

APPLICATION FOR FULL PLANNING PERMISSION CASE OFFICER REPORT

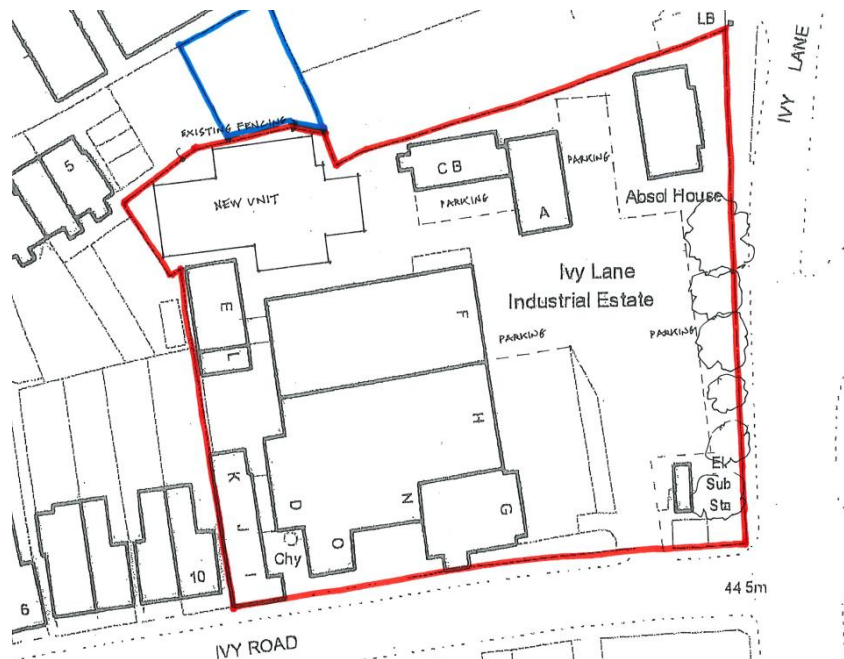
APPLICATION REFERENCE:	PL/2026/02922
APPLICATION TYPE:	Full planning permission
SITE ADDRESS:	Ivy Road Industrial Estate, Ivy Road, Chippenham
DEVELOPMENT DESCRIPTION:	Erection of New Trading Unit for Abbey Glass & Windows Limited
RECOMMENDATION:	Refuse

PROPOSAL

Full planning permission is sought for the erection of a new trading unit at Ivy Lane Industrial Estate, Ivy Road, Chippenham.

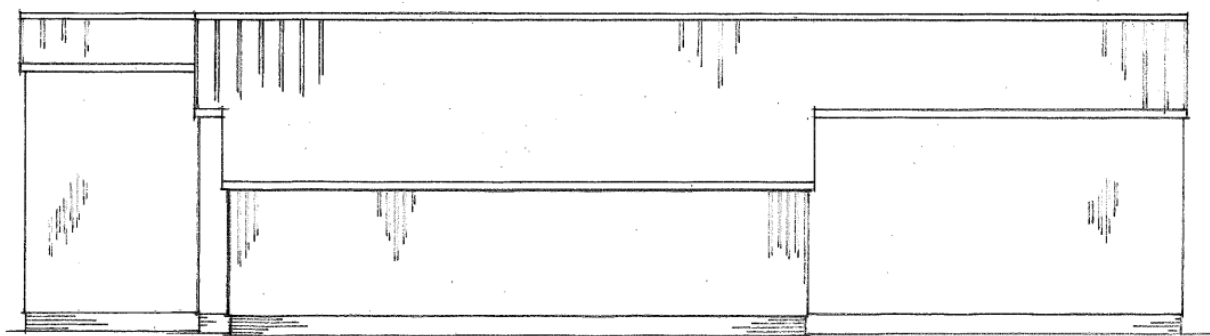
The development comprises a single-storey building providing a stated c288 square metres of new floorspace to accommodate a light industrial use (Use Class B1(c)) associated with Abbey Glass & Windows Limited. It would have a broadly cruciform footprint with maximum dimensions of about 27m x 16m.

The building would be located within the north-western part of the existing commercial site, on land which, the design and access statement advises, is currently used for open storage. The proposal does not extend the established site boundary. An extract of the submitted proposed block plan is below:



The unit would provide a mix of storage, display and ancillary office and staff facilities. Externally, it would be constructed using insulated metal cladding with Traffic Blue RAL 5017 plastisol coating to the main sections of the walls and the roof, with brickwork at lower level

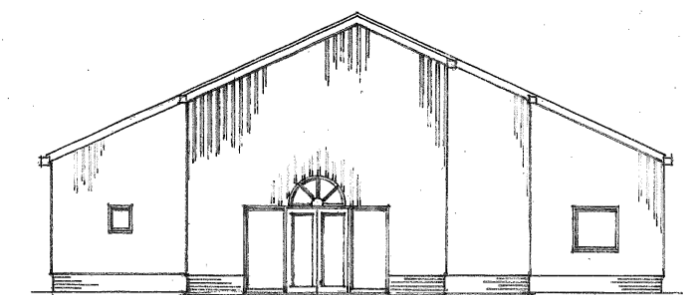
and pastel blue (RAL5024) coloured window and door frames. The roof would be pitched, with eaves of about 3.4m and a ridge about 7.5m high. Extracts of the proposed elevations are shown below:



Skirt to be constructed in Terra
Staffordshire Blue Dragfaced K20365p
facing bricks

