

APPLICATION FOR HOUSEHOLDER PLANNING PERMISSION DELEGATED REPORT

APPLICATION REFERENCE:	PL/2026/02914
APPLICATION TYPE:	Full planning permission
SITE ADDRESS:	Jays Farm, Pewsham, Chippenham, SN15 3RW
DEVELOPMENT DESCRIPTION:	Conversion of existing detached double garage into a small-scale skin specialist salon (Use Class E).
RECOMMENDATION:	That Planning Permission be GRANTED

PROPOSAL

The proposal seeks planning permission for the conversion of an existing detached double garage into a small-scale skin specialist salon within Class E. The proposal will see the removal of the garage doors and be replaced with glazing and masonry, which will match the existing farmhouse. The building's footprint and built form remain unchanged. The interior elements are not a planning concern as the property is not listed.

SITE DESCRIPTION/CONTEXT

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.

PLANNING HISTORY

Proposal / Summary
PL/2021/07073 - Householder planning permission Decision - Approve with Conditions Date: 8/10/2021 – Two storey extension to the rear of the property with other internal alterations along with side window replaced with window and door.
ENQ/2025/01875 - PD Enquiries Decision - PP Required Date: 4/12/2025 – Conversion of double garage including external alterations into skin therapy studio.
PL/2026/02914 - Full planning permission – Conversion of existing detached double garage into a small-scale skin specialist salon (Use Class E).

RELEVANT POLICIES AND GUIDANCE

National Planning Policy:

- National Planning Policy Framework (NPPF)

- Planning Practice Guidance (PPG)
- National Design Guide

Development Plan:

The development plan for Wiltshire comprises the *Wiltshire Core Strategy (WCS)* (adopted January 2015) and any made neighbourhood plans, which remains 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 10 Spatial Strategy Chippenham Community Area
- Core Policy 34 Additional Employment Land
- Core Policy 57 Ensuring High Quality Design and Place Shaping;
- Core Policy 61 Transport & Development;
- Core Policy 64 Demand Management
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Chippenham Neighbourhood Plan

- Policy SCC2 sustainable construction

Supplementary Planning Documents and other Guidance:

- Wiltshire Design Guide (adopted April 2024)
- Wiltshire Local Transport Plan 2011-2026, adopted 2015 - including the Car Parking Strategy and Cycling Strategy, adopted 2015

ISSUES

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

- Whether the development is acceptable in principle (CP 1 and 2)
- Whether the scheme constitutes high quality design (CP 57)
- Whether the scheme would have an acceptable impact upon the reasonable living conditions of the adjoining occupants (CP 57)
- Whether the proposal would have a negative effect upon highway safety, including if there is sufficient parking for the proposed development (CP 61 and 64)

CONSULTATION RESPONSES

Chippenham Town Council: No objection

“No objection - Please can it be confirmed that this would be a business from home operation, the use of which would be linked to the occupiers of the main house (and conditioned accordingly) rather than the creation of a separate independent commercial planning unit/subdivision of a residential plot which would not be acceptable in this location.”

Wiltshire Council Highways Engineer: No objection

“I refer to the above planning application dated 06/05/2026 seeking permission for the conversion of existing detached double garage into a small-scale skin specialist salon (Use Class E).

The site is located with existing access from the A4 London Road, a classified section of public highway subject to a speed limit of 50mph. There are no proposals to alter the existing access with the public highway.

The conversion of the garage space would result in the loss of 2 vehicle parking spaces, however there are some 7 additional parking spaces within the site, which would absorb the required spaces for the proposals. It is not considered that the proposed development would result in vehicles being displaced onto the surrounding highway network.

The proposals would result in limited vehicular trips generated due to the scale of development, therefore there would not be a concern with regard to the surrounding highway network capacity.

The proposals would not result in any materially significant increase in vehicle movements, therefore, regarding highways it would be recommended that no objection be raised.”

REPRESENTATIONS

No comments 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.

Principle of Development

The site lies outside the defined development boundary for Chippenham. The proposal relates to the re-use of an existing building within the curtilage of a dwellinghouse to provide a small-scale business use. Core Policy 1: Settlement Strategy of the 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.

