

APPLICATION FOR FULL-PLANNING PERMISSION

DELEGATED REPORT

APPLICATION REFERENCE:	PL/2025/07275
APPLICATION TYPE:	Full planning permission
SITE ADDRESS:	7 Silver Street, Gastard, Corsham, SN13 9PY
DEVELOPMENT DESCRIPTION:	Change of use from a holiday let to a beauty/massage salon
RECOMMENDATION:	Approve with Conditions

PROPOSAL

It is proposed to change the use of the existing holiday let to a beauty/massage salon. The submitted plans confirm that there are to be no internal or external changes to the existing building.

The submitted application form confirms that the use would result in no more than two therapists and two customers at any one time. This was reconfirmed by the applicant during a site visit carried out on 11/03/2026.

During the application process the site location plan was amended to show the requisite number of parking spaces following comment from Wiltshire Council Highways Engineer. Following the change to the site location plan and redline, the application was restarted and the public consultation reopened. These revisions show the demonstrate the laying out of 8no. car parking spaces on the site.

SITE DESCRIPTION/CONTEXT

The site is a detached building, with a planning history suggesting use as a holiday let. It is understood from the submission that the applicant has control over the adjoining residential property (No.7 Silver Street).

The building is of modern construction and is single storey with pitched roof and an external palette of recon stone, brick and roof tiles. It is set back from the immediate road frontage, with a reasonably large area of hardstanding, used for the parking of cars, including that for No.7 Silver Street.

The wider area is typified by a mixture of historic rural properties, being a mix of detached and semi-detached properties situated on reasonably large plots. However, the immediate vicinity is characterised by a pair of mid-C18th natural stone-built cottages (6-7 Silver Street), which are Grade II listed.

The application site is not located in a conservation area and is not covered by any other relevant planning policy designations.

The application site is positioned between existing buildings and can be reasonably regarded as being in the built-up area of Gastard, which is defined as a small village in the Wiltshire Core Strategy.

PLANNING HISTORY

Proposal / Summary
N/07/01426/LBC - Listed building consent Decision - Approve with Conditions Date: 1/8/2007 – Replace Back Door
N/02/01780/LBC - Listed building consent Decision - Withdrawn Date: 30/9/2002 – ALTERATIONS TO WINDOW AND DOOR OPENINGS (SIDE ELEVATION); AND TO BOUNDARY WALL AND GATE
N/02/01810/FUL - Full planning permission Decision - Withdrawn Date: 30/9/2002 – CONVERSION OF OUTBUILDING TO LIVING ACCOMMODATION; NEW VEHICULAR ACCESS AND ALTERATIONS TO BOUNDARY WALL
N/02/02674/LBC - Listed building consent Decision - Approve with Conditions Date: 27/1/2003 – ALTERATIONS TO WINDOW DOOR OPENINGS (SIDE ELEVATION) AND TO FRONT BOUNDARY WALL
N/87/02692/FUL - Full planning permission Decision - Approved Date: 28/1/1988 – EXTENSION TO DWELLING AND CONSTRUCTION OF NEW ACCESS AND GARAGE
N/04/02271/S73A - Full planning permission Decision - Refused Date: 5/10/2004 – REMOVAL OF CONDITION 7 ON 02.02673.COU - RESTRICTION OF USE TO HOLIDAY ACCOMMODATION ONLY
N/87/02675/LBC - Listed building consent Decision - Approved Date: 28/1/1988 – EXTENSION TO LISTED BUILDING
N/02/02673/COU - Full planning permission Decision - Approve with Conditions Date: 27/1/2003 – CONVERSION AND EXTENSION OF OUTBUILDING TO FORM TOURIST ACCOMMODATION AND ALTERATIONS TO FRONT BOUNDARY WALL
ENQ/2025/01250 - PD Enquiries Decision - PP Required Date: 19/8/2025 – Change of use of holiday let to massage/ beauty salon

