

ATLAS

PLANNING GROUP

PLANNING STATEMENT

55-57 WINTERSLOW ROAD, PORTON, SALISBURY, SP4 0LF

JANUARY 2026

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1 SITE DESCRIPTION

- 1.1 The application site relates to a now vacant (Class E) Hairdressing Salon located at 55-57 Winterslow Road, Porton, Salisbury, SP4 0LF.
- 1.2 The property is situated on the corner of Idmiston and Winterslow Road. The site comprises a two-storey building with mixed-use characteristics. The rear portion of the ground floor and the entire first floor are in residential use, forming a single dwelling. The eastern side of the ground floor is in commercial use, most recently occupied by a hairdressing salon, however now this section of the building stands vacant. As existing the salon measures 83.5 square meters.

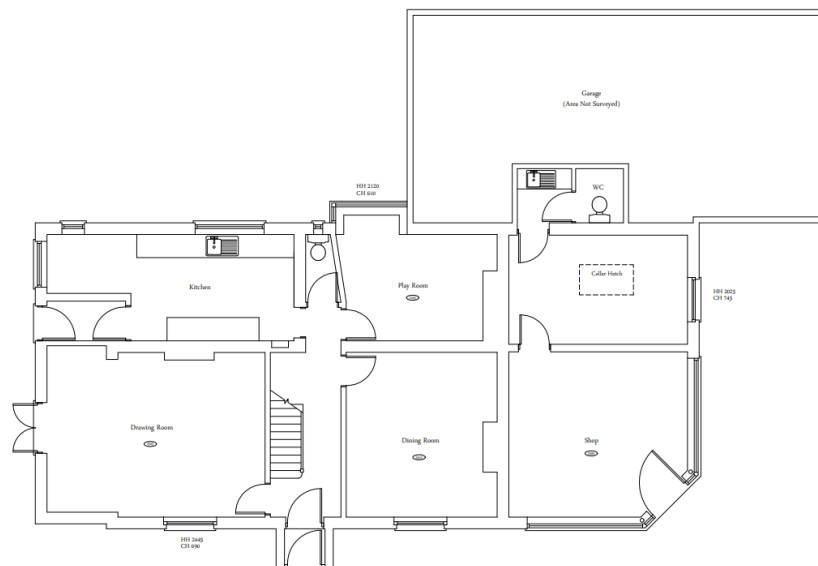


Figure 1 – Existing ground floor building layout

- 1.3 The building itself is a traditional structure, featuring a brick construction on the upper level with large display windows on the front of the building, typical of a building with commercial heritage such as this one.
- 1.4 The application site also includes a small hardstanding area at the front of the property, alongside a garage which is associated with the residential dwelling, both provide space for external car parking. The site also benefits from strong transport links with there being various bus stops within 50 meters of the application site, providing services into Salisbury and surrounding areas.



Figure 2 – Existing storefront



Figure 3 – Aerial view of application site

1.5 The surrounding area is characterised by predominantly residential with a mix of one and two storey dwellings.

1.6 The application site is located within the Porton conservation area. There are no listed buildings within the immediate vicinity of the site, with the nearest being the Church of St Nicholas which is located 50 meters west of the application site. Due to the location and vegetation cover between the heritage asset and the site there is no intervisibility between the two.

PLANNING HISTORY

PRIOR APPROVAL - PL/2025/07851

2.1 In November 2025, prior approval was granted for the conversion of a vacant use Class E Hairdressing Salon to a single residential dwelling under Schedule 2, Part 3, Class MA of the GPDO.

2.2 The permission remains extant and is therefore a valid fallback position that must be taken into account as part of the determination of this application.

FULL APPLICATION - PL/2025/05821

2.3 In July 2025 an application was submitted for the change of use from a Hairdressing Salon (Use Class E(a)) to residential (Use Class C3).

2.4 This application was withdrawn in August 2025.

3 THE PROPOSAL

3.1 The description of the proposal for this planning application is as follows:

‘Change of use from a Hairdressing Salon (Use Class E(a)) to residential (Use Class C3).’

3.2 The application involves the change of use of the vacant hairdressing salon to a C3 use. The new residential unit will form part of the existing residential dwelling within the building, resulting in the creation of a single dwelling.

