



South Wiltshire Core Strategy

Topic Paper 8 Addendum 2:

Retail and Leisure

July 2009

TOPIC PAPER –RETAIL AND LEISURE

ADDENDA (2)

1.0 EXECUTIVE SUMMARY

1.1 This report represents a supplementary paper to Topic Paper 8 and the Addenda to Topic Paper 8 both with respect to Retail. This has been produced to respond to the 'Core Strategy Preferred Options – Embracing and managing change for the benefit of all' and the subsequent magazine 'Our Place in the Future – Planning the Future in Salisbury and south Wiltshire'. These documents were consulted on commencing in February 2008 and September 2008 respectively. This builds on the original Issues and Options Consultation that took place during the summer and early autumn of 2007.

1.2 The paper firstly analyses the representations received as a result of both consultations with respect to retailing, the section then continues to look at relevant individual comments that were made to ascertain if there were any additional areas that needed looking into to ensure the submission draft is sound. At the same time the original Topic Paper in this series was also updated with any new evidence that has either been produced by the council or by external bodies. The analysis of all of this information has resulted in the formulation of draft policies for the Core Strategy submission draft, that were then appraised through Sustainability Appraisal and Habitats Regulations Assessment to identify any amendments required to ensure that the plan and policies are in conformity with the relevant European directives. The amendments made as a result of this appraisal are detailed towards the end of this Topic Paper.

2.0 INTRODUCTION, PURPOSE OF DOCUMENT AND CONTEXT

2.1 This document is the third element of the series topic papers that were published in order to present an audit trail how firstly the evidence upon which we based our Core Strategy Issues and Options consultation and secondly identify the results of the Issues and Options consultation and determines which options to take forward as preferred. This third topic paper now looks at the results of the Preferred Options consultation (both the black book and the Our Place in the Future magazine) and determines how options are taken forward to submission. Any amendments or developments in evidence base that have evolved over the period have been written into the initial Topic Paper. This Topic Paper approach has been decided upon in order to make it easier for stakeholders to understand how we had reached our conclusions. It has been a key part of identifying the challenges facing our district and feasible options for addressing them. The Topic Papers written are as follows:

- Topic 1 - Climate Change
- Topic 2 - Housing
- Topic 3 - Settlement Strategy
- Topic 4 - Supporting Communities
- Topic 5 - Biodiversity
- Topic 6 - Flooding
- Topic 7 - Agriculture
- Topic 8 - Retail
- Topic 9 - Economy
- Topic 10 - Tourism & Leisure
- Topic 11 - Planning Obligations
- Topic 12 - Waste & Pollution

- Topic 13 - Conservation
- Topic 14 - Design
- Topic 15 - Transport
- Topic 16 - Inclusive Design

- Addendum to Topic 1 - Climate Change
- Addendum to Topic 2 - Housing
- Addendum to Topic 3 - Settlement Strategy
- Addendum to Topic 4 - Supporting Communities
- Addendum to Topic 5 - Biodiversity
- Addendum to Topic 6 - Flooding
- Addendum to Topic 7 - Agriculture
- Addendum to Topic 8 - Retail
- Addendum to Topic 9 - Economy
- Addendum to Topic 10 - Tourism & Leisure
- Addendum to Topic 11 - Planning Obligations
- Addendum to Topic 13 - Conservation
- Addendum to Topic 14 - Design
- Addendum to Topic 15 - Transport
- Addendum to Topic 16 - Inclusive Design

2.2 The Issues and Options that were identified within the topic papers formed the basis for the consultation document, "Salisbury and South Wiltshire, Our Place in the Future". This document represented a 'joined up' consultation exercise incorporating questions relevant to the Community Strategy and Salisbury Vision, as well as the LDF Core Strategy Issues and Options. This document was the subject of consultation for 10 weeks between the 26th July and 5th October 2007. Over 50 public events were undertaken, to promote the process, and over 6,000 responses were received.

2.3 The Topic Paper Addenda identifies the response received for the Issues and Options consultation and identifies how the result have influenced and evolved to create the Preferred Options. This was called Core Strategy Preferred Options: A plan for Salisbury. Consultation was conducted over a period of 8 weeks from 28th February 2008 to 25th April 2008, details of the consultation can be found in CON/15 and CON/16.

2.4 Once the representations received during the preferred options consultation had been analysed, much thought was put into how the new consultation on 'evolved' preferred options, as required by Full Council should take form. The preferred options consultation responses showed that the options put forward within the 'Black Book' were largely acceptable however the issues arose over specific sites that had been identified, especially the concept of a new settlement close to Porton Down.

2.5 It was felt that the new consultation should therefore focus predominantly on an evolved strategy of the location of the housing and employment sites and that the focus should be on those sites that would be deliverable within the first five years of the Core Strategies life.

2.6 Although the new consultation document produced is focused on the growth strategy it was felt that the public would still also be able to comment on the Preferred options or 'Black Book'. Consultation was conducted over a period of 8 weeks from 1st September 2008 until 24th October 2008. This consultation was entitled 'Our Place in the Future' and was in the format of a magazine.

3.0 REVIEW OF ORIGINAL TOPIC PAPERS

3.1 The next stage in the process is to review the initial evidence base in the original topic paper and update where necessary. Where factual errors, anomalies or areas requiring clarification have been highlighted by the consultation, then these changes have been indicated on the original topic papers to show their evolution.

4.0 ANALYSIS OF RESULTS OF THE PREFERRED OPTIONS CONSULTATION

4.1 The next stage in the process is to review and analyse the results of the Preferred Options (Black book) and Our Place in the Future magazine consultation. This review together with any changes in the Topic Papers is an essential step on the road to producing the Core Strategy submission draft, this should build on the response of stakeholders to the issues and options we presented in the 'Our Place in the Future' paper. The following are the stages you should undertake to ensure all Topic Papers are reviewed in a robust and consistent manner.

4.2 Assessing the Local Need - Why Are We Developing Policies on Retail?

The need for this topic to be included within the emerging Local Development Framework has emerged clearly from an analysis of national and regional planning policy and an appraisal of the growing body of specialist literature and guidance given to local planning authorities. Furthermore original work that has formed part of the base of evidence which will inform the Local Development Framework process has highlighted that there is a need for a new and effective set of policies to help meet our objectives.

4.3 What are we trying to achieve - what are our overall objectives?

The core objectives as envisioned at the outset of this project were to develop a set of planning policies, which contribute to the following patterns of land use:

- social progress which recognises the needs of everyone
- effective protection of the environment
- prudent use of natural resources
- maintenance of high economic growth and employment

4.4 On a more specific level the desired outcomes at the outset of this project were:

- Where Salisbury's place as a retail centre that offers something different from the mainstream has been enhanced and cemented.

4.5 Taking a Spatial approach

It would be a crude mistake to develop a set of policies which are based on a 'one size fits all' premise. South Wiltshire is a rich and varied part of the Country and the issues and challenges within it vary from place to place. For example, is it the case that the demand for affordable housing is uniform across the area or does it vary between settlements and should our policies reflect this. We feel that they should and this way we should produce spatial strategies that are rooted in the distinctive character of specific places and are tailored to solving their particular sets of problems. This is in a nutshell for us, what spatial planning is all about.

4.6 One of the drawbacks we have encountered in the past is that of plans and strategies being delivered over disparate areas, when it makes much more sense from the customers perspective to have them coordinated and covering the same areas. This is often called co-terminus service delivery and is based on joining up services and policy solutions so that they are more tailored to where they are needed.