RELEVANT POLICY AND GUIDANCE

Wiltshire Core Strategy (WCS):

- Core Policy 34 Additional employment land
- Core Policy 50 Ecology and biodiversity
- Core Policy 57 Ensuring High Quality Design and Place Shaping
- Core Policy 58 Ensuring the Conservation of the Historic Environment
- Core Policy 61 Transport & Development

Corsham Neighbourhood Plan:

- Policy BE1 Employment development
- Policy HE1 Design

Wiltshire Local Transport Plan (Car Parking Standards)

ISSUES

The main issues that need to be addressed in this case include:

- Principle of Development
- Design
- Amenity
- Highways
- Listed Buildings
- Ecology

CONSULTATION RESPONSES

Corsham Town Council: No objection

Council Highway Engineer: Objection:

I note that the parking area is proposed to be utilised for both the commercial property and the adjacent residential dwelling. The previous use of a one bed roomed holiday let generated the need for one parking space, however the proposed use generates the need for 4 parking spaces, 2 therapists and 2 clients. In addition parking must be maintained in line with Wiltshire's current parking standards for the adjacent property. Turning must also be maintained within the site because the site is accessed off the classified B3353. The supporting statement says that turning will be available, however it also suggests that parking for the adjacent dwelling will be within the turning area.

Please can the number of bedrooms in the adjacent residential dwelling be confirmed.

Please can I be supplied with a new plan demonstrating parking as follows:

- *4 spaces for the proposed salon*
- *Parking to meet Wiltshire's current parking standards for the dwelling (1 bed – 1 space, 2-3 bed – 2 spaces, 4 plus bed 3 spaces)*
- *Turning to enable vehicles to enter and exit the classified road in a forward gear.*

NOTE: In response, a parking plan was submitted by the applicant showing the setting out of 8no. car parking spaces on the site. No further comment was received from the Council's Highway Engineer.

Council Conservation Officer: No objection.

Council Public Protection team: No objection subject to condition:

The use hereby permitted shall only take place between the hours of: 8:30am to 6pm Monday to Friday, with extended opening hours between 6pm and 8pm on two evenings per week, and 8.30am to 1pm Saturdays. The use shall not take place at any time on Sundays and Bank or Public Holidays

Reason: Core policy 57, Ensuring high design and place shaping such that appropriate levels of amenity are achievable.

Council Ecologist: No objection.

REPRESENTATIONS

In accordance with the requirements of the Town and Country Planning (Development Management Procedure) (England) Order 2015 (as amended), the application was publicised by way of neighbour notification letters sent to adjoining and nearby properties.

In response, two (2) representations were received from the same local resident – one (1) in respect of the initial submission and one (1) in respect of the revised plans. A summary of the main issues raised set out below:

In response to the initial submission:

- Raises concern over amenity impacts on neighbouring properties due to the operating hours.
- States that the operating hours will have a detrimental impact.
- Raises concerns over the impacts of parking, states the site is not large enough to accommodate the parking and turning spaces. Concerned about the impact on parking in the lay by outside of the site.
- States would be an increase in vehicle movements when compared to the existing holiday let use.
- States that a portion of the driveway should be consolidated.
- Raises concern over the sustainability of the site, and raises concerns over the increase in the number of private car trips. States that the location of the business is only convenient for the owner.
- Raises concern over the processing of business waste.
- States no consultation has taken place with neighbours prior to submission.
- Raises concern over the correct business rates being applied to the site.

In response to the revised plan:

- Reiterates points raised in the first consultation response.
- States that the proposal will not be served by adequate space for parking and turning.
- Raises concern over the use of the lay by for a neighbour who has no off street parking.
- States that the business use will have a significant impact on the parking spaces and resulting impact on noise, pollution and visibility of egress harmed for neighbours.

ASSESSMENT

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states:

"If regard is to be had to the development plan for the purposes of any determination to be made under the planning Acts, the determination must be made in accordance with the plan unless material considerations indicate otherwise."

