



**Salisbury Cycling Social Club, Salt Lane,
Salisbury, SP1 1DU**

Heritage Impact Assessment

Ref: 1641_002

November 2025

Salisbury Cycling Social Club, Salt Lane, Salisbury, SP1 1DU

Heritage Impact Assessment

Ref: 1641_002

NGR: SU 14562 30159

Sign-off history

issue no.	issue date	prepared by	reviewed by	approved by	reason for issue
1	03/11/2025	KD	MS	-	Draft
2	03/11/2025	-	RL	Client	Issue

Contents

Executive Summary	1
1 Introduction	3
1.1 Origin and scope of the report.....	3
1.2 Designated Heritage Assets	3
1.3 Conservation Area	3
1.4 Nearby Designated Assets	3
1.5 Non-designated assets (NDA)	3
1.6 Setting	4
1.7 Aims and objectives	4
2 Site and Environs	5
2.1 Site	5
2.2 Designated Heritage Assets	5
2.3 Conservation Area	7
2.4 Non-designated assets (NDAs)	7
2.5 Setting	7
3 Significance	9
3.1 Planning History	9
3.2 Change.....	9
3.3 Statement of Significance.....	9
4 Impact of Development	12
4.1 Proposed Development	12
4.2 Impact on the Site	12
4.3 Impact on Designated Assets	13
4.4 Impact on Conservation Area.....	13
4.2 Impact on Non-designated Assets (NDAs)	14
4.3 Setting	14
4.4 Commentary	15
4.5 Harm	15
4.6 The Duty to Preserve or Enhance	15
5 Photos.....	16
5.1 Photos.....	16
6 Conclusions and Recommendations.....	21
6.1 Conclusions.....	21
6.2 Recommendations	22
7 Planning and Heritage Framework	23
7.1 Statutory protection.....	23
7.2 National Planning Policy Framework	23
7.3 Local Policy.....	26
8 Methodology.....	27

Figures

Figure 1: Site location, site outlined in red	4
Figure 2: Nearby LBs	4
Figure 3: Conservation Area and wider Salisbury Area with Policy Constraints. Image from WC Local Plan 2023.	8

Note: Site outlines may appear differently on some figures owing to distortions in historic maps. North may not be up the page and is generally approximate on early maps.

Unless otherwise noted, figures are not shown to scale.

Photos

Plate 1 © Client	16
Plate 2 © Client	16
Plate 3 © Client	17
Plate 4 © Client	17
Plate 5 © Client	18
Plate 6 © Client	18
Plate 7 © Client	19
Plate 8 © Client	19
Plate 9 © Client	20
Plate 10 © Client	20

Executive Summary

We are instructed by clients to prepare a Heritage Impact Assessment in relation to development at Salisbury Cycling Social Club, Salt Lane, Salisbury, SP1 1DU.

This desk-based study assesses the possible impacts of the proposed development on built and other heritage assets in the area.

Designated built heritage assets which may be affected comprise:

- The site is a Grade II listed building.
- The site is within a Conservation Area.
- The site is within the setting of listed buildings.

Conclusions

- The site comprises a Grade II listed building within the Salisbury Conservation Area. The updated proposals seek external and internal alterations to facilitate the continued use of the building under Class E, comprising a small retail unit with associated facilities at ground floor and ancillary storage at first floor. The revised scheme follows design feedback from Wiltshire Council and reduces the overall level of intervention, retaining the existing building layout and character while introducing limited, necessary and proportionate changes to support the building's viable reuse.
- The window repair and reinstatement works will conserve existing historic fabric and maintain the building's established appearance.
- The signage, although introducing a minor visual change, has been scaled and positioned sensitively to avoid visual intrusion and will not be illuminated. Accordingly, it is judged to fall at the lower end of "less than substantial harm" under the terms of the NPPF. When considered alongside the other conservation-led works, the overall impact of the scheme is assessed as neutral.
- Internally, the proposed works are modest and restricted to non-historic fabric associated with later twentieth-century alterations. As such, they will have no adverse impact on the building's historic plan form, structure, or character. The internal works are therefore judged to have a neutral impact on the building's heritage significance.
- The site sits within the immediate setting of several other listed and non-designated heritage assets. The external alterations proposed will not change the building's established scale, massing, or relationship with adjacent properties. The design, materials, and detailing remain consistent with the surrounding historic context. As a result, the impact of the development on the setting of neighbouring designated assets is considered to be neutral, preserving their special architectural and historic interest.
- Within the Conservation Area, the proposals have been designed to maintain the existing character and appearance of the street frontage and the wider townscape context. It is also noted that the works will not unduly affect the residential or commercial amenity of neighbouring occupants.
- The restrained nature of the signage, the careful treatment of openings, and the conservation-led approach to repair ensure that there will be no erosion of the area's established architectural rhythm or townscape value. The cumulative impact of the proposals on the Conservation Area is therefore assessed as neutral, with no harm to its overall significance.
- By virtue of intervening urban forms, natural environment, and relative disposition, the setting of other designated and non-designated assets in the wider vicinity will remain materially unaffected by the scheme, and there will be no harm to significance.
- Although the overall heritage impact of the scheme is neutral from a heritage perspective, the proposals deliver a range of clear public benefits, including, bringing an

underused listed building back into active use, securing its ongoing maintenance and investment; enhancing physical and experiential access via the new entrance arrangement; and securing the optimum viable use for the property in a manner consistent with its conservation.

- *The design does not constitute over development and is determined that the works are necessary to ensure the optimum viable use for the site.*
- *The proposal is considered to accord in full with legislation, national and local heritage policy and advice.*

Recommendations

No further heritage reporting is required at this stage.