4.7 To align our policy solutions to the areas where the issues are arising, we have taken a detailed look at how the diverse character of our district and assessed if there are broad areas which share similar characteristics and present similar sets of challenges.

4.8 The Wiltshire community areas were defined in the early 1990's in response to a review of local government boundaries that set greater store by 'natural' communities, i.e. areas that described real patterns of local life (shopping, employment, schooling, etc.) as opposed to administrative boundaries.

4.9 A number of dimensions were used to define these areas of local life including:- secondary school catchment areas, local convenience shopping patterns, postcode town boundaries, pre-1974 urban and rural district council boundaries, housing market areas, journey to work catchment areas, a historical study of patterns of local life by local historian, Dr. John Chandler, and the local geology/topography of the county.

Six of Wiltshire's twenty community areas are in Salisbury district, namely:

- City community area
- Four Rivers community area (also known as Wilton area)
- Mere community area
- Nadder Valley community area (also known as Tisbury area)
- Southern community area (also known as Downton area)
- Stonehenge community area (also known as Amesbury or Northern area)

4.10 On analysis the justification for the Community areas appears just as valid today as it did when they were formed, and are to be continued through into the new Wiltshire Council. The community areas are based on a sound understanding of the hierarchy and function of settlements and how communities view their sense of place. Furthermore the issues and challenges identified do reflect the similarities within these existing areas and also the diversity between them.

4.11 However there is little point in rigidly sticking to a spatial pattern of interpreting the District if it is not appropriate to certain issues or challenges. For example the Military issues reach outside of south Wiltshire to the north of the plain in east and west Wiltshire and similarly there is a huge synergy between Wilton and Salisbury. Therefore while, where appropriate the Community Plan areas will form the basis of our spatial model, it will not be pursued dogmatically so, and where the functional relationship between places dictates we will promote a flexible approach. In other words the areas defined by the community plans should best be considered as soft verges rather than cliff edges.

5.0 FINDINGS OF THE PREFERRED OPTIONS ('THE BLACK BOOK') AND THE OUR PLACE IN THE FUTURE MAGAZINE CONSULTATION

5.1 What did we ask?

The future strength of retailing in south Wiltshire is important for its continued prosperous economy in Salisbury and south Wiltshire. Whilst improving the retail offer in Salisbury is important, we must also not forget the importance of retail to our smaller centres. Retailing is therefore covered within many aspects of the Preferred Options consultation. The Preferred Options rather than asking specific questions, put forward options that had evolved from the 'Issues and Options' as the way forward. The Preferred options then asked for each option whether respondents agreed with the preferred options, if there is anything that they do not

like or think we had missed out. This analysis looks at the following areas that are also described here. This does not include the background paragraphs. This analysis also look at any responses to paragraphs 8.105 to 8.109, 9.53 to 9.55, 10.50 to 10.54, 11.50, 12.52 and 13.48 to 13.49.

5.2 District wide – spatial vision

PO3i

Salisbury's place as a retail centre that offers something different from the mainstream has been enhanced and cemented. It is clear that Salisbury has an important role as a retail centre and that is based on the balance it provides between supplying the everyday needs of people and the niche or specialist retailing experience for which it has a good reputation. Our evidence and consultation feedback shows that it needs to develop in a sensitive manner to attract more 'high street names while also protecting its unique character. Policies will be framed which will allow the evolution and growth of the retail sector in a manner which strikes this balance. We will also develop policies which aim to provide a good range of retail choice in convenient locations throughout south Wiltshire.

5.3 Area specific

PO36

- a. Major retail-led mixed use development on the Central Car Park which delivers an enhanced retail offer which attracts key 'high street' names and balances them to complement the range of specialist and unique traders found in the city. The development should also deliver a new park in the heart of the city based around enhanced watercourses and opens up linkages to the rest of town through remodelling of the Market Walk and links to Fisherton Street
- b. A retail strategy that is based on nurturing and promoting the existing retailers and only allowing new retail development which can unequivocally demonstrate how it will complement and boost existing patterns of trade and not have a detrimental impact upon them
- c. We should consider designating a new commercial area in the local centre of Wilton, where the loss of shops and services will be resisted. This should be clearly linked to the Wilton enhancement strategy and improved linkages with Wilton Shopping village to deliver a joined-up strategy to support and enhance Wilton's vitality as a vibrant and important local centre.
- d. Enhancement works to the Market Place of both Salisbury should place the retention and enhancement of the thriving outdoor markets at their very heart
- e. The agreement and delivery of an action plan for Wilton which seeks to safeguard and enhance the provision of shops and services, and to enhance the physical quality of the Town Centre environment through an enhancement scheme.

PO47

- a. A strategy will be introduced which seeks to broaden the retail offer in Amesbury commensurate with its growing population which is complimentary to the existing town centre and does not have a negative impact upon it.
- b. A new supermarket should be promoted in Amesbury and a site should be sought in the town centre where retail impact studies indicate it will complement the existing town centre by encouraging linked trips
- c. We should encourage the development of new shopping facilities / local centre in Durrington to protect and enhance its retail facilities and to provide greater local choice for its substantial population
- d. A new settlement should be investigated to compliment the world-class employment centre at Porton Down. It would if pursued include a range of shops and other services to ensure it is sustainable and to also provide some local choice.

- e. Allocate primary and secondary shopping areas in Amesbury, which allows different mixes of uses. This detailed work will be carried out in subsequent site specific allocations document.

PO58

- a. A strategy will be pursued which encourages the steady growth of Mere to ensure its shops and services remain viable and there may be demand created to attract new shops. As such the policy will be aimed at protecting and enhancing Mere's role as an important service centre in the west of our District.
- b. Where a village other than Mere, provides a range of shops and services, such as Zeals, our strategy will be aimed at modest growth in order to try and secure the long term viability of those businesses and the important local service they provide.
- c. We will frame policies which seek to protect village shops and pubs and the important social role they provide on countering social exclusion.

PO69

- a. A policy will be pursued which will be aimed at protecting and enhancing Downton's role as an important service centre in the west of our district.
- b. In the main villages of Alderbury, Laverstock, Whiteparish, and Morgan's Vale and Woodfalls, which provide a range of shops and services, our strategy will be aimed at modest growth in order to try and secure the long term viability of those businesses and the important local service they provide.
- c. We will frame policies which seek to protect village shops and pubs and the important social role they provide on countering social exclusion.

PO80

- a. A policy will be pursued that will be aimed at protecting and enhancing Tisbury's role as an important service centre in the Nadder Valley area.
- b. Where a village other than Tisbury provides a range of shops and services, particularly the main village of Hindon, our strategy will be aimed at modest growth in order to try and secure the long term viability of those businesses and the important local service they provide.
- c. We will frame policies which seek to protect village shops and pubs and the important social role they provide on countering social exclusion.

5.4 Our Place in the Future – Planning the future in Salisbury and south Wiltshire (magazine)

This consultation was a more 'light weight' consultation document that was designed to specifically focus on those issues that were controversial during the previous round of consultation. Respondents were asked if they agreed whether sites are appropriate to meet our future employment needs, and if no, could the respondents suggest other sites. Respondents were also asked if the sites suggested were developed, what type of business activity would they like to see. The relevant paragraphs are:

Page 8 g – retaining viable local services and creating sustainable communities.