In accordance with this statutory requirement, this application has been assessed against the relevant policies of the Development Plan, including the adopted Wiltshire Core Strategy (2015) and, where applicable, any made Neighbourhood Plans.

Principle of development

The proposal is for a new business use to occupy an existing building currently in lawful use as a holiday let.

The proposal is considered to be relatively small scale and is located within the built up area of Gastard village. The new business is not a rural type business, but is located in a wider rural area where there will a demand for such and, for these reasons is considered to meet with the requirements of policy CP34(iii) to the Wiltshire Core Strategy.

Whilst the concern raised by the local resident that the site is not located in a sustainable location, in this case it is located within the built up part of a settlement, benefitting from good pavement access, and where there will likely be opportunity for patrons and staff to access the site by means other than a private car. Accordingly, the application site is not considered to be in an unsustainable location in the context of the scale of the use being proposed. In this respect, the proposal is also considered to meet with the broad requirements of policy BE1 to the Corsham Neighbourhood Plan, which seeks to support the areas economy.

As such, the principle of development is considered acceptable, subject to the detailed assessment of design, amenity, and other material considerations set out below.

Design and appearance

Core Policy 57 - Ensuring High Quality Design and Place Shaping of the Wiltshire Core Strategy seeks to ensure that all new development is of high design quality, reflecting local context, character, and distinctiveness.

No external alterations are proposed and the building and site will remain as it is at present. It is perhaps the case that the proposal will result in additional numbers of cars being parked in the curtilage of the building than compared to the permitted situation, but given the relatively modest scale of the new use, it is not considered to be of such a magnitude that it would unacceptable impact upon the character and appearance of the wider street scene.

Having regard to the above, the proposal complies with the design principles set out in Core Policy 57 of the Wiltshire Core Strategy and Appendix D of the Wiltshire Design Guide and Policy HE1 of the Corsham Neighbourhood Plan.

Amenity

Point vii of Core Policy 57 - Ensuring High Quality Design and Place Shaping of the Wiltshire Core Strategy seeks to ensure that developments do not adversely affect neighbouring properties.

The National Planning Policy Framework (NPPF), particularly Paragraph 135(f), stresses that planning decisions should ensure developments provide a high standard of amenity for existing and future users.

The proposed development has been assessed in terms of its potential impact on the residential amenity of neighbouring properties, with particular regard to loss of light, overshadowing, loss of privacy, and overbearing effects.

No external alterations are proposed and, as such, no new overlooking or overbearing impacts to the neighbouring residential occupiers will result from the development.

The Council's Public Protection officer has recommended a condition controlling the hours of operation. This condition will be attached to any decision notice and will ensure that the operating hours do not have an unacceptable impact on the amenity of the neighbouring properties. Although no reference has been made to such within the Public Protection comments, so as to ensure the scale of the proposal remains as is stated in the submission documents, it is considered necessary to also make use of an additional condition which will restrict the use to 2no. staff and 2no. customers on the site at any one time.

Consideration has also been given to the potential noise and light impacts of cars arriving and departing. Due to the size of the plot, space for vehicle manoeuvres and the relative distance from neighbouring properties it is not considered that the proposal would result in an unacceptable amenity impact. While there would be an increase in the number of vehicle movements when compared to the existing holiday let usage. In this instance again due to the location of the proposed building and position immediately adjacent to the relatively busy B3353, it is not considered that the proposal would result in an unacceptable amenity impact on neighbouring properties in terms of noise pollution.

In response to both the initial submission and to the updated plans, extensive objection to the proposals has been received from a neighbour. Whilst the concerns are entirely understood (since the proposals will introduce a commercial enterprise into a predominantly residential area), in this case the scale of the proposal is considered to be relatively modest and will not result in unacceptable impacts on the amenity or living conditions of surrounding residential occupiers.

