

APPLICATION FOR PLANNING PERMISSION DELEGATED REPORT

APPLICATION REFERENCE:	PL/2026/01822
APPLICATION TYPE:	Full planning permission
SITE ADDRESS:	49, Market Place, Chippenham, SN15 3HU
DEVELOPMENT DESCRIPTION:	Alterations to, and replacement of shopfront.
RECOMMENDATION:	That Planning Permission be GRANTED

PROPOSAL

The proposal seeks planning permission for alterations to and the replacement of the shopfront of no.49 Market Place, Chippenham.

The new shopfront is to be moved forward towards the street, thereby increasing internal commercial floorspace. The shopfront adopts a traditional timber plinth, matching the depth of the existing stone piers either side. Steel posts supporting the glazing are to be timber clad, with powder coated aluminium frames. Submitted plans appear to show the removal of the existing internal door to the upper floors in favour of a partition wall. However, such changes do not require planning permission.

SITE DESCRIPTION/CONTEXT

The site is a commercial building in the Chippenham Conservation Area (CCA) which is in the town centre and neighboured by buildings in a predominantly commercial usage, with limited residential on floors above ground level.

Previously occupied by a bank, the shop front of the existing building appears to be of a mid-20th century design, with large expanses of glazing and metal frames.

The building is not listed, but the application site is located in the Chippenham Conservation Area. Neighbouring Listed Buildings (48 and 50 Market Place), Grade II listed.

PLANNING HISTORY

Proposal / Summary
13/02494/ADV - Consent to display an advertisement Decision - Approve with Conditions Date: 6/9/2013 – 1 Non-Illuminated Fascia Sign, 1 Non-Illuminated Projecting Sign and 1 Non-Illuminated ATM Tablet Sign.
13/04011/PREAPP - Pre-Application enquiry Decision - Pre-App Response Date: 12/2/2014 – New Sign to Fascia, Internal Alterations to Listed Building
13/05545/ADV - Consent to display an advertisement Decision - Approve with Conditions Date: 6/1/2014 – Signage to Shop Fascia

13/05818/LBC - Listed building consent Decision - Approve with Conditions Date: 6/1/2014 – Construction & Installation of Internal Partitions with Serving Counter/Display Cabinets
13/06541/FUL - Full planning permission Decision - Approve with Conditions Date: 9/1/2015 – Conversion of First & Second Floor into Maisonette
13/06596/LBC - Listed building consent Decision - Approve with Conditions Date: 9/1/2015 – Internal Alterations Associated with Conversion of First & Second Floor into Maisonette
17/03430/ADV - Consent to display an advertisement Decision - Approve with Conditions Date: 23/11/2017 – 1 no. non-illuminated fascia sign, 1 no. internally illuminated hanging sign, new ATM surround and window vinyls
17/04672/LBC - Listed building consent Decision - Approve with Conditions Date: 23/11/2017 – The upgrade of existing signage and refresh of shopfront.
17/07316/FUL - Full planning permission Decision - Approve with Conditions Date: 4/10/2017 – ATM swap - existing raised floor to be lowered. New metal and glass safety rails to be installed around floor recess
17/07317/LBC - Listed building consent Decision - Approve with Conditions Date: 4/10/2017 – ATM swap - existing raised floor to be lowered. New metal and glass safety rails to be installed around floor recess
17/08371/ADV - Consent to display an advertisement Decision - Withdrawn Date: 24/11/2017 – The upgrade of the existing signage and refresh of the existing shopfront.
17/08373/LBC - Listed building consent Decision - Withdrawn Date: 24/11/2017 – The upgrade of the existing signage and refresh of the shopfront.
18/01761/ADV - Consent to display an advertisement Decision - Approve with Conditions Date: 24/4/2018 – Colour change of existing fascia signage letters from bronze to blue.
18/01762/LBC - Listed building consent Decision - Approve with Conditions Date: 24/4/2018 – Colour change of the existing fascia signage lettering from bronze to blue.
19/06270/PREAPP - Pre-Application enquiry Decision - Withdrawn Date: 3/10/2019 – External fascia signage and internal fit out works
19/07711/ADV - Consent to display an advertisement Decision - Withdrawn Date: 25/9/2019 – The upgrade of the existing signage and refresh of the existing shopfront.
19/07712/FUL - Full planning permission Decision - Approve with Conditions Date: 1/10/2019 – Minor internal alterations
19/07764/LBC - Listed building consent Decision - Approved Date: 1/10/2019 – Minor internal alterations
19/08654/LBC - Listed building consent Decision - Approve with Conditions Date: 8/11/2019 – Replacement of existing front (main access) door with new door that meets current security requirements.
N/02/02351/ADV - Consent to display an advertisement Decision - Approve with Conditions Date: 29/11/2002 – ILLUMINATED FASCIA SIGN
N/02/02737/TCA - Work to Trees in a Cons Area Decision - Approved Date: 7/1/2003 – FELL ONE SILVER BIRCH TREE
N/04/03590/FUL - Full planning permission Decision - Approve with Conditions Date: 9/2/2005 – ALTERATIONS TO SHOP FRONT IN ASSOCIATION WITH DISABLED RAMP

