buildings and use. As such, the proposal conflicts with Core Policy 57 (iii) and (vi) of the Wiltshire Core Strategy (2015), and it fails to accord with the design principles of Section 12 of the National Planning Policy Framework.

Refusal Reason

- 2 Insufficient information has been submitted to demonstrate that acceptable internal or external noise levels can be achieved for future occupiers, given the site's proximity to multiple noise-generating commercial uses. Furthermore, the siting of a dwelling within, and accessed through, an operational industrial estate would expose future residents to general disturbance, traffic and a poor-quality pedestrian and residential environment. The proposal therefore fails to demonstrate that an appropriate standard of residential amenity would be secured, contrary to Core Policy 57 (vii) of the Wiltshire Core Strategy (2015), saved policy NE18 of the North Wiltshire Local Plan 2011, and the National Planning Policy Framework.

Refusal Reason

- 3 The proposal would result in the loss of employment land without any evidence to demonstrate compliance with the criteria of Core Policy 35 of the Wiltshire Core Strategy (2015). The development therefore conflicts with Core Policy 35 which seeks to safeguard employment sites.

Nic Thomas - Director of Planning, Economy and Regeneration

NOTES

1. **Appeals.** If the applicant is aggrieved by the decision of the local planning authority to refuse permission, they may appeal to the Secretary of State for the Environment in accordance with Section 78(1) of the Town and Country Planning Act 1990 within six months of the date of this decision. (Information and forms relating to the appeals process can be found at the Planning Portal - [Appeal a planning decision: Overview - GOV.UK \(www.gov.uk\)](https://www.gov.uk/guidance/appeal-a-planning-decision-overview)).