

Date of Meeting	9 July 2020
Application Number	20/01631/FUL
Site Address	Honey Street Mill, 2 A Honeystreet, Pewsey, Wiltshire, SN9 5PS
Proposal	Change of use of former factory building to D1 exhibition hall (for Crop Circle Exhibition) - Resubmission of 19/10296/FUL
Applicant	John and Anne Wyles
Town/Parish Council	ALTON
Electoral Division	Cllr Paul Oatway
Grid Ref	410384 161636
Type of application	Full Planning
Case Officer	Jonathan James

Reason for the application being considered by Committee

The application has been called-in by Cllr Paul Oatway due to concerns regarding parking and highway safety.

1. Purpose of Report

The purpose of the report is to assess the merits of the proposal against the policies of the development plan and other material considerations and to consider the recommendation that the application be approved.

2. Report Summary

Concerns have been raised regarding the potential impact on highway safety as a result of inadequate parking facilities on site and the likely overspill of parking onto the surrounding highway network. These issues will be addressed in the report.

3. Site Description

The site is located at Honeystreet within the built form of the hamlet. The whole of the area is contained within the North Wessex Downs Area of Outstanding Natural Beauty (AONB). Access into the site exists at present, off the adjoining highway through Honeystreet from the east and which forms part of the White Horse Trail. There is an existing car park associated with the business activities at this site contained by the existing industrial style buildings. Within the site are a number of large commercial structures associated with the former mill

site. Bounding the sites southern boundary is the Kennet and Avon canal. There is a Grade II Listed building (The Mill House) to the north-east of the site.



LOCATION PLAN

SCALE 1:1250

4. Planning History

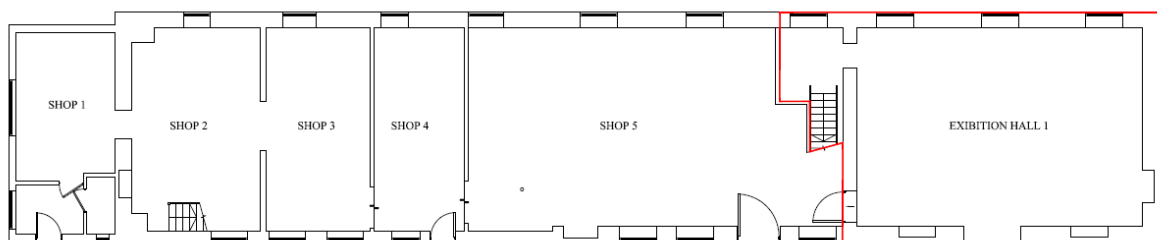
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|--------------|---|
| K/44749 | Change of use of each of the existing buildings (except the 2 dwellings) to use for B1 purposes or B8 purposes in any combination – Approved conditionally |
| K/55924/F | Demolition of existing industrial buildings and two dwelling houses. Construction of 6 market houses, 3 affordable houses with associated garages & parking. Formation of improved access road, retention of existing barn for employment uses and construction of all necessary infrastructure and landscaping - Withdrawn |
| 17/11688/FUL | Change of use from warehouse to tea room – Approved conditionally |
| 19/10355/CLE | Certificate of lawfulness for building 2 which has been used continuously as a retail outlet, displaying goods for purchase at the site – Withdrawn |
| 19/10296/FUL | Change of use of old mill building to D1 (Crop Circle Exhibition) - Withdrawn |
| 20/01633/FUL | Change of ground floor use of Building 2 to retail (A1) – Approved conditionally |

20/01634/FUL Change use of part of an existing agricultural field to provide a village parking area for 20 cars with associated works and landscaping - Refused