There is significant pressure on many services in our rural settlements, with village shops and pubs finding it increasingly difficult to survive. Local communities have told us that they want the council to take action to try and retail them where possible. one of the ways we can help is to allow modest growth in settlements that currently provide a range of services. Such growth introduces new customers for businesses and helps them to remain viable. However, this does create a need for new housing.

Page 19 – You have asked us to enhance Salisbury's retail centre and to protect shops throughout our towns and villages

In previous rounds of consultation you recognised the need to deliver retail growth that will complement Salisbury's niche position as a centre that offers a range of specialist outlets and provides something different from the ordinary. There has been support for the redevelopment of the Maltings and central car park with a major retail-led mixed use scheme that delivers an enhanced retail offer.

The pace of growth in the local service centres of Wilton, Mere, Downton and Tisbury, has been steady and this has continued to support a range of shops and services. There is local concern that additional retail choice needs to be provided in Amesbury. Options proposed to address these issues met with a good level of support in previous rounds of consultation.

Further details on this issue can be found in the Preferred Options document and you are welcome to make further comment should you wish (see www.salisbury.gov.uk/core-strategy)

Summary of responses

6.0 Analysis of responses

PO3i

- a) Support objectives
- b) Concern about attracting 'high street' names. They require centre sites – where in earth are you going to fit them.
- c) Will it be at expense of niche retailers
- d) Concern will make Salisbury a carbon copy of every other high street and destroy unique shopping experience
- e) Our perception is that Salisbury retail centre is slowly dying
- f) Needs to be a balance of transport approaches, not just park and ride
- g) There is an opportunity to re-gain the balance needed between A1, A2 and A3, ask that any policy retains the use of A1 retail.
- h) Business rates and rents continue to rise in the city – often reason for empty units
- i) Economic environment in Salisbury is not supportive of the smaller trader.
- j) Protect Salisbury's character as a Market town.
- k) To retain viability of city centre will need strong opposition to out of town retail parks – would also make sure there are no more 'Southampton roads'.
- l) Difficult to reconcile the need to keep Salisbury 'different' and providing for 'high street' names.
- m) Object to PO3i
- n) Salisbury should just have one big shopping mall and make it really modern with the latest shops
- o) Can we have some cool clothes stores like Primark or H&M instead of a bigger NEXT

Highways Agency – Refers to the development of policies 'which aim to [provide a good range of retail choice in convenient locations throughout south Wiltshire. The agency considers that the core Strategy should restrict significant retail development to sustainable locations with the focus on Salisbury as the main shopping centre. WE would support in principle, local shopping facilities which limit the need to travel for basic day-to day shopping needs.

What does this tell us?

- a) There was general support for the Preferred option, however there was concern that Salisbury would become a carbon copy of every other high street and be at the expense of the niche retailers.
- b) Identifies that we need strong opposition to out of town retail parks.

- c) Suggestion that Salisbury should have one big shopping mall and make it really modern with the latest shops.

PO36

- a) Centre of town shopping does not appear to be significantly mentioned
- b) Whatever the retail expansion needs to be controlled
- c) Re-locate stores from the town centre to out of town should be resisted
- d) Building on central car park will damage retail and the theatre/arts. Bus services are poor and finish too early.
- e) Core Strategy fails to provide a clear statement of comparison and convenience need, deficiencies in provision should be identified as detailed in PPS2 (para 2.16). PPS12 further requires Core strategies to identify broad locations for development, believe sites for retail should be allocated for retail within the Core Strategy.
- f) Change 'new park' to 'parkland setting'.
- g) PO is commendable
- h) Give more consideration to smaller shops/ businesses centrally with less multiples.
- i) Do not want to travel out to soulless hangars on the outskirts of town.
- j) Central car park development should ensure equal amount of parking facilities are provided.
- k) Stop the market being flooded with second rate chain stores.
- l) Teenagers need more places to go.
- m) Why do 'out of the ordinary' and quality shops disappear to be replaced by charity shops and bottom level large clothing shops
- n) Shop signs should be controlled to blend rather than jarring, ugly and unsuitable
- o) An enhancement of the area.
- p) Encourage bigger farmers markets.
- q) Do not overdevelop site and leave some car parking.
- r) Limited hours and slow progress of park and ride do not make the option attractive.
- s) Better clothes stores, bigger games stores.
- t) Keep parking spaces in city centre irrespective of park and ride. State that 'any redevelopment on the Central Car Park will not lead to any loss of car parking spaces within the Central Car Park'.
- u) If parking is going to be removed, consideration should be given to a 'pick up' area as difficult to take a large amount of shopping onto a bus.
- v) Consider drivers who need to be within a short walk of shops.
- w) Oppose more high street names in Salisbury
- x) Leave things as they are.
- y) Strategy does not reflect guidance within PPS6. Council's policy of nurturing and promoting the existing retailers fails to recognise the potential benefits of competition and enhancing consumer choice together with the wider objectives of planning towards future retail development (para 1.3-1.6 of PPS6. Similarly the requirement that new retail development 'unequivocally demonstrates how it will complement and boost existing patterns of trade and not have a detrimental impact upon them' does not reflect the well established policy requirements set out in section 3 of PPS6 that need to be satisfied by applicants when promoting developments involving retailing and other 'town centre uses'.
- z) In the absence of any evidence to support need for the additional and unduly onerous requirements of the council's PO's for the future strategy in PO 36b that the policy should be revised to adequately reflect the provision of PPS6. (3130)
- aa) Need to include a statement regarding the intention to keep Southampton Road for retail of bulky goods.
- bb) Growth of fashion retail outlets on Southampton Road needs to be stopped and further loss of employment land avoided.
- cc) Support the PO – should help counter the draw of Southampton and Portsmouth.

- dd) PO36b – ‘only allowing new retail development which can unequivocally demonstrate how it will complement and boost existing patterns of trade and not have a detrimental impact upon them’ – This constant market share approach reflects the recommendation of GVA Grimley Retail and Leisure needs study. Tesco considers that the adoption of this constant market share approach has the potential to undermine future investment within the city. And is in direct conflict with the aims of PPS6.
- ee) Balance should be struck in the city centre between cultural, leisure and retail
- ff) facilities.
- gg) PO36b must not stifle innovation in retail development and competition.
- hh) Concentrate on filling the empty units.
- ii) Maltings redevelopment can be used to design out anti-social behaviour there.
- jj) Salisbury Retail Park should be re-allocated to housing.
- kk) Fewer people will shop if you dig up the car park.
- ll) We note that only 30.6% supported principle of Maltings and Central car park being re-developed.
- mm) Enhancement of Dolphin Retail park would be appropriate.
- nn) Salisbury Retail Park – Mr Goddards advice was that ‘there was no sound reason to refuse the application based on retail policy grounds provided that appropriate conditions that appropriate conditions dealing with unit size and range of goods was imposed’.
- oo) Salisbury retail park would help retain expenditure in Salisbury and prevent leakage.
- pp) I hear constantly from overseas visitors ‘what a mundane shopping centre Salisbury is’.
- qq) M&S in Bath is better, BHS is appalling and Debenhams is shabby.
- rr) Do not be complacent about Salisbury.
- ss) Either extend smaller shops or provide more larger shops.
- tt) No more shops – retail is likely to become depressed over the coming years.