NORTH ELEVATION

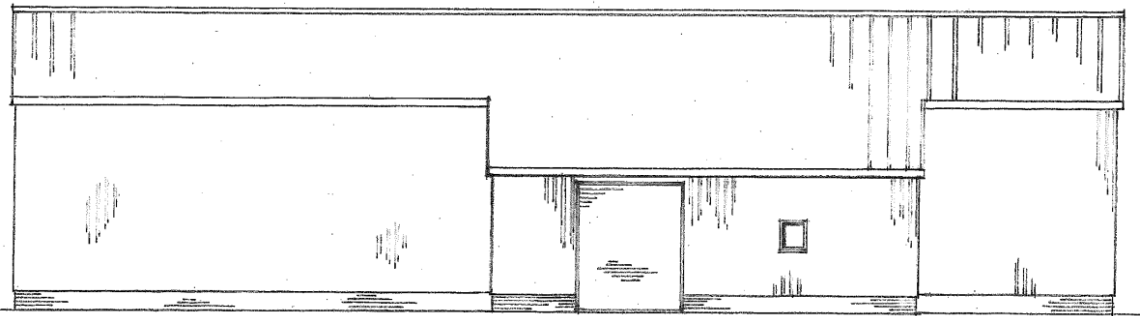
Walls to be covered in profiled
insulated metal roofing sheets
in Traffic Blue RAL5017 Plastisol
coating



Feature frames and doors to be in
Pastel Blue RAL5024 colour

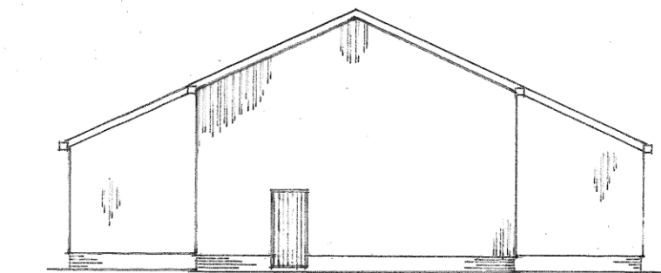
EAST ELEVATION

Roof to be covered in zip profiled
insulated metal roofing sheets in
Traffic Blue RAL5017 Plastisol coating



SOUTH ELEVATION

Roller insulated shutter door
in Pastel Blue RAL5024 colour



Skirt to be constructed in Terra
Staffordshire Blue Dragfaced K20365p
facing bricks

WEST ELEVATION

Feature frames and doors to be in
Pastel Blue RAL5024 colour

Access to the site would continue to be taken from the existing Ivy Road access, with internal parking and circulation arrangements slightly reconfigured. The application form states that four additional car parking spaces (two of which would be accessible spaces) would be provided on site. Whilst some areas are shown as “parking” on the submitted proposed block plan (above) it is not clear how many spaces could be provided or where the more accessible spaces would be. The application form advises that there are 10No. cycle storage spaces on site at present, and this is not proposed to be increased. It is not clear from the submitted plans where the existing cycle storage is.

The application indicates that the development would support the expansion of an existing business currently operating from the site, including an increase in employment from 5 to 8 full-time staff. Hours of operation are Monday to Friday 0830 – 1630, with Saturdays by appointment. The submitted Planning Design and Access and Biodiversity statement advises that the application comes from a genuine need, advising that Abbey Glass & Windows Ltd has operated from The Old Laundry site for approximately 37 years and is seeking to expand and modernise its operations through the provision of a purpose-built unit. The supporting information states that the existing accommodation is constrained and no longer provides sufficient space for the storage and display of materials. The proposed development is intended to facilitate business growth, provide additional employment opportunities and establish a larger distribution and trade hub serving Chippenham and the surrounding area.

SITE DESCRIPTION/CONTEXT

Ivy Road Industrial Estate is located immediately adjacent to the Bridge Roundabout marking the A4/A420 interchange in central Chippenham. It comprises a mixture of small and medium-sized business units and set out in an ad-hoc manner interspersed with a shared parking/turning/maintenance area. The site is historically known as The Old Laundry, and the chimney is identified as a “building of local merit” in the Chippenham Neighbourhood Plan.

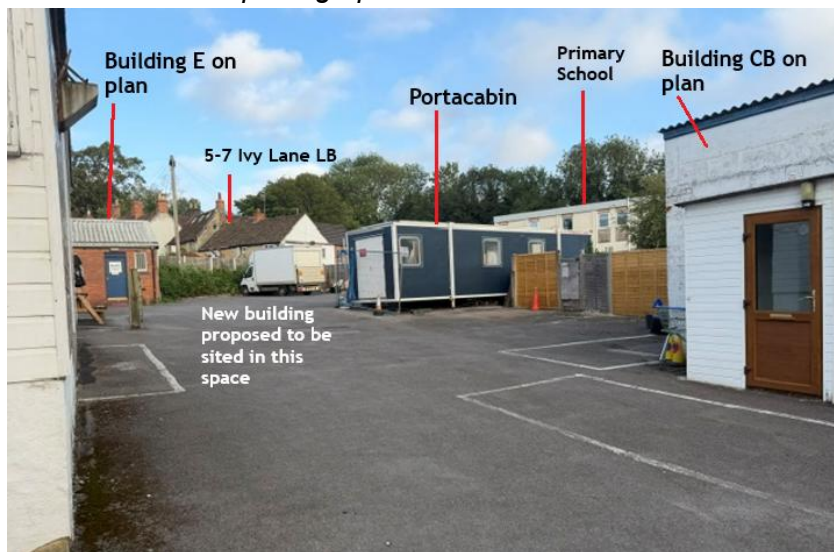
Below: photograph taken at entrance to site, and google street view image of the frontage on Ivy Road:



The principal unit at the centre of the site is occupied by a sports bar and gym. Below is an extract of the submitted existing site plan and the latest available aerial photography which shows that there is a “portacabin” not shown the site plan, west of building “CB”.