In particular, whilst activity and associated car movements is not anticipated to be excessive, the numbers of staff and customers at the site hours of operation can be further restricted by condition. The requirements of for the processing of business waste will be a matter for the applicant to arrange and manage, but nonetheless, there appears to be sufficient space on the site for its storage and collection, away from surrounding neighbours (in any event, any nuisance caused through its poor management is capable of being made the subject of a separate complaint under the Environmental Protection Act). The objector also raises concern about the correct business rates being charged, but this is not a matter which is material to the determination of this planning application.

In other respects, the objector observes that no consultation was undertaken by the applicant prior to the submission of the planning application. Whilst this is unfortunate and unneighbourly, there is no capacity in law to withhold planning permission on that basis.

Subject to the imposition of planning conditions, the proposal is considered to meet with Core Policy 57 point vii in respect of safeguarding residential amenity.

Highways and parking

Following comment from the Council's Highway Engineer an updated parking plan was submitted which shows 8 parking spaces potentially being delivered. This is made up of four spaces for the business (2 staff and 2 clients) and 4 spaces for the adjacent dwelling (no.7 Silver Street, understood to be under the control of the applicant's family).

The updated parking plan is, however, not without inadequacies. Several of the spaces appear to be deficient in size (as assessed against the adopted Local Transport Plan), difficult to access, and at least one space being located outside of the original red-line of the application site (although this latter issue being addressed through it being accepted as the new application site and a restart of the application undertaken, complete with local publicity). Updated comment from the Council's Highway Engineer were not received, but despite the inadequacies of the plan, it is evident from a site visit that sufficient space exists to allow a great many cars to be parked off the road (most likely in greater numbers than required by policy), whilst also allowing for turning space to avoid the need for reversing out onto the public highway. A condition restricting the number of staff and customers at the site can be imposed so as to ensure there is no greater demand for parking or associated vehicle movements.

Due to the scale of the proposed use and apparent sufficiency of its size, it is considered excessive to require the formalised laying out of the building's curtilage for parking. Concerns have been raised by a local resident about the surface of the area not being consolidated, but this is an existing situation, and with the limited scale of the new business operation not thought to generate a need for it to be updated.

Concerns have also been raised about the lay-by immediately outside of the application site. This is outside of the applicant's control and as such is not an element which could be considered in the application. However, there appears to be no restriction on its use and, in any event, as is referenced above, sufficient parking is considered to be available on the site to support the safe operation of the new business and that of the adjoining dwelling. Unfortunately, the planning regime does not exert control over selfish or unneighbourly behaviour of residents or patrons.

The concerns about additional parking being displaced onto the road are again noted. As discussed previously the proposal has demonstrated that the requisite number of parking and turning spaces can be achieved and, in any event, there are no parking restrictions on this stretch of the B3353. As such it is not considered that the proposal would result in an unacceptable impact upon the immediate highway.

In other respects, concerns have been raised about the adequacy of space for the storage of bins and commercial waste. It is considered likely that there is sufficient space for the storage of such, but given the lack of a notation on the plans, and identified deficiencies in the parking

plan submitted, it is considered necessary and reasonable to make use of a planning condition which will compel the submission of a plan setting out its location.

Ultimately, and subject to the imposition of conditions, the proposed development is considered to not have an unacceptable impact on highway safety, or cause a severe residual cumulative impact on the road network. It will therefore meet with the requirements of policy CP61 to the Wiltshire Core Strategy as well as the car parking strategy to the Wiltshire Local Transport Plan.

Heritage

From the point of view of the historic environment the main statutory tests are set out within the Planning (Listed Building and Conservation Areas) Act 1990.

Section 66 requires that special regard be given to the desirability of preserving listed buildings, their settings or any features of special architectural or historic interest which they possess.

Section 72(1) of the Act requires the Council to pay special attention to the desirability of preserving or enhancing the character or appearance of designated Conservation Areas.

