

8th July 2026

Development Management
Wiltshire Council
Bythesea Road
Trowbridge
Wiltshire

Planning and Heritage Statement
External Alterations at 66 Market Place, Chippenham, Wiltshire SN15 3HG

Dear Sir/Madam,

We write on behalf of the applicant in support of this application for planning permission relating to external alterations at 66 Market Place, Chippenham.

The application site comprises a large commercial building which fronts onto the Market Place located within Chippenham town centre. The building forms part of the Chippenham Conservation Area but is not statutorily listed. The property was historically occupied by Barclays Bank until closure of the branch in June 2023. This closure reflects the declining demand for traditional high street banks. The premises are now vacant and the proposed works seek to improve the commercial attractiveness and flexibility of the building to support its continued viable occupation within the town centre.

The application is accompanied by the following drawings prepared by Armstrong Architecture:

- AA/25/30/01 – Site Location Plan and Site Plans
- AA/25/30/20 – Existing and Proposed Ground Floor Plans
- AA/25/30/21 – Existing and Proposed Elevations

The Proposed Alterations

The application seeks planning permission for a series of modest external alterations to the building in order to improve its commercial flexibility and attractiveness following the closure of the former bank use. The proposed works include:

- Upgrading the materials above and below the windows on the Market Place elevation from opaque glazing to Catnic standing seam cladding in dark grey;
- On the north-west elevation at ground floor level, insertion of one new window to match the existing fenestration;
- On the north-east elevation at ground floor level, insertion of:
 - one new window to match the existing;
 - one new twin access door; and
 - one new pedestrian access door.

The new openings are designed to match the proportions, appearance and detailing of the existing fenestration.

Planning Policy Assessment

The application site lies within Chippenham town centre where the Wiltshire Core Strategy seeks to support the continued vitality and viability of commercial areas. In particular, Core Policies 1 and 38 support investment within Principal Settlements and encourage the retention and enhancement of active town centre uses. The proposal will assist in securing the continued viable occupation of a currently vacant commercial building and therefore accords with the economic objectives of the Development Plan.

As referred to above, the building is in the Chippenham Conservation Area and the proposal has therefore been considered against Core Policy 58 of the Wiltshire Core Strategy together with the statutory duty under Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990. The proposed new windows and doors are confined to secondary elevations and are modest in scale and appearance.

The proposed contemporary window detailing at the Market Place elevation have been selected to provide a high quality visual enhancement to the building whilst reflecting contemporary materials already present at the mansard roof at 1 Market Place.

Given the limited scale and visibility of the proposed alterations from the public realm, together with the sympathetic design approach adopted, the development is considered to preserve the character and appearance of the Conservation Area and results in no heritage harm.

Conclusion

Overall, the proposed development represents a modest and sympathetic scheme of alteration which will support the continued commercial use of the building within Chippenham town centre. The proposals preserve the character and appearance of the Conservation Area, maintain the appearance of the principal street frontage and will assist in bringing a vacant commercial premises back into effective occupation.

The development is therefore considered to accord with the relevant policies of the Wiltshire Core Strategy and the National Planning Policy Framework, and planning permission is respectfully requested.

Yours sincerely

Alison Whalley

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