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PLANNING POLICY STATEMENT including Heritage Statement and Flood Risk Assessment

**Cherry Bank,
South Street, Broad Chalke, SP5 5DN**

**Demolition of the existing dwelling and the erection of a
replacement dwelling (self build)**

February 2026

INTRODUCTION

- 1.1 This Planning Policy Statement has been prepared to support the applicants' application for the demolition of their home, and the erection of a replacement dwelling (self build) for their family.
- 1.2 The purpose of this policy statement confirms which are the relevant planning policies contained within the Development Plan and other relevant planning guidance documents, which in this case comprises:
 - the National Planning Policy Framework (NPPF);
 - the Wiltshire Core Strategy (2015); and
 - the Broad Chalke Neighbourhood plan (2019-2026)
- 1.3 Reference to any material planning considerations including Local Planning Authority (LPA) decisions will be highlighted as these too, will have an influence over the outcome of this planning application.
- 1.4 This statement will explain how the proposal accords with the relevant criteria of adopted planning policies, and therefore should lead the planning officer to make a favourable recommendation of the planning application.

SITE CHARACTERISTICS AND CONTEXT

- 2.1 The application site is located on the northern side of South Street, centrally positioned amongst the pattern of development of houses, positioned on individual yet varying sizes, widths and alignment of plots.
- 2.2 Most of the site is in flood zone 1 however towards the lower end of the rear garden (northern edge) the site falls within flood zone 2 however the proposed development has no impact on that area.
- 2.3 The position of the dwelling house currently on site is positioned approximately 1.8 metres below the level of the roadside due to the site's topography. Access to the dwelling is via steps, and inclined footpath, leading to the front door.
- 2.4 On the front elevation, the dwelling has a cream coloured rendered exterior however appears initially to have been built as a bungalow. Towards the rear, the former owner added extensions including a 2 storey extension positioned to the side, and a large flat roof conservatory directly behind the original building.
- 2.5 The age and quality of the building works are generally poor, and there is little evidence of the original building before its extension, other than the front elevation. The condition of the glazing is poor, and there is evidence within the dwelling of condensation and mould in habitable rooms of the house, including the bedrooms. There is a heating system that lacks any sufficient output to offer the applicants' family a comfortable home environment.



Existing rear elevation of the current dwelling to be demolished

- 2.6 The neighbouring properties and other properties along this stretch of South Street vary in terms of their architectural design, materials, and quality. Generally housing is of 2 storey with pitched roof. Styling is traditional yet their position along the building line fronting the roadside varies.



Mid 20th century housing positioned to the eastern side of the vehicular access serving the application site



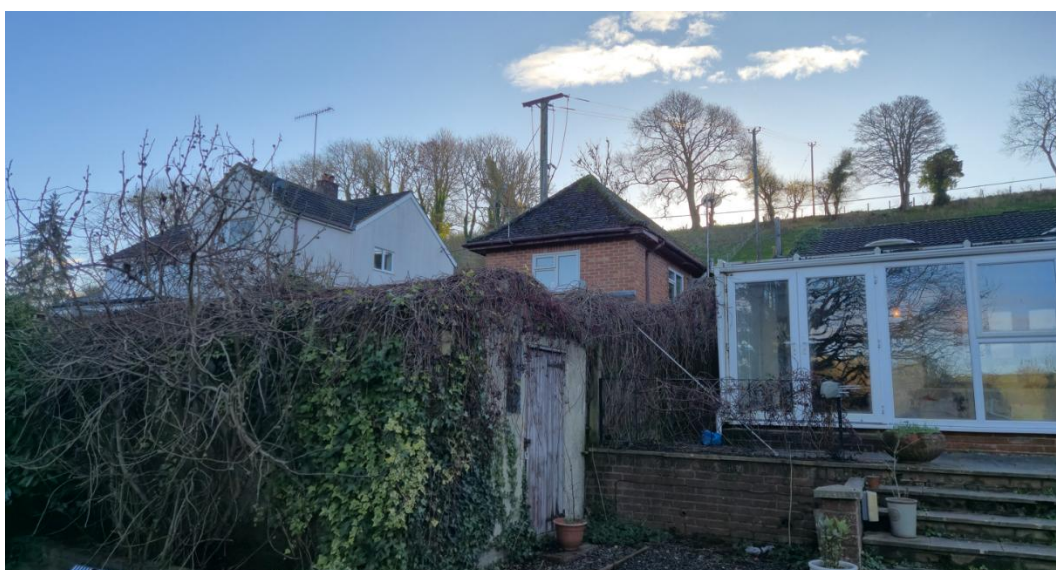
Older styled cottage neighbouring the semi-detached mid 20th century housing positioned to the eastern side of the vehicular access serving the application



