



DESIGN ACCESS AND HERITAGE STATEMENT

in support of a

Full Application

for

Residential Development

at

51 Haynes Road, Westbury

prepared by

Atelier 17 Ltd

Rev 0

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This document should be read in conjunction with the following information:

Application Forms	
Drawings:	
A17 26 09 S01 -	Location Plan
A17 26 09 S02 -	Existing Block Plan
A17 26 09 S03	Existing Floor Plans
A17 26 09 S04 -	Existing Elevations
A17 26 09 P01 -	Proposed Block Plan
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Design, Access and Heritage Statement
Drainage Report

Applicant
Duncan Wilkins

Date
June 2026

1.0 INTRODUCTION

Proposal: Demolition of existing dilapidated commercial unit and garage, change of use from commercial to residential, and erection of a terrace of 4 no. two-storey, 2-bedroom dwellings with associated landscaping.

Site Address: 51 Haynes Road, Westbury, BA13 3BD

This Design, Access and Heritage Statement has been prepared by Atelier 17 Ltd on behalf of the owners of the site. It is to support a full planning application for the redevelopment of 51 Haynes Road. The project proposes the clearance of an unsightly, structurally compromised commercial unit and an associated small garage. In their place, a high-quality, highly sustainable residential terrace of four 2-bedroom homes is proposed.

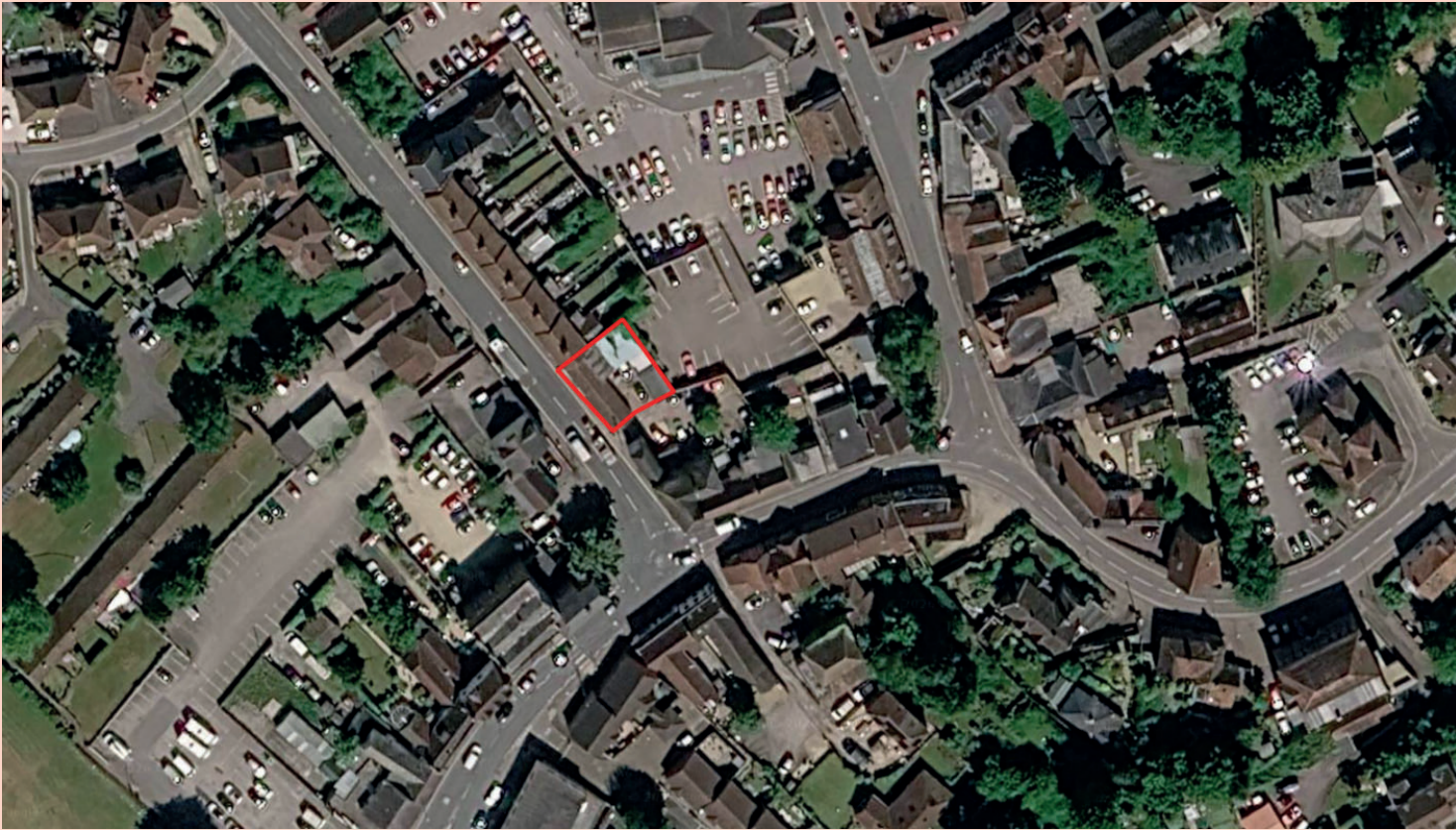
The scheme represents an efficient reuse of a sustainable brownfield site, transitioning the land from an obsolete commercial use to much-needed, high-quality housing.