N/04/03591/LBC - Listed building consent Decision - Approve with Conditions Date: 9/2/2005 – INTERNAL AND EXTERNAL ALTERATIONS IN ASSOCIATION WITH THE PROVISION OF A DISABLED RAMP
N/07/01758/LBC - Listed building consent Decision - Approve with Conditions Date: 21/8/2007 – Refurbishment, Including Stainless Steel New Shopfront, Incorporating New ATM and Wheelchair Lift
N/07/01759/FUL - Full planning permission Decision - Approve with Conditions Date: 21/8/2007 – Refurbishment, Including Stainless Steel New Shopfront, Incorporating New ATM and Wheelchair Lift
N/07/01793/ADV - Consent to display an advertisement Decision - Refused Date: 22/8/2007 – Fascia Sign Together with Externally Illuminated Hanging Sign
N/07/01794/LBC - Listed building consent Decision - Refused Date: 22/8/2007 – Erection of Fascia Sign Together with Externally Illuminated Hanging Sign
N/07/03237/FUL - Full planning permission Decision - Withdrawn Date: 29/1/2008 – Replacement Shop Front
N/08/00231/LBC - Listed building consent Decision - Refused Date: 24/4/2008 – Erection of Fire Escape Stair
N/08/00349/FUL - Full planning permission Decision - Refused Date: 24/4/2008 – Erection of New Steel Staircase and Platform across Existing Flat Roof to form New Fire Exit from Second Floor
N/08/01321/ADV - Consent to display an advertisement Decision - Approve with Conditions Date: 24/7/2008 – Installation of Non Illuminated Letters and Hanging Sign on Front Elevation
N/08/01336/LBC - Listed building consent Decision - Approve with Conditions Date: 24/7/2008 – Installation of Non-Illuminated Individual Letter Sign
N/08/01532/LBC - Listed building consent Decision - Approve with Conditions Date: 12/8/2008 – Installation of Non-Illuminated Timber Painted Hanging Sign
N/09/00558/ADV - Consent to display an advertisement Decision - Approve with Conditions Date: 21/5/2009 – Erection of 1 no. Non Illuminated Fascia Sign and 1 no. Non-Illuminated Hanging Sign to Replace Existing.
N/09/00559/LBC - Listed building consent Decision - Approved Date: 21/5/2009 – Erection of 1 no. Non- Illuminated Fascia Sign & 1 no. Non -Illuminated Hanging Sign to Replace Existing & Painting of the Shop Front.
N/87/00332/FUL - Full planning permission Decision - Approved Date: 1/4/1987 – EXTENSIONS AND NEW SHOPFRONT TO EXISTING BUILDING SOCIETY PREMISES
N/87/00333/ADC - Consent to display an advertisement Decision - Approve with Conditions Date: 1/4/1987 – DISPLAY OF INTERNALLY ILLUMINATED ADVERTISEMENT SIGN
N/87/00334/LBC - Listed building consent Decision - Withdrawn Date: 6/4/1987 – ALTERATIONS AND EXTENSIONS TO PREMISES WITHIN CHIPPENHAM CONSERVATION AREA
N/88/02049/OUT - Outline Planning Decision - Withdrawn Date: 5/10/1988 – OUTLINE - SHOPPING AND ASSOCIATED DEVELOPMENT