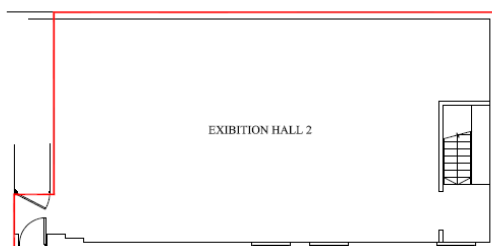
Planning consent was granted on the 12th February 2003 (application K/44749) for the change of use of the existing buildings to a B1 or B8 use or any combination. The buildings have clearly been used for some form of commercial business historically and certainly since the approval of application K/44749 there is no doubt that the premises have been used for, at the very least, a B8 storage use with associated wholesale. The consent granted under application K/44749 therefore remains extant and the buildings the subject of this application have an unquestionable and established B8 / B1 / or combination of these uses. In addition, planning consent was granted on the 1st February 2018 (application 17/11688/FUL) for the use of part of the buildings as a café/tea room. Planning consent has also now been granted for the retrospective change of use of part of the building as a retail unit (reference application 20/01633/FUL). These consents are material planning considerations for the further deliberation of the current applications and are the starting point for this assessment.

5. The Proposal

The application is for the change of use of the existing building (ref. floor plans below outlined in red) to a D1 Crop Circle Exhibition. The change of use is purported to have already taken place and has been operating as an exhibition hall since June 2019. Following the case officers site visits, it is acknowledged that those elements of the building for which this application is seeking the change of use to retail has already occurred and that this application is retrospective for the retention of the change of use of the building (as shown in the plans) to a D1 Crop Circle Exhibition.



GROUND FLOOR PLAN
SCALE 1/50



FIRST FLOOR PLAN
SCALE 1/50

Plans show end building as ground floor part of exhibition hall and first floor plan of exhibition hall

6. Local Planning Policy

Wiltshire Core Strategy 2015 (WCS):

- Core Policy 1 – Settlement Strategy. This identifies settlements where sustainable development will take place, with a settlement hierarchy running from Principal Settlements through market towns and local service centres to large and small villages. Honeystreet would be considered a small village or hamlet
- Core Policy 2 – Delivery Strategy – in order to deliver the sustainable development envisaged in CP1, CP2 sets out the delivery strategy.
- Core Policy 18 – Spatial Strategy: Pewsey Community Area – clarifies that development in the Pewsey Community Area should be in accordance with the Settlement Strategy as set out in Core Policy 1.
- Core Policy 38 – Retail and Leisure
- Core Policy 39 – Tourist Development
- Core Policy 51 – Landscape – seeks to protect, conserve and where possible enhance landscape character.
- Core Policy 57 – requires high quality design and place shaping
- Core Policy 58 – Ensuring the conservation of the historic environment.
- Core Policy 60 – Sustainable transport
- Core Policy 61 – Transport and new development
- Core Policy 64 – Demand management – private non-residential parking standards.

National Planning Policy Framework (2019)

Wiltshire Local Transport Plan 2011 – 2026: Car Parking Strategy (2015) (draft)

Honeystreet Village Design Statement (Mar 2006)

7. Summary of consultation responses

Alton Parish Council – Objects; serious concerns relating to parking and over development of the site in a sensitive area. On its own it fails to meet vehicle parking requirements for an exhibition hall but the proposal must be considered in conjunction with the retail unit, cafe and new six dwellings. The proposed schemes are overwhelming and unacceptable for a small rural hamlet with no public facilities.

WC Conservation Officer – No objections

WC Highways - No objection; following the submission of further details relating to visitor numbers, satisfied that there would not be a detrimental impact on the surrounding highway network. The parking shall be conditioned as per the submitted plan and conditioned only for the use of parking in perpetuity.