Aesthetically pleasing housing designed as a cottage nearby



Narrow dwelling known as 'The Old Telephone Exchange' positioned between Cherry Bank and the vehicular access serving Cherry Bank



The rear of the dwelling known as 'The Old Telephone Exchange' is at 2 storeys whereas the front elevation is only a single storey appearance



Thatched dwelling known as 'Cleeve House' positioned to the western side of Cherry Bank



Substantial and imposing detached building serving 'Cleeve House' is visible from the rear garden of Cherry Bank



Modern housing is evident within the street scene of South Street



Pleasant housing form positioned adjacent to gable frontage houses nearby

- 2.7 There is a nearby listed building at Tudor Cottage, which is positioned to the east of the application site, however the proposal will not affect its setting due to the distance of separation being 5no. dwelling plots away.

THE PROPOSAL'S COMPLIANCE WITH PLANNING POLICIES

- 3.1 This application proposes the demolition of the existing building and the erection of a replacement dwelling for the applicants' home, so this proposal is for a self-build scheme thereby exempt from CIL (subject to a Self Build Exemption Certificate) and Biodiversity Net Gain.
- 3.2 The dwelling shall offer a large primary living space on the ground floor, positioned to the rear of the dwelling to benefit from the views of the private garden. To the front of the dwelling there shall be a drawing and separate sitting rooms with outlook to the frontage. Above, 4no. double bedrooms including the master bedroom suite. The dwelling has been designed to meet the specific needs of the applicants' family.



Proposed ground and first floor plans

- 3.3 The exterior of the proposed dwelling accommodates the established characteristics of being 2 storeys with a pitched roof. Gable ends are positioned to the side, and the ridge height is below that of Cleeves House. To the rear, there is a 2 storey extension projecting rearwards, with a lower single storey to the side.