2.0 SITE ASSESSMENT & CONSERVATION AREA CHARACTER

The application site is located within a designated Conservation Area in Westbury.

The historic town of Westbury, Wiltshire, possesses a rich heritage deeply rooted in its evolution as a medieval market town and a major hub for the Wiltshire cloth and weaving industry from the 15th century onward.

Qualities of the Westbury Conservation Area
The Westbury Conservation Area is designated to protect the historic core of the town and its immediate post-industrial expansion. Rather than being uniform, it is a collection of distinctive sub-areas that together form the town’s architectural character.



Aerial Photograph

Key defining qualities include:

- Industrial Heritage: Built evidence of woollen mills and manufacturing processes from the 15th to the 19th centuries heavily dictates the layout of the town (e.g., the presence of landmark structures like Bitham Mill).
- Distinct Urban Grain: A strong contrast between tight, enclosing streets where building lines sit directly on the back of the pavement (such as Maristow Street and Church Street) and open civic hubs.
- Civic and Visual Anchors: The Market Place serves as a well-defined focal point lined with high-quality Georgian facades. Visually, the entire conservation area is unified by frequent, dramatic glimpsed views that converge on the tower of the Grade I listed All Saints Church.
- Building Typologies: The townscape is characterized by tightly knitted terraces, grander 18th-century brick-fronted houses that often mask earlier timber-framed structures, and distinct Victorian commercial shop fronts.

Haynes Road sits just on the western and southern

fringes of Westbury’s oldest medieval core, acting as a transition zone between the historic town centre and the later 19th- and early 20th-century residential and transport expansions.

This specific character area is defined by its historic urban grain, characterized predominantly by continuous enclaves of traditional workers’ terraces and mixed-use properties that frame the historic transport corridors leading into the town centre.