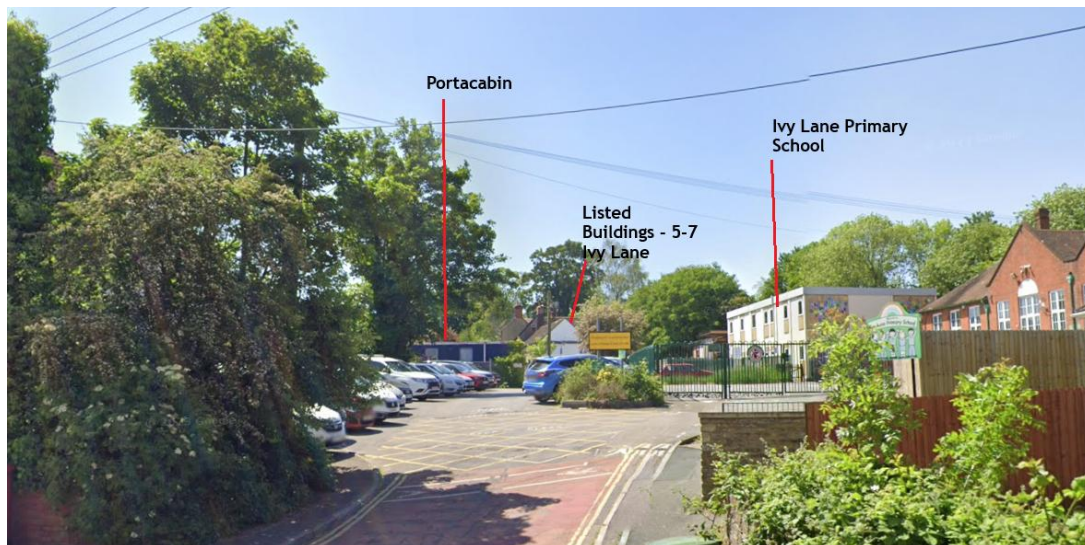
Below: annotated photograph taken on site:



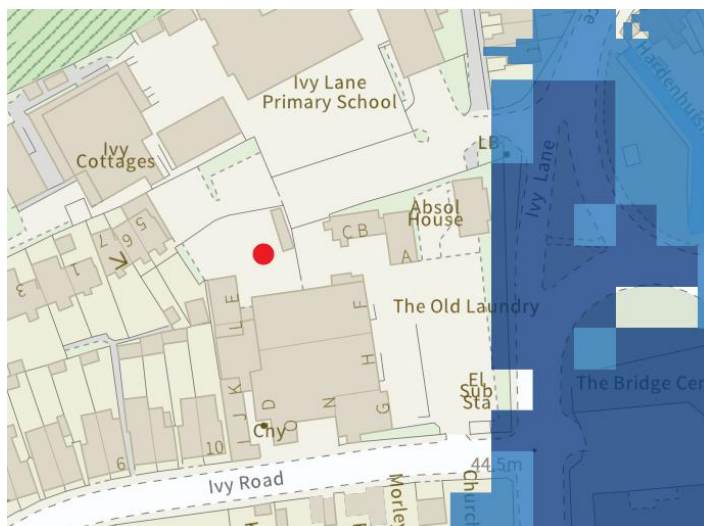
The site is within the Chippenham Conservation Area and No.5-7 Ivy Lane are listed buildings (No.5-6 listed together, whilst No.7 is listed individually), indicated by black hatching on the plans below:



The Google Street View image below shows the view to the north of the site from the A420 (Ivy Lane).



The access to Ivy Road from Ivy Lane is in flood zone 3 as indicated on the map below taken from the Environment Agency's flood map. Ivy Lane is identified as being at risk from surface water flooding, but this does not extend to the application site. Furthermore the site is identified as being at negligible risk of flooding from groundwater emergence.



PLANNING HISTORY

Proposal / Summary
N/02/00770/FUL - Full planning permission Decision - Approve with Conditions Date: 17/5/2002 – COMMERCIAL DEVELOPMENT - 2 BUILDINGS EACH WITH A GROUND AND FIRST FLOOR (AMENDMENT TO 01.01268.FUL)
N/95/01207/FUL - Full planning permission Decision - Approved Date: 24/7/1995 – DEMOLITION OF EXISTING BUILDINGS AND ERECTION OF EXTENSION TO EXISTING UNIT DEMOLITION/ERECT EXTENSION
N/03/03275/COU - Full planning permission Decision - Approve with Conditions Date: 25/2/2004 – USE OF LAND TO FORM PART OF INDUSTRIAL ESTATE, VARIATION OF CONDITION 9 OF 02.00770.FUL, REVISED PARKING LAYOUT & TEMPORARY WASH-DOWN STRUCTURE

N/01/01268/FUL - Full planning permission Decision - Approve with Conditions Date: 24/10/2001 – COMMERCIAL DEVELOPMENT. SINGLE BUILDING CONTAINING 4 UNITS ON 2 LEVELS.
N/03/01501/FUL - Full planning permission Decision - Approve with Conditions Date: 8/8/2003 – COMMERCIAL DEVELOPMENT (REVISED) - REPOSITION OF UNIT A
N/08/00752/FUL - Full planning permission Decision - Approve with Conditions Date: 13/7/2009 – Demolition of Existing Commercial Buildings and Erection of Replacement Commercial Building for B1 Use.
N/12/01204/FUL - Full planning permission Decision - Approve with Conditions Date: 8/8/2012 – Extension of Time Limit for the Implementation of Planning Permission 08/00752/FUL for the Demolition of Existing Commercial Buildings and Erection of Replacement Commercial Buildings for B1 Use
N/93/02227/FUL - Full planning permission Decision - Approved Date: 27/1/1994 – DEMOLITION OF EXISTING BUILDINGS AND REPLACEMENT WITH ONE LARGER UNIT REPLACEMENT INDUSTRIAL UNIT – approved
N/13/00366/FUL - Full planning permission Decision - Approve with Conditions Date: 9/5/2013 – Extension to Existing Storage Unit to Form 2 Storey Unit
14/03512/FUL - Full planning permission Decision - Approve with Conditions Date: 19/5/2014 – Change of Use from B1 to A2 (Accountants Office)
14/06859/FUL - Full planning permission Decision - Approve with Conditions Date: 6/10/2014 – Change of Use From Light Industrial to Kickboxing Academy
15/01224/FUL - Full planning permission Decision - Approve with Conditions Date: 7/4/2015 – Change of Use of Storage Facility (B1) to PT/Yoga Studio (D2)
N/08/00309/COU - Full planning permission Decision - Approve with Conditions Date: 31/3/2008 – Change of Use to Auction Rooms