8. Publicity

The site has been advertised by letter to local residents and by site notice; representations have been received from 27 number of third parties (including in some cases multiple

representations). 14 number of parties raised objections and 13 number of parties gave support. These are summarised as follows:

Third party comments:

Visit Wiltshire – Supports; *The need for additional low impact sympathetic visitor attractions and services in Wiltshire is supported by the Wiltshire Destination Management & Development Plan 2015 produced by Blue Sail Consulting. The change of use proposed with low impact services is in keeping with the rural setting and will generate additional visitor spend and support local jobs in the area.*

Pewsey Vale Tourism Partnership – Supports; *The Pewsey Vale Tourism Partnership fully supports the application to change the use of an old mill building to D1 use, to house the Crop Circle Exhibition. The centre is an important visitor attraction as well as being popular with local people. This area is well known for the crop circle phenomena and this acts as a fitting location for visitors. For the tourism industry to thrive in this area opportunities to host attractions must be grasped. The centre is high quality and has been operating since June 2019, it also houses a visitor centre that provides leaflets to other local attractions and walking leaflets for the area. It provides the perfect opportunity to encourage visitors to other parts of the area as well. There is no impact on the setting.*

We would also refer to the Visit Wiltshire Destination Management & Development Plan which specifically states:

- *Wiltshire needs to attract more visitors, especially high spending short-break visitors. To achieve that Wiltshire needs:*
 - *More to see and do - to encourage visitors to stay longer and visit more frequently, Wiltshire & Swindon needs to develop additional visitor attractions that create more choice and make more of the area's significant heritage and natural assets.*

The Pewsey Vale Tourism Partnership therefore supports the application for change of use.

Neighbour comments, 14 number parties raised objections and 13 number parties gave support:

Objections:

- Over development of the site
- Intensification of visitors to the site
- Exhibition is in wrong place, will attract massive clientele to rural area
- The site will become a mixed use of shopping and entertainment
- Not adequate or safe parking for visitors and staff
- Not adequate access for emergency vehicles and refuse
- Issues with displaced parking onto surrounding highways
- Insufficient parking attributed to proposed use
- Huge problem with lack of parking facilities, these issues have only happened since the development of the exhibition centre
- Increase in traffic including coaches

- Unauthorised engineering operations to create additional parking bays
- Conflict between existing residents and visitors parking along highway
- Conflict between pedestrian users and increase in traffic and parking
- Intensification of vehicular movements/increase in traffic
- Inadequate visibility at junction of Chimney lane and adjoining main road
- Health and safety issues
- No footway's, pavements along either Chimney Lane or surrounding highways
- Parking spaces block fire exits, parking scheme prevents buildings from meeting building regulation and fire regulation requirements for escape and access
- Parking spaces do not meet the necessary standards
- Cumulative impact from existing and proposed uses and adjoining uses
- Conflict with café use
- Unauthorised soap making business and canal boat business not accounted for
- Impact on AONB
- Character of village will be spoilt
- Incorrect and misleading statements made to support application
- Plans incorrect/inaccurate
- Description of development does not state the existing use
- Insufficient information, e.g. lack of scaled site plan; to reach a reasoned conclusion
- Criticism at highway officer reports and assessment of the scheme
- Use of low parking standards
- Site has been developed without the correct procedure

Support:

- Valuable asset for the community
- Great deal of time and research gone into exhibition
- Increases employment
- Ensure continued use for old buildings
- Supported by majority of local inhabitants
- Complimentary use with the café
- During crop circle season the centre delivers vital service to local farming community and tourists
- Consents granted for more modern or alternative change of uses in line with national policy
- Supports tourism to the area
- Support local businesses and employment opportunities for rural areas
- No noise disruption
- No inconvenience from traffic
- Soap manufacturing does not take place at Honey Street Mill site
- Misleading comments/information objecting to application

A number of comments have been made which appear to be personalised towards individuals; these are not material planning considerations and are not repeated here.

9. Planning Considerations

9.1 Principle of Development

Section 70(2) of the Town and Country Planning Act 1990 and section 38(6) of the Planning and Compulsory Purchase Act 2004 require that the determination of planning applications must be made in accordance with the Development Plan, unless material considerations indicate otherwise. In this case, the Wiltshire Core Strategy, including those policies of the Kennet Local Plan that continue to be saved, forms the relevant development plan for the area.

