

APPLICATION FOR PLANNING PERMISSION

DELEGATED REPORT

APPLICATION REFERENCE:	PL/2026/02205
APPLICATION TYPE:	Full planning permission
SITE ADDRESS:	Asda, Bradford Road, Melksham, SN12 8LQ
DEVELOPMENT DESCRIPTION:	Change of use of part of an existing car park associated with ASDA to car sales and the erection of a standalone office building for car purchasing.
RECOMMENDATION:	That Planning Permission be GRANTED

PROPOSAL

The proposal seeks planning permission for the erection of an office building and use of a portion of an existing supermarket car park for the purchasing and sale of cars. The proposal will see the change of use of eight parking spaces: two for the office building and six further bays for the sales of cars. No repairs or maintenance or cars are proposed to occur on the land.

The proposed building has a footprint of 4.8 by 3.2m, with a flat roof and height of approximately 2.7m. The building will be constructed of composite materials. The submitted plans show the addition of large company logos for which a separate advertisement consent may be necessary.

During the life of the application, revised plans were submitted correcting earlier discrepancies in the submission as to the number of spaces the development would occupy.

SITE DESCRIPTION/CONTEXT

The site is wholly within the Asda supermarket carpark and consists entirely of hardsurfacing.

within the settlement boundary of Melksham. The site is not covered by any additional planning policy constraints. The proposal is located within the established car park of the supermarket.

RELEVANT POLICIES AND GUIDANCE

Wiltshire Core Strategy

- Core Policy 34: Additional employment land
- Core Policy 57: Ensuring High Quality Design and Place Shaping
- Core Policy 61: Transport and New Development

Joint Melksham Neighbourhood Plan 2

- Policy 20: Design

Wiltshire Design Guide

- Appendix D – Design Guidance for Householder extensions

The National Planning Policy Framework (NPPF)

The Planning Practice Guidance

CONSULTATION RESPONSES

Melksham Town Council: No objection

Wiltshire Council Highway Engineer: Initial objection, but following submission of revised plans, raises no objection subject to conditions:

Comment in respect of initial submission:

“I note the proposed change of use of existing car parking to car sales/purchases for We Buy Any Car. Given the nature of the business, which is vastly different from a usual car sales garage, I do not have an objection in principle to these proposals. However, there are discrepancies within the submission that need clarifying. The Application Form states that 2 existing car parking spaces will be lost, the Site Plan at 1:1000 shows the redline around three existing car parking spaces and the Site Plan 1:200, shows that the change of use will take place on 5 car parking spaces, plus the sales building will be located where 2 existing car parking spaces are located. I am therefore unclear exactly what is proposed here and how many car parking spaces will be lost to Asda customers.”

Final comment following submission of revised plans:

“I note the revised plans received confirming that 8 car parking spaces will be lost in total from the Asda car park. Of these 8 spaces, 2 will be lost for the siting of the new office building and six space will be used for purchased cars and staff parking. On this basis and given the overall small scale loss of parking for Asda, I recommend that no Highway objection is raised.”

REPRESENTATIONS

No third party comments have been received.

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 adopted Wiltshire Core Strategy (2015) and, where applicable, any made Neighbourhood Plans.

Principle of development

The application site is located at Melksham town, which is designated a Market Town in the Wiltshire Core Strategy. Policy CP34 confirms that the principle of employment generating development will be supported within such locations.

The proposal will see the use of the site as a car purchasing/sales office which is a *sui generis* use class, but does generate employment and is therefore considered to be supported by the spirit of policy CP34. Equally, the site is entirely surrounded by employment type uses and their ancillary elements.

In light of the above, the location is an appropriate location for this form of development and the principle is established as acceptable.

Design and appearance

Core Policy 57 - Ensuring High Quality Design and Place Shaping of the Wiltshire Core Strategy seeks to ensure that all new development is of high design quality, reflecting local context, character, and distinctiveness. Policy 20 to the Joint Melksham Neighbourhood Plan also requires new development to be of a high quality design.

Policies DP3 and DP4 of the National Planning Policy Framework require development to achieve a high standard of design that responds positively to local character and context. In assessing design quality, regard should be had to matters including scale, siting, form, appearance, materials and the relationship of development to its surroundings.

