

# **PLANNING STATEMENT**

**Rev 1**

**MELKSHAM DEVELOPMENT COMPANY**

**LAND ADJACENT 83 BATH ROAD, MELKSHAM**

## Project Overview

This statement has been prepared in support of a full planning application for the redevelopment of land adjacent to 83 Bath Road, Melksham. This revised submission reflects design amendments made following detailed and ongoing dialogue with the Local Planning Authority, including the case officer, highways officer, and conservation officer.

The proposed development comprises the erection of four dwellinghouses arranged as two pairs of semi-detached, three-bedroom homes with accommodation over three floors, including room-in-the-roof. The proposals incorporate on-street parking provision and private amenity space for each dwelling.

The site benefits from an extant outline planning permission for residential development under reference W/01/01577/OUT, which establishes the principle of development.

The application site extends to approximately 660m<sup>2</sup> (0.16 acres). It is regular in shape, relatively level, and currently fully hard surfaced in tarmacadam, with no existing trees or meaningful vegetation. The site previously functioned as overspill parking associated with the former Cooper Tire factory located opposite, which is now redundant.

The site is enclosed by boundary walls on all sides. Of particular significance is the existing stone boundary wall and piers fronting Bath Road. Following consultation with the Conservation Officer, the scheme has been amended to ensure the full retention of this wall, which makes a positive contribution to the character of the street scene and the setting of nearby heritage assets. This has directly informed the revised parking strategy.

## Site Context and Surroundings

The site represents a logical infill opportunity within an established residential area. It is situated between No. 83 Bath Road, a detached dwelling, and a three-storey apartment building at No. 91. To the north lies the former Cooper Tire site, and to the south are established residential areas including The City and Weavers Crofts.

The surrounding built environment is varied in both form and materiality, including render, red and buff brick, and natural stone. The site also lies within the setting of designated heritage assets, which has been a key consideration in the evolution of the design.

The site is highly sustainable, located approximately 0.1 miles from the town centre and 0.3 miles from Melksham railway station, with accessible bus routes nearby. The location offers excellent access to services and employment opportunities without reliance on private vehicles.

## Design and Appearance

The design of the proposed dwellings has evolved significantly through the application process in response to comments from the Conservation Officer and case officer. The revised scheme now adopts a more coherent and locally responsive architectural approach, drawing inspiration from successful nearby development, including the character and form of dwellings on Old Broughton Road adjacent to Melksham Baptist Church.

This approach has resulted in a more formal, well-proportioned architectural composition with a consistent and high-quality palette of materials. The dwellings incorporate:

- Natural stone elevations, including plinths, quoins and window surrounds
- Carefully proportioned, vertically emphasised window openings
- True sliding sash windows applied consistently across all elevations
- Terracotta roof tiles reflecting local vernacular character
- Prominent, well-detailed chimney features that contribute positively to the roofscape

The revisions have addressed previous concerns regarding suburban appearance, inconsistent detailing, and materiality. The result is a cohesive and characterful development that reinforces local distinctiveness and enhances the street scene.

## Scale and Massing

The scale of development has been carefully considered in the context of surrounding built form. Adjacent properties range from two to three storeys in height, and the proposed dwellings align with this established pattern.

While the inclusion of room-in-the-roof accommodation allows for efficient use of space, the roof design has been carefully controlled to minimise overall height and visual impact. The proposals are therefore considered to sit comfortably within the existing street scene.

## Density

The provision of four dwellings represents an efficient and appropriate use of this sustainably located site. The layout provides a high standard of accommodation, adequate private amenity space, and appropriate separation distances, consistent with the prevailing character of the area.

It is noted that alternative layouts, including rear parking arrangements, would result in the loss of at least one dwelling and a less efficient use of land. This would undermine the viability and delivery of the scheme and is therefore not considered appropriate.

## Access, Parking and Highways

The application has been subject to detailed engagement with the Highways Authority and the case officer, and the proposed parking strategy reflects an agreed position.

A key amendment to the scheme is the removal of in-curtilage parking in favour of on-street parking provision. This approach has been specifically adopted to enable the retention of the existing stone boundary wall fronting Bath Road, in direct response to Conservation Officer feedback.

The on-street parking arrangement has been agreed with the case officer and is considered to provide a safe and appropriate solution, consistent with highway requirements.

The site's highly sustainable location, within walking distance of the town centre, railway station, and public transport routes, supports a reduced reliance on private vehicles. As such, the proposed level of parking is considered appropriate and compliant with Wiltshire Council's parking standards for accessible locations.

The revised approach achieves a balanced solution, preserving an important heritage feature, maintaining highway safety, and delivering a viable development.

## Impact on Heritage Assets

The site lies within the setting of nearby Grade II listed buildings, and the proposals have been carefully developed with regard to the statutory duty under Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

The revised scheme has directly responded to the Conservation Officer's concerns, most notably through the retention of the existing natural stone boundary wall and piers along Bath Road. This feature contributes positively to the character of the area and the setting of nearby heritage assets, and its retention represents a clear enhancement over the previous iteration of the scheme.

The architectural approach has also been refined to provide a more considered and contextually appropriate design, incorporating high-quality materials, improved proportions, and a consistent architectural language.

It is therefore considered that the proposal will preserve the setting of nearby heritage assets. Where any limited harm may be identified, this would fall within the category of less than substantial harm at the lower end of the spectrum. In accordance with national policy, this is clearly outweighed by the public benefits of delivering new housing on a sustainable, previously developed site, alongside the enhancement of the street scene through the retention of important historic fabric.

## Sustainability and Policy Considerations

The proposal aligns with the objectives of the Wiltshire Design Guide for Housing and Core Policies relating to high-quality design and sustainable development.

The site's central location promotes walking, cycling, and use of public transport, reducing reliance on private vehicles and supporting healthier lifestyles.

The redevelopment of a fully hard-surfaced site provides clear environmental benefits. The introduction of soft landscaping will improve surface water management and create opportunities for biodiversity enhancement, including habitat creation for birds, insects, and other wildlife.

The dwellings are designed to maximise natural light and provide a high standard of residential amenity.

## **Future Adaptability**

The internal layout of the dwellings has been designed to allow for future adaptability. Staircases are positioned against party walls, enabling the potential installation of stairlifts and supporting long-term accessibility.

## **Conclusion**

This revised proposal represents a collaborative and positive response to feedback from the Local Planning Authority.

Key concerns raised by the Conservation Officer have been directly addressed, most notably through the retention of the Bath Road stone boundary wall and the delivery of a significantly improved architectural design. The parking strategy has been agreed with the case officer and provides a safe and appropriate solution in the context of a highly sustainable location.

The scheme delivers a high-quality, policy-compliant form of development on a sustainable infill site, preserving the setting of nearby heritage assets while contributing positively to the character of the area.

It is therefore respectfully requested that planning permission be granted.

The red dot illustrates the application site – Bath Road, Melksham



The red line illustrates the development site boundary