Proposed street scene



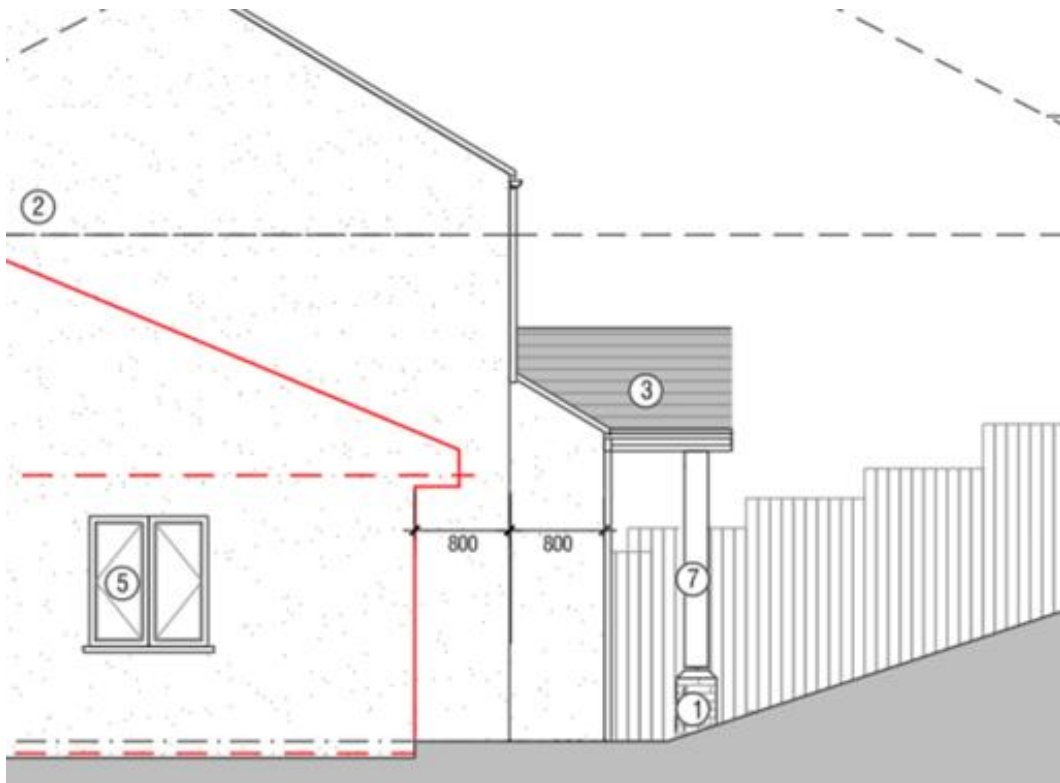
Proposed rear elevation and neighbours

- 3.4 The proposed materials shall be facing brick, flint and render on the exterior walls, and a slate roof tile. Windows and doors shall be aluminium, and the applicant has offered a full schedule as part of this application submission.
- 3.5 Prior to the submission of this application, the applicants undertook consultation with their immediate neighbours, and those discussions were generally positive initially, however not all the adjustments wanted by the owners of Cleeve House was accommodated as doing so would compromise the applicants' vision for their home, and the aesthetics of it. Where adjustments could be made, the applicants have for example reducing the height of the projecting rear extension, to lower the eaves and ridge lines. The occupier of the dwelling known as The Old Telephone Exchange has provided no comments to date.
- 3.6 The proposed development has been sensitively designed to respect and positively contribute to the character and appearance of housing in the South Street, and shall therefore accord with the Council's development plan policies, as explained below.
- 3.7 The existing dwelling offers little to the contribution of the street scene and its loss can be justified in planning terms. If necessary, the applicant can apply for a Demolition Notice under Class B, Part 11, Schedule 2 of the General Permitted Development Order as the site is not in a conservation area, or the building statutorily listed.
- 3.8 Core Policy 1 of the Wiltshire Core Strategy (WCS) sets out the development plan's spatial strategy. It identifies the scale of growth appropriate within each settlement tier. It also confirms that there is a presumption in favour of sustainable development. The scheme replaces an existing dwelling so the principle of the continuing use of the site for residential purposes is consistent with Policy 1.
- 3.9 Core Policy 57 requires a high standard of design in all new developments. As shown on the submitted plans, the internal floor plans shall offer the applicants' their perfect family home.
- 3.10 The positioning of the proposed replacement dwelling accords with that of the current house, thereby shall not adversely affect the pattern of development fronting the roadside.



Existing position of the current dwelling (left) and
proposed replacement dwelling (right)

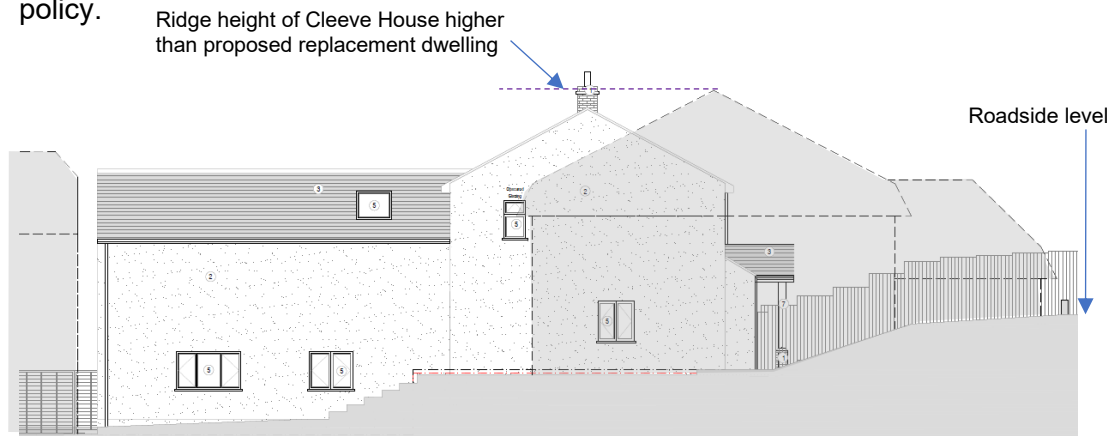
- 3.11 The proposed front elevation will be repositioned forward from the current position. That movement will consist of the 2 storey element being 0.8m forward of the current bungalow, then the ground floor elevation extending another 0.8m again.



Existing position of the current's bungalow front elevation (edged red)
and the proposal

- 3.12 This movement of the building line accords with the variety that occurs locally along this stretch of housing, and will not, in my professional opinion cause adverse harm to the character or appearance of the area, or neighbouring natural light. On the rear elevation, the proposed building will be shorter in depth than the dwelling at The Old Telephone Exchange, but marginally deeper adjacent to Cleeve House. In visual terms, the positioning of the dwelling will reflect the varied pattern of development as seen in South Street.

- 3.13 Similar to the existing arrangement, the proposed replacement dwelling will not front South Street at the topography level of the road but is positioned 1.8m below that level. As such the proposed dwelling will not appear prominent with the street scene or of excessive height. As the plans show, and the image overleaf, the ridge height of the replacement dwelling is lower than that at Cleeves House.
- 3.14 The proposed massing of the replacement dwelling accords with the variety of housing designs and sizes seen with the South Street street scene. The proposal offers many attributes that accord, and the comply with the adopted design quality policy.



Side elevation of the replacement dwelling at Cherry Bank, relative to the roadside level. Shaded grey is the neighbouring dwelling at Cleeves House, and its large detached building behind.