Natural England – There is a tension between the aspiration for local distinctiveness and the aspiration in PO36 to attract key high street names, undermining the local identity of the City.

WCC – It would appear that little consideration has been given to the wider transport implications of the proposed redevelopment in Salisbury City Centre

South West Regional Assembly – Welcome the reference of the Draft RSS on page 31 and that the focus for retail investment will be at Salisbury SSCT and that out of town retail should be resisted.

GOSW – plan really needs to have a set of retail floorspace requirements and approximate scale of redevelopment around the central car park.

What does this tell us about PO36?

General support for redevelopment of the central car park and Maltings. However there was concern that this needed to be undertaken carefully so as to maintain Salisbury’s individuality and maintain the niche retailers and that a balanced needed to be struck between cultural, leisure and retail facilities.

Concern was also expressed that PO36b was contrary to PPS6 in respect to the constant market share approach, could stifle competition.

Consultation responses also expressed that out of town retail development should be resisted and criticism was made that the council is complacent about Salisbury and that the shops such as M&S, BHS and Debenhams are of poor quality in Salisbury.

There was also those that did not think addition retail development in Salisbury was appropriate.

Areas of improvement were suggested in respect to providing a clear statement of comparison and convenience needs, give consideration to smaller shops / businesses located more centrally and the need to ensure an equal amount of car parking is provided. Other suggestions included a need a need to recognise Southampton Road as a Bulky goods retail area, that Salisbury retail park should be re-allocated for Housing and that Salisbury retail park would help retail expenditure and prevent leakage.

PO47

- a) Support – do not put a supermarket on London Road nor Solstice Park it would have a negative impact on the Town Centre.
- b) Oppose Tesco depot near Stonehenge
- c) Provide an out-of-town supermarket to support existing community
- d) If Amesbury is to have more housing it must have retail choice.
- e) Durrington does need a centre but where –will involve demolishing homes, it will never come to fruition.
- f) Tesco site would be ideal for housing.
- g) PO47 should not preclude a new supermarket outside the town centre if retail studies show there is a need beyond the town centre which will allow the claw back of trade.
- h) Strategy to broaden Amesbury's retail offer is supported
- i) Support opportunity to establish primary and secondary areas in the Town Centre.
- j) Support strategy to broaden retail offer in Amesbury.
- k) New supermarket should be promoted in Amesbury in accordance with PPS6, if no town centre site is available, an opportunity currently exists to plan a new store into phase 3 of Archers Gate which should be considered.
- l) Where can a supermarket go in the centre?
- m) New supermarket is desperately needed.
- n) No need to talk about Porton Down and the new settlement in this Preferred Option.
- o) Should acknowledge the qualitative aspects of retail needs of Amesbury residents.
- p) Amend to include 'it should however provide the quality of shopping facilities to meet the daily and weekly needs of Amesbury residents.
- q) There is a need for another supermarket in Amesbury to improve the self containment and sustainability of Amesbury, if there is no suitable site in the town centre and out of centre location must be accepted.
- r) Retail needs of Amesbury would not be met by a discounter store.
- s) Make reference to the sequential test rather than dictating that it should be in the town centre.
- t) Support new centre in Durrington
- u) Support for provision of new superstore in Amesbury Town Centre, it would add to the vitality and viability of the centre.
- v) Amesbury town has moved southwards whilst the centre is in the north so an out of town supermarket is more attractive to most residents.
- w) The local population overwhelmingly support a new out of town supermarket.

Highway's Agency – The agency fully supports the proposed policy to promote a new supermarket in Amesbury town centre where retail impact studies indicate it will complement the existing town centre by encouraging linked trips.

GOSW – more definite retail proposals would be useful e.g. quantum of floorspace.

What does this tell us about PO47?

Responses provided support for primary and secondary frontages in Amesbury,

Areas of improvement were suggested in respect to providing a clear statement of comparison and convenience needs in Amesbury.

Provides both support and opposition for an out of town supermarket at Amesbury, suggestions that the new supermarket should be within the Town centre or within phase 3 of Archers Gate and that a discount food store could not support the needs of Amesbury.

PO58

- a) Mere does not have a good range of facilities. Since study undertaken a butcher/fishmongers, hardware store and a gift shop have all closed.
- b) New population will be unlikely to attract new shops to Mere
- c) Mere residents go to Wincanton, Gillingham and Shaftsbury to shop
- d) Remove yellow lines in Mere encourage car users to park and shop
- e) Keen to see the retention of shops in Mere, but make statement robust so not to encourage an out of town supermarket on the A303.
- f) Building on the shops already in Mere will help the sustainability of the town
- g) Support preferred option
- h) Worried about the number of shops and businesses that have shut on Mere high street
- i) Presence of the parking ambassadors are driving some people away.
- j) Cannot expect people to use Mere when people have to pay to park their cars.
- k) Mere chamber of commerce should be used to provide useful input into the LDF process.
- l) If more houses are placed in Mere less people will use services as the congestion will push them elsewhere.
- m) Don't try and emulate Gillingham – it is now ugly
- n) Not based on any problem or needs analysis

GOSW – the core strategy needs to quantify and describe what is meant by modest or managed growth in each settlement.

What does this tell us about PO58?

This tells us that over the last few years several stores have already closed in Mere, as residents tend to shop in other larger centres such as Wincanton, Gillingham and Shaftsbury, however support was held to try and encourage shops.

Concern was expressed about the lack of parking in Mere village centre and that the option was not based on any problem or needs analysis.

PO69

- a) Do not need modest growth and a new range of shops in Morgan's Vale / Woodfalls.
- b) Policy correctly emphasises the need to provide for a range of services at Whiteparish and such provision can remain viable through growth
- c) Support for Preferred Option
- d) If Downton moves in the direction suggested it will become a very busy and unattractive village.
- e) There is no proper access to Southampton as suggested in the document.
- f) Like to see a policy pursued aimed at protecting and enhancing Downton's role as a centre to the west of Salisbury in a modest manner respecting its historic significance and preserving its outstanding qualities.

- g) Suggest PO69 should be amended to extend the strategy for promoting local services at lower order settlements via the addition of an expanded and more prescriptive criteria c.
- h) Support so long as the natural environment is protected.
- i) Additional population growth cannot guarantee preservation of the addition of shops and services. The trend will continue towards closure
- j) Suggested change 'A range of shops and facilities also provide an important local service in the main villages. We will aim to secure these facilities by promoting modest growth in the larger main villages of Alderbury and Laverstock and smaller incremental growth in the remoter villages of Whiteparish, Morgans Vale and Woodfalls.
- k) Difficult how policy of support can work when it does nothing to secure fragile finances of services such as the post office.

GOSW – There does not appear to be specific principles or proposals for this settlement.

What does this tell us about PO69?

Responses showed general support for the preferred option. However concern was also expressed that the PO would make Downton very unattractive.

Suggestions for improvement were that a policy could be pursued aimed at protecting and enhancing Downton's role as a centre to the west of Salisbury in a modest manner respecting its historic significant and preserve it its outstanding qualities. Providing a more prescriptive PO69c.

