Salisbury - Our place in the future

The Central Area Framework

We want your views!

Salisbury is a wonderful place to live, visit and work. However, the city centre faces challenges which threaten its vibrancy and the livelihoods of those that depend on it. This includes the threat of climate change and flood risk, the impacts of the 2018 nerve agent attack, changing shopping habits, and increasing unaffordability of homes.

Wiltshire Council is preparing a Central Area Framework (CAF) for Salisbury which will be a plan of action for the future of the city centre. We consulted on an early draft of the CAF in the summer of 2019, and we are now asking for your further feedback on a revised version which takes into account the comments that we received last year.

The CAF makes a series of recommendations to guide future developments and initiatives in the city centre with the aim of bringing positive change to the city and making it a more vibrant, attractive and sustainable place. Wiltshire Council and its partner organisations will take forward the recommendations of the CAF.

As well as asking for your comments on the revised CAF, we are also asking for your feedback on a number of specific projects that the council are working towards.
Five themes identified by the Central Area Framework

1. Creating people friendly streets
   To make the central area a better place for people to move around safely, comfortably and in an environment with reduced noise and air pollution and prioritised spaces for pedestrians, cyclists and public transport users.

2. Creating vibrancy
   Giving residents and visitors an experience through the activities that happen in addition to the day-to-day retail, leisure and service offer which they really enjoy, want to repeat and recommend to others.

3. Improving open space and the environment
   The delivery of a River Park through the city centre and improving connections between the existing green spaces to enhance nature, leisure and enjoyment.

4. Bringing out the qualities
   To enhance buildings and spaces to best showcase the unique and beautiful heritage of Salisbury.

5. Identifying character areas and their role in the city
   Providing a clear and distinctive identity and purpose to the various parts of the central area to enhance their individual character and role.
**Creating people-friendly streets**

**CAF Theme 1:**
Making the central area a more enjoyable place for people to move around safely, in an environment with reduced noise and air pollution, prioritising cycling, walking and public transport.

**What the CAF recommends**

**To improve the experience of walking and cycling within, to and from the central area**

Defining parts of the city centre that may be suitable for pedestrianisation or enhanced pedestrian spaces, such as along Fisherton Street. Green planting and improvements to the public realm in pedestrian-friendly areas.

**To reduce the dominance of the private car within the city centre**

Rationalisation of car parking options in the city to encourage greater uptake of the Park and Ride services and to improve the air quality and environment in the city centre, while maintaining a minimum requirement of parking for residents, Blue Badge holders, disabled people and shoppers.
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Creating people-friendly streets

CAF Project: Fisherton Street

Wiltshire Council is applying for funding under the Future High Streets Fund, to bring about improvements to the urban environment in various locations along Fisherton Street, to build on its success as a hub for independent retailers, emphasise its eclectic character, make it a destination rather than a thoroughfare and to provide an attractive welcome to visitors by train.

The proposed improvements include:

- Implementation of people-friendly streets principles.
- Creation of waterside seating areas to complement existing café culture.
- Public art in key locations, including the Fisherton railway bridge.

The council is working on the business case to secure funding.
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Creating people-friendly streets

CAF Project: Salisbury railway station

Transformational redevelopment of the Salisbury station forecourt to deliver a greatly enhanced arrival experience for visitors. The intention is to redesign the area away from being dominated by car parking (albeit sufficient car parking will be integral to the project), in favour of creating an improved experience for pedestrians using the area. The redevelopment will include a much improved bus interchange for tourists travelling onward to Stonehenge and direction finding into the city.
Improving open space and the environment

CAF Theme 2:
Connecting the green spaces that exist through the city centre to enhance nature, leisure and enjoyment.

What the CAF recommends

To deliver the River Park project
Delivering an uninterrupted River Park connecting Elizabeth Gardens to Fisherton Recreation Ground, following the River Avon channel, to improve wildlife, attract more people to stay longer, improve air quality and deliver essential flood risk alleviation measures.

To celebrate the city’s relationship with the rivers and meadows
Enhance the experience of Salisbury’s rivers and the surrounding water meadows by improving footpaths and cycleways, and ensuring that new development faces and celebrates the rivers.
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Improving open space and the environment

CAF Project: River Park

Wiltshire Council and the Environment Agency are working with a range of stakeholders to bring improvements to the watercourses in central Salisbury with the intention of delivering the following benefits:

• Reducing flood risk to residents and businesses.
• Building climate change resilience.
• Enhancing existing and creating new spaces for biodiversity.
• Improving public enjoyment of the river.

The Environment Agency has re-evaluated the flood risk in the area, which shows an increased risk to the city centre than previously predicted, with more residential and commercial properties being at risk.