- 3.15 The concept of scale in building is the measure of the form of that building to the human scale and to the relative dimensions of other neighbouring buildings. Relative scale is obvious when a building is much higher than its neighbours but other factors such as the height of the ground floor, the size of doors and windows or the length of unrelieved wall can also have a significant impact on whether or not a building is in tune with human scale. In this case, the proposed replacement building is wholly in scale with other dwellings and the proportions of the doors and windows relate to human scale with ease.
- 3.16 The roof design again demonstrates that the applicants (who are Royal Institute of British Architects (RIBA) by profession) have designed their home to respect the character and appearance of the area.

There is a roof form hierarchy namely the main roof structure between the gables positioned on the side elevations (orange shading), then the roof position drops down to the rearward 2 storey extension due to the topography of the site (blue shading) and then drops again to the lower storey protection at the rear by the utility room (yellow shading).

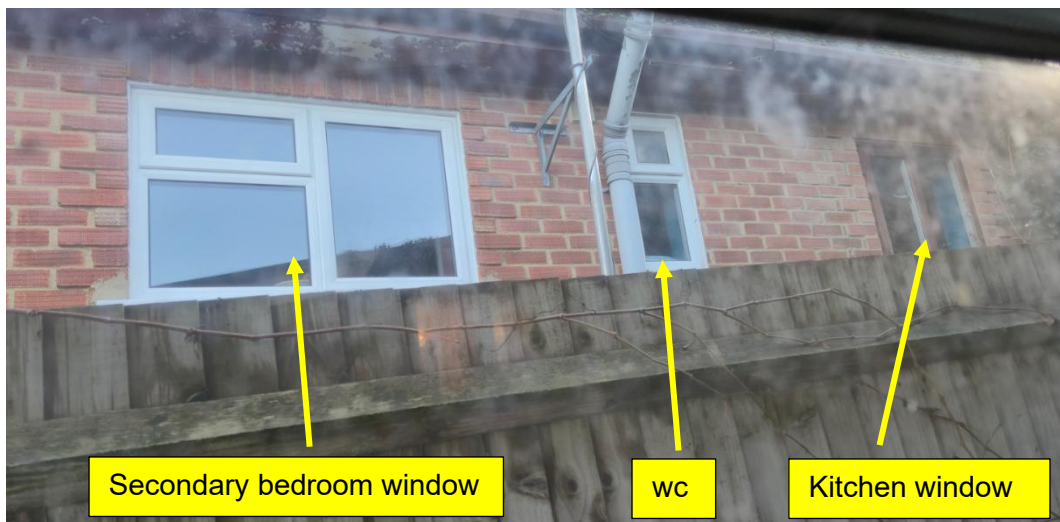
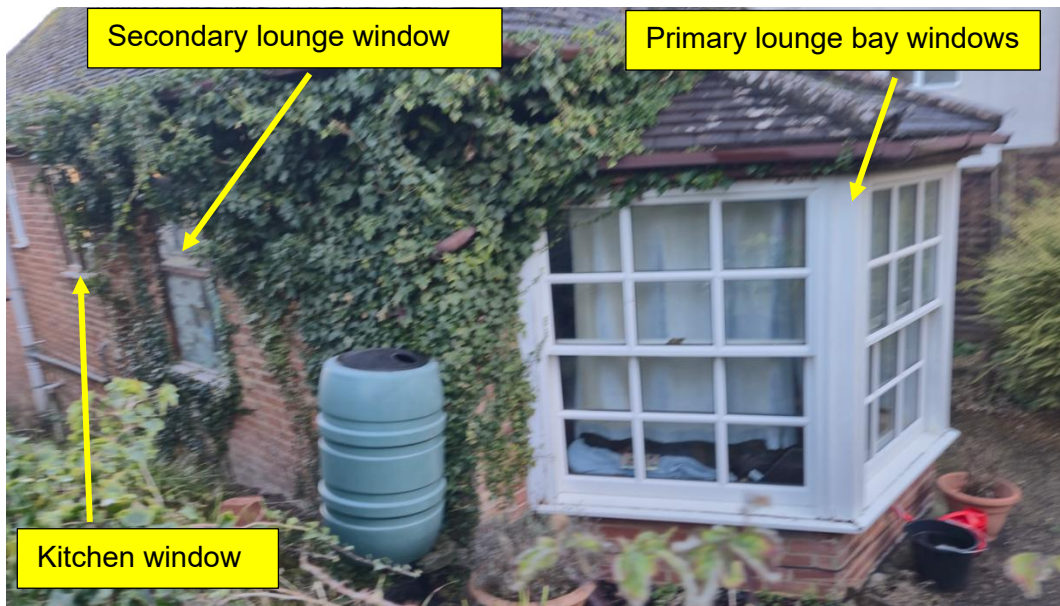


