



The Town and Country Planning Act 1990
Refusal of Full Planning Permission
Application Reference Number: PL/2026/02922
Decision Date: 16/07/2026

Applicant:	Openview Limited 94a, North End House, Fitzjames Avenue, LONDON, Wiltshire, United Kingdom, W14 0RY
Particulars of Development:	Erection of New Trading Unit for Abbey Glass & Windows Limited
At:	Ivy Road Industrial Estate, Ivy Road, Chippenham

In accordance with paragraph 39 of the National Planning Policy Framework (NPPF), this planning application has been processed in a proactive way. However, due to technical objections or the proposal's failure to comply with the development plan and/or the NPPF as a matter of principle, the local planning authority has had no alternative other than to refuse planning permission.

In pursuance of their powers under the above Act, the Council hereby REFUSE TO GRANT PERMISSION for the development referred to in the above application and plans submitted by you, for the following reason(s):

Refusal Reason

- 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.

Refusal Reason

- 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 plans and documents have been considered when assessing 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

Nic Thomas - Director of Planning, Economy and Climate

NOTES

1. **Appeals.** If the applicant is aggrieved by the decision of the local planning authority to refuse permission, they may appeal to the Secretary of State for the Environment in accordance with Section 78(1) of the Town and Country Planning Act 1990 within six months of the date of this decision. (Information and forms relating to the appeals process can be found at the Planning Portal - [Appeal a planning decision: Overview - GOV.UK \(www.gov.uk\)](https://www.gov.uk/guidance/appeal-a-planning-decision-overview)).