

Contents

Background	1
Strategic objectives	3
Wider context	4
Why does the Station Forecourt need to be improved?	5
Station Forecourt emerging proposal	6
Why does Fisherton Street need to be improved?	9
Fisherton Gateway emerging proposal	10
Next steps	20
How to give your views	21



Background

Salisbury city centre is a fantastic place to live, visit and work. However, it has and continues to face challenges which threaten its vibrancy and the livelihoods of those that depend on it. Challenges such as:

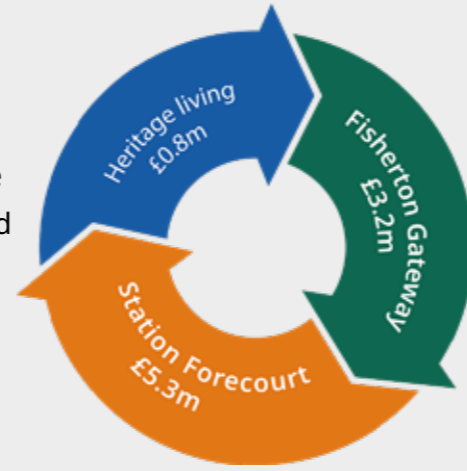
- the nerve agent attack of 2018 impacting on the city's reputation
- changes in the economy and people's way of life resulting from the COVID-19 pandemic
- wider changes in shopping habits affecting city centre retail.

The council endorsed the Salisbury Central Area Framework (CAF) in August 2020, a strategy to shape the future of the city centre and enable positive responses to these challenges. The CAF recommends initiatives and policies for the city centre to bring positive change to the city to make it an even more vibrant, attractive and sustainable place to live, work and visit.

In parallel with the preparation of the CAF, officers prepared and submitted a bid to central government under the Future High Streets Fund (FHSF) for funding to deliver some of the key aims recommended by the CAF.



A bid for £13.5 million was submitted in July 2020 and a provisional funding award was received in December 2020. The funding award was reduced to £9.4 million, necessitating a scope reduction. This meant that the extents of the scheme had to be reduced and certain items (e.g. murals and architectural lighting) had to be removed from scope. However plans are underway to bring these items back into scope with alternative funding or as a future phase. The final grant offer was received in June 2021 and the design work commenced a month later. The funding is split between the three projects as follows: Heritage Living £800,000, Fisherton Gateway £3.2 million and Station Forecourt £5.3 million.



The Heritage Living project involves redeveloping a vacant listed building and creating a number of apartments in unoccupied spaces above shops, to encourage investor confidence to redevelop sensitive and underused sites in the city's medieval core. The project is being developed in partnership with Salisbury City Council and independently of the other two projects. Updates will be provided as the scheme develops.

In June 2020 we consulted extensively as part of the bid preparation. More than 60 events were held and more than 2,000 people and organisations were consulted.

At the end of 2021 we asked residents and businesses in the Fisherton Street area to complete a survey so that we can understand how Fisherton Street is being used for access, deliveries, parking etc. The results of the survey will inform the design going forward.

The design has now progressed sufficiently for us to consult again on more detailed proposals.

CAF consultation
60+ events
2000+ people consulted

This consultation will focus on two of the three projects, namely Fisherton Gateway and Station Forecourt, which are being progressed concurrently.

Survey of servicing needs

WE ARE HERE



Strategic objectives

These are the strategic objectives of the schemes.

Ensure a great experience on the high street

Enabling and promoting increased vibrancy within the city centre, supporting 'experience' visits, encouraging return visits, increased footfall and spend.

Tourist destination

Supporting and enhancing the city's reputation as a destination of choice for the tourism industry by highlighting the city's heritage and making use of its proximity to the Stonehenge World Heritage Site.

Bring young people into the city

Supporting a diverse city centre economy which draws in young people to live, work and socialise, and encourages them to stay in the city.

Support businesses growth

Enabling existing and new businesses to thrive in the city.



Wider context



Why does the Station Forecourt need to be improved?

Visitors arriving by train can struggle to find the best way to the city centre.

Inadequate bus/coach parking



Poor sense of arrival for tourists



Improvements were supported by 88% of those who responded to the CAF consultation in June 2020

Lack of good quality pedestrian areas and waiting areas for tourists



Station Forecourt emerging proposal

* Bike hub and e-bike docks are being provided by SWR as a separate scheme and will be constructed in 2022 ahead of the main forecourt scheme.