Other changes to point c included: 'A range of shops and facilities also provide an important local service in the main villages. We will aim to secure these facilities by promoting modest growth in the larger main villages of Alderbury and Laverstock and smaller incremental growth in the remoter villages of Whiteparish, Morgans Vale and Woodfalls'

PO80

- a) Issue of parking is felt to impact on successful retailing in Tisbury and Hindon.
- b) There is a lack of station parking in Tisbury which is affecting the amount available to support the retailers.
- c) Support the preferred option.
- d) Tisbury is not a 'centre' you cannot get any more in and out of the road system.
- e) Need strategic support to ensure that businesses are assisted financially.
- f) Car parking needs to remain free for visitors Village amenities need to be maintained and supported financially.
- g) Post office must be protected.
- h) PO and para 13.34 need to be made more robust.

What does this tell us about PO80?

Highlighted that parking and the road system had an impact on retailing in Tisbury and Hindon, made worse by lack of station parking. There was also support of the preferred option.

Improvements suggested providing more strategic support to ensure that businesses are assisted financially.

Response to Our Place in the Future magazine

- a) Do not allow any more supermarkets out of town centre ensure that there is at least on major supermarket in the centre of Salisbury

- b) Discourage retail out of town centres encourage it in town centre
- c) Increased housing in Mere and Zeals has led to the closing down of many local shops. With increased housing traffic is likely to increase, parking will become more limited and out of town shops will take over from local shops
- d) Supermarket's are not to blame for shops closing, high rents are
- e) People moving from other parts of the country do not have loyalty to local businesses and will take their cars out of town for shopping and other services.
- f) Encourage different (smaller and interesting) shops in the city center.
- g) Adequate parking for shoppers should be maintained.
- h) The city centre should provide interesting and varied shopping for food, clothing and gifts, so people have an in centre location to come to rather than do to another large national supermarket or chain
- i) Bad Idea - Building on the Central Car Park area would be a disaster. There is not enough parking in the city & not enough parking at the railway station. It will drive shoppers away to out of town developments - leaving Salisbury centre to coffee shops and charity shops. Yes I do use park and ride & have free bus pass but I also need to bring car to the town when I am doing a family size shop
- j) Salisbury Retail Centre
 - Explore reasons for fairly constant closure of shops – Rates too high? Rents? Lack of Customers due to either lack of conventional parking places – or cost of parking? FREE parking would attract both customers and visitors (less Parking Wardens to pay no meters to maintain).
 - Free bus passes have probably already helped re villages in the area even though some villages have a very infrequent service, but many are using cars as there is nowhere to put shopping bags while they do more shopping – is it possible to provide some kind of lockers for them to store shopping from their first round, ready to pick up and put on the park and ride buses?
- k) Keep Salisbury individual, keep the shops individually owner not by conglomerates. Bad Idea - Building on the Central Car Park area would be a disaster. There is not enough parking in the city & not enough parking at the railway station. It will drive shoppers away to out of town developments - leaving Salisbury centre to coffee shops and charity shops. Yes I do use park and ride & have free bus pass but I also need to bring car to the town when I am doing a family size shop
- l) On the question of proposing development at the Maltings it was previously decided to not deck any parking in this area. A change in policy coupled with changes to the Market Street reverses the concept of encouraging visitors (i.e. the Tourist trade) who not necessarily arrive by coach, or use Park and Ride and evidence shows they are prepared to park on residential streets as witnessed here in Harnham.
- m) Finally I would like to know where cars are going to park if you are building on Central Car Park and removing all parking from the Market Square.

Environment Agency - Due to the location of the Central Car Park and Churchfields you should conduct further analysis through a Level 2 SFRA. Sites will need to be sequentially tested in line with the requirements of PPS25 to ensure sites at the lowest flood risk are allocated or that the Sequential Approach is applied to development.

The Salisbury Central Car Park / Maltings site is currently shown to be partially within Flood Zones 2 and 3. While a Level 2 SFRA is unlikely to alter this understanding radically or to change the nature of appropriate future development in terms of PPS25, it will give a better understanding of the flood risk at this specific location and will enable suitable application of the Sequential Approach or Exception Test.

As the area is shown to be at risk of fluvial or other sources of flooding, this risk must be projected for the lifetime of the relevant policy and the development itself. Fluvial flooding

should be projected in accordance with Table B.2. of PPS25, which identifies a precautionary sensitivity range of 20% until 2115. Estimation of future flood risk for the specific sites will enable the necessary Sequential and Exception Test to be applied accordingly.

In addition the Central Car Park / Maltings allocation offers excellent opportunities to incorporate river habitat and recreational improvements within any redevelopment plans. Options include softening the hard edge of the river and so providing better marginal habitat for wildlife including improved cover for fish and invertebrates. This work also improves the connectivity of the channel as a wildlife corridor and improves the aesthetic value of the channel. Similar work has already been carried out in Salisbury town centre.

We are pleased to see that these sites will be subject to master-planning and we would like to be involved at the earliest stage in drawing up specification. .

WCC – While WCC wishes to support the Central Car Park development. It is an underutilised space that provides a unique town centre opportunity to develop a fully integrated sustainable mixed-use space. It is felt however, that the project, while ambitious, may be liable to complications especially regarding the transport implications, nevertheless the opportunity of a retail led flagship project in the city centre is encouraged.

Highways Agency - We welcome in principle, mixed use developments in urban areas particularly where they have access to public transport, cycling and walking facilities and we would therefore support this preferred option, subject to having an opportunity to comment further on site specific details.

What does this tell us?

The responses supports resisting out of town retailing, that adequate parking should be provided, that villagers are no longer loyal to local businesses ,

It confirms that Salisbury should be kept individual, whilst also supporting new retail development, however to support this a SFRA level 2 needs to be undertaken. However some do think that the car park should be preserved in favour of more retail development.

The council needs to undertake an SFRA level 2 with respect to the Maltings and Central Car Park site.

7.0 SPATIAL ANALYSIS OF RESULTS

7.1 Implications on a south Wiltshire-wide or wider area

A lot of the implications detailed within the conclusion above are based on a district wide or more generally a retail basis, however there is a slight spatial difference identified. The analysis below now identifies any specific spatial implications.

7.2 Implications for the six community areas

Need stronger opposition to out of town retail parks
PO36b is contrary to PPS6 with its market share approach.

7.3 Mere and District

Local centre: Mere

- a) Several stores have already closed in Mere as residents shop elsewhere,
- b) Describe what is meant by modest growth

- c) Concern over lack of parking in Mere to support local centre.

Main village: Zeals

No implications arising.

Cluster villages:

No implications arising.

Other villages:

No implications arising.

Rural issues:

No implications arising.

7.4 Nadder valley

Local centre: Tisbury

- a) Lack of parking and road system impacting retailing in Tisbury
- b) Assist businesses financially.

Main village: Hindon

No implications arising.

Cluster villages: Ludwell, Donhead St Andrew, Donhead St Mary, Charlton.

No implications arising.

Other villages:

No implications arising.

Rural issues:

No implications arising.

7.5 Stonehenge

Northern urban cluster: Amesbury, Bulford, Durrington

- a) Support for primary and secondary frontages in Amesbury
- b) Provide a clear statement of comparison and convenience need in Amesbury.
- c) Provides both support and opposition to an out of town supermarket at Amesbury, other suggestions include at Archers Gate development.

Main village: Shrewton

No implications arising.

Main village: Porton

No implications arising.

Main village: Winterbourne Dauntsey / Earls / Hurdcott

No implications arising.

Cluster villages: Winterbourne Dauntsey / Winterbourne Earls, Hurdcott, Winterbourne Gunner, Idmiston, Porton, Gomeldon.