Hierarchy of roof form

- 3.17 Core Policy 57 requires development to ensure the impact on the amenities of existing occupants and neighbours is acceptable and to ensure there is an appropriate level of amenity within the development itself.
- 3.18 In terms of the habitable rooms within the replacement dwelling, all shall be well lit by natural light and ventilated, so the occupants can enjoy their home. The outlook from the accommodation shall be towards the front or rear only. On the ground floor there are side elevation windows however their outlook shall be towards the typical boundary treatment of a 2m high close boarded fence (or similar) that can be erected under Class A, Part 1, Schedule 2 of the General Permitted Development Order so no overlooking shall occur.
- 3.19 At first floor there shall be a single bathroom window facing towards the dwelling known as The Old Telephone Exchange, and another bathroom window facing towards Cleeves House. Both windows shall be obscured glazed for mutual privacy reasons.
- 3.20 In terms of natural light, to the side elevation of The Old Telephone Exchange there are several windows, partially visible above the current boundary fence.

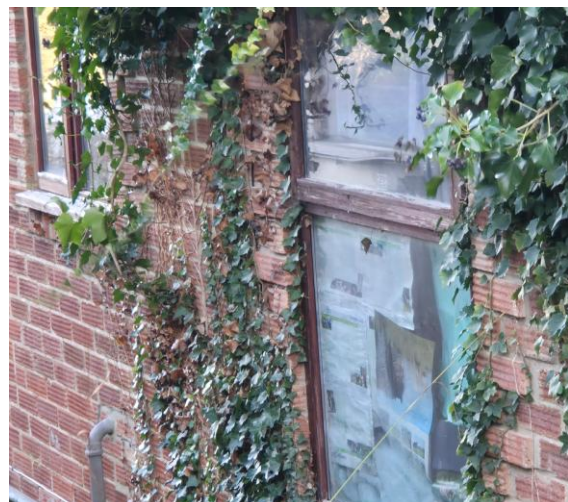


- 3.21 The proposed plans show the existing floor plan which are based on Rightmove photos when the property was last for sale and the corresponding external window arrangement. It is believed that the internal configuration is the lounge is positioned at the front of the dwelling benefiting from the large bay window and a secondary side window, then there is a kitchen window, then a wc, and finally a secondary bedroom window which is visible on the photograph above. The primary bedroom window is positioned on the rear elevation.



Identification of windows positioned on the side elevation of The Old Telephone Exchange (above) relative to the existing house at Cherry Bank

- 3.22 The neighbour's lounge benefits from a large forward facing bay window which offers the occupants with sufficient natural light. The secondary window to the side is not used, as the occupiers have covered the inside with newspaper for privacy reasons



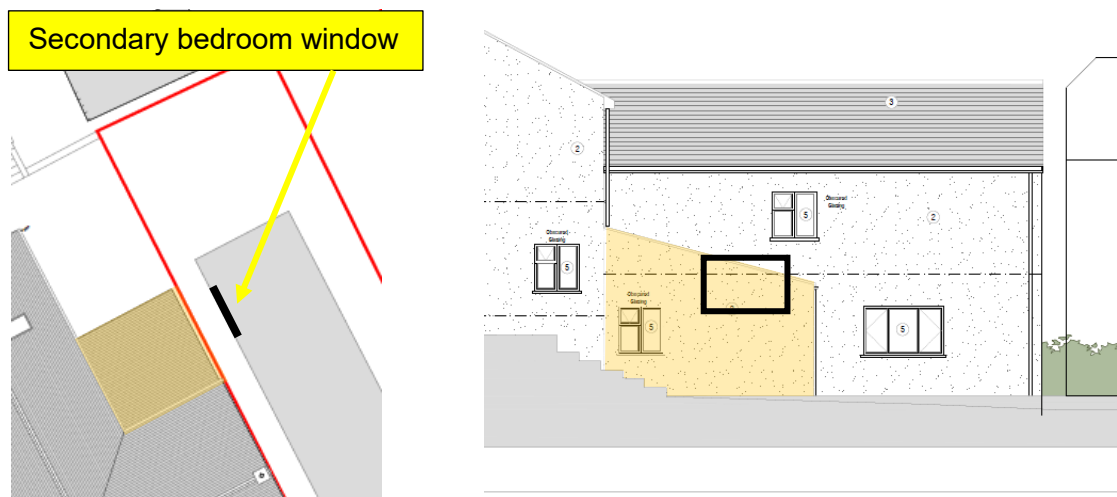
Condition of neighbour's secondary lounge window (photograph taken 25th November 2025)

- 3.23 The bulk of the existing dwelling at Cherry Bank obscures the neighbouring windows and therefore already reduces natural light into those windows.