Core Policy 2: Delivery Strategy 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. These policies are listed below:

- *Additional employment land (Core Policy 34)*
- *Military establishments (Core Policy 37)*
- *Development related to tourism (Core Policies 39 and 40)*
- *Rural exception sites (Core Policy 44)*
- *Specialist accommodation provision (Core Policies 46 and 47)*
- *Supporting rural life (Core Policy 48)*

Core Policy 34 supports certain forms of rural economic development outside settlement boundaries, subject to assessment of their impacts. Given the modest scale of the proposal, the re-use of an existing building and the limited nature of the operation, the principle of development is considered acceptable, subject to compliance with other relevant policies.

The comments of the Chippenham Town Council are noted. The proposal has been presented and assessed as a small-scale business operated from within an existing outbuilding associated with Jays Farmhouse. There is no subdivision of the site proposed and the application does not seek permission for a separate standalone commercial unit. The proposal

has therefore been assessed on the basis of a low-intensity business use associated with the host dwelling.

Design and Impact upon the upon the character and context of the area

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.

In terms of scale the building will not see an increase in the scale or built form of the existing detached garage building. As such in terms of scale the proposal is acceptable.

The design of the proposed development in this instance will see the removal of the ancillary garage elements and replacement with fenestration and stone infill. The proposed appearance in this instance is considered to be acceptable and is sympathetic to the wider character and appearance of 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 and Appendix D of the Wiltshire Design Guide and Policy SCC2 of the Chippenham 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.

While limited external alterations are proposed the built form is unchanged and as such no new overlooking or overbearing is likely to occur resulting in the impact not resulting in unacceptable impact.

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 residential usage in this instance due to the location of the building it is not considered

that the proposal would result in an unacceptable amenity impact on neighbouring properties in terms of noise pollution.

The proposal therefore accords with Core Policy 57 point vii in respect of safeguarding residential amenity and Appendix D of the Wiltshire Design Guide and the Chippenham Neighbourhood Plan.

Highways Impact

Core Policy 57 (xiv) of the Wiltshire Core Strategy seeks to ensure that development must meet the requirements of Core Policy 61. This policy requires proposals to be capable of being served by safe access to the highway network. Core Policy 64 seeks to ensure compliance with parking standards set out in the Local Transport Plan.

The National Planning Policy Framework (NPPF), particularly Paragraph 115 and 116, requires that development proposals do not have an unacceptable impact on highway safety and that safe and suitable access to the site can be achieved for all users.

It is noted that the WC Highways Engineer has confirmed that there is sufficient parking provision within the site to serve both the dwelling and the proposed class E use. It is further noted that the proposal would result in a limited number of vehicle trips and would not be unacceptable.

The proposed development would not result in any adverse impact on highway safety. Adequate parking and turning provision is provided in accordance with Wiltshire's adopted parking standards, and access arrangements are acceptable.

The proposal is therefore considered to comply with Core Policies 57 (xiv), 61 and 64 of the Wiltshire Core Strategy, the NPPF, and the Wiltshire Local Transport Plan.

Biodiversity Net Gain

The proposal comprises the change of use and conversion of an existing building, with no increase in footprint and no loss of habitat. The development would not result in the loss or degradation of any onsite habitat and is therefore considered to fall within the de minimis exemption from the Biodiversity Net Gain requirements. As such, no Biodiversity Gain Plan is required.

CONCLUSION

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.

The proposal is therefore considered to comply with the relevant policies of the Wiltshire Core Strategy, the Wiltshire Local 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:

1064/CAM 2026/1 EXISTING AND PROPOSED FLOOR PLANS AND ELEVATIONS
Received 6th May 2026

1064/CAM 2026/2 LOCATION AND BLOCK PLANS Received 6th May 2026

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

3. The materials to be used in the construction of the external surfaces of the development hereby permitted shall match in material, colour and texture those detailed on the approved drawings and application form.

REASON: In the interests of visual amenity and the character and appearance of the area.

4. 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: In the interests of safeguarding the residential amenity of neighbouring occupiers by controlling the hours of operation of the commercial use in accordance with Core Policy 57 of the Wiltshire Core Strategy