No implications arising.

Other villages:

No implications arising.

Rural issues:

No implications arising.

7.6 Four rivers: Ebble, Nadder, Wylde, Till.

Local centre: Wilton

No implications arising.

Main village: Dinton

No implications arising.

Cluster villages: Great Wishford, South Newton, Stoford.

No implications arising.

Other villages:

No implications arising.

Rural issues:

No implications arising.

7.7 Southern

Local centre: Downton

- Concern that it would make Downton unattractive.
- Could aim to protect and enhance Downton's role.

Main village: Alderbury

No implications arising.

Main village: Whiteparish

No implications arising.

Main village: The Winterslows

No implications arising.

Cluster villages: Morgans Vale, Woodfalls, Redlynch, Lover, Bohemia.

No implications arising.

Other villages:

No implications arising.

Rural issues:

No implications arising.

7.8 Salisbury City

- a) Need to ensure Salisbury does not become a carbon copy of every other high street at the expense of Niche retailers.
- b) Any development needs to protect the niche retailers and create a balance.
- c) Salisbury should have one big shopping mall, be really modern with all the latest shops.
- d) Support of redevelopment of the Maltings and Central Car parks,
- e) Out of town retail at Salisbury should be resisted.
- f) Provide a clear statement of comparison and convenience floor space needed

- g) Ensure equal amount of car parking is provided
- h) Re-allocate Salisbury retail park for housing
- i) Salisbury retail park would help retail expenditure and prevent leakage.
- j) SFRA level 2 needs to be undertaken on Central Car Park and Maltings site.

8.0 FOLLOW-UP WORK REQUIRED AS RESULT OF CONSULTATION

SFRA level 2 on the Central Car Park / Maltings site – Halcrow commissioned, final report expected March 2009.

9.0 THE IDENTIFICATION OF PREFERRED OPTIONS FOR THIS TOPIC AREA

The following wording is proposed for the Core Strategy:

Providing retail choice in south Wiltshire and enhancing Salisbury's role as a shopping centre that offers something different from the mainstream.

People need shops for their everyday needs as well as shopping for clothes, electronics and home wares. Due to changing behaviour and mobility, shoppers no longer merely shop to satisfy everyday needs, they increasingly shop as a major leisure activity. Quality restaurants, coffee shops, cafes and bars, as well as health and fitness centres and multiplexes in larger centres, are therefore also important to attract shoppers and encourage longer stays and higher spending.

Salisbury city centre is the principal shopping centre within south Wiltshire. Evidence shows that there is a strong representation of small, specialist shops which contribute to the diversity and appeal of Salisbury as a shopping destination. Retail expenditure in the city is consequently enhanced by tourists and visitors, with around 3.3 million visits per annum. A number of the streets are narrow, historic cobbled streets and retail units are generally small. The city centre has three managed shopping centres: The Old George Mall, Maltings and Cross Keys Mall. Fisherton Street, in the western part of the centre, provides a more specialist shopping area. Independent retailers are predominant here with units selling books, antiques and specialist items.

Amesbury is the second largest settlement in south Wiltshire and functions as a service centre for the communities on the southern edge of Salisbury Plain. It is characterised by an emphasis on services and convenience based shopping. A number of changes have taken place within the centre over recent years. A new foodstore (Co-op) has opened leaving its former store empty. Elsewhere a new mixed use residential and retail development has been completed on the junction of High Street and London Street and public realm improvements have also been undertaken.

Other centres of Wilton, Tisbury, Downton and Mere are small in scale and all perform well as local village centres offering no more than essential 'everyday' requirements to a local catchment. Each centre has a Post Office, pharmacy and local top-up foodstore.

National (PPS6) and regional policy, our evidence base and consultation responses are all supportive of enhancing and protecting existing settlements, town centres and to actively plan for growth and manage change in town centres by selecting appropriate existing centres to accommodate growth and extend the centre where necessary. Studies undertaken to inform this Core Strategy identifies that there is capacity to support additional retail floorspace over the Core Strategy period. These capacity figures as detailed within the table below.

Convenience Goods Capacity Projections (sq m net)

	2011 (sq m net)	2016 (sq m net)	2021 (sq m net)
South Wiltshire (total)	1,516	2,623	3,790
Salisbury City Centre	262	1,178	2,145
Amesbury Town Centre	-131	-29	78

Source: GVA Grimley Retail and Leisure Needs Study

Comparison e Goods Capacity Projections (sq m net)

	2011 (sq m net)	2016 (sq m net)	2021 (sq m net)
South Wiltshire (total)	9,181	22,488	38,115
Salisbury City Centre	5,031	13,346	22,970
Amesbury Town Centre	117	253	408

Source: GVA Grimley Retail and Leisure Needs Study

These figures have been re-run in light of the recession and need to be regularly monitored in the instance the markets turn around.

(a) Regeneration in Salisbury - The Maltings and Central Car Park.

Salisbury City is the biggest retail centre within the HMA and draws shoppers from a wide catchment including centres such as Bath, Andover, Southampton and Portsmouth. Evidence shows that the city centre is healthy and performing well, however there are also signs of vulnerability and barriers to growth, as well as opportunities to enhance and strengthen the centre. The street pattern is complex making pedestrian circulation difficult, particularly by those who are unfamiliar with the centre. There are also a number of key attractors missing, including department stores, and higher order and mainstream retailers, which are represented in competing centres. This leaves Salisbury in a vulnerable position. Not taking proactive steps now will lead to Salisbury's ultimate decline as a significant retail centre as trade will leak to neighbouring centres already delivering an improved retail offer, such as Bournemouth, Winchester and Southampton. Therefore steps are needed to encourage investment and new retailers.

The historic character of Salisbury city centre has imposed constraints on the scale and type of additional floorspace that could be provided within the existing shopping areas. The challenge is to implement new development to suit the requirements of modern retailers (typically requiring units of 500 – 2,000 sq m or larger), while maintaining the cohesion of the centre and quality of the different character areas in the city.

It is equally crucial for Salisbury not to focus solely on new retail development, but to ensure a comprehensive approach to regeneration which also includes protecting and enhancing the historic environment, the tourist economy and the niche retail offer. While Salisbury will never compete with the powerhouses of the south coast, there is a clear opportunity to deliver managed growth in the retail sector that will complement its important sub-regional function and reinforce its niche position as a centre that offers a range of specialist outlets and provides something different from the ordinary.

The Salisbury Vision has identified that sensitive regeneration should be delivered through the development of a mixed use retail led development on the Maltings and Central Car

Park. This site offers an excellent opportunity large enough to deliver the level of retail development needed. Its proximity to the existing city centre means it can complement the existing centre rather than compete with it. It will also incorporate an element of residential, office and leisure uses and will effectively be an extension to the primary shopping area (in line with PPS6). As such the Maltings and Central Car Park site will be allocated to meeting this need and is supported through RSS Policy HMA 11.

Any development needs to be undertaken in a sensitive manner that does not undermine the vitality or viability of the existing primary and secondary shopping areas. It is important that development on the Maltings and Central Car Park does not result in a decline of 'specialist, independent and other retailing elsewhere. In addition the Salisbury Vision identified several other projects that would regenerate other parts of the city centre and support legibility through any Maltings and Central Car Park redevelopment to other parts of the retail circuit. These should be included within any proposals for the comprehensive redevelopment of the area:

- Improved legibility and draw is created along and through the Market Walk to draw visitors/ pedestrians from any new retail development to the Market Square and onwards
- Improved legibility between Fisherton Street, the Playhouse and City Hall to the proposed new development through a scheme such as 'Fisherton Square'
- The development is shown to nurture and support the existing retailers and can demonstrate how it will complement and boost existing patterns of trade and not have a detrimental impact upon them.
- The proposal will contribute towards a City Centre Retail Strategy to manage the transition of retail change within the City Centre.