1 Introduction

1.1 Origin and scope of the report

- 1.1.1 We are instructed by clients to prepare a Heritage Impact Assessment in relation to development at Salisbury Cycling Social Club, Salt Lane, Salisbury, SP1 1DU within the Wiltshire Council administration (the site).
- 1.1.2 The subject site is a Grade II Listed Building within the Salisbury City Conservation Area.
- 1.1.3 The proposal is for the redevelopment of the subject site into a commercial business.
- 1.1.4 This desk-based study assesses the impact of the scheme on heritage assets. It forms an initial stage of investigation of the area of proposed development (hereafter referred to as the 'site') and may be required in relation to the planning process in order that the local planning authority (LPA) can formulate an appropriate response in the light of the impact upon any known or potential heritage assets. These are parts of the historic environment which are considered to be significant because of their archaeological, architectural, artistic or historic interests.
- 1.1.5 The assessment has been carried out in accordance with the requirements of the National Planning Policy Framework (NPPF) (DCLG 2025) and to standards specified by the Institute for Archaeologists (ClfA Oct 2012/Nov 2012), English Heritage (2008, 2011), Historic England (2015) and the Institute of Historic Building Conservation (IHBC 2009). The LPA has referred the applicant to the HER database.
- 1.1.6 Note: within the limitations imposed by dealing with historical material and maps, the information in this document is, to the best knowledge of the author, correct at the time of writing.

1.2 Designated Heritage Assets

- 1.2.1 The site is a Grade II listed building.
- 1.2.2 The term "immediate vicinity" relates to the asset's distance to the site, its relative proximity, and key views to the site, therefore any heritage assets which do not meet these criteria are scoped out of consideration as there will be no impact on their setting or significance.
- 1.2.3 There are 3 listed buildings (LB) within the immediate vicinity of the site (Figure 2).

1.3 Conservation Area

- 1.3.1 The site is situated within the City of Salisbury Conservation Area (CA).
- 1.3.2 There is a publicly accessible Conservation Area Appraisal and Management Plan on the council's website which has been utilised for this report.

1.4 Nearby Designated Assets

- 1.4.1 There are other listed buildings (LBs) in the wider vicinity.

1.5 Non-designated assets (NDA)

- 1.5.1 The site is within the immediate vicinity of NDAs according to the Wiltshire and Swindon Historic Environment Record.

1.5.2 Other NDAs within the wider vicinity have been scoped out of consideration as there will be no potential for permanent impact on the setting of these assets.

1.6 Setting

1.6.1 There is nothing to suggest that appropriate change will be harmful, as a principle.

1.7 Aims and objectives

- Identify the presence of any built heritage assets that may be affected by the proposals;
- describe the significance of such assets, as required by national planning policy;
- assess the likely impacts upon the significance of the assets arising from the proposals; and
- provide recommendations for further assessment where necessary of the historic assets affected, and/or mitigation aimed at reducing or removing completely any adverse impacts upon heritage assets and/or their setting.

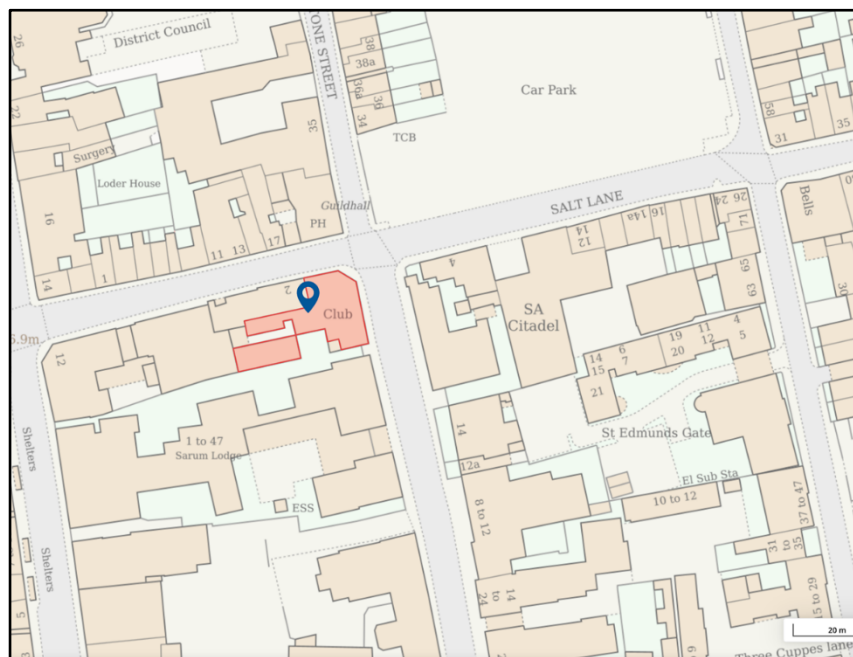


Figure 1: Site location, site outlined in red



Figure 2: Nearby LBs

2 Site and Environs

2.1 Site

- 2.1.1 The site a part of a red brick terrace, occupying a plot on Salt Lane which is characterised by a mix of historic and commercial buildings. As part of the terrace, the property directly abuts adjoining buildings on both the east and west elevations. To the south, the site fronts onto Salt Lane, which provides access to the surrounding city centre streets, while to the north, the site backs onto a service yard area shared with neighbouring premises and enclosed by other urban blocks.
- 2.1.2 There are several listed buildings within the immediate setting of the site.
- 2.1.3 It is situated in a central location, approximately 300 metres from Salisbury Cathedral and within easy walking distance of the main retail and cultural amenities of the city centre.

2.2 Designated Heritage Assets

- 2.2.1 The site consists of a Grade II listed building. Historic England describes the asset as follows:

Salisbury Cycling Club (GII: 1243085)

SALT LANE 1. 1594 (South Side) Salisbury Cycling Club SU 1430 SE 2/551 II GV 2. Mid to later C18. 2 storeys red brick. Corner site with Rollestone Street qv. Bevelled corner with entrance has been rebuilt in matching style. Steep pitch hipped old tile roof. Main front to Rollestone Street with brick dentil eaves cornice. Plinth. 6 windows 1st floor, recessed sashes, glazing bars intact, rubbed brick flat arches. Ground floor has 4 windows, one blind, outer windows as on 1st floor and one early C19 tripartite sash with slightly cambered head.

