

Planning Statement

Conversion of double garage to skin-specialist salon (Use Class E)

Jays Farmhouse, London Road, Chippenham.



Prepared by:

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Planning Statement:

Proposal: Conversion of existing detached double garage into a small-scale skin-specialist salon (Use Class E).

Location: Jays Farmhouse, London Road, Chippenham.

Date: March 2026

1. Introduction

This Planning Statement has been prepared to support a full planning application for the conversion of a detached domestic double garage at Jays Farmhouse, London Road, Chippenham, into a small-scale, appointment-only skin specialist salon.

The proposal represents a sustainable reuse of an existing building to facilitate a low-impact home-based business. This statement demonstrates that the development is in full accordance with the **Wiltshire Core Strategy** and national planning guidance, ensuring the preservation of residential amenity and local character.

2. Site and Surroundings

Jays Farmhouse is a detached residential property situated on London Road. The application site consists of a detached double garage located within the generous curtilage of the main dwelling. The surrounding area is predominantly residential, characterized by a mix of architectural styles. The site is well-screened and benefits from a significant amount of private hardstanding for vehicle parking.

3. The Proposed Development

The application seeks permission to transition the garage from domestic storage to a professional clinical space for skin treatments.

Physical Alterations

The conversion has been designed to be sympathetic to the host dwelling and the wider street scene:

- **Fenestration:** The existing functional "up-and-over" garage doors will be removed. In their place, high-quality glazing and masonry infill will be installed, designed to match the materials and aesthetic of the existing farmhouse.
- **Footprint:** The building's footprint remains entirely unchanged. There are no extensions or increases in height proposed, ensuring the scale remains subordinate to the primary residence.
- **Internal Upgrades:** The interior will undergo thermal upgrades to meet modern Building Regulations. The space will be divided into a treatment room, a small consultation area, and necessary sanitary facilities, optimized for a single practitioner.

4. Planning Policy Context

The proposal is supported by the following **Wiltshire Core Strategy (WCS)** policies:

- **Core Policy 34 (Additional Employment Land):** Supports the expansion of existing businesses and the provision of small-scale employment opportunities within or adjacent to existing settlements.
 - **Core Policy 57 (Ensuring High Quality Design and Place Shaping):** The conversion utilizes high-quality materials that complement the existing built environment, ensuring no negative impact on visual amenity.
 - **Core Policy 60 & 61 (Sustainable Transport):** The proposal utilizes an existing access point and provides sufficient on-site parking to prevent any impact on the public highway.
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5. Key Considerations

Impact on Residential Amenity

The proposed use is inherently quiet and low-impact. As a specialist skin salon, the business will operate strictly by appointment, typically seeing only one client at a time.

- **Noise:** Unlike a general hair salon or retail unit, the equipment used in skin specialization is near-silent.
- **Activity Levels:** The volume of "coming and going" will be negligible and comparable to a standard residential household's daily activity.

Parking and Highways

London Road is a primary arterial route where on-street parking is restricted. However, Jays Farmhouse benefits from a large private driveway and hardstanding.

- **Capacity:** The site can comfortably accommodate several vehicles simultaneously without encroaching on the turning circle or the parking requirements of the main dwelling.
- **Traffic:** The appointment-based nature of the business ensures there will be no "peak hour" traffic congestion associated with the site.

Visual Impact and Character

By utilizing the existing garage structure and matching the material palette of the farmhouse, the proposal maintains the residential character of the plot. The removal of the garage doors in favour of residential-style windows will enhance the visual quality of the building, making it appear more integrated with the domestic setting.

6. Conclusion

The proposed conversion represents a sensitive and sustainable use of an existing outbuilding. It provides an opportunity for a local specialist business to operate without causing harm to the character of the area or the privacy of neighbours.

Given the minimal physical changes, the ample parking provision, and the low-intensity nature of the use, we respectfully request that planning permission be granted.

Additional information:



Front and west side elevation of garage



Front and east side elevation of garage



Garage and Jays Farmhouse from front entrance to show large parking area



Jays Farmhouse (garage to right of picture).

END OF STATEMENT