The enhanced public realm and improved wayfinding will encourage tourists and visitors into the city centre, increasing dwell time and increasing spend.



Corylus Columna in soft landscape



Pyrus Calleryana 'Chanticleer' in front of station and central area



Shrubs and ground cover in soft landscape



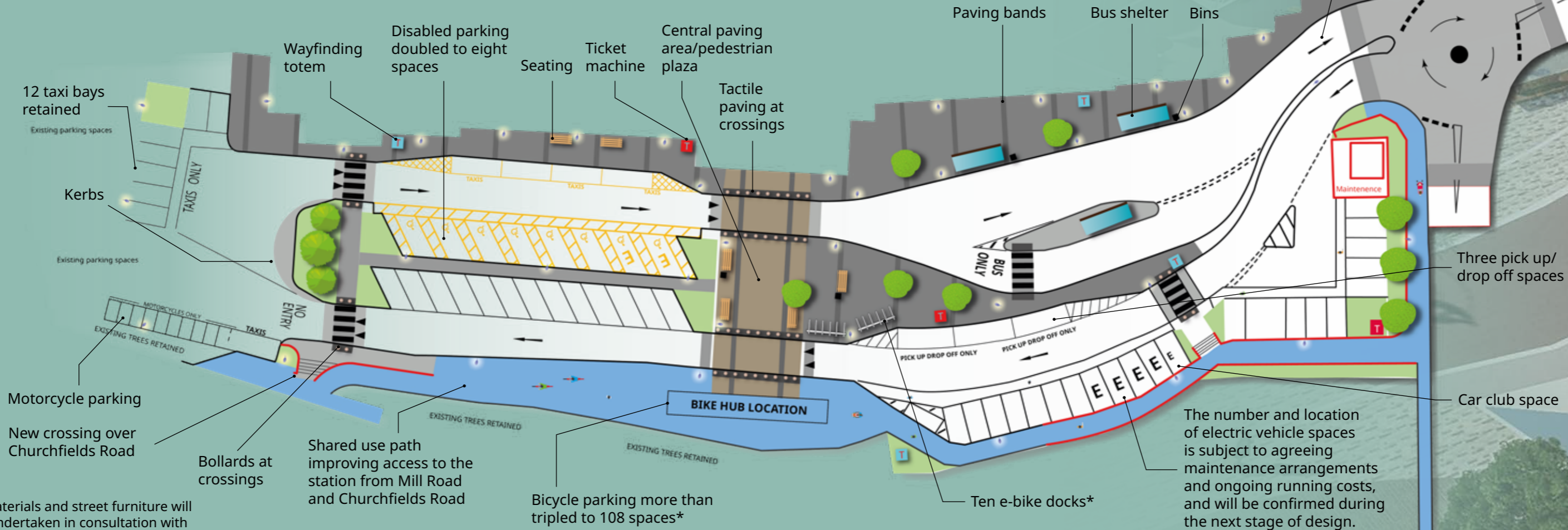
Herbaceous planting in soft landscape



Wayfinding totem and finger post (example only)

- New hard and soft landscaping
- New lighting
- New street furniture
- New wayfinding
- New bus interchange

- Kerbs
- Central paving area
- Paving bands
- Paving to remaining pedestrian areas
- Tactile paving at crossings
- Asphalt paving to road