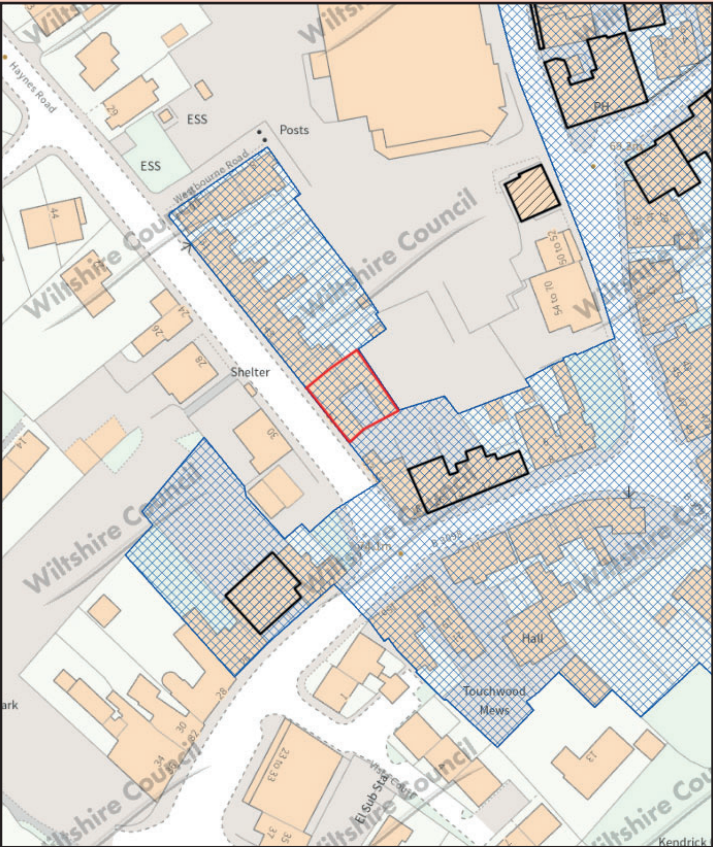
- Key Characteristics of the Conservation Area:
- Form & Scale: The immediate context is defined by traditional two-storey linear terraces with strong, continuous building lines that sit close to, or directly fronting, the pavement.
 - Rhythm & Massing: A distinct “stepping” elevational rhythm is present, dictated by the natural topography of the area, creating a dynamic and varied roofline.
 - Materials: The dominant vernacular palette consists of rich red facing bricks, complemented by traditional clay pantiled roofs.

- Fenestration: Openings are typically characterized by a strong vertical emphasis, timber sash or casement windows, and defined brick lintel or stone header details.

The maps below indicate the development history over the last two centuries. In the 1840 Tithe Map, Haynes Road is yet to be development and there are no structures on the application site.

The existing commercial unit and garage are structurally dilapidated, architecturally anomalous, and detract significantly from the character and appearance of the Conservation Area. Their demolition presents a profound opportunity for visual enhancement.

It should also be noted that the Conservation Area extents have only recently been extended to cover this site and the original terrace extending to the North West. This took place in 2023 Given the quality of this site individually and its lack of historical integrity, it can only be considered that the Conservation was extended to protect the terrace. The Site in Location to the Conservation and surrounding Listed Assets can be seen adjacent.



Heritage Asset Map

3.0 REGRESSION STUDY

The 1st Edition OS published in 1887 clearly shows the development of the terraced form on the eastern side of Haynes road including the building on the application site. The terrace remains in this primary form with limited rear extension today.

The original footprint of the main building on-site remains in place until changes between 1924 and 1968. It is not clear if these were as a result of alterations or reconstruction. By 1968, the separate garage is also in place.

4.0 PLANNING HISTORY

A search of the Wiltshire Planning Records online has established 4 relevant planning events for 51 Haynes Road. These are summarised below:

APPLICATION REF W/76/00986/HIS	
PROPOSAL	Rebuild existing store to provide new showroom and workshop
Application Status	Approve with Conditions
Decision Date	30/11/1976, 00:00
Status - Unclear	

APPLICATION Ref	W/85/01191/FUL
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PROPOSAL	Rebuilding of existing shop and workshop
Decision	Refuse
Decision Date	26/11/1985

APPLICATION REF	W/87/01052/FUL
Decision Date	18/08/1987, 01:00
PROPOSAL	Refurbishment and improvements to retail premises
Decision	Approve with Conditions
Decision Date	18/08/1987
Status	Implemented

Application Ref	W/90/01048/FUL
Decision Date	25/09/1990, 01:00
PROPOSAL	Two bedroomed flat at first floor level incorporated with new showroom
Application Status	Approve with Conditions
Decision Date	25/09/1990, 01:00
Status: Lapsed	

The planning history clearly illustrates that significant alteration including the introduction of a first floor has been deemed acceptable in the past, albeit before the introduction of the NPPF and Core Strategy Documents.