3.3 The proposed change of use does not propose any external changes to the building.

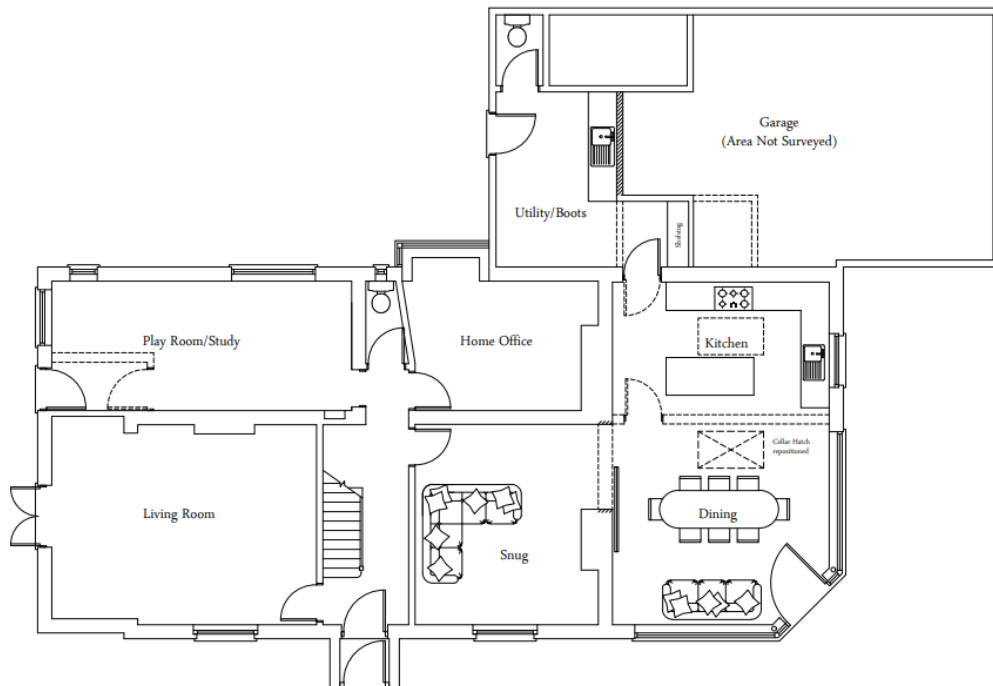


Figure 4 – Proposed ground floor plan

4 PLANNING CONSIDERATIONS

- 4.1 The Wiltshire Core Strategy (2015) and Wiltshire Design Guide (2023) make up the Council's primary Development Plan Document (DPD), and the starting point for determining planning decisions within Wiltshire, in accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004.
- 4.2 The Idmiston Parish Council Neighbourhood Plan 2015-2026 was created and adopted in 2017 and now forms part of the Plan for Wiltshire and the policies in the plan will be given full weight.
- 4.3 The National Planning Policy Framework (NPPF) (2024) provides a national tier of policy and decision-making guidance for the planning system and forms a material consideration for planning decisions.
- 4.4 The policy and guidance contained within the statutory Development Plan Documents and all other relevant material considerations have been reviewed to ensure the proposal is an appropriate form of development for the application site.

PRINCIPLE OF DEVELOPMENT

- 4.5 Paragraph 11 of the NPPF details the presumption in favour of sustainable development, which is at the core of planning decisions. In situations where development proposals accord with the relevant policies of the development plan, such applications should be approved without delay, unless material considerations indicate otherwise.
- 4.6 Paragraphs 7-14 of the NPPF 'Promoting Sustainable Development' emphasise the importance of sustainable development, balancing economic, social and environmental objectives. The proposed change of use supports this by reusing an existing building, reducing the need for new construction, and making efficient use of land.
- 4.7 Paragraphs 123-127 encourage the use of previously developed land to meet development needs. The proposal makes effective use of the existing building, supporting the NPPF's objective of promoting efficient land use.
- 4.8 Policy CP1 of the Wiltshire Core Strategy sets out the 'Settlement Strategy' for the county and identifies four tiers of settlement - Principal Settlements, Market Towns, Local Service Centres, and Large and Small Villages. Only the Principal Settlements, Market Towns, Local Service Centres and Large Villages have defined limits of development/settlement boundaries
- 4.9 Under this Policy Porton is classified as a 'Large Village', which should support developments that help meet the housing needs of settlements. The draft Wiltshire Local Plan indicates that no further housing is required for Porton for the period 2022-2038, however housing figures should be seen as a minimum rather than a maximum and therefore the additional growth suggested within this application is appropriate.
- 4.10 Core Policy 2 supports the reuse of previously developed land within settlement boundaries. The application site lies within the settlement boundary of Porton, defined by the policies of the Wiltshire Core Strategy and shown on the accompanying policies map. Therefore, there is a presumption in favour of sustainable development.
- 4.11 Core Policy 35 relates to the protection of existing employment sites. However, this applies only to existing employment sites within Principal Settlements, market towns, local service centres, and identified principal employment areas. Being within a large village, the use is afforded no protection by CP35.