N/88/02050/OUT - Outline Planning Decision - Withdrawn Date: 5/10/1988 – OUTLINE - SHOPPING AND ASSOCIATED DEVELOPMENT
N/88/02855/OUT - Outline Planning Decision - Approve with Conditions Date: 21/11/1988 – SHOPPING AND ASSOCIATED DEVELOPMENT
N/88/02865/OUT - Outline Planning Decision - Approve with Conditions Date: 21/11/1988 – SHOPPING AND ASSOCIATED DEVELOPMENT
N/93/00562/ADC - Consent to display an advertisement Decision - Approved Date: 14/6/1993 – DISPLAY OF ILLUMINATED PROJECTING SIGN, SHOP SIGN AND DATA BROADCASTING AND CARD CASH SIGN SIGNS
N/93/00617/FUL - Full planning permission Decision - Approve with Conditions Date: 6/7/1993 – EXTERNAL AND INTERNAL REFURBISHMENT, NEW SHOP FRONT, RELOCATION OF ATM AND FIRST FLOOR EXTENSION TO REAR OF PROPERTY REFURBISHMENT/SHOP FRONT/EXTN
N/93/00618/CAC - Demolition in a conservation area Decision - Approve with Conditions Date: 6/7/1993 – DEMOLITION OF EXISTING SHOPFRONT REFURBISHMENT/SIGNS/EXTENSION
N/93/01706/DOC - Approval of details reserved by a condition Decision - Approved Date: 28/9/1993 – DISCHARGE OF CONDITION NO 2 ATTACHED TO THE PLANNING PERMISSION N/93/0617/F - RELATING TO EXTERNAL WALL MATERIALS EXTERNAL WALL MATERIALS
PL/2024/00967 - Consent to display an advertisement Decision - Approve with Conditions Date: 10/4/2024 – Proposed fascia sign, projecting sign, ATM surround, statutory signage and associated works
PL/2024/00968 - Listed building consent (Alt/Ext) Decision - Approve with Conditions Date: 10/4/2024 – Proposed fascia sign, projecting sign, ATM surround, statutory signage and associated works
PL/2025/03565 - Prior Approval Part 3, Class MA: Commercial, business and service uses to dwellinghouses Decision - Withdrawn by Applicant Date: 11/4/2025 – Proposed change of use of the two upper floors, (first floor and second floor) from commercial banking use to 2no. self-contained domestic apartments, including associated internal alterations.
PL/2025/03775 - Prior approval part 3 Class G - COU from Use Class E, Betting Office or Pay Day Loan Shop to a mixed use including up to 2 Flats Decision - Prior Approval Granted with Conditions Date: 16/6/2025 – Proposed change of use of two upper floors (first floor and second floor) from commercial banking use to 2 self contained apartments including associated internal alterations
PL/2025/05719 - Full planning permission Decision - Refuse Date: 22/10/2025 – Proposed partial change of use of ground floor of existing commercial floorspace, (Class E) to a domestic apartment, (Class C3). Some commercial floor space is to be retained as Class E.
PL/2026/01822 - Full planning permission – Alterations to, and replacement of shopfront.

RELEVANT POLICIES AND GUIDANCE

Wiltshire Core Strategy

- Core Policy 57 Ensuring High Quality Design and Place Shaping
- Core Policy 58: Ensuring the Conservation of the Historic Environment

Chippenham Neighbourhood Plan

- Policy TC4 Development in the conservation area
- Annexe 3 Shop Front Design

Wiltshire Design Guide

The National Planning Policy Framework (NPPF)

The Planning Practice Guidance

National Design Guide

CONSULTATION RESPONSES

Parish/Town Council: Support:

The proposed removal of the modern, recessed shopfront and its replacement with a flush, timber framed, more traditional shopfront that incorporates stallriser and pilasters would accord with the design advice in the Shop Front Design Guide and Policy TC5 of the Chippenham Neighbourhood Plan. It would enhance the special character of Chippenham Conservation Area in accordance with Policy TC4 of the Neighbourhood Plan.

Council Conservation Officer: No objection, subject to conditions:

...the existing modern plate glass frontage does not appear to follow the adopted shopfront guidance and is not a traditional feature in the context of the Town Centre. Consequently the existing shopfront does not contribute positively to the Conservation Area or the setting of nearby listed buildings.