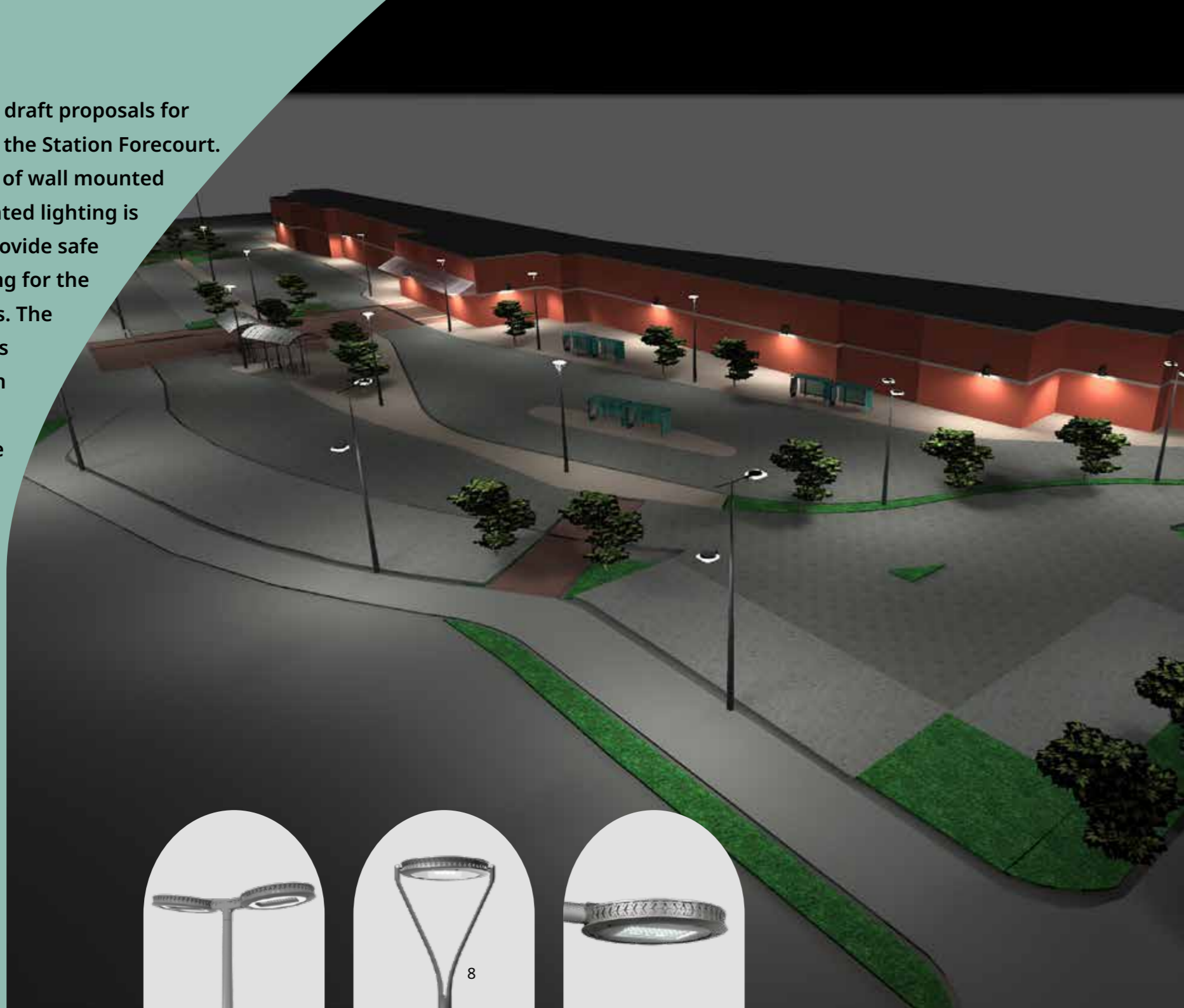
The redevelopment of the forecourt will provide more sustainable travel facilities such as bus stops, bicycle parking and improved walking and cycling access to the station, but it will also result in the loss of car parking spaces. We are working with SWR to identify a suitable location for replacement parking.

It should be noted that the final selection of materials and street furniture will be based on the budget available and will be undertaken in consultation with key stakeholders who will also be responsible for the ongoing maintenance.

Bicycle parking more than tripled to 108 spaces*

This shows the draft proposals for lighting within the Station Forecourt. A combination of wall mounted and pole mounted lighting is proposed to provide safe levels of lighting for the forecourt users. The style selected is in keeping with the historic setting and the requirements of SWR.

Please note that other details such as planting and bus shelters are indicative and some detail has been omitted for clarity.



Why does Fisherton Street need to be improved?

On exiting the Station Forecourt, South Western Road and Fisherton Street is unwelcoming with narrow pavements and dominated by vehicles in the area.

The project was initiated by the Fisherton Street Traders Association and the bid was developed in collaboration with them. Improvements were supported by 84% of those who responded to the CAF consultation in June 2020. 108 letters of support were received with businesses making up the largest number at 52.