No 2 and The Salisbury Cycling Club form a group.

Listing NGR: SU1456230159

- 2.2.2 The building is a listed Grade II designated heritage asset and as such is of medium significance, as a baseline. The significance of this heritage asset is largely derived from its age and intactness of its built fabric which contributes to its historical and architectural interest.

2. SALT LANE (GII*: 1243083)

- 2.2.3 This heritage asset is situated adjacent to the site. Historic England describes the asset as follows:

SALT LANE 1. 1594 (South Side) No 2 SU 1430 SE 2/561 II GV 2. Former coach house. Later C16 origin C18 alterations. 2 storeys red brick, English bond at west end, plinth. Gable end old tile roof, some brick header dentils, 1st floor has blind windows and 2 hatched with half doors and one glazing bar sash window. On ground floor: 2 coach house doors, 2 blocked doors and windows. On the south front the wall retains so metimber framing. Interior: west end of range has some original wall posts, teazle heads supporting trusses and wall plates. The trusses have tie beams, collars and purlins, some windbraces.*

No 2 & the Salisbury Cycling Club form a group.

Listing NGR: SU1456230159

- 2.2.4 This heritage asset is Grade II* listed and as such is of high significance, as a baseline. The significance of this heritage asset is largely derived from its age and intactness of its built fabric which contributes to its historical and architectural interest. This asset also has group value with the site.

9-15, SALT LANE (GII: 1243115)

- 2.2.5 This heritage asset is situated approximately 17m from the site. Historic England describes the asset as follows:

SALT LANE 1. 1594 (North Side) Nos 9 to 15 (odd) SU 1430 SE 2/562 II GV 2. Nos 11 and 13 of C17 origin, altered early C19. Nos 9 and 15 early C19. 2 storeys painted brick row, No 9 rendered. Common gable end old tile roof. No 9 has 2 1st floor windows, pointed heads, 2 light casements with "Gothic" glazing, breaking through eaves. Altered window on ground floor with door to right. Nos 11 and 13 have 3 windows 1st floor, flush framed sashes. On ground later C19 long shop front, 4 light window, flanking pilasters with heavy brackets over flanking fascia. No 15 has flush framed sash window 1st floor and on ground floor small early to mid C19 shop front, 2 light window with flanking pilasters frieze and cornice, 4 panel door to right thin pilaster case with frieze and projecting cornice. Interiors of Nos 11 and 13 have some original beams.

Nos 9 to 19 (odd) form a group.

Listing NGR: SU1454230181

- 2.2.6 The buildings are a listed Grade II designated heritage asset and as such are of medium significance, as a baseline. The significance of these heritage assets is largely derived from their age and intactness of its built fabric which contributes to their historical and architectural interest.

THE PHEASANT INN AND CREWE'S HALL (GII*: 1243120)

- 2.2.7 This heritage asset is situated approximately 10m from the site. Historic England describes the asset as follows:

SALT LANE 1. 1594 (North Side) Nos 17 & 19 (The Pheasant Inn & Crewe's Hall) SU 1430 SE 2/254 28.2.52. II GV 2. Corner site with Rollestone Street qv. The Pheasant Inn is C15, 2 storeys, timber framed with brick and plaster infilling. Gable end old tile roof. Oversailing gable to left hand facing Rollestone Street with one casement 1st floor and on ground floor 2 modern glazing bar windows replacing door. Rest of fenestration on this front irregular casements (some modern) including central 4 light Yorkshire casement and modern glazed door to Bar. Front to Salt Lane is similar with large yard entrance to left. Crewe's Hall is on the 1st floor at the back of the Inn with access by an outer covered staircase. Timber framed room, truss exposed with tie beam, cambered collar, carved braces, clasped purlins, curved windbraces below these. A similar truss visible over driveway to yard. The room was left by Philip Crewe (a school master, son of a shoemaker who died in 1638) to the "Company of Schoemaker within the Cittee of Newe Sarum." The main range at 1st floor level has exposed wall posts, tie beams and curved wall braces.*

Nos 9 to 19 (odd) form a group.

Listing NGR: SU1455230179

- 2.2.8 This heritage asset is Grade II* listed and as such is of high significance, as a baseline. The significance of this heritage asset is largely derived from its age, historical

connections and extensive communal value which contribute to its historical interest.

2.3 Conservation Area

- 2.3.1 The site is situated within the City of Salisbury Conservation Area (CA) (Figure 3) which was designated in 2012.
- 2.3.2 The Conservation Area Character Appraisal and Management Plan was adopted in May 2012 and a summary of the description of the Salt Lane in relation to the CA is as follows:
- 2.3.3 The Salisbury City Conservation Area Character Appraisal (2012) identifies Salt Lane as a historically significant street within the medieval urban grid. Although the lane's origins can be traced back to the 13th and 14th centuries, its built form predominantly dates from the 17th century onwards, reflecting a pattern of later urban development.
- 2.3.4 Archaeological investigations have revealed medieval activity in the form of rubbish pits and clay extraction, indicating its use as backland space prior to more formal development.
- 2.3.5 Salt Lane is characterised by a varied but coherent group of historic buildings which contribute positively to the character and appearance of the Conservation Area. Notable assets include No. 2 Salt Lane, a Grade II* listed former coach house with 16th century timber framing and 18th century brickwork, and Nos. 9–15, a Grade II listed terrace with 17th century origins and later commercial frontages. These buildings, along with other listed and unlisted heritage assets on the street, share common architectural materials and detailing forming a cohesive streetscape of historic townscape value.
- 2.3.6 The appraisal highlights the group value of these buildings and their contribution to the special interest of the Conservation Area. Despite incremental change over time, the street retains a strong sense of its historic character, with the surviving fabric and architectural detailing reinforcing Salt Lane's role as an important element in Salisbury's built heritage.

2.4 Non-designated assets (NDAs)

- 2.4.1 There are several NDAs within the immediate vicinity (MWI75768 and MWI76046). NDAs in the wider vicinity have been scoped out of consideration as there will be no potential for permanent impact on the setting of these assets.