The application is for the change of use of part of an existing building to an Exhibition Hall (Class D1 use). The site has been used for many years as a storage unit for the applicant's furniture import and sales business; it is understood and acknowledged that, at the very least, wholesale has taken place from the site, which is acceptable under the B8 use. It is also acknowledged that furniture may have been sold to the wider public during stock clearance sales in an ad hoc manner, and in more recent times the opening of the retail unit adjacent to this site (within the same building) on a more permanent basis. The Exhibition Hall use has been implemented already, commencing in June 2019.

The site is located in the Hamlet of Honeystreet which does not fall within any of the settlement definitions as identified by the Wiltshire Core Strategy (WCS) (2015); accordingly, and in terms of planning policy, the site is taken to be in countryside.

Core Policy 48 explains the approach that will be taken to support rural communities, outside the limits of development of Principal Settlements, Market Towns, Local Service Centres and Large Villages and outside the existing built areas of Small Villages, i.e. countryside. The policy is based on the following key objectives:

- Protecting the countryside and maintaining its local distinctiveness.
- Supporting the sensitive reuse of built assets to help meet local needs.
- Supporting improved access between places and to services; and
- Supporting the community in taking ownership of local services.

Core Policy 39 supports tourist development within Wiltshire. CP39 states that outside of Principal Settlements and Market Towns tourist and visitor facilities should be located in or close to Local Service Centres or Large and Small Villages, and, where practicable, be located in existing or replacement buildings. Any proposals need to protect landscapes and environmentally sensitive sites with the objective of providing adequate facilities, enhancing enjoyment and improving financial viability of the attraction. In exceptional cases development may be supported away from the Principal Settlements, Market Towns, Local Service Centres and Large and Small Villages where it can be demonstrated that all of the following criteria are met:

- i. There is evidence that the facilities are in conjunction with a particular countryside attraction.
- ii. No suitable alternative existing buildings or sites exist which are available for reuse.

- iii. The scale, design and use of the proposal is compatible with its wider landscape setting and would not detract from the character or appearance of the landscape or settlement and would not be detrimental to the amenities of residential areas.
- iv. The building is served by adequate access and infrastructure.
- v. The site has reasonable access to local services and a local employment base.

The proposed exhibition hall functions in conjunction with the crop circle phenomenon that takes place within the agricultural fields in this area. The exhibition hall would act as a focal point for visitors who expressly visit the area to view these features. The exhibition used to be held within the Barge Inn at Honeystreet until it closed; as such the application building, which exists already for a commercial purpose within the built form of Honeystreet, was identified as a suitable alternative.

The building exists as described above, and the physical alterations carried out to it have been minimal. The scheme has no impact on the wider landscape setting or on the character and appearance of the settlement, and would not be detrimental to the general amenities of the local area. The building is served by adequate infrastructure. Access is discussed in greater detail later in the report. However, the highways officer is satisfied that the site is served by an adequate access and that there would not be an adverse impact on highway safety. The site is located at Honeystreet, which is a hamlet and not a settlement with a designation within the development plan. However, the site provides for the community - through its mixed uses - access to services and is an employment base.

The buildings were granted consent to be used for a mixed B1/B8 use (or combination thereof) under planning consent K/44749 and the buildings have been employed for commercial purposes historically. Planning consent was also granted for a tea room/café under application 17/11688/FUL and for a retail unit on part of another existing building under application 20/01633/FUL. Adjoining the site is 'Honeystreet Boats' which offers canal boats for hire and holidays. Accordingly, it is considered that the exhibition hall would complement the existing mixed uses around the site and further diversify these, creating a more robust and flexible commercial hub. It is also relevant that the various uses at the wider site provide a local employment base.