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 35 Existing Employment Sites
- Core Policy 57 Ensuring High Quality Design and Place Shaping
- Core Policy 58 Ensuring the Conservation of the Historic Environment
- Core Policy 60 Sustainable Transport
- Core Policy 64 Demand Management

Chippenham Neighbourhood Plan 2023-2038 (including Chippenham Conservation Area Character appraisal, Chippenham Design Guide and the Chippenham Conservation Area Management Plan SPG)

- Policy TC4 – Development in Chippenham Conservation Area
- Policy TC5 – Buildings of Local Merit

Supplementary Planning Documents and other Guidance:

- Wiltshire Design Guide (adopted April 2024)
- Wiltshire Local Transport Plan 2011-2026, adopted 2015 - including the Car Parking
- Wiltshire LTP3 Cycling Strategy Appendix 4: This sets out the minimum cycle parking requirements for new developments

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 scheme would preserve or enhance the historic environment (CP 58)
- 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: Object

“The NPPF at para. 87 states that planning decisions should recognise and address the specific locational requirements of different sectors. This includes, amongst other things, making provision for the expansion or modernisation of other industries of local, regional or national importance to support economic growth and resilience. The NPPF also encourages the efficient and effective use of brownfield land, noting that planning decisions should promote and support the development of under-utilised land and buildings (Para. 125). The proposal involves a local business looking to expand on their existing brownfield site, and this is a benefit which should be recognised in the planning balance.

It would be useful to understand whether the Applicant intends to remain operating out of their existing premises and/or whether the proposal would result in the vacating of, or removal of, any other buildings/portacabins on the Estate. The application site is located within Chippenham Conservation Area and immediately adjacent to the Grade II Listed 5 & 6 Ivy Cottages and is therefore a sensitive site in terms of heritage implications.

CP58 of the Wiltshire Core Strategy (WCS) states that 'Development should protect, conserve and where possible enhance the historic environment'. Policy TC4 of the Chippenham Neighbourhood Plan (CNP) states that full regard must be had to the Chippenham Conservation Area Character Appraisal (2024) for development proposals in Chippenham Conservation Area. The Conservation Area Character Appraisal (2024), p. 91, identifies buildings on Ivy Road Industrial Estate as 'a collection of modest and undistinguished brick buildings of various sizes and scales'. It goes on to explain that 'the impression is of an underused site in a prominent location that would benefit from redevelopment to provide attractive and appropriately scaled frontages to Ivy Road, Ivy Lane and the Primary School'. A negative view is identified (p. 92) looking towards the Primary School and application site from Ivy Road.

CNP Policy TC4 sets out a number of criteria by which development proposals should be assessed. Criteria a-c) state that development proposals should preserve or enhance the special character or appearance of the Conservation Area, be of a high quality design that makes a positive contribution to local character and distinctiveness, and eliminate or reduce negative views identified in the Appraisal. By virtue of the scale and massing of the proposed building (reaching a height to roof ridge of approx. 7.4m - akin to the height of a low modern two storey dwelling) and choice of materials (profiled metal sheet cladding finished in traffic blue colour, where the local vernacular is brickwork and tiled roofs) the proposed building would unlikely make a positive contribution to local character and distinctiveness and would likely appear as a dominant feature that could further exacerbate the negative view identified above.

In addition to the above, there is no assessment on how the proposal would affect the setting of the adjacent listed building at Nos. 5 & 6 Ivy Cottages. It is likely that there would be harm to the significance of this designated heritage asset from development within its setting, although the degree of harm would need to be established.

The siting of the proposed building, at a height of approx. 7.4m, immediately adjacent to No. 5 Ivy Cottages would likely affect outlook and light (particularly any morning sunlight) to the dwelling, adversely affecting the amenity of these occupiers. It would also be useful to understand more about the noise implications of the proposal (e.g. condenser units, machinery), if any, given the close proximity to existing residents.

The application form states that there would be an increase of parking on the site by two spaces. Please can the location of these new parking spaces be shown on a site plan, as well as existing spaces.

Ecological enhancements are set out in the Planning, Design & Access and Biodiversity Statement and if further details can be secured by condition the proposal would comply with CNP Policy GI1.

It is requested that safe and secure cycle parking be provided for the proposed development in line with LTP4 and LTN 1/20. Ideally shower facilities for cyclists would also be included.

The proposed expansion of a local business on a brownfield site is supported in principle. However, the proposed building by virtue of its siting, scale and materials would likely result in harm to the significance of Chippenham Conservation Area and the setting of the Grade II Listed Nos. 5-6 Ivy Cottages contrary to CP57 and CP58 of the WCS, CNP Policy TC4, the Chippenham Conservation Area Character Appraisal (2024) and the NPPF. It would also likely affect the amenity of the occupiers of No. 5 Ivy Cottage through loss of light and outlook. It is possible that a re-design may result in the level of harm being reduced, sufficient for it to be overcome in the planning balance."

WC Highways:

"The proposal for a new build commercial unit within the Ivy Road Industrial Estate will involve the addition of four new full time staff positions. The proposed officer/showroom/storage area for Abbey Glass will also allow for four sub-contractors and one delivery driver. Therefore, with full occupation there would be a need for 7 number parking spaces. This is the number of parking spaces that is required according to Wiltshire's newly drafted optimum parking standards for non-residential developments.

The D&A statement suggests no additional parking is required and shows no indication that this required parking can be provided, and no indication of how the parking is re-configured.