The proposed new office building appears to be of a modular build and construction and is of a relatively small scale. It can be described as a typical structure of this sort of ancillary commercial building operating within the grounds of a larger established commercial enterprises. Whilst appearing to be shown in the plans as being covered with corporate advertising, the grant of permission will not allow such to be applied without the separate grant of Advertisement Consent. An informative should be applied to this decision in that regard, but it is of course noted that the locality is subject to extensive, similar commercial advertising.

The context of the car park is one of large commercial buildings and the proposed new building would not adverse impact on that existing character.

Having regard to the above, the proposal complies with the design principles set out in Core Policy 57 of the Wiltshire Core Strategy, policy 20 to the Joint Melksham Neighbourhood Plan as well as relevant sections and policies of the NPPF.

Amenity

Point vii of Core Policy 57 - Ensuring High Quality Design and Place Shaping of the Wiltshire Core Strategy seeks to ensure that developments do not adversely affect neighbouring properties.

Policy P3 of the National Planning Policy Framework requires development to be appropriate for its location, taking account of its likely effects on health, living conditions and the environment. In particular, Policy P3(2)(b) requires development to avoid giving rise to unacceptable impacts on the living conditions of neighbouring residents and occupiers. In assessing amenity impacts, regard should be had to matters including daylight and sunlight, outlook, privacy, overbearing impacts and other effects on residential amenity.

The proposed development has been assessed in terms of its potential impact on the residential amenity of neighbouring properties, with particular regard to loss of light, overshadowing, loss of privacy, and overbearing effects.

Due to the location, use and scale of the proposal it is not considered that the proposal would result in unacceptable amenity impacts in terms of overlooking, loss of light or overbearing impact.

The proposal therefore accords with Core Policy 57 point vii in respect of safeguarding residential amenity, Appendix D of the Wiltshire Design Guide and the NPPF.

Highways and parking

Core Policy 57 (xiv) of the Wiltshire Core Strategy seeks to ensure that development must meet the requirements of Core Policy 61. This policy requires proposals to be capable of being served by safe access to the highway network. The transport policies of the NPPF seek to ensure that development provides safe and suitable access for all users and that any impacts on highway safety are appropriately considered.

While eight parking spaces would be removed from the spaces available to shoppers, there would remain sufficient numbers to meet the needs of the existing supermarket. In other respects, the proposal would introduce additional businesses being served by the existing access to the public highway, it is considered to represent a negligible number of movements. Indeed, following the submission of revised plans which corrected the initial contradictory nature of the submission, no objection has been received from Council's Highways Engineer and there is evidence or reason to reach a different conclusion.

Accordingly, the proposal will not result in an unacceptable impact on highway safety nor cause a severe adverse impact on the transport network and will meet with the requirements of policies CP57 (xiv) and CP61 of the Wiltshire Core Strategy, and policy TR6 to the NPPF.

CONCLUSION

The proposed development is considered to be acceptable in terms of its design, character and appearance, and would not result in any unacceptable harm to the amenities of neighbouring occupiers or any other highways impacts.

Furthermore, the proposal would not result in any unacceptable impacts in respect of any other material planning considerations.

The proposal is therefore considered to comply with the relevant policies of the Wiltshire Core Strategy, the Joint Melksham Neighbourhood Plan and the National Planning Policy Framework. As such, the application is recommended for approval, subject to conditions.

RECOMMENDATION: That Planning Permission be GRANTED subject to conditions.

The development hereby permitted shall be begun before the expiration of three years from the date of this permission.

REASON: To comply with the provisions of Section 91 of the Town and Country Planning Act 1990 as amended by the Planning and Compulsory Purchase Act 2004.

The development hereby permitted shall be carried out in accordance with the following approved plans:

Proposed Elevations
(Received by LPA 14th April 2026)

Proposed Elevations with logo and graphic detail
Proposed Roof and Floor Plan
Location Plan
(Received by LPA 14th May 2026)

Proposed Plan
Site Plan
(Received by LPA 4th August 2026)

REASON: For the avoidance of doubt and in the interests of proper planning.