South Western Road



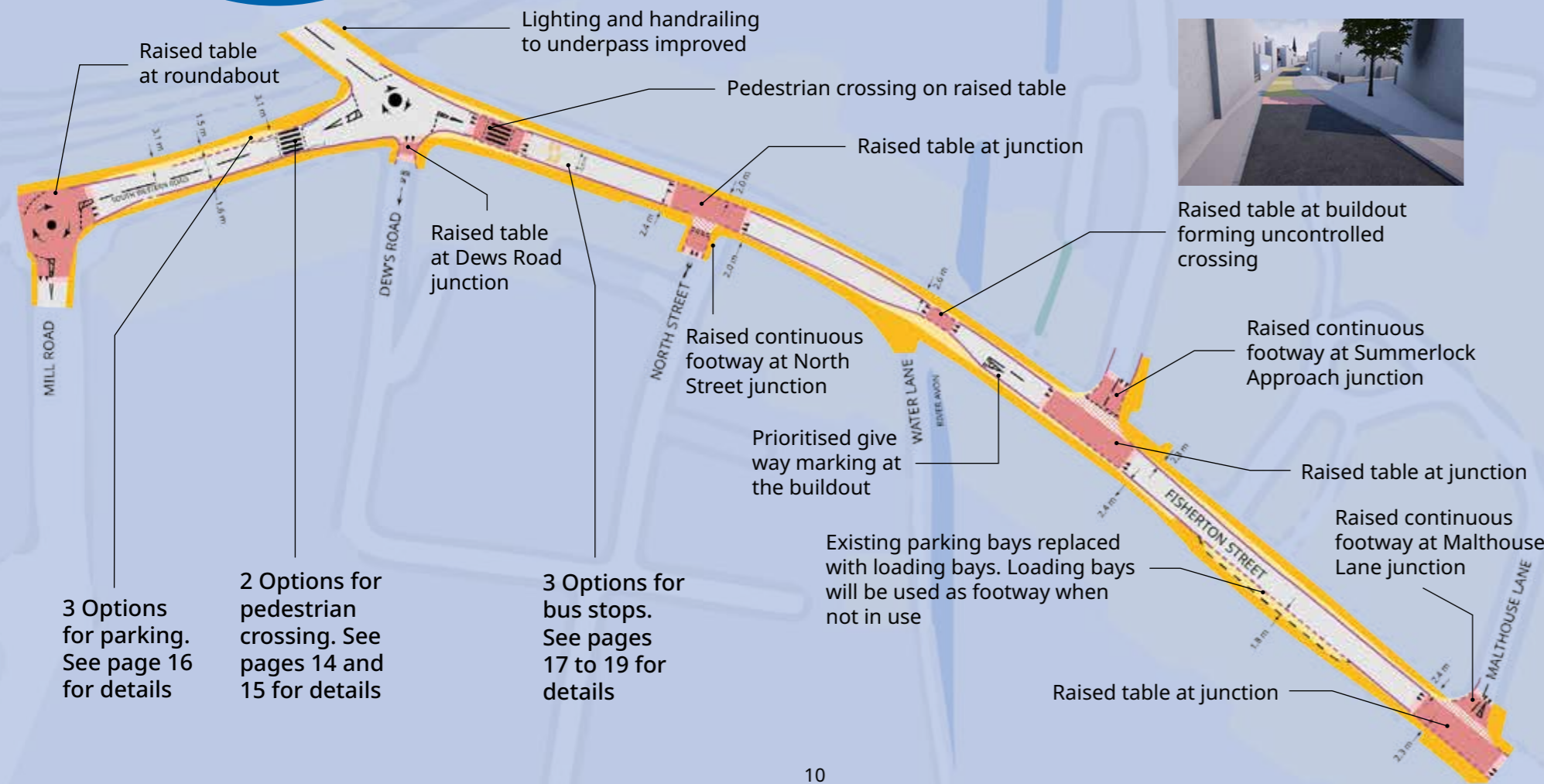
Fisherton Street



Fisherton Street

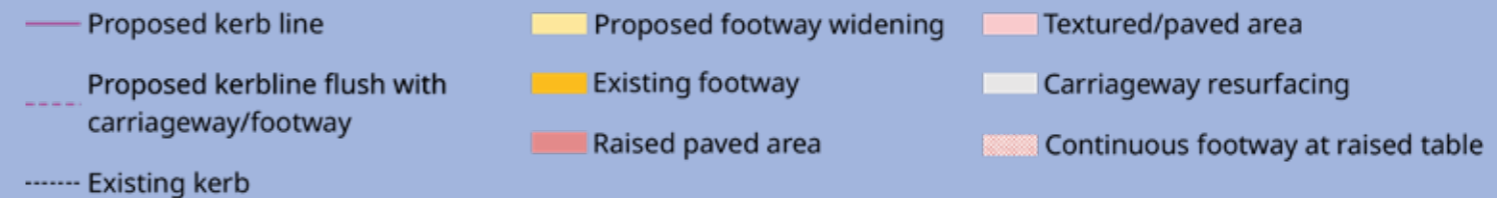


Fisherton Gateway emerging proposal



- New hard and soft landscaping.
- New street lighting.
- New wayfinding.
- Widened footways.
- New street furniture and footways decluttered.
- Continuous footways at junctions providing a level crossing and giving pedestrians priority.
- Access to Central Car Park is maintained.