The NPPF (2019) states that planning policies and decisions should help create conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. Decisions should enable the sustainable growth and expansion of all types of business in rural areas through, for example, the conversion of existing buildings; sustainable rural tourism and leisure developments which respect the character of the countryside; the retention and development of accessible local services and community facilities, such as local shops, meeting places and cultural buildings.

The NPPF further states that planning policies and decisions should recognise that sites to meet local business and community needs in rural areas may have to be found adjacent to or beyond existing settlements, and in locations that are not well served by public transport. The use of previously developed land, and sites that are physically well-related to existing settlements, should be encouraged where suitable opportunities exist.

Core Policy 48 of the WCS (2015) supports rural life and more specifically focuses on the conversion and re-use of rural buildings. CP48 states that proposals to convert and re-use rural buildings for employment, tourism, cultural and community uses will be supported where the building is capable of conversion without major rebuilding or modification; where the use would not detract from the character of the area; where the site is served by adequate access and infrastructure and has reasonable access to local services. The policy further acknowledges that the conversion of a heritage can lead to its viable long-term protection.

The building the subject of this application has already been converted and is currently being used as an Exhibition Hall, this complimenting the applicant's other businesses on site. This has been accomplished with few modifications to the building. Historically the majority of the buildings at the wider site formed a commercial hub, and whilst not designated as heritage assets, they do contribute to the character and history of the hamlet. Accordingly, it is considered that the proposal does not detract from the character of the area but instead sustains its historic use. It is further considered that the scheme complies with the requirements of Core Policy 39 (Tourism and Leisure) and Core Policy 48 (Supporting Rural Life).

9.2 Visual Impact

The Wiltshire Core Strategy identifies the need to protect the distinct character and identity of the villages and settlements in Wiltshire. Core Policy 57 and the NPPF seek to encourage high quality design in new development. The proposed scheme re-uses the existing buildings on the site and in this sense is considered to reflect and respect the existing character of the area. The proposed alterations are considered to be appropriate and reflective of the character of the existing buildings. As such, the proposed development is considered to comply with Core Policies 51 and 57 of the WCS (2015) and the relevant paragraphs of the NPPF (2019).

9.3 Impact on Heritage Assets

In terms of the historic environment, the primary consideration is the duty placed on the Council under sections 16 and 66 of the Planning (Listed Building and Conservation Areas) Act 1990, to have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses. Comments received from the Council's Conservation Officer clarify that there are no objections to the proposal.

The wider site supports a mixed range of mainly older buildings, all of which form part of the historic wharf - a vibrant part of the area's industrial past that thrived following the arrival of the canal in the early 19th century. A sawmill and related uses existed until the advent of the railway later in the century, at which point the wharf industries declined or evolved until the c.1950s. Since then, the wider site has had various mainly business-related uses, although parts of it are now rundown and derelict. None of the buildings on the wider site are listed nor are they within a Conservation Area, although they are certainly historic assets that represent an interesting and valued part of Wiltshire's past.

It is considered that the use of part of one of the historic wharf buildings as either a retail unit or a small exhibition space is an appropriate continuation of the historic commercial use of

the site. The Conservation Officer raises no objection as the buildings will be retained without external alteration, thereby maintaining the visual character of the site. The proposal would have a neutral impact on the setting of the listed building which adjoins the wider site. On balance, it is considered that the proposed scheme would not cause harm to the significance of heritage assets and as such would comply with Core Policies 57 and 58 of the WCS (2015) and with the relevant paragraphs of the NPPF.

9.4 Highway Safety Impact / Parking

Core Policy 61 - Transport and New Development - seeks to ensure that new development is capable of being served by safe access to the highway network. Core Policy 64 seeks to ensure that parking standards are limited to a maximum, as set out in the Council's adopted standards. The NPPF (2019) states that an application should only be refused on highway grounds if *"there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe"*.

Access –

Access to the Honey Street Mill site is via the adjoining highway – Chimney Lane – which forms part of the White Horse Trail, a recognised tourist route for pedestrians and cyclists.