4.12 Core Policy 49 relates to the protection of rural services and community facilities states that proposals involving the loss of a community service or facility will not be supported. The supporting text to CP49 states that *“Rural facilities and services are those that benefit the local community such as local shops, meeting places, sports venues, cultural buildings, public houses and places of worship. There is a need to protect and encourage the development of rural services and facilities in Wiltshire to ensure that settlements, particularly those named in this Strategy, can still meet some of the day to day needs of the people who live in them.”*

4.13 Para 88d) of the NPPF states that planning decisions should enable *“retention and development of accessible local services and community facilities, such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship.”*

4.14 Local services and community facilities in this context are considered to be those that would fall within a Class F.2 ‘Local Community’ use class (Town and Country Planning (Use Classes) Order 1987 (as amended)). This includes use as:

“(a) a shop mostly selling essential goods, including food, to visiting members of the public in circumstances where—

(i) the shop’s premises cover an area not more than 280 square metres, and

(ii) there is no other such facility within 1000 metre radius of the shop’s location,

(b) a hall or meeting place for the principal use of the local community,

(c) an area or place for outdoor sport or recreation, not involving motorised vehicles or firearms,

(d) an indoor or outdoor swimming pool or skating rink.”

4.15 This existing Hairdressers Salon is not classified as a type of accessible local service or community facility mentioned under paragraph 88(d), or those necessary to meet ‘*daily needs*’ identified by CP49. As such, we do not consider that the provisions of either policy apply.

4.16 Indeed, in a recent Appeal Decision in Wiltshire¹ the LPA tried arguing that CP49 can be applied more broadly, arguing that it provided protection for a vehicle MOT garage. The Inspector rejected this notion (and awarded Costs against the Council) stating:

¹ APP/Y3940/W/24/3357720

‘The garage business is not on the list of protected community facilities under the provisions of TIC2 of the UWLNP, nor is a garage a type of accessible local service and community facility mentioned under paragraph 88(d) of the Framework. Whilst I note that the garage was classified as an essential service during the COVID-19 pandemic, I also note that the officer’s report considered the garage business not to be a community facility, nor an “essential” service that needs to be accessed to meet day-to-day needs, or one that contributes to the social and/or cultural elements of the rural community. Furthermore, a request to register the site as an “Asset of Community Value” was rejected by the Council, as it did not further the social wellbeing or social interests of the local community, therefore failed to meet the definition set out in Section 88(1) of the Localism Act 2011. Given the above, the existing garage use fails to fall under the remit of core policy 49 of the WCS which protects rural services and community facilities.’

4.17 Core Policy 58 primarily focuses on historic buildings and protecting the conservation area, it also supports the adaptive reuse of buildings to ensure their long-term viability. The conversion of the vacant hairdressing salon accords with this principal, ensuring the building’s continued use and maintenance whilst also ensuring the special character and appearance of the conservation area is maintained.

4.18 It must also be noted that correspondents from the Council during application PL/2025/07851 further established the principle of development, as they stated given the approved fallback position there is now no grounds to which they could refuse a full application for the change of use.

4.19 As such the proposal is in line with the National Planning Policy Framework (NPPF), the Wiltshire Core Strategy, and the Wiltshire Design Guide.

FALLBACK POSITION – PART 3, CLASS MA PD RIGHTS

4.20 However, if the LPA still disagree with this contention and consider the protections of Policy CP49 apply, it is a material consideration of considerable importance that the application site benefits from an extant consent (PL/2025/07851) for the conversion of the existing Hairdressing salon into a single dwelling, and therefore the hairdressing salon would be lost in any case.

4.21 Whilst Class MA PD Rights have been in force since 2021, their scope has recently been expanded (5th March 2024) clearly indicating the Government’s clear direction that this type of change of use should be encouraged and not restricted.

4.22 A Court of Appeal Judgement ² clarifies the principle that, in considering proposals for new development, decision-makers should have regard to the fallback position of lawful development which has a real prospect of taking place in the alternative:

“The Council was entitled to accept that there was a real prospect of the fall back development being implemented, and to give the weight it evidently did to that fall back as a material consideration. In doing so, it made no error of law”.