The proposed new shopfront appears traditionally detailed with a stall riser and tradition timber fenestration and thus is an enhancement.

I suggest the use of a condition to control the form of the intended works.

WB14 ARCHITECTURAL DETAILS TO BE AGREED

No development shall commence on site until details of all typical timber components of the proposed shop front (including sections through transoms, mullions, pilasters, doors and stall riser panels) have approved in writing by the Local Planning Authority. Development shall be carried out in accordance with the approved details.

REASON: The application contained insufficient information to enable this matter to be considered prior to granting planning permission the matter is required to be agreed with the Local Planning Authority before development commences in order that the development is undertaken in an acceptable manner, in the interests of visual amenity and the character and appearance of the area.

Wiltshire Council Highways: No objection

REPRESENTATIONS

No 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 adopted Wiltshire Core Strategy (2015) and, where applicable, any made Neighbourhood Plans.

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.

The design of the proposal will see the removal of the existing poor quality late 20th century elements. The proposed extension and alterations will see the installation of a more traditional architectural design approach and proportions is considered to represent an improvement to the wider area. This is also reflected in the Town Council's comment. The use of aluminium window frames is not ideal, but is an improvement over the existing.

In terms of scale the proposal in this instance will see a slight increase in the depth of the internal area, with the shop front being moved to the edge of the built form. In totality the proposal is not considered to be overdeveloping the site.

Having regard to the above, the proposal complies with the design principles set out in Core Policy 57 of the Wiltshire Core Strategy, the Wiltshire Design Guide, as well as policy TC4 to the Chippenham Neighbourhood Plan and the associated annexe relating to shop fronts in the town centre.

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.

While the proposal in this instance does not directly affect a listed building it is neighboured by two. The proposed alterations will see an overall improvement to the host building, and as a result of this improvement it is considered that the setting and character of the neighbouring listed buildings will be improved. The proposal is sited within the CCA and as such due consideration must be given to the impacts upon the character and setting of the CCA.

In this instance the proposal will see an overall improvement to the existing building and by extension the wider CCA. Both the Town Council and Conservation Area are supportive of the improved proportions and materials of the proposed shopfront.

However, there is little information on the detail of the specific profile and cross-section of the new shopfront, which is recognised in the comments of the Conservation officer and the request for a condition to be imposed in that regard. In light of the sensitivity of the locality and desire of local plan policy to respect the historic nature of the High Street and Market Place, such a condition is considered necessary.

The proposal, by virtue of its scale, design, and use of materials, is considered to preserve the character and appearance of the conservation area and setting of the neighbouring listed buildings. It would not result in harm to the significance of any heritage assets, and no objections have been raised by the Conservation Officer. Accordingly, and subject to conditions, the development is considered to comply with Core Policy 58 of the Wiltshire Core Strategy, policies TC4 to the Chippenham Neighbourhood Plan, as well as annex 3 relating to shop fronts.

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.

The development takes place in a locality where there is little residential occupation at ground floor level. Nevertheless, due to the modest nature of the proposal, it is considered that the proposal would not result in unacceptable impacts upon amenity in terms of overlooking, loss of light or overbearing impact.

The proposal therefore accords with Core Policy 57 point vii in respect of safeguarding residential amenity.

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 and cause no harm to the significance of the Chippenham Conservation Area or the setting of surrounding listed buildings as heritage assets.

The proposal is therefore considered to comply with the relevant policies of the Wiltshire Core Strategy, the Chippenham Neighbourhood Plan, and the National Planning Policy Framework. 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:

24092-100 Site Location and Block Plan

24092-201 Shop Front Elevations

24092-202 Shop Front Floor Plans

(Received by LPA 24th March 2026)

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

3. Excluding demolition and the removal/replacement of internal walls and doors, prior to the installation of the new shopfront the details of all typical timber components of the proposed shop front (including sections through transoms, mullions, pilasters, doors

and stall riser panels) shall have been submitted to and approved in writing by the Local Planning Authority. The development shall be carried out in accordance with the approved details.

REASON: The application contained insufficient information to enable this matter to be considered prior to granting planning permission the matter is required to be agreed with the Local Planning Authority before development commences in order that the development is undertaken in an acceptable manner, in the interests of visual amenity and the character and appearance of the area.