- Raised tables and buildouts positioned considering access to off-street parking and existing crossing points.
- No change to blue badge spaces.
- Loading bays on pavement to allow use by pedestrians when not in use.
- The design will be informed by the recent survey of servicing needs completed by residents and businesses.

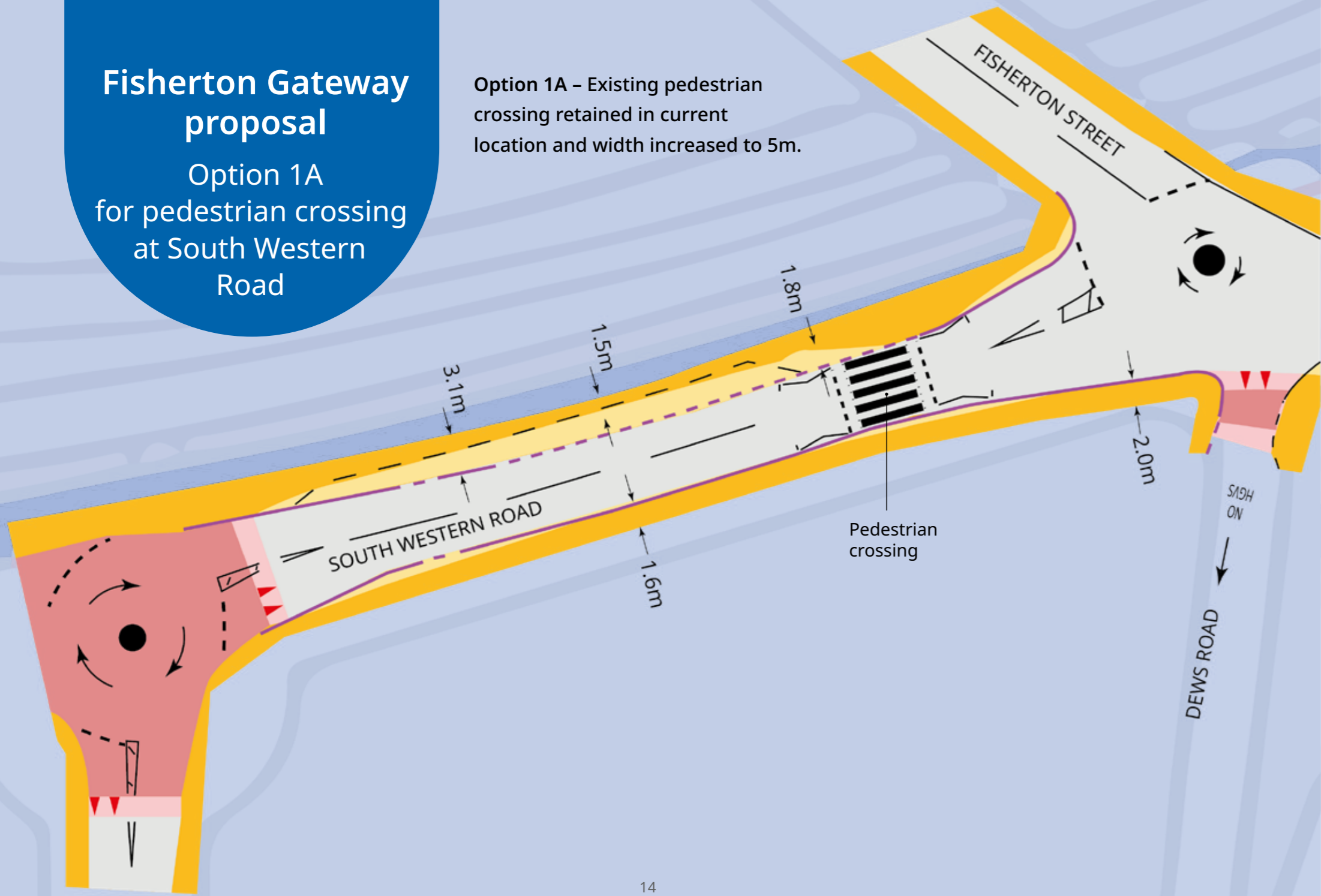


The enhanced public realm and improved pedestrian areas will make it easier, safer and more convenient to travel into the city centre, increasing dwell time and increasing spend.