Concerns raised at the conflict with pedestrian users along Chimney Lane and traffic are acknowledged, however given the nature of the lane it is considered that traffic would not be moving at speed along its length and that the combination of parked vehicles, traffic accessing the site and pedestrian users would lead vehicles to operate generally more carefully and slowly. This is a principle as laid out in Manual for Streets on new housing development to slow drivers down, and it is considered that the existing constraints of the surrounding area to the site would more likely calm the speed of traffic along this lane.

In terms of the impact on the wider road network, at the request of the Highways Officer the applicant has provided a statement setting out visitor numbers to the exhibition hall based on ticket sales. The following extracts from this statement are relevant:

"For the year 2019 after the official opening we have a day by day record of the ticket sales made as this was the first year a charge was made to enter the exhibition and a numbered ticket was issued.

Recorded ticket sales started on the 14th of July 2019 and ran until the 14th of August. After this time the fields containing the crops have been harvested and so interest drops. by September they were down to approx 2/3 tickets per weekend.

During this period, 14th July – 14th August, only 4 days had visitor numbers above 20 with two of those days being pre-arranged coach visits.

The Coach visits were two for the entire year. These were pre-arranged with advance planning put in place. They were arranged on weekdays and a separate parking arrangement was made in the neighbour's field. These coaches were not part of a scheduled tour, nor part of any publicity, both groups contacted us in advance as their passengers had a particular interest in Crop circles and had discovered us on the internet. As such both visits were one-offs. Both coaches stayed for approximately 2 hrs. These visits were extraordinary

and our expectation going forward is we would only have one or two coaches in the year if at all. There are no plans to link up with a tour operator.

Excluding the two pre-arranged tours the average 'high' season number of visitors is 12.6 over a day.

Visitors arrive in a variety of way, by car, cycle, public transport, boat and on foot and many link their trips with the café and the shop".

As is evident, actual numbers of visitors to the exhibition hall are relatively low, with an average 'high' season number of 12.6 per day. The wider highway network is capable of accommodating the likely traffic associated with these visitors' numbers. Parking is considered in more detail below.

Parking –

The wider mill site has space for the parking of 34 cars (plus additional motor-cycle and bicycle spaces).

Applying the Wiltshire Council parking standards, the various existing / permitted uses and the proposed exhibition hall use have the following maximum parking standards -

- Café: 91.8 sqm; 1 space per 5 sqm (public floor area) = 18 spaces
- Warehouse: 1465.6 sqm; 1 space per 200 sqm = 8 spaces
- Shop: 160.85 sqm; 1 space per 20 sqm = 5 spaces
- Crop circle/museum: 147.23 sqm; 1 space per 40 sqm = 4 (3.6) spaces
- TOTAL = 35 spaces

The implemented 2003 planning permission for B1/B8 use of the wider site has a maximum parking standard of 1 space per 30 sqm; this equates to c. 62 spaces (from 1865.5 sqm). In isolation the proposed exhibition building, if used for its authorised B1 use, would have a requirement for 4 (4.2 spaces) parking spaces.

From this it can be concluded that, the actual impact is no greater - and/or would be an improvement – over the authorised position. Or in other words, the status quo is maintained. It follows that there are no additional impacts on highway safety stemming from the proposal.

Overall on access and parking the Highways Officer raises no objections, concluding as follows -

"Following on from the revised information I am now satisfied that the applicant has demonstrated that the majority of the time the number of vehicle movements generated by the proposed use are a number which I consider not significantly detrimental to the adjacent road network. This is also within the context of the ability of the applicant to use the same space for B1 use which could attract a similar number of vehicle movements. I do acknowledge that at times large parties may arrive by coach and that the site does not provide adequate space to accommodate parking, however, it is common practice for coaches to drop off and park elsewhere in a safe location and I am willing to accept on street

parking for a coach roadside for the few hours it is likely to be required (subject to it being in a safe location , which will be the driver to ensure).