There is opportunity for on-site cycle parking to be provided such that any staff wishing to travel by bike instead of car to work can be accommodated. With four full time staff and additional sub-contractors on site space for 4 cycle parking spaces that are secure and covered would be reasonable to offer staff and visitors alternative travel means other than private cars where parking on site is limited and in much demand.

The proposal will result in a loss of informal parking which can be observed in the existing layout and an increased demand for parking as the expansion of the business will result in new employment and additional trip attraction to the site. I therefore raise a holding objection to await further details on cycle parking and a demonstration of car parking on site and where new employees and visitors/customers attracted to the new facility will park.

Cycle Chippenham: No objection subject to conditions

"We offer no objection to this development subject to the following matters being conditioned:

1. Cycle parking must be provided for staff and visitors

There does not appear to be any cycle parking provided on Ivy Lane Industrial Estate currently, nor does any appear to be proposed as part of this development.

Requirement: Cycle parking is required for staff and visitors. While these should normally be kept separate, in this situation it would be acceptable for there to be a single, shared area for both staff and visitors to use. This area must:

- Be covered*
- Offer flush access from the road (no raised kerbs)*
- Be designed so that it can't be blocked by parked vehicles*
- Be able to accommodate the Cycle Design Vehicle specified in LTN 1/20*
- Offer good surveillance from surrounding buildings or passing footfall*

This is justified by:

- Wiltshire LTP3 Cycling Strategy Appendix 4: This sets out the minimum cycle parking requirements for new developments*
- LTN 1/20 table 11-1: National standard setting out numbers of cycle parking spaces required for this type of land use*
- Wiltshire Core Policies 60 and 61: Developments must promote sustainable transport; consider the needs of all transport users in line with the hierarchy set out in CP61 (where people walking, wheeling, and cycling are above private car drivers).*
- NPPF paragraphs 115a, b, 117a, b*

2. Showers and changing facilities for staff should be provided

The interior layout of the new building does not show any shower or changing facilities.

Requirement: Shower, locker, and changing facilities should be provided for staff, to make cycling to work more attractive.

This is justified by:

- Wiltshire LTP3 Cycling Strategy Cycle Parking policy 4: This sets out the requirement for shower/changing facilities.*
- Wiltshire Core Policies 60 and 61: Developments must promote sustainable transport; consider the needs of all transport users in line with the hierarchy set out in CP61 (where people walking, wheeling, and cycling are above private car drivers)."*

REPRESENTATIONS

In accordance with the requirements of the Town and Country Planning (Development Management Procedure) (England) Order 2015 (as amended), the application was publicised by way of:

- Neighbour notification letters sent to adjoining and nearby properties;
- A site notice displayed near the site;
- An advertisement placed in the local press

These methods were used to inform interested parties and provide a period of 21 days for comments to be submitted.

One representation has been received from one of the businesses on the industrial estate: -

“We wish to object on the following grounds:

1) If this building is erected as per the plans we will have no vehicular access for all our deliveries which we currently have which will be to the detriment of our business.

2) There will be insufficient space for any emergency vehicles such as fire engine/ambulance to attend if required.

3) We will lose the adjacent parking spaces we pay for in our lease.

4) There will be insufficient parking spaces for all the tenants and the access will be too far away from our actual unit to carry heavy items to it.

5) Proximity of the building will significantly reduce our level of daylight and privacy.”

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 Wiltshire Core Strategy (2015) and, where applicable, any made Neighbourhood Plans. Consideration has also been given to the policies of the National Planning Policy Framework (NPPF) as a material consideration in the assessment.

Principle of Development

Policy Context

Core Policies 1 and 2 of the Wiltshire Core Strategy identify Chippenham as a Principal Settlement where sustainable economic growth and employment development are directed.

Core Policy 34 supports proposals for employment development within Principal Settlements, Market Towns and Local Service Centres, provided they are located appropriately and support the strategy, role and function of the settlement.

Core Policy 35 seeks to safeguard existing employment land and supports the renewal and intensification of employment uses within established employment areas.

Assessment

The application site forms part of an established employment area within Chippenham. The proposal seeks to provide additional employment floorspace to facilitate the expansion of an existing local business and would result in the continued employment use of the site.

The proposal is therefore considered to accord with the broad aims of Core Policies 1 and 2 and is supported in principle by Core Policies 34 and 35 which seek to support employment growth and investment within appropriate locations

Conclusion

The principle of employment development at the site is acceptable. The acceptability of the proposal therefore turns on whether the detailed design, heritage, amenity, parking and operational impacts of the development can be satisfactorily addressed.

Design and Impact on the Character and Appearance of the Area

Policy Context

Core Policy 57 of the WCS requires high-quality design that:

- Enhances local character.
- Responds to the natural, historic, and built environment.
- Retains important features (e.g., trees, hedges).
- Supports sustainable construction and compatibility with surrounding uses.
- Creates safe, legible, and accessible spaces.

Section 12 of the NPPF emphasises design that is:

- Visually attractive.
- Functionally effective.
- Contributes to the quality of the built environment.

The Wiltshire Design Guide encourages sensitivity to local character, materials, and architectural styles and supports modern living standards while maintaining aesthetic and functional quality.

Building for a Healthy Life Framework promotes healthy, inclusive, and sustainable places. The document encourages:

- Walkability.
- Access to green space.
- Active design principles for well-being.

Assessment

The proposed building would be located within a constrained part of the site between existing buildings and site boundaries. The applicants statement suggests that from many views the development would be unseen because of surrounding built form, land levels and landscaping.

It is accepted that the proposed building would be viewed primarily within the context of the existing industrial estate, and wider views of the building would be limited to those from Ivy Road and from the adjacent school.

However concerns arise regarding the manner in which the development has been accommodated within the site. The building would occupy much of the remaining undeveloped area and would be positioned in close proximity to neighbouring buildings and boundaries, resulting in a notably tight site layout. Core Policy 57 seeks to ensure development is not only visually appropriate but also functions effectively and is compatible with surrounding uses. In this regard, concerns are raised that insufficient space would remain to satisfactorily accommodate parking, servicing, deliveries, circulation and other operational requirements associated with both the proposed development and neighbouring occupiers. The comments received from the Highway Officer and neighbouring business occupier reinforce concerns that the proposal has not been designed with sufficient regard to the practical operation of the wider site. As such, the development appears to represent an over-intensive form of development that fails to demonstrate a well-considered and functionally effective layout.