Although the Maltings and Central Car Park site is sequentially, in PPS6 terms, the most preferable site, it is not without its issues. The main challenge is the site's position between two watercourses of the River Avon SAC. This provides both flooding and biodiversity issues. A SFRA level 2 has been undertaken on the site and any proposals will be required to be in accordance with the requirements of this assessment and PPS25. In addition due to the site's proximity to the River, the policy has been subject to the Appropriate Assessment stage of the Habitats Regulations Assessment, the requirements of this have been incorporated into the policy below and if developed in accordance with this policy will not have a significant effect on the River system.

Core Policy 37 - Maltings / Central Car Park

The area around the Maltings, Central Car Park, and Library is allocated for a retail led mixed use development to enhance Salisbury City Centre's position as a sub-regional shopping and cultural centre. The site will comprise the following uses:

- Comparison shopping uses, comprising a range of unit sizes including a department store format, and a mix of major shop units and smaller store unit requirements
- Convenience floor space replacing the existing Sainsbury's
- Around 200 dwellings
- Office use
- Leisure uses (15% of comparison floorspace) to improve the quality of leisure facilities
- A replacement library
- Adequate car parking spaces using undercroft and multi-storey car parking
- A new park based around existing watercourses and opens up linkages to the Market Square and Fisherton Street.
- Improved Cultural area around the Playhouse and City Hall, improving legibility from the new development through the cultural area to Fisherton

Street.

As the site sits in a sensitive location between 2 river courses of the River Avon SAC any proposal will also need to meet the following requirements:

- Softening the hard edges of the river to provide better marginal habitat for wildlife including improved cover for fish and invertebrates
- Meet the requirements of policy X (water efficiency) and X (phosphate levels) of this Core Strategy
- Be designed and provide for flood defences and mitigation measures in accordance with the SFRA level 2 for the site.

The development will also meet the requirements as set out in the development templates at Appendix A of this Core Strategy.

Targets: Delivery of Maltings and Central Car park redevelopment

Monitoring and Review: AMR

Delivery Responsibility: Wiltshire Council.

Policies replaced: S6, S7

(b) Nurturing and protecting Salisbury City Centre

Much of Salisbury's growth strategy is therefore based on an ambitious transformation of the city centre to ensure that it remains competitive into the future while protecting the niche retailer and intrinsic character. It follows that development elsewhere should not undermine or conflict with this strategy. Pressure from retailers for edge and out of town locations in Salisbury will be limited to levels appropriate to the location so that they do not threaten delivery of the Maltings and Central Car Park redevelopment nor damage the existing city centre. If any additional retail floorspace is proposed in such locations it should be on existing retail sites, and be of a bulky goods / DIY nature which is not so suited to Town Centre sites and would need to pass policy requirements of PPS6.

Core Policy 38 - Out of centre retailing

In Locations on the edge or outside of the city centre new retail development will be permitted only where it is in accordance with PPS6 and:

- It is appropriate to the location and does not undermine the strategy for retail growth in Salisbury City Centre; and
- Is for bulky goods or DIY retail floorspace which is not suited to a town centre location

Targets: No permission for open A1 comparison or convenience retail goods stores in edge of centre or out-of town locations.

Monitoring and Review: AMR

Delivery Responsibility: Wiltshire Council.

Policies replaced: S7, S3

(c) Retailing outside of Salisbury

(i) Wilton

Wilton, although close geographically to Salisbury city centre functions very much as a local centre serving its rural hinterland and day to day needs to residents and workers alike. In addition to its local service role Wilton is home to the Wilton Shopping Village, a small 'outlet' shopping centre. The agreement and delivery of an action plan for Wilton that seeks to safeguard and enhance the provision of shops and services needs to be undertaken. The scheme should also look at the vitality of both Wilton town centre and Wilton Shopping Village and try and identify important linkages between the two to increase footfall.

(ii) Amesbury

Amesbury is the second largest settlement in the district and in recent years has experienced growth in both housing at Archers Gate and employment at Solstice Park. Despite the growth it still performs a more local shopping function compared to Salisbury. Evidence indicates that the pace of growth in Amesbury has left the provision of retailing and services a little behind and that large proportions of the community travel significant distances to centres such as Salisbury for their weekly shopping needs.

Since the Retail Study was undertaken changes have taken place to the retail scene in Amesbury. At the time the evidence was being undertaken a new Co-op store opened, leaving the old Co-op store in the town centre vacant. In December 2008 a new Lidl store opened in an out of town location. The old-Co-op store within the town centre is still available and subject to meeting with design requirements and needs of the conservation area appraisal there is no reason why a convenience store could not again be located on this town centre site and the council will continue to support this. In addition a call-in inquiry is occurring at the time of writing for two applications for out-of centre convenience stores. As detailed within Topic Paper 9 and the outcome of this could influence the retail position in Amesbury greatly with respect to both comparison and convenience floorspace.

The Retail Study identified retail floorspace requirements which should be allowed within Amesbury subject to tests as set out in PPS6. These are detailed within the introduction to this section.

In Amesbury there are also concerns over the loss of A1 retail units especially to take-always. As with Salisbury city, the existing Primary and Secondary retail frontages and associated policies S1 and S2 will continue to be saved. These will be assessed and policy amended within the Site Specific Allocations DPD. The new use class order will be used to allow for a different mix of uses A use class area.

Beyond Salisbury, Wilton and Amesbury, the evidence also looked into the health of the Local Centres as detailed within the Sustainable Settlement Strategy (see Chapter 6) namely, Wilton, Downton, Mere and Tisbury. The health check identified that the centres are small in scale, appeared to be attractive with high quality environments, offered no more than everyday requirements to a local catchments, have a low vacancy rate and did not appear too vulnerable. However, this potentially masks concern relating to all centres in respect of them losing essential services and shopping provision, which has been the historic trend. Rather than looking for opportunities for new retailing which is likely to be limited, the challenge is therefore protecting the shops and services that already exist. This will be undertaken through the Site Specific Allocations DPD which will look at a strategy to protect and enhance the function of the local centres through the use of frontage policies, where felt necessary by further work.

The importance of markets to the retail function.

Salisbury city has been home to its twice weekly Charter market since 1227. This is a vibrant and successful market selling a range of produce from food through to clothing, tools and plants. It is held on a Tuesday and Saturday and increases the draw to Salisbury. In addition other markets are held on other times, including the French Market and Farmers Market. Other local centres also have regular markets with Wilton having a weekly market on a Thursday morning and Amesbury country market on the first Saturday of each month. The improvements proposed for both the Salisbury and Wilton marketplaces should place the retention and enhancement of the thriving outdoor markets at their very heart and the continuing success of the markets will be an integral part of the retail and leisure strategy proposed.