Fisherton Gateway proposal

Option 1A for pedestrian crossing at South Western Road

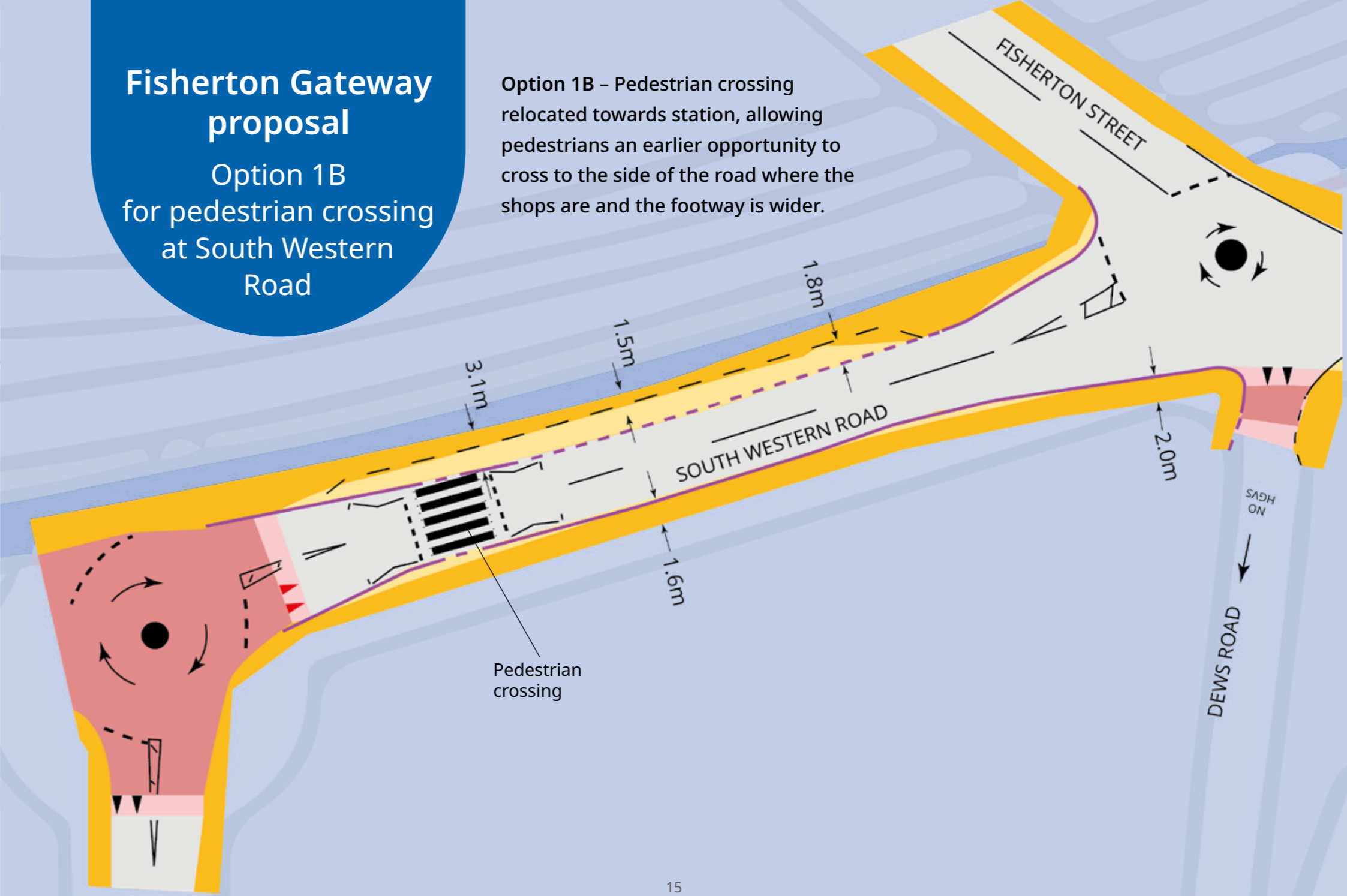
Option 1A – Existing pedestrian crossing retained in current location and width increased to 5m.