Conclusion

Whilst the proposed building would not result in significant harm to the wider street scene due to its relatively contained position within the existing industrial estate, concerns remain regarding the constrained nature of the site layout and whether the development has been designed to operate successfully alongside existing occupiers. The proposal is therefore considered to conflict with the objectives of Core Policy 57 insofar as it fails to demonstrate a functionally effective and well-integrated form of development.

Impact on Heritage Assets

Policy Context

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 16 (Listed Building Consent)/Section 66 (Planning Permission) [delete as appropriate] 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.

The NPPF outlines government policy for planning. Chapter 16 of the NPPF 'Conserving and enhancing the historic environment' sets out the Government's high-level policies concerning heritage and sustainable development. In particular the NPPF requires "great weight" to be given to an asset's conservation "irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance"; states that harm to the significance of a designated heritage asset should require "clear and convincing justification"; and that decisions require a balanced approach with any harm which would be caused being weighed against the potential public benefits which might be achieved.

The Planning Practice Guidance provides guidance on interpreting the NPPF.

The Council's Core Strategy Policy CP58 'Ensuring the conservation of the historic environment' requires that designated and non-designated heritage assets and their settings will be conserved, and where appropriate enhanced, in a manner appropriate to their significance and encourages proposals which improve the condition of heritage assets at risk.

The Council's Core Strategy CP 57: Ensuring high quality design requires a high quality of design in all new developments. The policy requires applicants to "demonstrate how the proposal will make a positive contribution to the character of Wiltshire through (amongst other things) responding to the value of the natural and historic environment and being sympathetic to and conserving historic buildings and landscapes. Development is required to respond positively to the existing in terms of building layouts, built form, height, mass, scale, building line, plot size, elevational design, materials, streetscape and rooflines to effectively integrate the building into its setting.

The Chippenham Conservation Area Management Plan SPG states that "*Any redevelopment proposals for Ivy Lane Industrial Estate should include retention of the chimney and the trees fronting Ivy Lane and provide a strong built frontage addressing Ivy Lane.*" This is echoed by Policy TC5 of the Chippenham Neighbourhood Plan which identifies the Old Laundry Chimney as a Building of Local Merit, upon which the effect of proposals will be considered.

Assessment

The application site lies within the Chippenham Conservation Area and in close proximity to the Grade II listed Nos. 5 and 6 Ivy Cottages. The significance of these designated heritage assets derives not only from their architectural and historic interest but also from their setting and contribution to the wider historic townscape.

The proposed building would comprise a substantial commercial structure with eaves of approximately 3.4 metres and a ridge height of approximately 7.5 metres. It would be positioned approximately 5 metres from No. 5 Ivy Cottages and would be constructed using profiled metal sheeting to both the walls and roof finished in Traffic Blue (RAL 5017). The building would contain limited fenestration and would present a notably utilitarian appearance.

Whilst the site forms part of an existing industrial estate, the prevailing built character of the estate comprises predominantly brick-built structures, many with tiled roofs, together with the historic buildings fronting Ivy Road which make a positive contribution to the character and appearance of the Conservation Area. In contrast, the proposed building would introduce a large industrial form utilising materials and detailing which fail to respond positively to the historic context of the site and surrounding heritage assets.

This conclusion broadly reflects the concerns raised by Chippenham Town Council, who consider that the scale, massing and materials proposed would be unlikely to make a positive contribution to local character and distinctiveness and could exacerbate an identified negative view within the Conservation Area and may result in harm to the setting of the adjacent grade II listed Nos.5 & 6 Ivy Cottages.

The Old Laundry Chimney, identified within the Chippenham Neighbourhood Plan as a Building of Local Merit, is also a material consideration. However, having regard to the siting of the proposed building and the presence of intervening buildings within the estate, officers do not consider that the proposal would result in any material harm to the significance or setting of the chimney. The principal heritage considerations relate instead to the impact of the proposal on the character and appearance of the Chippenham Conservation Area and the setting of the adjacent Grade II listed Nos. 5 and 6 Ivy Cottages. The Town Council also expressed concern regarding the effect of the development on the setting of the adjacent Grade II listed Nos. 5 and 6 Ivy Cottages. It is considered that, by reason of its scale, massing, siting and external appearance, the proposed building would appear as an intrusive and visually dominant feature when viewed in relation to the adjacent listed buildings. The submitted information has not adequately demonstrated that the proposal would preserve the setting of the Grade II listed Nos. 5 and 6 Ivy Cottages or the character and appearance of the Chippenham Conservation Area. Having regard to the scale, siting, massing and materials proposed, officers consider that harm would arise to both designated heritage assets.

Furthermore, the development would fail to reinforce the aspirations of the Chippenham Conservation Area Management Plan SPG for the redevelopment of Ivy Lane Industrial Estate to provide an improved frontage and positive contribution to the character of the area. Whilst the applicant contends that the proposal would not conflict with the aspirations of the Chippenham Conservation Area Management Plan, officers are not persuaded that the development would positively contribute towards those aspirations. The Management Plan identifies opportunities for the enhancement and regeneration of the wider Ivy Lane Industrial Estate, including the creation of a stronger relationship with Ivy Lane and the reduction of identified negative views. Whilst the proposal occupies a relatively contained part of the site, it represents a piecemeal addition to the estate which would further intensify development within a constrained area without securing the wider enhancements envisaged by the Management Plan. This attracts moderate weight in the assessment of heritage impacts.

The harm identified above is considered to amount to less than substantial harm for the purposes of paragraph 215 of the NPPF and must therefore be weighed against the public benefits of the proposal.