Tithe Map published 1842



1st Edition OS published 1887



3rd Edition OS published 1924



Revised Ordnance Survey published 1968

5.0 SITE PHOTOGRAPHS



6.0 DESIGN PROPOSAL

Design Principles

The proposed design takes direct cues from the historic architectural fabric of the adjoining terrace, translating traditional forms into a refined, contemporary architectural language. These combine with practical and flexible accommodation appropriate for modern living

These include:

- **Scale and Massing:** The building height is strictly two-storey, matching the scale of the immediate neighbours. The terrace incorporates a stepping elevational rhythm to seamlessly respect the street’s natural slope and the alignment of the original terrace.
- **Materials:** External walls will be constructed of matching high-quality red bricks, and roofs will be finished in matching clay pantiles, ensuring seamless integration into the wider street scene.
- **Contemporary Detailing:** While the form remains traditional, the scheme introduces a refined contemporary edge through its fenestration. This includes deep red window frames and lighter red window panels and doors. This tone-on-tone palette mimics and complements the natural tonal variations

of the surrounding brickwork, offering a sophisticated modern interpretation of historic detailing.

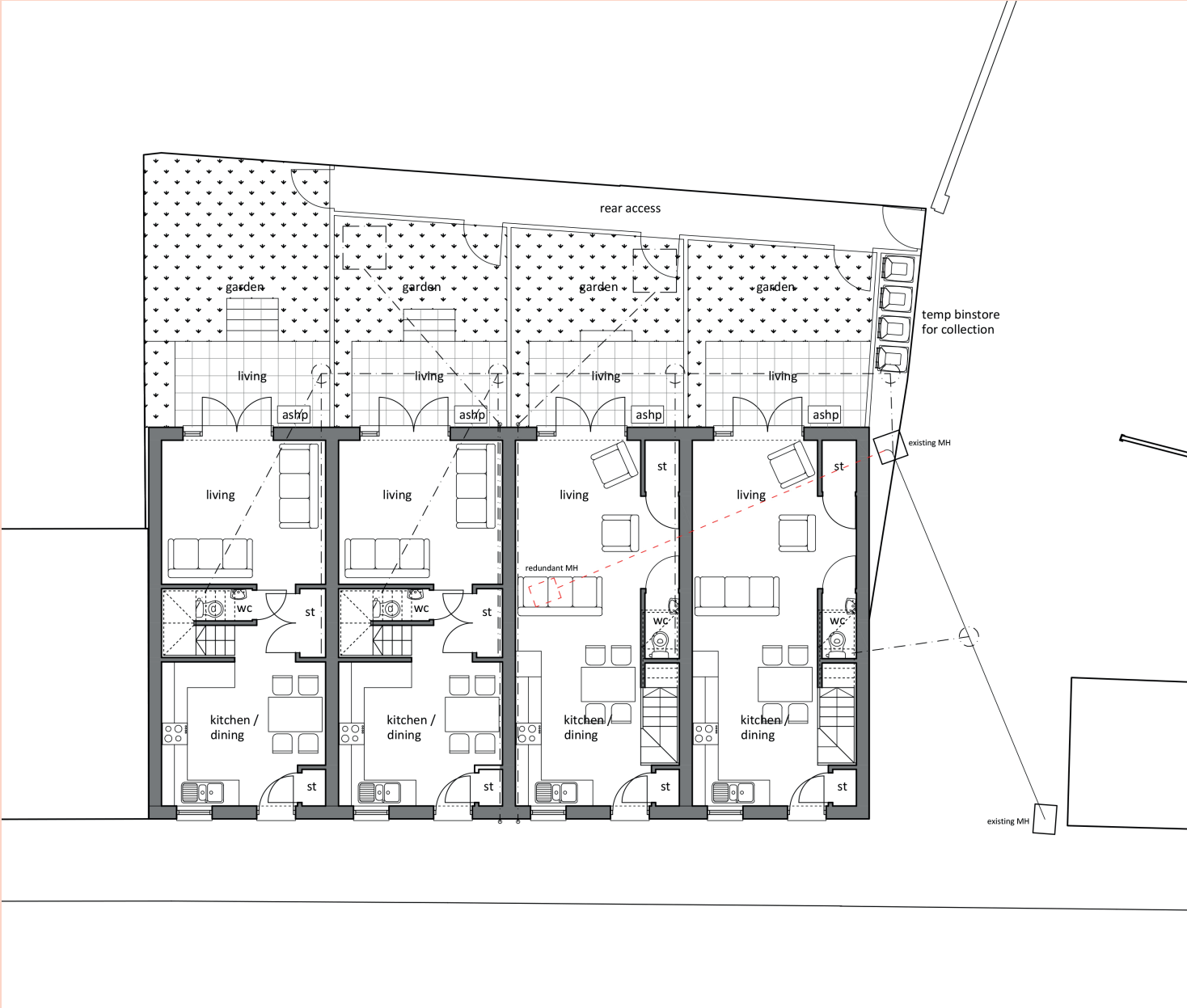
- **Amenity & Courtyard Gardens:** To the rear, each dwelling is provided with a private rear courtyard garden. These outdoor spaces have been carefully designed to optimize natural daylight and offer a high quality of life for residents, establishing a private buffer in an urban environment.
- **Integrated Cycle Provision:** The rear courtyard gardens are sized to provide more than ample space for secure, weather-proof, lockable cycle storage units. This ensures that bicycles can be housed safely and accessibly without encroaching on internal living spaces, supporting active travel directly from the home.