2.5 Setting

- 2.5.1 Setting is generally taken to mean the surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral (NPPF 2023 Glossary).
- 2.5.2 A setting is not an asset in its own right, nor does it have significance unless part of another heritage designation.
- 2.5.3 The contribution of setting is generally considered with reference to the Historic England document Good Practice Advice in *Planning Note 3 The setting of heritage assets* (3rd edition 2020) (GPA3).
- 2.5.4 The contribution of setting to the significance of assets is an important consideration.

The site is within the Conservation Area and as such its own setting is contiguous with the CA.

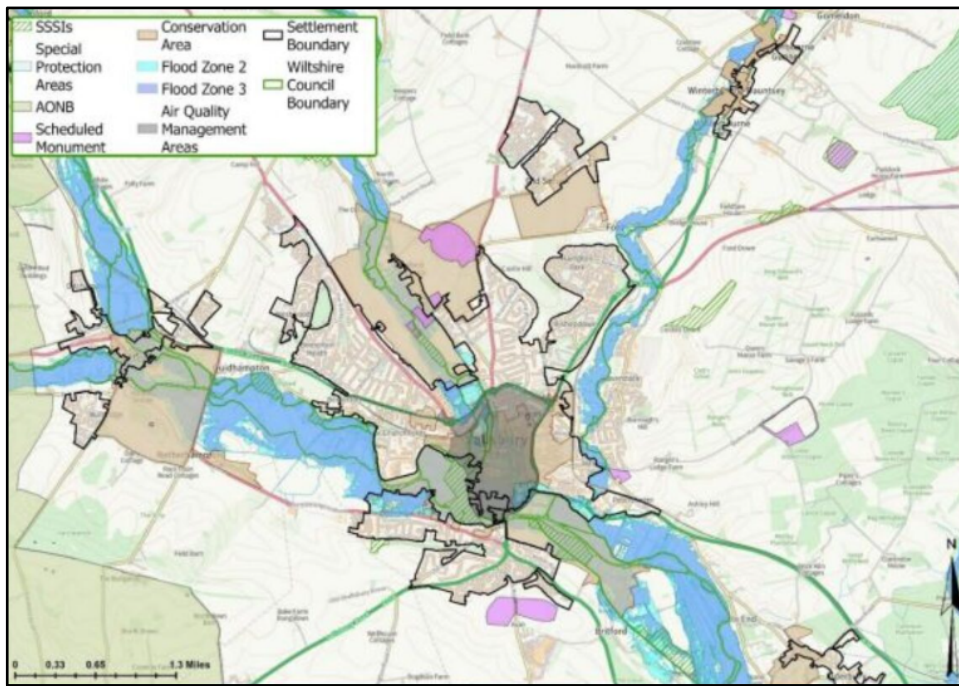


Figure 3: Conservation Area and wider Salisbury Area with Policy Constraints. Image from WC Local Plan 2023.

3 Significance

3.1 Planning History

- 3.1.1 A review of the LPA website reveals the following previous planning applications for the site:
- L/B Application – Internal Alterations Converting Part of building originally used as a function room
Ref. No: S/1984/0716 | Status: Approved
 - Proposed change of use from licenced club to a residential [private dwelling – shared occupancy
Ref. No: S/1995/0442 86/00751/PF | Status: Refused
 - Change of use from store room to function room
Ref. No: 13/00495/FUL | Status: Approved with conditions

3.2 Change

- 3.2.1 Taking the CA as a whole, there has been a pattern of change. Organic and incremental changes are likely to continue and also indicates that appropriate change is acceptable.

3.3 Statement of Significance

- 3.3.1 Significance, as described in the National Planning Policy Framework (NPPF), is “the value of a heritage asset to this and future generations because of its heritage interest”. According to the NPPF “heritage interest” may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting.
- **Archaeological interest:** *there will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.*
 - **Architectural and artistic interest:** *these are interests in the design and general aesthetics of a place. They can arise from conscious design or fortuitously from the way the heritage asset has evolved. More specifically, architectural interest is an interest in the art or science of the design, construction, craftsmanship and decoration of buildings and structures of all types. Artistic interest is an interest in other human creative skills, like sculpture.*
 - **Historic interest:** *an interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation’s history but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.*

Archaeological Interest

- 3.3.2 Due to the site’s location within the historic core of Salisbury and its proximity to known medieval activity along Salt Lane, there is a high likelihood that there will be archaeological interest should any below ground works commence.

3.3.3 It is noted that there are no below ground works proposed.

Architectural and Artistic Interest

- 3.3.4 The architectural interest of the site is primarily associated with its historic frontage and its relationship to the wider built form along Salt Lane and Rollestone Street. The building forms part of a continuous terrace that reflects Salisbury's phased urban growth and the city's distinctive pattern of narrow plots and street-aligned development. As described in the Historic England listing (see section 2.2), the building is a mid- to late-18th century red-brick structure of two storeys with a steeply pitched hipped tile roof, a brick dentil eaves cornice, and recessed sash windows with rubbed brick flat arches. These features exemplify the modest yet refined urban architecture typical of this period in Salisbury, representing a balance between functionality and aesthetic restraint.
- 3.3.5 Architecturally, the building's red brick façade incorporates decorative treatments, including the cornice, plinth base, and proportioned sash windows, which contribute to its overall visual coherence and rhythm within the streetscape. The bevelled corner entrance, rebuilt in a matching style, continues this composition and enhances the legibility of the corner plot. Such details are characteristic of the city's late Georgian domestic and commercial vernacular, and the building's survival of these elements is central to its architectural significance and visual harmony within the Conservation Area.
- 3.3.6 Artistically, the building's design demonstrates a conscious attention to proportion, balance, and detailing, evident in the fenestration pattern and brickwork treatment. This quality, combined with the building's group value alongside neighbouring 18th- and early 19th-century properties, strengthens its contribution to the wider area. The cohesive use of materials, scale, and form ensures the building remains an integral component of the area's established townscape character.