Existing neighbouring windows are blocked by the current dwelling at Cherry Bank

- 3.24 The proposed replacement dwelling shall have a similar impact to the secondary window (covered by newspaper), the kitchen window and the wc. In terms of the secondary bedroom window, the massing of that part of the replacement dwelling is effectively single storey so shall main the amount of natural light entering into the neighbour's window.



Extract of site plan showing single storey element (shaded orange) of replacement dwelling at Cherry Bank, and its approximate relation to the bedroom window (thick black line) at The Old Telephone Exchange

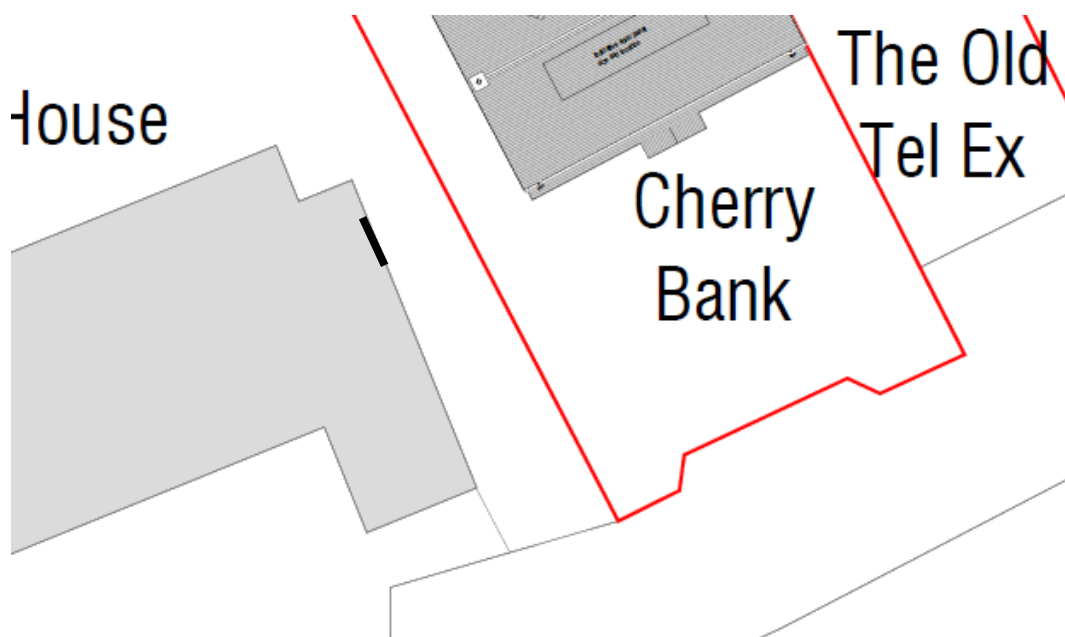
- 3.25 The proposed development will not cause any adverse harm to the neighbouring occupier at The Old Telephone Exchange.

- 3.26 In terms of the occupiers of Cleeves House, again the relationship impact shall be acceptable. On the side elevation of Cleeves House (below the thatched roof) there are 2no. ground floor windows (could be screened by 2m high boundary treatment), and above a first floor window. The position of the proposed replacement dwelling at Cheery Bank is positioned set back from the alignment of the neighbour's first floor window and shall therefore cause no loss of outlook or natural light.