10.0 CHANGES AS A RESULT OF SUSTAINABILITY APPRAISAL AND HABITATS REGULATIONS ASSESSMENT AND EDITING REFINEMENT

10.1 Core Policy 37

As a result of editing this policy was then redrafted as Core Policy 9:

<p>Core Policy 9 - Maltings / Central Car Park</p> <p>The area around the Maltings, Central Car Park, and Library is allocated for a retail led mixed use development to enhance Salisbury City Centre’s position as a sub-regional shopping and cultural centre. The site will comprise the following uses:</p> <ul style="list-style-type: none"> • Comparison shopping uses, comprising a range of unit sizes including a department store format, and a mix of major shop units and smaller store unit requirements • Convenience floor space replacing the existing Sainsbury's • Around 200 dwellings • Office use • Leisure uses (15% of comparison floorspace) to improve the quality of leisure facilities • A replacement library • Adequate car parking spaces using under croft and multi-storey car parking • A new park based around existing watercourses and opens up linkages to the Market Square and Fisherton Street. • Improved Cultural area around the Playhouse and City Hall, improving legibility from the new development through the cultural area to Fisherton Street. <p>As the site sits in a sensitive location between 2 river courses of the River Avon SAC any proposal will also need to meet the following requirements:</p> <ul style="list-style-type: none"> • Softening the hard edges of the river to provide better marginal habitat for wildlife including improved cover for fish and invertebrates • Be designed and provide for flood defences and mitigation measures in accordance with the SFRA level 2 for the site. <p>The development will also meet the requirements as set out in the development templates at Appendix A of this Core Strategy.</p>
<p>Targets: Delivery of Maltings and Central Car park redevelopment</p>
<p>Monitoring and Review: AMR</p>
<p>Delivery Responsibility: Wiltshire Council.</p>
<p>Policies replaced: S6, S7</p>

This initial policy text, was then subjected to Sustainability Appraisal and Habitats Regulations Assessment as well as editing refinement and advice from parties such as GOSW. As a result of this the following amendments were made to the text to ensure conformity with both European Directives as well as ensuing central and regional policy are not repeated and future editing ensured.

SA/ HRA /Officer suggested **Mitigation/Enhancement Recommendations:**

- **HRA** – together with policies 16 (now Core Policy 23), 40 (covered by PPS9), 41 (covered by PPS25) and project-level HRAs an amended Core Policy 43

(environmental pollution) should ensure that the Core Strategy policies as a whole are likely to avoid adverse effects on the SAC in relation to physical disturbance and water pollution.

- **HRA** - It is considered that potential non-physical disturbance and biological disturbance effects of each development can be mitigated through incorporation of buffer zones, habitat enhancements, and river access measures, as referred to in Core Policy 37 (now Core Policy 9) and that such principles are applied to all relevant strategic sites.
- **Officer** – need to re-introduce reference to phosphates policy and water efficiency.
- **Officer** – take reference to Sainsbury's out so policy is more generic

Core Policy 10 - Maltings / Central Car Park

The area around the Maltings, Central Car Park, and Library is allocated for a retail led mixed use development to enhance Salisbury City Centre's position as a sub-regional shopping and cultural centre. The site will comprise the following uses:

- Comparison shopping uses, comprising a range of unit sizes including a department store format, and a mix of major shop units and smaller store unit requirements
- Convenience floor space replacing any net loss of such floorspace
- Around 200 dwellings
- Office use
- Leisure uses (15% of comparison floorspace) to improve the quality of leisure facilities
- A replacement library
- Adequate car parking spaces using undercroft and multi-storey car parking
- A new park based around existing watercourses and opens up linkages to the Market Square and Fisherton Street.
- Improved Cultural area around the Playhouse and City Hall, improving legibility from the new development through the cultural area to Fisherton Street.

As the site sits in a sensitive location between 2 river courses of the River Avon SAC any proposal will also need to meet the following requirements:

- Softening the hard edges of the river to provide better marginal habitat for wildlife including improved cover for fish and invertebrates
- Meet the requirements of policy X (water efficiency) and X (phosphate levels) of this Core Strategy
- Be designed and provide for flood defences and mitigation measures in accordance with the SFRA level 2 for the site.

The development will also meet the requirements as set out in the development templates at Appendix A of this Core Strategy.

Targets: Delivery of Maltings and Central Car park redevelopment

Monitoring and Review: AMR

Delivery Responsibility: Wiltshire Council.

Policies replaced: S6, S7

Amendments to policy as a result of SA /HRA

- Re-introduced reference to phosphates policy and water efficiency (second from last bullet) to ensure conformity with HRA
- Second bullet removed reference to Sainsburys and made bullet more generic.

Again this policy was further re-drafted and resulted in the following wording:

Core Policy 7 - Maltings / Central Car Park

The area around the Maltings, Central Car Park, and Library is allocated for a retail-led mixed-use development to enhance Salisbury city centre's position as a sub-regional shopping and cultural centre.

The redevelopment of the Maltings/Central Car Park will be sensitive to Salisbury's skyline and respect the scale and building forms of the historic urban fabric. It will build on the city's already strong retail offer to create a new quarter specifically designed to meet the demands of the modern shopper - and the modern retailer - with simple, regular shaped interior spaces which can be easily configured to meet a wide variety of needs and shop sizes.

The Maltings/Central Car Park will not be an enclosed shopping centre or self-contained mall style development, but a high quality outward looking design, which integrates into the city centre. Its retail, residential and leisure areas will be linked by open, pedestrianised streets and public spaces, with an improved cultural area around the Playhouse and City Hall, improving legibility from the new development through the cultural area to Fisherton Street. Relocation of the library will open up links to the Market Square. This open streetscape will connect the prime retail units anchored by a department store, residential and leisure areas.

There is potential for a total of 40,000 sq m of retail floorspace (gross external area) which will comprise of the following uses:

- Comparison shopping uses including
 - a department store
 - a range of unit sizes including a mix of large shop units and smaller store unit requirements
- Convenience floor space replacing any net loss of such floorspace
- Around 200 dwellings
- Office use
- Leisure uses (15% of comparison floorspace) to improve the quality of leisure facilities
- A replacement library
- Adequate car parking spaces using under croft and multi-storey car parking
- A new park based around existing watercourses and opening up linkages to the Market Square and Fisherton Street.
- Improved cultural area around the Playhouse and City Hall, improving legibility from the new development through the cultural area to Fisherton Street.

A single or few large retail outlets providing the whole of the floor area will not be appropriate to achieve the aims of the development and will not be permitted.

As the site sits in a sensitive location between two river courses of the River Avon SAC any proposal will also need to meet the following requirements:

- Softening the hard edges of the river to provide better marginal habitat for wildlife including improved cover for fish and invertebrates
- Meet the requirements of Policies 19 (water efficiency) and 20 (phosphate levels) of this Core Strategy
- Be designed and provide for flood defences and mitigation measures in accordance with the SFRA level 2 for the site.

The development will also meet the requirements as set out in the Development Template at Appendix A of this Core Strategy.

Targets: Delivery of Maltings and Central Car park redevelopment
Monitoring and Review: AMR
Delivery Responsibility: Wiltshire Council.
Policies replaced: S6, S7

10.2 Core Policy 28

This initial policy text was then subjected to Sustainability Appraisal and editing. SA suggested no mitigation measures. The policy was not subjected to HRA. Advice has suggested that this policy in effects repeats PPS6 and this should be relied upon instead. The policy has therefore been deleted to ensure not repeating government guidance. This subject area will be assessed again through a Wiltshire wide development management DPD.