

Application Number:	PL/2026/05582
Location:	Hurdcott Estate, Land adjacent to A30, Salisbury
Proposal:	Prior approval: change of use of agricultural buildings to Use Class B2 (Winery) under Class R.

[hurdcott estate - Google Maps](#)

[A30 - Google Maps](#)

[A30 - Google Maps](#)

Introduction and Proposal

The proposal seeks prior approval for the change of use of existing agricultural buildings to specifically Class B2 (Winery) under Class R.

Assessment

The application seeks a determination as to whether prior approval is required under Schedule 2, Part 3, Class R of the GPDO, with assessment limited to:

- Transport and highways impacts
- Noise
- Contamination
- Flood risk

Given the proposal exceeds the 150 sqm threshold, prior approval is required in respect of highways and transport impacts.

This response addresses transport and highway impacts only, in line with HDM remit.

Highway Considerations

The Highway Authority has reviewed the submitted Planning Statement, Site Transport Movement Plan and supporting drawings.

The site is served by established accesses onto the A30 which currently accommodate agricultural and quarry-related traffic. The submitted information indicates that the proposal would continue to utilise these existing arrangements and that visibility at the accesses is generally acceptable for the established use of the site.

The submitted Site Transport Movement Plan provides additional information regarding existing and proposed vehicle movements and indicates a reduction in daily vehicle movements associated with the site from approximately 25 vehicles per day to 12 vehicles per day.

However, the submitted plans for Building B identify a reception area, meeting room and tasting rooms in addition to winery administration facilities. These elements have the potential to generate staff and visitor trips which do not appear to have been considered within the submitted vehicle movement assessment.

The Highway Authority therefore requires clarification regarding:

- the intended operation of the reception, meeting and tasting room facilities;
- whether visitor tastings, tours, events, direct sales or other customer-focused activities are proposed;
- anticipated staffing levels associated with the winery operation; and
- whether any staff, visitor or customer trips have been included within the submitted movement estimates.

This information is necessary to enable the Highway Authority to determine whether the submitted traffic forecasts reasonably reflect the likely operation of the site and whether the claimed reduction in vehicle movements can be relied upon when assessing the transport impacts of the proposal.

Until this clarification has been provided, the Highway Authority is unable to conclude that sufficient evidence has been submitted to demonstrate that the proposal would not result in adverse transport and highway impacts.

Amanda Hall
Highways Development Management Engineer