Conclusion

The proposal would result in less than substantial harm to both the setting of the Grade II listed Nos. 5 and 6 Ivy Cottages and the character and appearance of the Chippenham Conservation Area. Whilst modest economic benefits would arise through the expansion of an existing business and the provision of additional employment floorspace, officers do not consider these benefits sufficient to outweigh the heritage harm identified. The proposal therefore conflicts with Core Policies 57 and 58 of the Wiltshire Core Strategy, the aims of the Chippenham Conservation Area Management Plan SPG and Chapter 16 of the NPPF.

Amenity

Policy Context

Core Policy 57 (Point vii) of the Wiltshire Core Strategy requires development to respect the amenity of existing occupants and ensure appropriate amenity levels for future residents.

The National Planning Policy Framework (NPPF), particularly Paragraph 135, reinforces the need for development to provide a high standard of amenity for both existing and future users.

Assessment

No. 5 Ivy Cottage lies immediately adjacent to the application site. The proposed building would be located approximately 5 metres from the dwelling and would measure approximately 7.5 metres in height to the ridge. Whilst the proposal would contain relatively limited fenestration and is therefore unlikely to result in significant overlooking or loss of privacy, its scale, massing and proximity to the shared boundary would create a noticeably more enclosed relationship than presently exists.

In particular, the building would introduce a substantial utilitarian structure in close proximity to the dwelling, resulting in an increased perception of enclosure and an overbearing presence when viewed from parts of the curtilage and side of the property. The building may also result in some reduction in daylight to the glazed side extension.

Chippenham Town Council also raise concerns regarding the relationship between the proposed building and No. 5 Ivy Cottage, particularly in respect of outlook and potential impacts on light. Officers acknowledge these concerns and agree that the scale, siting and proximity of the proposed building would result in a less favourable relationship than exists at present. However, having regard to the orientation of the building, its limited fenestration and the available information, officers do not consider that the proposal has been demonstrated to result in such a severe loss of light, outlook or privacy as to warrant refusal on residential amenity grounds alone

Whilst the identified impacts are not, in themselves, considered sufficient to warrant refusal on residential amenity grounds alone, they add weight to wider concerns regarding the constrained and intensive manner in which the site has been developed.

Conclusion

The proposal would not result in significant overlooking or privacy impacts. However, by reason of its scale, proximity and massing, it would create a more enclosed and overbearing relationship with No. 5 Ivy Cottage than presently exists. Whilst these impacts would not be sufficient to justify refusal on amenity grounds alone, they add to concerns regarding the constrained nature of the proposed development and its relationship with neighbouring occupiers.

Highways Impacts and Parking

Policy Context

Transport implications are a key factor in assessing planning applications, especially for larger developments. Proposals must demonstrate:

- Safe and suitable access for all users, including pedestrians, cyclists, and those with mobility impairments.
- No severe residual impacts on the surrounding highway network.
- Promotion of sustainable travel, reducing reliance on private vehicles.
- Adequate parking and cycle provision, in line with adopted standards.
- Protection and enhancement of public rights of way and active travel routes.

Relevant policies include Core Policies 60–64 of the Wiltshire Core Strategy, supported by the Wiltshire Local Transport Plan, Car Parking Strategy, and Cycling Strategy. The Local Cycling and Walking Infrastructure Plan (LCWIP) and LTN 1/20 (DfT) provide further design guidance for active travel infrastructure.

Proposals must also ensure safe access for refuse collection vehicles and comply with the Wiltshire Council Waste Storage and Collection SPD (2017).

Where necessary, Transport Assessments or Statements should be submitted to evaluate impacts and identify mitigation. Planning conditions or legal agreements may be used to secure off-site improvements, travel plans, or contributions to sustainable transport infrastructure.

Assessment

The proposal would facilitate the expansion of an existing business and would result in an increase in employment at the site. Whilst this is supported in principle, it is also likely to increase demand for parking and servicing within the industrial estate. The Highway Officer has advised that the scale of the proposed operation would require seven parking spaces and has raised concerns that the submitted plans do not adequately demonstrate how this provision would be accommodated or how parking arrangements within the site would be reconfigured. Furthermore, the proposal would occupy an area currently used as open space within the estate. Whilst the applicant states that no formal parking spaces would be lost, officers note that the area presently provides opportunities for informal parking, turning and servicing associated with existing businesses.

These concerns are echoed, to a degree, by Chippenham Town Council who queried the proposed parking arrangements and requested clarification regarding the location of additional parking provision within the site. The Town Council also expressed concerns regarding the proximity of the proposed building to neighbouring occupiers and whether the site could satisfactorily accommodate the development without adverse effects on surrounding users.

The constrained nature of the site and the proximity of the proposed building to surrounding units raises concerns regarding the practical operation of the estate following development. Concerns have been raised by both the Highway Officer and a neighbouring occupier regarding parking provision, deliveries, access arrangements and the ability of the site to continue functioning efficiently following construction of the new building. Whilst secure and covered cycle parking could potentially be secured by condition, the more fundamental issue relates to whether sufficient space would remain within the site to accommodate the parking,

servicing and circulation demands generated by both the proposed development and existing occupiers.

The submitted information does not satisfactorily demonstrate how these matters would be addressed. Having regard to the constrained nature of the site and the proximity of the proposed building to existing units and circulation areas, officers are not satisfied that the development would provide a safe and efficient layout for all users or adequately support the day-to-day operation of the wider industrial estate

Cycle Chippenham raise no objection in principle subject to the provision of cycle parking and associated facilities. Whilst these matters could potentially be addressed through appropriately worded conditions, the comments support the broader concern that the application has not satisfactorily demonstrated how all parking, servicing and sustainable transport requirements would be accommodated within the constrained site.