Historic Interest

- 3.3.7 The historic interest of the building is intrinsically linked to the development of Salisbury as a medieval market town and to the continued evolution of Salt Lane as a secondary commercial and social thoroughfare within the city's historic core. The site forms part of the planned medieval street pattern and represents a later phase of urban consolidation during the 18th century, when much of the surrounding area was redeveloped in brick. As noted in the Historic England listing, the building's late 18th-century construction reflects this period of renewal and growing prosperity within Salisbury, contributing to an understanding of how the medieval urban framework was adapted to accommodate changing architectural tastes and economic functions.
- 3.3.8 Within this context, the building contributes to the historic layering that defines the Salisbury Conservation Area. Its survival as part of a coherent terrace exemplifies the gradual and organic transformation of the city's streetscape, where older plot divisions have been retained even as façades and building materials evolved over time. Although modest in scale, the building embodies the adaptive continuity characteristic of Salisbury's historic development, bridging the city's medieval origins and its Georgian expansion.
- 3.3.9 Despite the introduction of some modern interventions and alterations at ground-floor level, the building's overall form, scale, and relationship to the street remain legible and continue to express its historic function within the urban fabric. Furthermore, its longstanding use as a social and recreational venue under the Salisbury Cycling Club has added a layer of communal and evidential value to the site, illustrating the adaptive reuse of historic buildings in response to the city's changing social dynamics.
- 3.3.10 Considering the above interests and in accordance with Table 1 (see Section 8), the

building is determined to be of **medium significance**.

4 Impact of Development

4.1 Proposed Development

4.1.1 The proposed development involves a change of use from a social club (Sui Generis) to a flexible Class E use for a mini market development. The proposed works include both external and internal alterations to facilitate the new use. Whilst the overall extent of works is modest, the following summary outlines the key proposals. This list should be read in conjunction with the submitted architectural drawings and accompanying planning documents for a full and comprehensive understanding.

4.1.2 Development works include:

External

- Restoration and repair of the ground floor windows.
- Installation of signage.

Internal

- Minimal reconfiguration of internal layout to accommodate separate commercial units, maintaining the existing flow/planform, in the main.
- Upgrades to finishes and services in line with current building regulations and the functional requirements of Class E uses.

4.2 Impact on the Site

4.2.1 Although the building has experienced a number of alterations over time, specifically internally, it continues to retain elements of its original form and external character that contribute to the aesthetic and historic value. The interior, by contrast, has undergone extensive 20th-century adaptation to accommodate its former use as a social club, resulting in the loss or concealment of most historic fabric. Consequently, the interior is judged to have limited evidential value and a low level of sensitivity to change.

External Works:

4.2.2 Externally, the proposed works are limited in scope and are designed to respect the established architectural character of the building and its setting within the Conservation Area. The key interventions comprise:

4.2.3 Restoration and repair of existing windows, undertaken on a like-for-like basis, which will conserve original or historic joinery where present and reinstate the building's intended appearance. This represents a positive conservation measure that will enhance both the building's visual integrity and its long-term condition.

4.2.4 The proposed signage has been designed to be modest and sympathetic in both scale and appearance, using materials and colours appropriate to the building's period character and its setting within the Salisbury Conservation Area. While the introduction of new signage inevitably introduces a minor degree of visual change to the historic façade, the design is restrained and respects the architectural proportions and detailing of the host building.

4.2.5 These limited and carefully considered external works will preserve the architectural integrity of the listed building and contribute positively to its ongoing use and maintenance. The resulting impact on heritage significance is therefore considered to

be low and beneficial.

Internal Works:

- 4.2.6 Internally, the proposals are confined to modest, largely reversible alterations necessary to facilitate the building's proposed Class E use. These include the reconfiguration of modern partitions, finishes, and services to improve functionality and circulation while retaining the principal plan form where it survives. As the interior fabric largely comprises later interventions, these works will not result in the loss of historic material or features of architectural interest. No structural alterations to historic walls, floors, or ceilings are proposed, and existing openings will be reused wherever possible.
- 4.2.7 Given the limited evidential value of the existing interior, these changes are assessed to have a negligible impact on the building's significance, ensuring that the overall character of the property and its contribution to the Conservation Area remain unaffected.
- 4.2.8 As such, the overall impact of these works is considered to be **low** and the heritage impact is therefore determined to be **neutral**.
- 4.2.9 The design does not constitute over development and is determined that the works are necessary to ensure the optimum viable use for the site.

4.3 Impact on Designated Assets

- 4.3.1 The elements of the proposed development with the potential to affect the significance of nearby designated heritage assets are confined to the external works. These interventions have been carefully designed to respect the established architectural character, materials, and detailing of the surrounding listed buildings, ensuring visual continuity within the terrace.
- 4.3.2 The proposed restoration and repair of existing sash windows will deliver a positive conservation outcome by reinstating or retaining traditional detailing and ensuring the continued integrity of the fenestration pattern characteristic of this group of buildings.
- 4.3.3 The introduction of new signage will have a limited visual presence within the wider composition of the terrace. While it represents a small degree of change, its traditional scale and sympathetic placement ensure that it does not detract from the character or significance of the listed buildings in the vicinity. As such, the signage is considered to cause a low level of heritage impact, amounting to **less than substantial harm** under the terms of the National Planning Policy Framework. This minor effect is balanced by the wider benefits of ensuring the building's continued viable use and maintenance, resulting in a **neutral impact** on the significance of nearby designated assets.
- 4.3.4 The overall heritage impact on the surrounding listed buildings is therefore determined to be **low** in the **neutral** and the development will preserve their significances.
- 4.3.5 By virtue of lack of intervisibility, relative disposition and intervening urban forms, the development will not be within and therefore have no material impact on the setting of any other designated heritage assets in the wider vicinity. The development also won't feature in any long distance or key views, resulting in a **visually neutral impact**.

