

APPLICATION FOR FULL PLANNING PERMISSION CASE OFFICER REPORT

APPLICATION REFERENCE:	PL/2026/00487
APPLICATION TYPE:	Full planning permission
SITE ADDRESS:	12 Whiterow Park, Trowbridge, BA14 0EG
DEVELOPMENT DESCRIPTION:	Proposed change of use from garden cabin to dog grooming cabin.
RECOMMENDATION:	APPROVE

SITE DESCRIPTION/CONTEXT: The application relates to an existing garden outbuilding, located in the rear garden of 12 Whiterow Park, Trowbridge. The site is located within an established residential area of Trowbridge, which is predominantly characterised by two-storey red-brick dwellings, arranged in semi-detached pairs, short terraces or as detached properties, of a similar design.

The application property, No. 12, is a semi-detached dwelling that benefits from on-site parking provision, with additional unrestricted on-street parking available immediately adjacent to the site.

This proposal does not propose any external alterations to the existing building, which the applicant has confirmed in their planning statement has been constructed *“with insulated walls, roof, and floor, and fitted with double-glazed windows. Heating will be provided during winter months and air conditioning during the summer, enabling the doors to remain closed as far as practicable. These measures will minimise any potential noise emissions associated with the grooming activity”*.

The existing building has been erected utilising permitted development rights, and with reference to the submitted plans, measures 4.3m in length and 2.4m in height and has been positioned against the northern boundary of No. 12. The building is single storey in height. It is considered to satisfy the provisions of Schedule 2, Part 1, Class E permitted development rights.



Site photo of the existing building subject to this change of use application

PROPOSAL: This application is seeking planning permission for the change of use of an existing garden outbuilding to an appointment-only dog grooming salon. The applicant intends to operate the salon on weekdays only, between 9am and 5pm, with three appointments per day, with one dog groomed at a time.

RELEVANT LEGISLATION, POLICIES AND GUIDANCE

National Planning Policy: National Planning Policy Framework (NPPF); Planning Practice Guidance (PPG)

Development Plan: The development plan for Wiltshire comprises the Wiltshire Core Strategy (WCS) (adopted January 2015) and any made neighbourhood plans, which remain the principal statutory planning document guiding development across the county. In line with Section 38(6) of the Planning and Compulsory Purchase Act 2004, planning decisions must be made in accordance with the development plan unless material considerations indicate otherwise.

Though the development plan is considered as a whole, those parts deemed to be particularly relevant to this application are listed below:

The adopted Wiltshire Core Strategy (WCS), with particular regard to:

- Core Policy 1 Settlement Strategy;
- Core Policy 2 Delivery Strategy;
- Core Policy 29 Spatial Strategy: Trowbridge Community Area
- Core Policy 34 Additional Employment Land
- Core Policy 50 Biodiversity and Geodiversity;
- Core Policy 57 Ensuring High Quality Design and Place Shaping;
- Core Policy 61 Transport and New Development
- Core Policy 64 Demand Management
- Core Policy 67 Flood Risk;

Draft Wiltshire Local Plan: The examination of the emerging Wiltshire Local Plan has been paused, and the weight to be afforded to any part of the emerging plan can be no more than very limited. A decision on how to proceed shall be made by the Council in May 2026.

Supplementary Planning Documents and other Guidance:

- Wiltshire Design Guide (adopted April 2024)
- Wiltshire Local Transport Plan 2011-2026 (LTP3), adopted 2015 - including the Car Parking Strategy and Cycling Strategy
- Wiltshire Council Local Transport Plan 2025 -2038 (LTP4), adopted March 2025
- Trowbridge and Westbury Bat Mitigation Strategy (TWBMS), July 2025

ISSUES The main issues that need to be addressed in this case include the principle of the development; impact on neighbour amenity; highway impacts; and ecology

CONSULTATION RESPONSES

Trowbridge Town Council: No objection, subject to no significant adverse impact on neighbouring amenity

Wiltshire Council Highways: No objection

Wiltshire Council Public Protection: No objection subject to a condition restricting the hours of operation

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 to inform interested parties and provide a period of 21 days for comments to be submitted.

Below is a summary of the representations received during the consultation period. Only material planning considerations have been taken into account in the assessment of this application. Non-material issues, such as property values or private legal disputes, cannot be considered in the determination process.

Third-party Representations: No third-party representations were received

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 Wiltshire Core Strategy (2015) and, where applicable, any made Neighbourhood Plans. Consideration has also been given to the policies of the National Planning Policy Framework (NPPF) as a material consideration in the assessment.

Principle of Development: Policy CP1 of the adopted WCS establishes a hierarchy of settlements to guide where development should be focused. The policy prioritises growth in:

- Principal Settlements (e.g., Salisbury, Chippenham, Trowbridge) – main focus for strategic growth.
- Market Towns – support local services and employment; suitable for sustainable development.
- Local Service Centres – smaller towns and villages with a range of services; limited development supported.
- Large and Small Villages – development should be limited and respond to local needs.
- Outside the defined settlements – development is strictly controlled and generally not supported unless exceptional circumstances apply.

Policy CP2 of the WCS sets out how development will be distributed and delivered across Wiltshire. The policy emphasises:

- Sustainable patterns of growth, reducing the need to travel and supporting local services.
- Development should be plan-led, aligning with the settlement strategy and supported by infrastructure.
- Windfall development (not allocated in plans) must still comply with the principles of sustainable development.
- Development outside settlement boundaries is generally not permitted, unless it meets specific policy exceptions (as set out in paragraph 4.25 of the WCS).