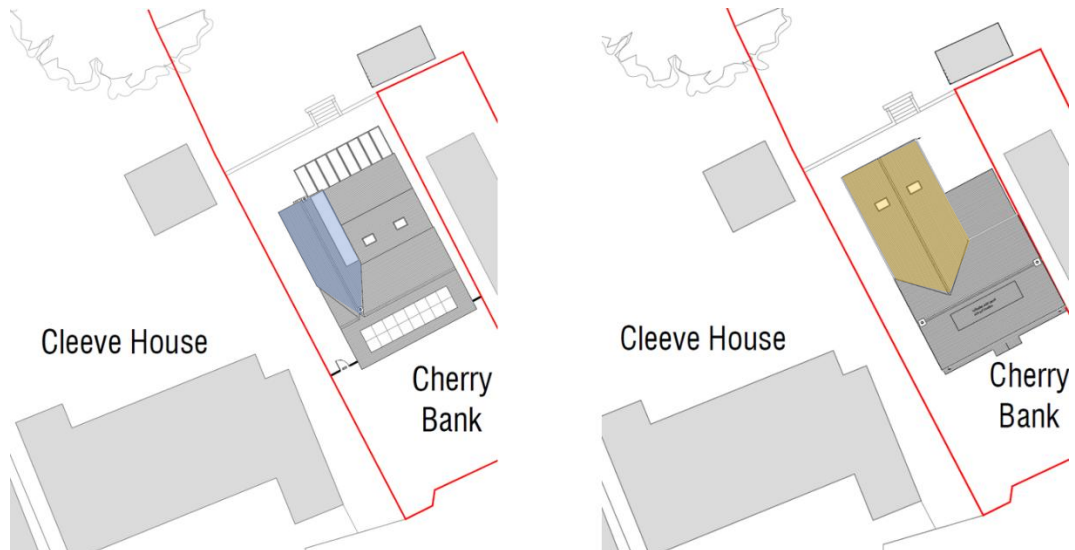
Windows on the side of Cleeves House

- 3.27 The neighbour has expressed a concern that the proposed dwelling's position will impact upon the ground floor window (marked 1 on the photograph above). The loss of a view is not a material planning consideration. The proposal will not cause overshadowing due to its orientation being northwards of due east.



Extract of site plan showing replacement dwelling at Cherry Bank, and its approximate relation to the ground floor window (thick black line) at Cleeves House

- 3.28 To the rear, there is a dense hedge row that prevents visibility of the rear elevation of Cleeves House, and the large detached but imposing ancillary building/ annexe lacks side windows. Notwithstanding that, the existing dwelling at Cherry Bank benefits from a 2 storey extension projection running parallel to the side boundary with Cleeves House. The proposal will replace that built form with a similar arrangement so the impact in terms of loss of natural light will occur however not sufficiently to warrant refusal of the planning application.



Extract of site plan showing existing 2 storey protection (shaded blue) at rear of Cherry Bank (left image) and the proposed relationship (shaded orange)

- 3.29 The neighbours at Cleeves House have expressed concerns regarding the loss of their view of land towards the north however that is not a planning consideration below the Local Planning Authority. The proposal will not materially harm the neighbouring occupiers amenities.
- 3.30 In consideration of the points above, the proposed development respects the character and appearance of the area and complies with Core Policy 57 of the WCS.
- 3.31 According to the LPA's website, there is a published version of the Board Chalke Neighbourhood Plan (BCNP) which was adopted in July 2021. A review of that layer of policy indicates that the following policies are relevant to the consideration of this application:
- Policy 1A Development Strategy in Broad Chalke
 - Policy 3B Design and Character
- 3.32 A search within the BCNP does not list the existing dwelling at Cherry Bank or its immediate neighbours of being of notability worthy of reference or acknowledgment.
- 3.33 The proposed development accords with Policy 1A as it shall enhance the village's appearance and enables the redevelopment of an existing residential units on previously developed land.

- 3.34 Policy 3B requires new development that respects the character and appearance of the area, neighbouring amenities and enhances the Broad Chalke Conservation Area. Many of the design criteria replicate those with the WCS so as the design rationale has been provided above, I shall not repeat that wording of justification here. Needless to say, the proposal does indeed

“be of a high standard of design which may include integration of appropriate contemporary design innovation or change”.

- 3.35 The closest listed building is that of Tudor Cottage, positioned 5no. plots to the east of the application site. Being a Grade II listed building designed in 1986, Historic England’s listing is,

“Detached cottage. C17. Square-panelled timber-framing with rendered nogging, half-hipped thatched roof with gable end brick stacks. Single-storey and attic, 2-window. Central planked door in thatched porch with 2-light casement either side. Two eyebrow dormers with 2-light casements. C20 brick extension attached to left not of special interest. Rear and interior not accessible at time of survey (March 1986)”



Tudor Cottage (source of photograph [Historic England website](#))

- 3.36 The proposed development shall have a limited impact on the setting of the listed building due to the separation distance. Between the plots there is an array of housing types and designs that cause no adverse impact and as the proposed replacement dwelling has been designed to enhance the street scene, limited harm is caused.

- 3.37 The Broad Chalke Conservation Area Appraisal and Management Plan was published in 2009 and section 4 identifies the section of South Street (where the application site is located) as being one of,

“A varied scale, from the one storey and attic of some of the thatch, cottages to the grander pretensions of Reddish House (two storey plus attic – but a much grander scale). A particular characteristic of this part of the conservation area (with a few notable exceptions such as Reddish House) is buildings set hard to the roadside (figure 7). This performs an excellent role of enclosure along almost the entire length of this part of the village”.

In terms of materials,

“A distinctive (within the conservation area) use of red clay bricks, sometimes with flint in large bands. A mix of red clay tiles, natural Welsh slates and thatch”.

“There is a very rich use of local materials in this character area including more than one type of local stone, the presence of unrendered cob elevations, which is seen in other parts of the settlement, and a preponderance of wide bands of flint to elevations; all adding to the strong local distinctiveness felt in this part of the conservation area”.