Therefore in summary I am now satisfied that the applicant has provided the information requested in enough detail to allow me to be able to conclude that the proposal should not lead to a significant detrimental effect on the adjacent highway (users of the highway) in terms of both parking and movements on the highway and as such based on the information provided and the parking layout being conditioned I am minded to raise no highway objection”.

Other highway related matters -

Regarding concerns that have been raised over access by fire service vehicles, it is relevant that the change of use proposed will not change the current situation for access by emergency services. The highways officer therefore raises no objection for this reason subject to the parking being conditioned as per the submitted plan and conditioned only for this use in perpetuity.

Paragraph 109 of the NPPF clarifies that Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe. No objections are raised by the Highway Officer and it is considered that the scheme would not have an unacceptable impact on highway safety or have a severe impact on the road network. It is therefore considered that the proposal, on balance, complies with the criteria of Core Policies 60, 61 and 64 of the WCS (2015) and the WLTP (2011 – 2026) Car Parking Strategy (2015) and with the relevant sections in the NPPF.

9.5 Other matters

Reference has been made to an unauthorised use of the B8 storage buildings for soap manufacturing purposes; it is considered that this would likely fall under a B2 use. Clarification has been sought from the applicant/agent on this matter; written assurance has been received from the applicant that there is no manufacture of soap products on this site only the packaging and distribution as would be acceptable under a B8/B1 use.

Comments have been made from local objectors on unauthorised works to build an embankment (Ref. figure 1 below) on which the parking is provided (bays 11 to 19); the accusations made are that these works were carried out post the consent of the café in 2018.

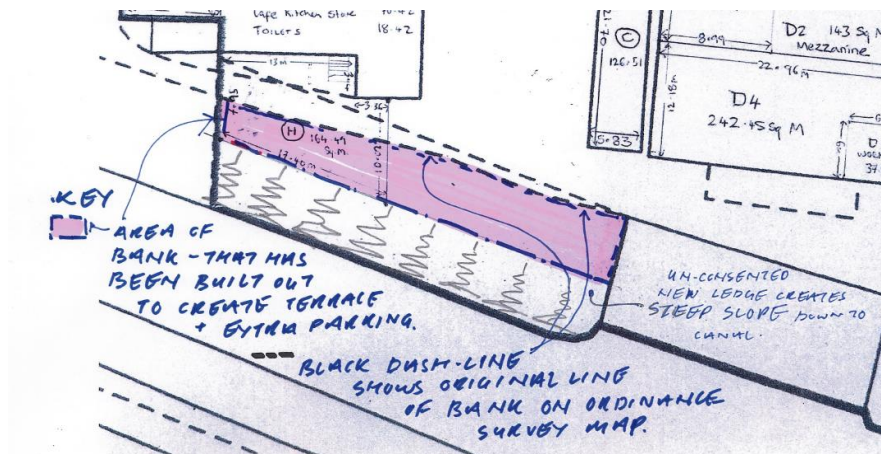


Figure 1

However, officers remain to be convinced by these assertions; as can be seen within the 'aerial photograph 2014' below, vehicles were parked along this line, which was allegedly built post 2017/2018, on land which apparently was as stable then as it appears to be now.



Aerial photograph 2014

Reference has been made to the applicant's canal boat business which is adjacent to the site. This business is self-contained and whilst there is a pedestrian link from the main car park down to the canal side, the parking for the canal business is contained adjacent to the moorings. As such this element of the business is completely separate from the warehouse side and does not form part of the parking calculations associated with the current application.

Criticisms have been made at the incorrect procedures adopted by the applicant, that is the implementation of the retail unit and D1 Exhibition Hall and submitting subsequent applications after the matter. The LPA would agree and does not condone a wilful breach of

planning law. However, where these scenarios arise, the LPA has the right to request a planning application be submitted and this does not mean that planning permission will be automatically granted, although an application will be treated in the usual way or the applicant has the right to submit one; as has happened in this instance.