Together, CP1 and CP2 ensure that new development is strategically located, sustainable, and supports the character and function of Wiltshire's communities.

Policy CP29 confirms that Trowbridge is a Principal Settlement and therefore “*are strategically important centres and the primary focus for development*” which can accommodate “*significant levels of jobs and homes, together with supporting community facilities and infrastructure, meeting their economic potential in the most sustainable way to support better self-containment*”. Therefore, the presumption in favour of sustainable development is supported in this location.

Policy CP34 states that proposals for employment development (use classes B1 [now E(g)], B2 and B8) are supported within the Principal Settlements, Market Towns and Local Service Centres. The policy continues that such development must be in the right location and support the strategy, role and function of the settlement to which they relate.

In this instance, the proposal relates to a change of use of an existing garden outbuilding to be used as a small-scale commercial dog grooming cabin. The application site is located within the defined settlement boundary for Trowbridge, where there is a presumption in favour of such development.

Whilst it is appreciated that the proposed use of the outbuilding for dog grooming purposes would contribute to a more commercial/business use within the existing residential area, the use would be small scale.

It is considered that the principle of development is acceptable in this location, subject to appropriate and reasonable control measures necessary to ensure the use is compatible with its residential context, as discussed in greater detail below. On this basis, the proposed complies with the abovementioned policies and the principle of the development is supported.

Amenity: Policy CP57 (criterion vii) of the WCS requires development to respect the amenity of existing occupants and ensure appropriate amenity levels for future residents.

The NPPF, particularly Paragraph 135, reinforces the need for development to provide a high standard of amenity for both existing and future users.

The proposed conversion of the existing outbuilding into a dog grooming salon could generate some noise and extra activity that has the potential to adversely affect neighbouring residents' amenities in the existing residential area. However, after assessing this proposal and consulting with the Council's Public Protection department, it is considered that mitigation measures can be imposed through planning conditions to make the proposal acceptable, such as restricting use hours and preventing overnight kennelling of dogs.

A condition is considered necessary to restrict the number of dogs associated with the proposed business. While it is acknowledged that the applicant intends to operate an appointment-only grooming salon, with a maximum of three clients per day, the permitted number of dogs on-site at any one time should take into account the potential overlap between a dog whose grooming has just been completed and the arrival of the next appointment.

In terms of the hours of use, it is considered reasonable to extend this by half an hour in the morning and afternoon, to 08:30am to 17:30pm to allow the grooming area to be set up before the first appointment and cleaned/tidied at the end of the day.

With due regard to the small scale of the proposed use, which would operate during weekdays only with 3 appointments a day, and with mitigation measures in place, the proposal would be acceptable within this residential setting, subject to planning conditions controlling the use, the opening hours, and the number of dogs on site at any one time.

Having regard to the above, the proposal is considered to be compatible with the surrounding development and would not have an adverse impact on the amenity of neighbouring occupiers, in accordance with CP57 and the NPPF.

Highways Impacts and Parking: Transport implications are a key factor in assessing planning applications, especially for larger developments. Proposals must demonstrate:

- Safe and suitable access for all users, including pedestrians, cyclists, and those with mobility impairments.
- No severe residual impacts on the surrounding highway network.
- Promotion of sustainable travel, reducing reliance on private vehicles.
- Adequate parking and cycle provision, in line with adopted standards.
- Protection and enhancement of public rights of way and active travel routes.

Relevant policies include Core Policies 60–64 of the Wiltshire Core Strategy, supported by the Wiltshire Local Transport Plan, Car Parking Strategy, and Cycling Strategy. The Local Cycling and Walking Infrastructure Plan (LCWIP) and LTN 1/20 (DfT) provide further design guidance for active travel infrastructure.

The proposal would involve a maximum of 3 clients a day, all to be booked in advance by appointment only on weekdays, with clients dropping off and collecting their dogs once grooming has been completed.

The existing dwelling benefits from existing on-site car parking provision, with there being unrestricted car parking on the road immediately outside the application site. Given the scale of the development and the likely number of appointments over the course of a day, it is not considered that the proposed use would not give rise to an unacceptable impact on highway safety. The Council's highways officer has also raised no objection to the proposal.

Ecology and Biodiversity: The ecological impact of development is a key planning consideration, especially for larger schemes. Proposals must assess and address potential effects on:

- Protected species
- Priority habitats
- Ecological networks
- Green and blue infrastructure

Policy CP50 of the Wiltshire Core Strategy requires development to:

- Avoid harm to ecological assets.
- Deliver measurable Biodiversity Net Gain (BNG), in line with the Environment Act 2021.
- Support habitat restoration and connectivity.
- Integrate biodiversity into site design.

The application site is located within the grey-hatched zone associated with the TWBMS. In this instance, given that the grey zone of the TWBMS is only relevant to applications that have the potential to increase recreational pressures on important bat habitats, such as new residential developments, it does not apply to this application, which seeks permission for the change of use of an existing outbuilding within the rear garden of an established residential dwelling. As such, the proposal does not present concerns regarding impact on bats.

PLANNING BALANCE AND CONCLUSION: For the reasons set out above, it is considered that the proposed change of use would be acceptable, given its sustainable location, the scale of the proposed

use and with appropriate control measures imposed by way of planning conditions for the proposed dog grooming salon. The existing site is considered to have acceptable parking provision on-site and in its immediate vicinity. Therefore, the proposal complies with the adopted Wiltshire Core Strategy and 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