Conclusion

Insufficient information has been provided to demonstrate that adequate parking, servicing, delivery and circulation arrangements can be maintained following development. The proposal would therefore result in an unsatisfactory and constrained form of development which fails to demonstrate compliance with Core Policies 60 and 61 of the Wiltshire Core Strategy and the transport objectives of the NPPF.

Flood Risk and Drainage

The application site is accessed via an area identified as being within Flood Zone 3. Having regard to the scale and nature of the proposed development, consultation with the Lead Local Flood Authority was not required in accordance with Wiltshire Council's consultation matrix. No objections have been received in relation to flood risk or surface water drainage, and there is no substantive evidence before the Local Planning Authority to indicate that the proposal would result in an unacceptable flood risk or drainage impact. Accordingly, the proposal is considered acceptable in this regard.

Other

An email was received noting that a portacabin located within the site is not shown on the submitted plans. The applicant has subsequently confirmed that the structure is a temporary portacabin used for storage purposes and is intended to be removed should the development proceed. Whilst the portacabin is not shown on the submitted plans, its omission does not materially affect the assessment of the proposal and the applicant's intentions regarding the future of the structure have been clarified during the course of the application.

PLANNING BALANCE AND CONCLUSION

The proposal seeks to facilitate the expansion of an existing local business within an established employment site in Chippenham. The development would provide additional employment floorspace and support the continued growth of the business, delivering economic benefits and contributing towards the retention and expansion of employment

opportunities within the town. The proposal is therefore supported in principle by Core Policies 34 and 35 of the Wiltshire Core Strategy. The proposal would provide a modern purpose-built commercial building which the applicant advises would be constructed to contemporary energy efficiency standards.

The applicant further contends that the proposal would reduce travel distances associated with obtaining materials and supplies. However, no substantive evidence has been provided to quantify these benefits and only limited weight is attached to this matter.

These benefits are acknowledged and attract moderate weight in favour of the proposal. However, the application site is subject to significant constraints arising from its location within the Chippenham Conservation Area and its close relationship with the Grade II listed Nos. 5 and 6 Ivy Cottages. The proposed building, by reason of its siting, scale, massing, appearance and materials, would fail to preserve the character and appearance of the Conservation Area and would result in less than substantial harm to the setting of the adjacent listed building. The proposal therefore conflicts with Core Policies 57 and 58 of the Wiltshire Core Strategy and the heritage objectives of the NPPF.

In addition, the proposal represents a constrained and over-intensive form of development. Insufficient information has been provided to demonstrate that satisfactory parking, servicing, delivery, circulation and operational arrangements can be maintained within the site following development. Concerns in this regard have been raised by both the Highway Officer and neighbouring occupiers and weigh further against the proposal.

Whilst the adverse impact on residential amenity would not, in isolation, warrant refusal of the application, the close relationship between the proposed building and neighbouring occupiers adds further weight to concerns regarding the constrained manner in which the development has been accommodated within the site.

It is noted that in their submitted Planning Design and Access and Biodiversity statement the applicant in particular draws attention to the fact that the application site formed part of earlier redevelopment proposals approved under planning references N/08/00752/FUL and N/12/01204/FUL. Whilst this is acknowledged, each application must be considered on its own merits having regard to the development plan and material considerations prevailing at the time of determination. As such, having carefully considered the proposal as a whole, officers conclude that whilst the economic benefits attract moderate weight, they are of localised nature and do not outweigh the identified heritage harm and the wider concerns relating to the layout, functionality and operation of the site. The proposal is therefore considered contrary to Core Policies 57, 58, 60 and 61 of the Wiltshire Core Strategy, the objectives of the Chippenham Conservation Area Management Plan SPG and the relevant provisions of the National Planning Policy Framework.

RECOMMENDATION: That Planning Permission be REFUSED for the following reasons:

1. Heritage / Design

The proposed development, by reason of its siting, scale, massing, design and materials, would represent an over-intensive and poorly integrated form of development within a

constrained and heritage-sensitive site. The proposal would fail to preserve the character and appearance of the Chippenham Conservation Area and would result in less than substantial harm to the setting and significance of the adjacent Grade II listed buildings. The public benefits arising from the proposal are insufficient to outweigh the identified heritage harm. The development would therefore fail to protect, conserve or enhance the historic environment and would not achieve a high quality of design appropriate to its context, contrary to Core Policies 57 and 58 of the Wiltshire Core Strategy, Policy TC4 of the Chippenham Neighbourhood Plan and the relevant provisions of the National Planning Policy Framework.

2. Layout / Highways / Site Function

The application has failed to demonstrate that adequate parking, cycle parking, servicing, delivery and circulation arrangements can be provided within the site to serve both the proposed development and existing occupiers without prejudicing the safe, efficient and effective operation of the wider industrial estate. As a consequence, the proposal would result in a cramped, over-intensive and functionally unsatisfactory form of development which fails to demonstrate a well-considered site layout, contrary to Core Policies 57, 60 and 61 of the Wiltshire Core Strategy and the relevant provisions of the National Planning Policy Framework.

Informative:

The following submitted plans and documents have been considered during the assessment of this application:

- Proposed Site Block Plan 2025-10-7 received 26 May 2026
- Photos West and East Directions received 18 May 2026
- Photos West Direction received 18 May 2026
- Photos South Direction received 18 May 2026
- Photos West Direction received 18 May 2026
- Photos South East Direction received 18 May 2026
- Photos North West Direction received 18 May 2026
- Planning, Design and Access and Biodiversity Statement received 18 May 2026
- Proposed East and North Elevations 2025-10-5 received 6 May 2026
- Site Identification Plan and Existing Site Layout 2025-10-1 received 6 May 2026
- Proposed Unit Floor Plan 2025-10-4 received 6 May 2026
- Existing Site Plan 2025-10-2 received 6 May 2026
- Photos North West Direction received 6 May 2026
- Photos North Direction received 6 May 2026
- Proposed West and South Elevations 2025-10-6 received 6 May 2026
- Application Form received 6 May 2026
- CIL Form 1 received 6 May 2026