4.4 Impact on Conservation Area

- 4.4.1 The site currently makes a modest but positive contribution to the significance of the Salisbury Conservation Area. The building's scale, rhythm, and red-brick façade align with the established 18th-century character of this part of the city as stated in section 3.2. However, areas of inactive frontage and dated interventions associated with its former use as a social club have lessened its overall contribution, introducing elements of visual inactivity at street level.

- 4.4.2 The proposed restoration and repair of the windows will have a clear positive impact on the Conservation Area's character by reinstating or retaining traditional detailing and improving the overall presentation of the façade. These works will help reanimate a currently underused building, reinforcing its role within the active commercial and social fabric of the area.
- 4.4.3 The proposed signage introduces a minor new element to the building's frontage but has been carefully designed to respect the character, proportions, and materials of both the host building and the surrounding townscape. While it results in a small degree of visual change, the design is restrained, appropriately scaled, and reversible, ensuring the intervention remains subordinate to the building's historic form. The associated heritage effect is considered to represent a low level of impact, equating to less than substantial harm in NPPF terms. It is noted that the sign is not illuminated so the impact is on the lower end of less than substantial harm. This limited change is offset by the public benefits of maintaining an active use and securing the building's long-term upkeep, supporting the wider preservation of the Conservation Area's character.
- 4.4.4 Taken together, the proposed works will improve the condition, presentation, and ongoing viability of a building that contributes to the architectural and historic character of the Conservation Area. The proposals will maintain the established pattern of built form, materials, and scale that define this part of Salisbury. The cumulative heritage impact is therefore considered to be **low and neutral** overall, ensuring that the Conservation Area is preserved.
- 4.1.1 By virtue of lack of intervisibility, relative disposition and intervening urban forms, the development will not be within and therefore have no material impact on the setting of any other CAs in the wider vicinity. The development also won't feature in any long distance or key views, resulting in a **visually neutral impact**.

4.2 Impact on Non-designated Assets (NDAs)

- 4.2.1 Through the use of considered design and complementary materials, it is determined that there will be a **neutral impact** on the NDAs and the development will preserve and enhance their significances.
- 4.2.2 By virtue of lack of intervisibility, relative disposition and intervening urban forms, the development will not be within and therefore have no material impact on the setting of any other NDAs in the wider vicinity. The development also won't feature in any long distance or key views, resulting in a **visually neutral impact**.

4.3 Setting

- 4.3.1 Historic England's GPA3, para 17 on, sets out a five 'staged' approach to proportionate decision-taking regarding assessing setting:
- Step 1: Identify which heritage assets and their settings are affected (i.e. the surroundings within which as asset is experienced)
 - Step 2: Assess the degree to which these settings make a contribution to the significance of the heritage asset(s) or allow significance to be appreciated;
 - Step 3: Assess the effects of the proposed development, whether beneficial or harmful, on that significance or on the ability to appreciate it
 - Step 4: Explore ways to maximise enhancement and avoid or minimise harm; and
 - Step 5: Make and document the decision and monitor outcomes (this latter stage is generally the preserve of the LPA).
- 4.3.2 Within the framework of the 5 stages, it is general practice to consider the setting of an asset in 3 'layers':
- Contextual – the wider landscape/townscape

- Intimate – the immediate and proximate
- Prospect – setting as experienced from within (usually the property boundary/curtilage).

- 4.3.3 The site occupies a position within the dense historic core of Salisbury, characterised by a fine-grained urban pattern of narrow streets, continuous frontages, and mixed-use buildings reflecting successive phases of the city's commercial and residential growth. The contextual setting is therefore urban and historic in character, defined by modest-scale brick and rendered buildings dating predominantly from the 18th and 19th centuries. Within this setting, the proposed work will not alter the prevailing scale, rhythm, or appearance of the streetscape. As such, the proposals will integrate harmoniously with the established townscape and will not introduce any intrusive or incongruous features.
- 4.3.4 The immediate or intimate setting of the listed building is formed by the adjoining terraced properties along Salt Lane and Rolleston Street, which collectively establish a coherent and architecturally consistent frontage. While the introduction of signage will add a small degree of visual change at street level, its restrained scale, and placement ensure that it complements rather than competes with the host building or neighbouring façades.
- 4.3.5 The prospect setting, as experienced from within the property boundary, will remain largely unaffected. Internal alterations are modest, reversible, and confined to modern fabric with little historic value. The experience of the building's interior and its relationship with the exterior spaces will be maintained, with no loss of historic character or sense of enclosure.
- 4.3.6 Overall, the impact on the setting of both the host listed building and nearby designated and non-designated heritage assets is assessed as **neutral**, ensuring their significance is preserved.

4.4 Commentary

- 4.4.1 There has been change over time, however the significance of the site and CA remains unharmed. The development subject to this application does not take on-going change beyond the tipping point.
- 4.4.2 Change is part of the character of most long-standing heritage assets, as is the case here.

4.5 Harm

- 4.5.1 The NPPF, at paras 212-220 refers to harm to the significance of designated and non-designated heritage assets.
- 4.5.2 It is considered that the proposal will cause no harm to the significance of any asset; there will be change, but overall that change will be neutral. As there is no harm there is no duty to prove public benefit, etc.
- 4.5.3 Overall, the proposal will represent a preservation through use of complementary materials and considered design.

4.6 The Duty to Preserve or Enhance

- 4.6.1 It is considered that the proposal will preserve the significance, appearance and character of the Conservation Area – impact will be in the neutral.