7.0 SUSTAINABILITY, AMENITIES & ACCESS (ZERO-PARKING RATIONALE)

Location & Sustainable Transport

The scheme is intentionally designed as a zero-parking development, directly supporting local and national initiatives to reduce private vehicle dependency and promote active travel.

The site is exceptionally well-located in terms of sustainable transport links and day-to-day amenities.



Proposed Ground Floor / Site Plan (nts)



Proposed Haynes Road Elevation (nts)

Westbury town centre is within comfortable, flat walking distance, rendering car ownership non-essential for future residents.

- Local Amenities & Walking Distances:
- Bus Stops (Haynes Road): < 1 minute walk (approx. 50m) – Direct routes to Trowbridge, Salisbury, and Bath.
 - Supermarket (ALDI / Morrisons): 3–5 minutes walk (approx. 250m–400m) – Providing full grocery provisions.
 - Westbury High Street & Town Centre: 4 minutes walk (approx. 350m) – Access to banks, pharmacies, cafes, and independent retail.
 - Primary & Secondary Schools: 10–12 minutes walk (within 1km).
 - Westbury Railway Station: 15 minutes walk / 4 minutes cycle (approx. 1.2km) – Offering regular direct mainline services to London Paddington, Bristol Temple Meads, and the South West.

Highways Safety & Existing Parking Correction

The site currently features informal on-site parking for 2 vehicles. However, the existing vehicular access arrangement is demonstrably dangerous. The access point sits in immediate, substandard proximity to a heavily trafficked roundabout on Haynes Road, creating severe conflict points between turning vehicles, oncoming traffic, and pedestrians. By implementing a zero-parking scheme, the proposals will reduce the impact of an entirely hazardous vehicular access point. This yields a distinct net benefit to local highways safety and significantly improves the pedestrian environment within the Conservation Area.

Planning Precedent

The principle of a zero-parking residential scheme in this immediate locality has already been firmly established and accepted by the Local Planning Authority. Specific reference is made to the

successful planning application 19/04805/FUL within Wiltshire, which approved a zero-parking arrangement based on identical sustainability metrics, highly accessible central location, and proximity to town centre transport infrastructure. The current proposal matches these sustainable criteria precisely.

8.0 DRAINAGE & UTILITIES MANAGEMENT

In accordance with current Local Authority requirements, statutory water regulations, and Lead Local Flood Authority (LLFA) standards, a comprehensive approach to site utilities and drainage has been integrated into the design.

On-site Surface Water Drainage (Soakaways)

As a brownfield redevelopment, the current site consists entirely of impermeable surfaces and structures that drain directly into local infrastructure without attenuation. The proposed scheme will drastically improve the local drainage profile through a sustainable drainage hierarchy:

- Infiltration at Source: The site can fully accommodate current drainage mandates through the installation of custom-designed, sub-surface soakaways within the private rear courtyard gardens.
- Permeable Finishes: The courtyard gardens themselves will introduce porous, soft-landscaped zones where surface water can naturally infiltrate, minimizing peak runoff.
- Network Relief: The implementation of soakaways ensures the development is completely self-sufficient in handling surface water drainage on-site—even during critical storm events—without compounding water pressure on the municipal network.

Foul Water Drainage

Because the site has an established commercial history, active foul drainage connections are already present on-site.