There is an opportunity to reduce the flood risk to a wider area, whilst providing other environmental benefits, through works as part of the redevelopment of the Maltings and Central Car Park site, and at Ashley Road Green Space / Fisherton Recreation Ground (which is located at the northern end of the River Park). These works are required to be completed together to provide the desired level of flood risk reduction.
The works at the Maltings will need to be delivered in phases. An initial first phase can be delivered which will provide improvement works to the entirety of the Mill Stream and Summerlock Channel within the Maltings/Central Car Park and the northern part of the main River Avon. The details for the remainder of the River Avon are dependent on the final development proposals in this area and would be delivered in a later phase. The plans show this phased approach along with a more detailed plan which shows how the River Park could look in the later phase.
Improving open space and the environment

CAF Project: River Park (The Maltings & Central Car Park)
Early informal consultation with residents and businesses in the Ashley Road area was carried out in November 2019 on a set of three potential design options. Over 75% of the responses favoured one of the options, which is presented below. This has been amended based on the responses, including keeping more of the land at Ashley Road Green Space available for more formal recreation and public events. Further work will still be required on this option to address additional concerns, including any potential impacts from anti-social behaviour.
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Creating vibrancy

CAF Theme 3:
Creating lasting positive experiences for residents and visitors, in addition to the maintenance of quality day-to-day retail, leisure and services.

What the CAF recommends

To support appropriate mixed-use redevelopment of under-utilised buildings
Providing residents and visitors an experience which they really enjoy, want to repeat, and recommend to others.

To deliver regeneration of The Maltings and Central Car Park
The council will continue to work with landowners and investors to deliver the redevelopment of the Maltings and Central Car Park, as a mixed use development incorporating the Cultural Quarter and River Park.

To deliver an enhanced tourist experience
Enhancement to the vibrancy and interest of the central area by delivering events and attractions such as the Illuminating Salisbury world-class light show.
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Creating vibrancy

What the CAF recommends

To encourage events and temporary uses
Encourage more events and temporary uses in the Market Place to add vibrancy and increase footfall. For example, screen and deckchairs during Wimbledon with pop-up strawberries-and-cream venue.

To enhance the Cultural Quarter
Embed Salisbury as a cultural destination where all of the arts are celebrated and opportunities for all come alive. Modernisation of the City Hall including new frontage onto Fisherton Street, with potential enhanced links with the Playhouse. Refurbishment of public spaces within the Cultural Quarter and delivery of a new library and gallery.

To improve and protect the evening economy
Develop a vision and strategy for the city’s night life.
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Creating vibrancy

CAF Project: Illuminating Salisbury light show

This project would boost the visitor economy into the evenings, making Salisbury a must-see heritage destination city throughout the year.

The Illuminating Salisbury project could install new, permanent major attractions in several locations in the city, anchored by major shows in Salisbury’s Market Place.

High quality animated displays could form a trail around the city, telling its story and guiding visitors. Laser projection will be used in combination with digital content to produce frequent shows, more than a one-off ‘festival of light’. It could entice local residents and tourists to enjoy all the city has to offer at night – food, culture, entertainment and shopping.
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Bringing out the qualities

CAF Theme 4:
Enhancing buildings and spaces to showcase the unique and beautiful heritage of Salisbury.

What the CAF recommends

To support appropriate reuse of heritage buildings and rear courtyards

To encourage preservation and restoration of historic shop fronts

To enhance the quality of the public realm

To improve wayfinding in the city centre
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Bringing out the qualities

CAF Project: Wayfinding

Deliver a significant improvement in the wayfinding experience for people moving through the central area of the city, to include improved signage and digital technologies.

The design approach will be sensitive and responsive to the historic character of Salisbury and led by high-quality design and referencing.

CAF Project: Public Art

Exploring the potential to deliver public art in the Fisherton Street project area, working with local and nationally recognised artists.

Concepts for public art interventions will be developed through consultation with the community and stakeholder engagement.
Establishing clear and distinctive identities for the various parts of the central area to enhance their individual character and roles.

More information about the character areas can be found in the main CAF document.
How to comment

Comments are invited on the Salisbury Central Area Framework and its projects from **9am Thursday 16th January to 5pm Friday 28th February 2020.**

The Central Area Framework, the supporting Executive Summary, these exhibition boards, and feedback forms can be downloaded from our website www.wiltshire.gov.uk/salisbury-future

Feedback forms can be completed online, at the above address, or can be returned:

- by email to: futuresalisbury@wiltshire.gov.uk

What happens next?

Once the consultation period is over we will review the responses received and make any necessary changes to the CAF. The final document will then be presented to Wiltshire Council for endorsement.

There will be regular progress updates on the dedicated website and through press releases.

If you wish to find out more or keep an eye on the progress of the CAF, please visit our dedicated website at www.wiltshire.gov.uk/salisbury-future