



**The Town and Country Planning (General Permitted Development)
(England) Order 2015 (as amended)**

**Refusal of Prior Approval Part 3, Class MA: Commercial, business
and service uses to dwellinghouses**

Application Reference Number: PL/2026/04632

Decision Date: 14/09/2026

Applicant:	Chris Crook MP2 Developments Ltd
Particulars of Development:	Change of Use of Ground Floor From Class E to Residential Use.
At:	2 MARKET PLACE, CHIPPENHAM, SN15 3HE

I refer to your application for a determination as to whether the prior approval of the local planning authority will be required for this development. The local planning authority has determined in this case that prior approval is refused for the following reason(s):

Refusal Reason

- 1 The application site occupies a prominent position within the Chippenham Conservation Area. The Chippenham Conservation Area character appraisal identifies the area as being characterised by predominantly ground-floor commercial units and identifies the application building as a positive contributor to the townscape.

The proposed change of use would result in residential development at ground-floor level, which is not a characteristic form of development for this part of the Conservation Area. The proposed ground-floor residential change of use in this prominent position within the street scene would be incongruous and would fail to preserve or enhance the appearance of the Chippenham Conservation Area, thereby negatively impacting the character.

Having paid special attention to the duty under Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, the Local Planning Authority considers the scheme to be contrary to the objectives of national decision-making policies HE4, HE6, and HE9 of the National Planning Policy Framework. Prior approval is therefore refused under paragraph MA.2(1)(e) of Schedule 2, Part 3, Class MA of the Town and Country Planning (General Permitted Development) (England) Order 2015.

Refusal Reason

- 2** The proposed change of use would result in the permanent loss of the whole ground floor Class E use of a building occupying a prominent position in Chippenham town centre. Insufficient evidence has been provided to demonstrate that continued commercial occupation of the ground floor is no longer a realistic prospect.

The Local Planning Authority considers that the loss of ground-floor commercial use would erode the concentration of active commercial uses in this part of the Chippenham Conservation Area, which contribute to the viability and sustainability of the Conservation Area as a whole.

The Local Planning Authority considers the scheme to be contrary to the objectives of national decision-making policies HE4, HE6 and TC2 of the National Planning Policy Framework. Prior approval is therefore refused under paragraph MA.2(1)(e) of Schedule 2, Part 3, Class MA of the Town and Country Planning (General Permitted Development) (England) Order 2015.

Informative

- 1** For the avoidance of doubt, the following plans and documents were considered in reaching this decision:

Application form, signed and dated 21.07.2026

Planning statement, prepared by RAW planning, R25-108

Planning statement addendum, prepared by RAW planning, dated 28.08.2026

Internal natural light report ground floor only, prepared by DRP, dated 13.07.2026

Site location and block plan, AA/25/23/50, dated July 25

Proposed ground floor plan, AA/25/23/51, dated July 25

Proposed elevations, AA/25/23/53, dated July 25

Proposed elevation sections, AA/25/23/54, dated July 25

Níc Thomas - Director of Planning, Economy and Climate