It has been suggested that the plans/details submitted are inaccurate and do not allow for a proper assessment of the scheme before the Council. A detailed plan of the available parking spaces on site was requested and has been provided, as has a breakdown of the floor areas of the existing buildings and their uses and more detail on the visitor numbers to the exhibition. It follows that the details that have now been submitted in support of the application are sufficient to allow for a proper assessment of the scheme.

An assessment of fire safety access has been provided by one objector, which identifies that the applicant's assessment is based on insufficient details relating to the occupancy loading of the premises. The need for fire assessments is considered under separate legislation and so is not a material planning consideration.

10. Conclusion (The Planning Balance)

Core Policy 51 refers to development within the setting of an AONB; as the change of use utilises the existing structure it is considered that there will be no impact on the special qualities of the AONB or on the character of the hamlet or surrounding area. Similarly, the development does not impact on the amenity of any nearby properties beyond that which existed before the exhibition hall was created. The principle of development has been assessed against the relevant policy of the development plan and it is considered that the scheme is in accord with the criteria of Core Policies 39 and 48 of the WCS (2015) and with the relevant paragraphs of the NPPF (2019). The third-party objections relating to impact on highway safety are acknowledged; however the Highways Officer is satisfied that the proposal does not raise highway safety concerns sufficient to justify a refusal for this reason. It is considered that the change of use from a Class B1/B8 combination use to a Class D1 exhibition hall use will not have a residual cumulative negative impact on the highway network and that adequate parking exists on site for the scheme described.

It is recognised that the scheme will support the long-term viability and vitality of an existing business at Honeystreet and through the addition of the café, the shop and now the exhibition hall increases employment opportunities and is a valuable asset for the community. It is considered that significant weight should be attributed to schemes that support rural businesses, especially where, as in this instance they reuse existing buildings and diversify an existing business to make it more flexible, robust and resilient. This view is supported by the NPPF (2019) which states that significant weight should be placed on the need to support economic growth. As in this case the applicant has expanded their existing business to incorporate alternative uses that are complimentary to each other. The complimentary form of uses now achieved on site creates a destination place for visitors and local residents to meet and socialise, adding to the scheme's sustainability.

It is considered that the public benefits that are achievable through the scheme if this development were to be approved, would outweigh the potential for any harm that is perceived on highway safety in this particular location. On balance it is considered that the

change of use of the existing building to an exhibition hall would comply with the policies of the Wiltshire Core Strategy (2015) and guidance set out in the National Planning Policy Framework (2019).

RECOMMENDATION

Grant planning permission subject to the following conditions:

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

Application Form; Agents email (dated 13/05/2020); Agents email (dated 24/04/2020) with breakdown of floor areas; Location Plan, Ground and First Floor Plans Dwg No. 02; Existing Car Parking Plan, Dwg No. BDS-05/20; Proposed Car Parking Plan, Dwg No. BDS-05/20; Crop Circle Centre and Exhibition (back ground and break down of visitor numbers, rcvd 10/06/2020)

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

2. There shall be no customers/members of the public within the exhibition hall hereby approved outside the hours of 11:00 to 17.30 from Monday to Sunday.

REASON: To ensure the creation/retention of an environment free from intrusive levels of noise and activity in the interests of the amenity of the area.

3. Within one month of the date of this decision, the parking scheme as approved under the approved plan, Proposed Car Parking Plan, Dwg No. BDS-05/20, under condition 1 above, shall have been laid out for the use of parking in accordance with this detail. This area shall be maintained and remain available for this use at all times thereafter.

REASON: To ensure that adequate provision is made for parking within the site in the interests of highway safety.

4. **INFORMATIVE TO APPLICANT:**

Notwithstanding the details hereby permitted this planning consent provides for an exhibition hall only as shown on the approved plans and outlined in red. This does not grant consent for the retail unit as also shown on the submitted details.