5 Photos

5.1 Photos

5.1.1 This section contains photographs to provide context; they are not extensive.



Plate 1 © Client



Plate 2 © Client



Plate 3 © Client



Plate 4 © Client



Plate 5 © Client



Plate 6 © Client



Plate 7 © Client



Plate 8 © Client



Plate 9 © Client



Plate 10 © Client

6 Conclusions and Recommendations

6.1 Conclusions

- 6.1.1 The site comprises a Grade II listed building within the Salisbury Conservation Area. The updated proposals seek external and internal alterations to facilitate the continued use of the building under Class E, comprising a small retail unit with associated facilities at ground floor and ancillary storage at first floor. The revised scheme follows design feedback from Wiltshire Council and reduces the overall level of intervention, retaining the existing building layout and character while introducing limited, necessary and proportionate changes to support the building's viable reuse.
- 6.1.2 The window repair and reinstatement works will conserve existing historic fabric and maintain the building's established appearance.
- 6.1.3 The signage, although introducing a minor visual change, has been scaled and positioned sensitively to avoid visual intrusion and will not be illuminated. Accordingly, it is judged to fall at the lower end of "less than substantial harm" under the terms of the NPPF. When considered alongside the other conservation-led works, the overall impact of the scheme is assessed as **neutral**.
- 6.1.4 Internally, the proposed works are modest and restricted to non-historic fabric associated with later twentieth-century alterations. As such, they will have no adverse impact on the building's historic plan form, structure, or character. The internal works are therefore judged to have a **neutral impact** on the building's heritage significance.
- 6.1.5 The site sits within the immediate setting of several other listed and non-designated heritage assets. The external alterations proposed will not change the building's established scale, massing, or relationship with adjacent properties. The design, materials, and detailing remain consistent with the surrounding historic context. As a result, the impact of the development on the setting of neighbouring designated assets is considered to be **neutral**, preserving their special architectural and historic interest.
- 6.1.6 Within the Conservation Area, the proposals have been designed to maintain the existing character and appearance of the street frontage and the wider townscape context. It is also noted that the works will not unduly affect the residential or commercial amenity of neighbouring occupants.
- 6.1.7 The restrained nature of the signage, the careful treatment of openings, and the conservation-led approach to repair ensure that there will be no erosion of the area's established architectural rhythm or townscape value. The cumulative impact of the proposals on the Conservation Area is therefore assessed as **neutral**, with no harm to its overall significance.
- 6.1.8 By virtue of intervening urban forms, natural environment, and relative disposition, the setting of other designated and non-designated assets in the wider vicinity will remain materially unaffected by the scheme, and there will be no harm to significance.
- 6.1.9 Although the overall heritage impact of the scheme is neutral from a heritage perspective, the proposals deliver a range of clear public benefits, including, bringing an underused listed building back into active use, securing its ongoing maintenance and investment; enhancing physical and experiential access via the new entrance arrangement; and securing the optimum viable use for the property in a manner consistent with its conservation.
- 6.1.10 The design does not constitute over development and is determined that the works are

necessary to ensure the optimum viable use for the site.

- 6.1.11 The proposal is considered to accord in full with legislation, national and local heritage policy and advice.

6.2 Recommendations

- 6.2.1 No further heritage reporting is required at this stage.

7 Planning and Heritage Framework

7.1 Statutory protection

Listed Buildings and Conservation Areas

- 7.1.1 The *Planning (Listed Buildings and Conservation Areas) Act 1990* sets out the legal requirements for the control of development and alterations which affect buildings, including those which are listed or in conservation areas. Buildings which are listed or which lie within a conservation area are protected by law. Grade I are buildings of exceptional interest. Grade II* are particularly significant buildings of more than special interest. Grade II are buildings of special interest, which warrant every effort being made to preserve them.

7.2 National Planning Policy Framework

- 7.2.1 The Government issued the National Planning Policy Framework (NPPF) in March 2012 (DCLG 2012) and supporting Planning Practice Guidance in 2014 (DCLG 2014). This advice was last updated in 2025.
- 7.2.2 One of the 12 core principles that underpin both plan-making and decision-taking within the framework is to '*conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations.*' It recognises that heritage assets are an irreplaceable resource and requires the significance of heritage assets to be considered in the planning process, whether designated or not. The contribution of setting to asset significance needs to be considered.
- 7.2.3 Section 16: Conserving and Enhancing the Historic Environment sets out the heritage-related consent regimes for which local planning authorities are responsible under the *Planning (Listed Buildings and Conservation Areas) Act 1990*, as well as to plan-making and decision-making.
- 7.2.4 Paras 202-221 inclusive refer:
202. Heritage assets range from sites and buildings of local historic value to those of the highest significance, such as World Heritage Sites which are internationally recognised to be of Outstanding Universal Value. These assets are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations.
203. Plans should set out a positive strategy for the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats. This strategy should take into account:
- d) the desirability of sustaining and enhancing the significance of heritage assets,
and putting them to viable uses consistent with their conservation;
 - e) the wider social, cultural, economic and environmental benefits that conservation
of the historic environment can bring;
 - f) the desirability of new development making a positive contribution to local
character and distinctiveness; and
 - g) opportunities to draw on the contribution made by the historic
environment to the character of a place.

204. When considering the designation of conservation areas, local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest, and that the concept of conservation is not devalued through the designation of areas that lack special interest.
205. Local planning authorities should maintain or have access to a historic environment record. This should contain up-to-date evidence about the historic environment in their area and be used to:
- a) assess the significance of heritage assets and the contribution they make to their environment; and
 - b) predict the likelihood that currently unidentified heritage assets, particularly sites of historic and archaeological interest, will be discovered in the future.
206. Local planning authorities should make information about the historic environment, gathered as part of policy-making or development management, publicly accessible.

Proposals affecting heritage assets

207. In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which development is proposed includes, or has the potential to include, heritage assets with archaeological interest, local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation.

208. Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal.

209. Where there is evidence of deliberate neglect of, or damage to, a heritage asset, the deteriorated state of the heritage asset should not be taken into account in any decision.

210. In determining applications, local planning authorities should take account of:

- a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- c) the desirability of new development making a positive contribution to local character and distinctiveness.

211. In considering any applications to remove or alter a historic statue, plaque, memorial or monument (whether listed or not), local planning authorities should

have regard to the importance of their retention in situ and, where appropriate, of explaining their historic and social context rather than removal.

Considering potential impacts

212. When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.

213. Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of:

- a) grade II listed buildings, or grade II registered parks or gardens, should be exceptional;
- b) assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.