The Court of Appeal Judgement highlighted three issues surrounding the status of a fall-back development as a material consideration in a planning decision:

- 1) The court must resist a prescriptive approach and must keep in mind the scope for a lawful exercise of planning judgement by a decision maker;
- 2) The relevant law as to *“real prospect”* of a fall-back development being implemented. The basic principle is that ***“...for a real prospect to be a real prospect, it does not have to be probably or likely; a possibility will suffice”***;
- 3) There is no rule of law, in every case, *“the real prospect”* will depend, for example on planning permission having been granted for development, or there being a firm design for the alternative scheme or on the landowner or development having said precisely how he would make use of any permitted development rights available to him under the GPDO.

4.23 The Court of Appeal is, therefore, clear that fallback positions need not be highly likely but there should be ‘real possibility’ of the development being undertaken.

4.24 With regards to this application, it is clear that the applicant intends on removing the commercial element of the property as established through the prior approval process (PL/2025/07851) which remains extant until the 17th of November 2028 and therefore, there is a real prospect that the commercial element of the property will be lost.

4.25 In such cases where there is a greater than theoretical possibility that the fallback position would be implemented, the decision maker is required to assess if the proposed development would result in any

² Michael Mansell v Tonbridge and Malling Borough Council [2017] EWCA Civ 1314

significant impacts over and above the permitted scheme. With regards to CP49, the impacts of either this proposal or the extant scheme would be the same – the salon will be lost.

IMPACT ON THE CHARACTER & APPEARANCE OF THE CONSERVATION AREA

4.26 Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 states that in the exercise of any functions, with respect to any buildings or other land in a conservation area, special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area. Paragraph 200 of the NPPF states that 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. Core Policy 58 of the WCS states development should protect, conserve and where possible enhance the historic development.

4.27 Core Policy 57 requires a high standard of design in all new developments, including extensions, alterations, and changes of use of existing buildings.

4.28 Core Policy 51 seeks to protect, conserve and enhance Wiltshire's distinctive landscape character, ensuring that developments are sensitive to their surroundings and respect the unique qualities of the local environment.

4.29 Additionally, Section 3.3 of the Wiltshire Design Guide ensures the character of the proposal responds to local characteristics through the use of predominant materials, colours, and built forms that unify the individual buildings.

4.30 Policy 6 of the Idmiston Neighbourhood Plan relates to 'Maintaining Historical Legacy' and states:

'New developments within the historic parts of Idmiston, the Porton Conservation Area and the areas immediately adjoining, should reflect the appearance and character of the area'.

4.31 As this application does not propose any external changes to the building, there will be no material impact on the Conservation Area. Additionally, the current vacant nature of the building detracts from the Conservation Area's appearance. Therefore, the conversion into a residential unit will bring life and sense of vibrancy back into the Conservation Area.

- 4.32 As such the proposal is in line with the National Planning Policy Framework (NPPF), the Wiltshire Core Strategy, and the Wiltshire Design Guide.

HIGHWAYS & PARKING

- 4.33 Wiltshire Core Policy 60 promotes the reduction of car travel by supporting alternative modes of transport, such as walking, cycling and public transit. It emphasises the importance of enhancing connectivity and accessibility to foster a more sustainable transport system.
- 4.34 Core Policy 61 requires that new developments effectively manage their transport impacts. It ensures that these developments provide safe and convenient access for all modes of transportation, addressing potential issues related to traffic and accessibility.
- 4.35 There is currently a vehicular access point off Idmiston Road which previously served the hairdressing salon and currently serves the existing dwelling, this arrangement is to be retained. As there are no additional bedrooms and no net gain of dwellings under this conversion, there would be an overall reduction in vehicle movements to and from the site, as the commercial element to the building is being removed.
- 4.36 The application site is also located in a sustainable location, as there is number of bus stops within a short walk, which provide services into surrounding areas including Salisbury.

5 CONCLUSION

- 5.1 This application seeks full planning permission for the change of use of the vacant hairdressing salon to residential (Use Class C3), to create a single dwelling.
- 5.2 The site is a vacant (Class E) Hairdressing Salon at 55-57 Winterslow Road, Porton, Salisbury, SP4 0LF, within the Porton Conservation Area. The building is a two-storey brick structure, that is used for residential purposes on the first floor and previously used for commercial purposes on the ground floor, with large display windows.
- 5.3 This Statement has demonstrated the principle of development should be accepted, as it is shown to comply with all the relevant policy. The existing commercial use is not afforded any policy protection by either the WCS or the NPPF.

5.4 Additionally, a fallback position exists under Permitted Development Rights for the conversion to a residential dwelling, and as case law dictates, such positions must be given significant weight.

5.5 The proposal does not include any external changes to the building and therefore would not impact the character and appearance of the Conservation Area.

5.6 Overall, vehicle movements to and from the site will be reduced, resulting in a highways betterment.

5.7 As such, we commend this proposal to you.