The Council's Core Strategy Policy CP58 'Ensuring the conservation of the historic environment' requires that designated and non-designated heritage assets and their settings will be conserved, and where appropriate enhanced, in a manner appropriate to their significance and encourages proposals which improve the condition of heritage assets at risk.

The NPPF outlines government policy for planning. Chapter 16 of the NPPF 'Conserving and enhancing the historic environment' sets out the Government's high-level policies concerning heritage and sustainable development.

No changes are proposed to the building or site and to that extent, the proposed development will preserve the character and appearance of the neighbouring listed buildings. It would not result in harm to the significance of any heritage assets. Whilst there is perhaps expected to be an increased level of activity and car movements as a result of the new use, it is not thought to be of such an increase that it would adversely impact on the setting of the setting of the listed buildings at 6-7 Silver Street.

Accordingly, the development is therefore considered to comply with Core Policy 58 of the Wiltshire Core Strategy and Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990, as well as the relevant provisions of the NPPF.

Ecology

Core Policy 50 of the Wiltshire Core Strategy seeks to protect and enhance biodiversity and geodiversity, including through ensuring that development avoids harm to protected species and habitats.

The National Planning Policy Framework (NPPF), in Paragraphs 193, requires that development minimises impacts on and provides net gains for biodiversity, including ensuring mitigation is secured where harm cannot be avoided.

The application site is not subject to any statutory or non-statutory ecological designations, and the scale and nature of development is such that significant harm to biodiversity is unlikely. No objections have been raised by the Council's Ecologist.

As such, the development complies with Core Policy 50 of the Wiltshire Core Strategy and the relevant provisions of the NPPF.

CONCLUSION

Subject to the imposition of conditions, the proposed development is considered to be acceptable in terms of its design, scale, and relationship with the surrounding area. It would not result in any unacceptable harm to the character of the locality, the amenities of neighbouring occupiers, or the interests of highway safety, ecology or harm to heritage assets.

The proposal is therefore considered to comply with the relevant policies of the Wiltshire Core Strategy, the Wiltshire Local Plan, the Corsham Neighbourhood Plan as well as relevant paragraphs to the NPPF. As such, the application is recommended for approval, subject to the conditions set out below.

RECOMMENDATION: That Planning Permission be GRANTED subject to conditions:

1. The development hereby permitted shall be begun before the expiration of three years from the date of this permission.

REASON: To comply with the provisions of Section 91 of the Town and Country Planning Act 1990 as amended by the Planning and Compulsory Purchase Act 2004.

2. The development hereby permitted shall be carried out in accordance with the following approved plans:

Existing Floor Plan
Proposed Floor Plan
(Received by LPA 23rd September 2025)

Location Plan
Parking layout plan
(Received by LPA 19th February 2026)

REASON: For the avoidance of doubt and in the interests of proper planning.

3. The use hereby permitted shall only take place between the hours of:
8:30am to 6pm Monday to Friday, with extended opening hours between 6pm and 8pm on two evenings per week, and 8.30am to 1pm Saturdays.

The use shall not take place at any time on Sundays and Bank or Public Holidays

REASON: Core policy 57, Ensuring high design and place shaping such that appropriate levels of amenity are achievable in this predominantly residential area.

4. At no time shall there be any more than two staff nor any more than two customers at the site at any one time.

REASON: To ensure that appropriate levels of amenity are achievable in this predominantly residential area and that the development does not cause an unacceptable impact on highway safety through additional vehicle movements and parking demand.

5. Prior to the first use of the development hereby permitted, a plan showing the location and layout of the proposed bin storage area for both commercial and domestic waste shall have been submitted to and approved in writing by the Local Planning Authority. Prior to the first use of the building for commercial purposes, the bin storage area shall be laid out in accordance with the agreed details and remain in that condition thereafter.

REASON: So as to ensure that sufficient space is made available for both commercial and domestic waste and that it does not impede the correct operation of the building curtilage for the parking and turning of cars.