214. Where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:

- a) the nature of the heritage asset prevents all reasonable uses of the site; and
- b) no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and
- c) conservation by grant-funding or some form of not for profit, charitable or public ownership is demonstrably not possible; and
- d) the harm or loss is outweighed by the benefit of bringing the site back into use.

215. Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.

216. The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.

217. Local planning authorities should not permit the loss of the whole or part of a heritage asset without taking all reasonable steps to ensure the new development will proceed after the loss has occurred.

218. Local planning authorities should require developers to record and advance understanding of the significance of any heritage assets to be lost (wholly or in part)

in a manner proportionate to their importance and the impact, and to make this evidence (and any archive generated) publicly accessible. However, the ability to record evidence of our past should not be a factor in deciding whether such loss should be permitted.

219. Local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites, and within the setting of heritage assets, to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably.

220. Not all elements of a Conservation Area or World Heritage Site will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area or World Heritage Site should be treated either as substantial harm under paragraph 214 or less than substantial harm under paragraph 215, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or World Heritage Site as a whole.

221. Local planning authorities should assess whether the benefits of a proposal for enabling development, which would otherwise conflict with planning policies but which would secure the future conservation of a heritage asset, outweigh the disbenefits of departing from those policies.

7.3 Local Policy

Wiltshire Core Strategy (Adopted 2015)

- 7.3.1 The Wiltshire Core Strategy was adopted in January 2015 and sets out the spatial vision and planning framework for the county up to 2026. It contains strategic objectives and detailed policies to guide new development while conserving the county's distinctive historic environment. Of particular relevance to this report and the proposed development is the following policy:

Core Policy 58 – Ensuring the Conservation of the Historic Environment

- 7.3.2 This policy seeks to ensure that Wiltshire's historic environment is conserved and enhanced. Development affecting the historic environment, including Conservation Areas and non-designated heritage assets, must demonstrate a clear understanding of the asset's significance and provide justification for any harm or alteration.

8 Methodology

8.1.1 Significance, as described in the National Planning Policy Framework (NPPF), is “the value of a heritage asset to this and future generations because of its heritage interest”. According to the NPPF “heritage interest” may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting.

- **Archaeological interest:** *there will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.*

- **Architectural and artistic interest:** *these are interests in the design and general aesthetics of a place. They can arise from conscious design or fortuitously from the way the heritage asset has evolved. More specifically, architectural interest is an interest in the art or science of the design, construction, craftsmanship and decoration of buildings and structures of all types. Artistic interest is an interest in other human creative skills, like sculpture.*

- **Historic interest:** *an interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation’s history but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.*

8.1.2 The tables below are used throughout this report to determine significance and impacts. Table 1 is used to assess significance, with magnitude of impact determined using Table 2. Table 3 consolidates the results from both Tables 1 and 2 to determine overall heritage impact.

VERY HIGH	· World Heritage Sites · Other buildings of recognised international importance
HIGH	· Scheduled Ancient Monuments with standing remains · All Grade I and all Grade II* Listed Buildings · Some Grade II listed buildings that can be shown to have exceptional qualities in their fabric or historical associations not adequately reflected in their listing grade · Conservation Areas containing very important buildings · Undesignated structures of clear national importance
MEDIUM	· Some Grade II Listed Buildings · Historic (unlisted) buildings that can be shown to have exceptional qualities in their fabric or historical associations · Conservation Areas containing buildings that contribute significantly to its historic character · Historic townscape or built-up areas with important historic integrity in their buildings, or built settings (e.g., including street furniture and other structures)
LOW	· Locally listed buildings · Historic (unlisted) buildings of modest quality in their fabric or historical association · Historic townscape or built-up areas of limited historic integrity in their buildings, or built settings (e.g., including street furniture and other structures)
NEGLIGIBLE	· Buildings of no architectural or historical note

Table 1: Assessment of Significance. Adapted from Design Manual for Roads and Bridges, Volume II, Section 3, Part 2 (2007)

HIGH	Changes to most or all of the key archaeological or key heritage baseline elements, or comprehensive changes to the setting of such key features that lead to total or almost complete alteration of a features' physical structure, dramatic visual alteration to the setting of a heritage asset, or almost comprehensive variation to aspects such as noise, access, or visual amenity of the historic landscape.
MEDIUM	Changes to many key archaeological materials/historic elements, or their setting, such that the baseline resource is clearly modified. This includes considerable visual change to many key aspects of the historic landscape, noticeable differences in noise or sound quality, and considerable changes to use or access changes to key historic landscape elements.
LOW	Detectable impacts which alter the baseline condition of an archaeological or heritage receptor to a slight degree – e.g., a small proportion of the surviving heritage resource is altered; slight alterations to the setting or structure, or limited changes to aspects such as noise levels, use or access that results in limited changes to historic landscape character.
NEGLIGIBLE	Barely distinguishable change from baseline conditions, where there would be very little appreciable effect on a known site, possibly because of distance from the development, method of construction or landscape or ecological planting, that are thought to have no long-term effect on the historic value of a resource.
UNKNOWN	Extent / nature of the resource is unknown and the magnitude of change cannot be ascertained.

Table 2: Magnitude of Impact. Adapted from Design Manual for Roads and Bridges, Volume II, Section 3, Part 2 (2007)

MAGNITUDE OF IMPACT	SIGNIFICANCE OF HERITAGE ASSET				
	VERY HIGH	HIGH	MEDIUM	LOW	NEGLIGIBLE
No Change	Neutral	Neutral	Neutral	Neutral	Neutral
Negligible	Slight	Slight	Neutral/Slight	Neutral/Slight	Neutral
Low	Moderate/Large	Moderate/Slight	Slight	Neutral/Slight	Neutral/Slight
Medium	Large/Very Large	Moderate/Large	Moderate	Slight	Neutral/Slight
High	Very Large	Large/Very Large	Moderate/Large	Slight/Moderate	Slight

Table 3: Heritage Impact. Adapted from Design Manual for Roads and Bridges, Volume II, Section 3, Part 2 (2007)