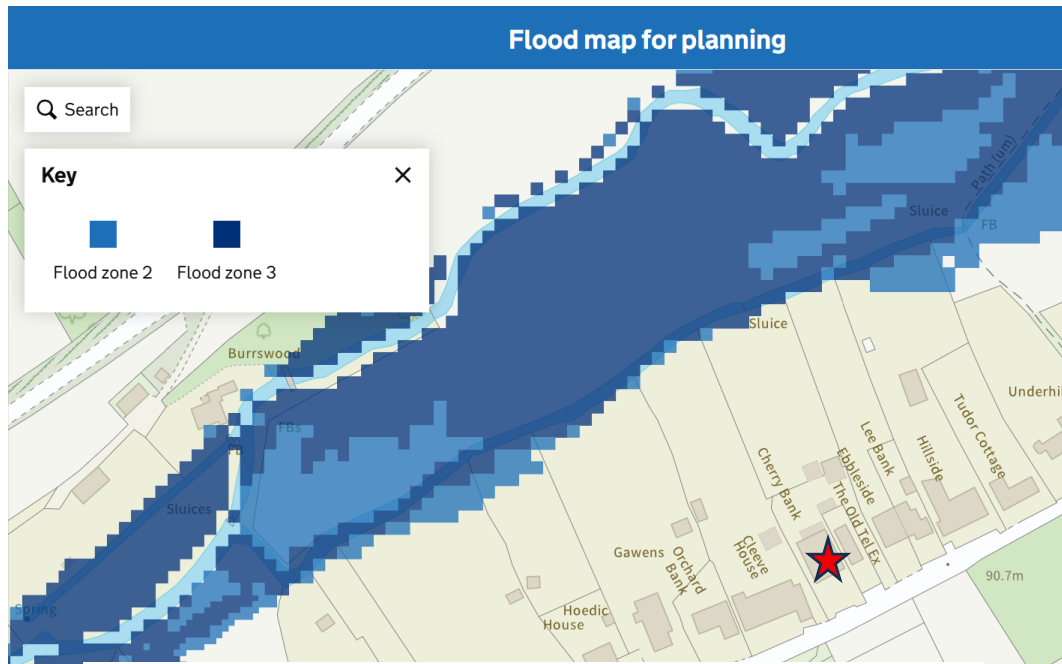
- 3.38 The proposed development has had regard to the management plan’s requirements and is considered to be compliant. Paragraph 215 of the NPPF advises,

“Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use”.

Those public benefits would be dwelling’s removal that is unsightly and out of character with housing in the area, and its replacement with a high quality, RIBA design home that will enhance and uplift this part of South Street and the wider conservation area.

- 3.39 WCS Policy 64 states that the provision of car parking associated with well-designed new residential development will be based on minimum parking standards. The proposal shall retain the existing car parking and vehicular arrangement that wrap to the eastern side of The Old Telephone Exchange and behind, providing access to the dwelling at Cherry Bank from the rear. There is ample rear driveway and parking opportunities for 3no. vehicles.
- 3.40 In any event, it is not anticipated there would be a significant increase in trip generation to the area to cause any material impact upon traffic or highway safety.
- 3.41 WCS Policy 50 states that all development proposals shall incorporate appropriate measures to avoid and reduce disturbance on sensitive wildlife species and habitats. The applicant has taken the necessary steps to check for any protected species on site, and will of course provide the necessary mitigation as required.

- 3.42 WCS Policy 50 also states that all development shall seek opportunities to enhance biodiversity. This scheme is a self-build so is exempt from Biodiversity Net Gain.
- 3.43 The position of the proposed replacement dwelling is in flood zone 1 so deemed acceptable by the NPPF. If the LPA requires the area of the site in flood zone 2 (as shown below) to be excluded that the red line defining the development site then the applicants will adjust as requires.



Position of the replacement dwelling is in flood zone 1
(site marked ★) – source www.gov.uk

- 3.44 WCS Policy 41 states that new development will be encouraged to incorporate design measures to reduce energy demand. In this regard the proposal will be supported by solar panels that shall be affixed to the roof on the front elevation to benefit from the southerly orientation.

CONCLUSION

- 4.1 The NPPF confirms that sustainable development should be afforded the presumption in favour of development. This proposal meets the three roles of sustainable development set out in the NPPF.
- 4.2 It is considered that the submitted scheme creates a carefully balanced and attractive proposal which would respect the pattern and layout of development in the vicinity, and both preserves and enhances the character and setting of a nearby Listed Building and Conservation Area in a manner that is proportionate with their significance.
- 4.3 It has also been demonstrated in this statement that the proposed development also complies with all other relevant adopted planning policies, and therefore I would request that planning permission is approved.