- Modification and Reuse: Rather than requiring extensive, disruptive new excavations within the public highway, the existing on-site foul infrastructure can be efficiently modified, upgraded, and reused to serve the four new residential dwellings.
- Capacity and Efficiency: This approach minimizes groundwork disruption within the Conservation Area, maximizes the utility of existing infrastructure, and ensures a straightforward, compliant connection to the main Wessex Water sewer network lines line.

Other services such as electricity, water supply and communications are already in active use at the site.

9.0 PLANNING POLICY CONTEXT & COMPLIANCE

The proposal has been rigorously assessed against national and local planning frameworks, proving compliant across all core areas:

National Planning Policy Framework (NPPF)

- Delivering a Sufficient Supply of Homes: The project optimizes an underutilized brownfield site within an established urban area to deliver four high-quality starter or downsizer homes.
- Promoting Sustainable Transport: The zero-parking nature of the scheme aligns perfectly with the NPPF’s mandate to prioritize walking, cycling, and public transport integration.
- Conserving and Enhancing the Historic Environment: The demolition of the dilapidated, unsympathetic commercial unit removes a negative element from the Conservation Area. The replacement terrace sustains and enhances the significance of the heritage asset through sensitive, high-quality contextual design.

Local Plan Compliance (Wiltshire Core Strategy)

- Core Policy 1 & 2 (Settlement Strategy): The

site sits within the defined settlement boundary of Westbury, a market town designated for sustainable residential growth.

- Core Policy 57 (Ensuring High-Quality Design): The architectural strategy responds directly to the form, scale, materials, and rhythm of the adjoining historic terrace while preventing pastiche through subtle, high-quality contemporary fenestration. It also secures good living standards via private rear courtyards.
- Core Policy 58 (Ensuring the Conservation of the Historic Environment): The proposal preserves the character of the Conservation Area by mirroring local vernacular elements and utilizing high-quality matching red brick and pantiles.
- Core Policy 60 & 61 (Sustainable Transport): The removal of a dangerous access point close to a roundabout satisfies rigorous highways safety criteria, while the highly sustainable location, lockable rear cycle storage, and local precedent (19/04805/FUL) entirely justify the zero-parking approach in line with local accessibility standards.
- Core Policy 67 (Flood Risk and Drainage): The provision of on-site soakaways complies cleanly with Sustainable Drainage Systems (SuDS) rules, managing surface water directly at the source, while the smart reuse of on-site foul connections ensures efficient asset management.

10.0 Exemption from Mandatory Biodiversity Net Gain (BNG)

In April 2026, the government updated the Biodiversity Net Gain (BNG) regulations to explicitly ease the burden on small developments by introducing a site-size exemption. Sites fall below 0.2 hectares fall under this threshold, and are, in principle is exempt from the mandatory 10% BNG requirements.

Confirmed Site Area: 0.03

This planning application is exempt from the

mandatory 10% Biodiversity Net Gain (BNG) requirement pursuant to the Biodiversity Gain Requirements (Exemptions) Regulations.

Under the updated area-based exemption framework confirmed by Defra, development proposals with a total red-line site area of 0.2 hectares or less are fully exempt from statutory BNG mandates, provided the development does not adversely impact a designated priority habitat. The application site at 51 Haynes Road measures exactly 0.02 hectares and comprises standard low-baseline commercial urban land with no priority habitats present. Furthermore, the small-scale nature of the project (4 dwellings) qualifies as a minor development well within the scope intended for this regulatory relief. Consequently, a statutory Biodiversity Gain Plan and formal metric calculations are not required for the determination of this application.

11.0 CONCLUSION

The proposed development represents an exemplary urban regeneration scheme. It successfully balances heritage preservation with contemporary architectural merit and achieves new housing where there is not just a clear demonstrable need but also an established shortfall. By removing a blighted commercial unit and a hazardous vehicular access point, the development replaces them with a highly sustainable, contextually sensitive terrace of four homes equipped with private rear courtyard gardens, integrated cycle storage, self-contained on-site soakaway drainage, and adapted foul water infrastructure. The proposals have also been carefully crafted to provide positive contribution to the Conservation Area.

The scheme fully aligns with both local and national planning policies and merits the support of the Local Planning Authority.





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