Fisherton Gateway proposal

Option 1B for pedestrian crossing at South Western Road

Option 1B – Pedestrian crossing relocated towards station, allowing pedestrians an earlier opportunity to cross to the side of the road where the shops are and the footway is wider.



Fisherton Gateway proposal

Options 2A, 2B, 2C for parking along South Western Road

Option 2A - Parking retained with dropped kerb to allow use by pedestrians when not used for parking.

Option 2B - Parking retained and restricted to night time use only.

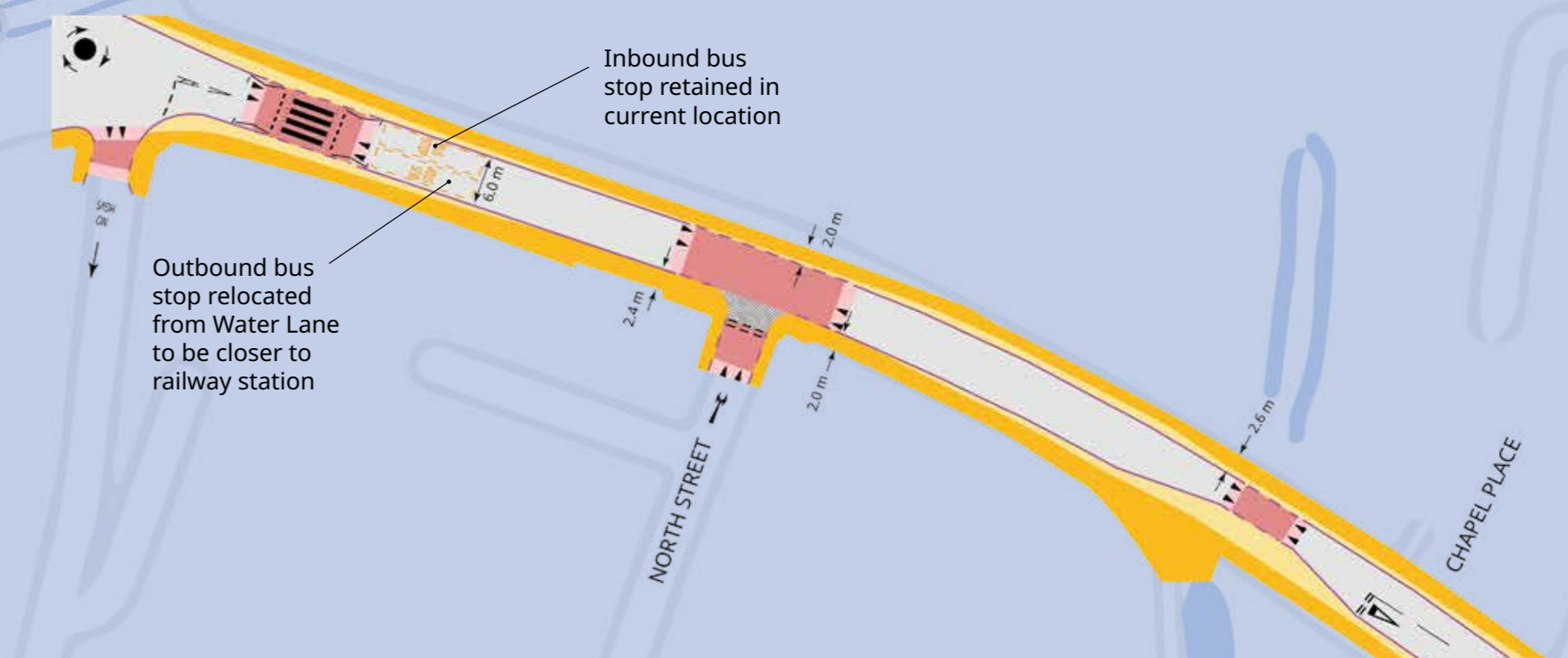
Option 2C - Parking removed to widen footway.



Fisherton Gateway proposal

Option 3A for bus stops on Fisherton Street

Option 3A - Bus stops opposite each other. This may block the road occasionally when both bus stops are in use.



Fisherton Gateway proposal

Option 3B
for bus stops on
Fisherton
Street

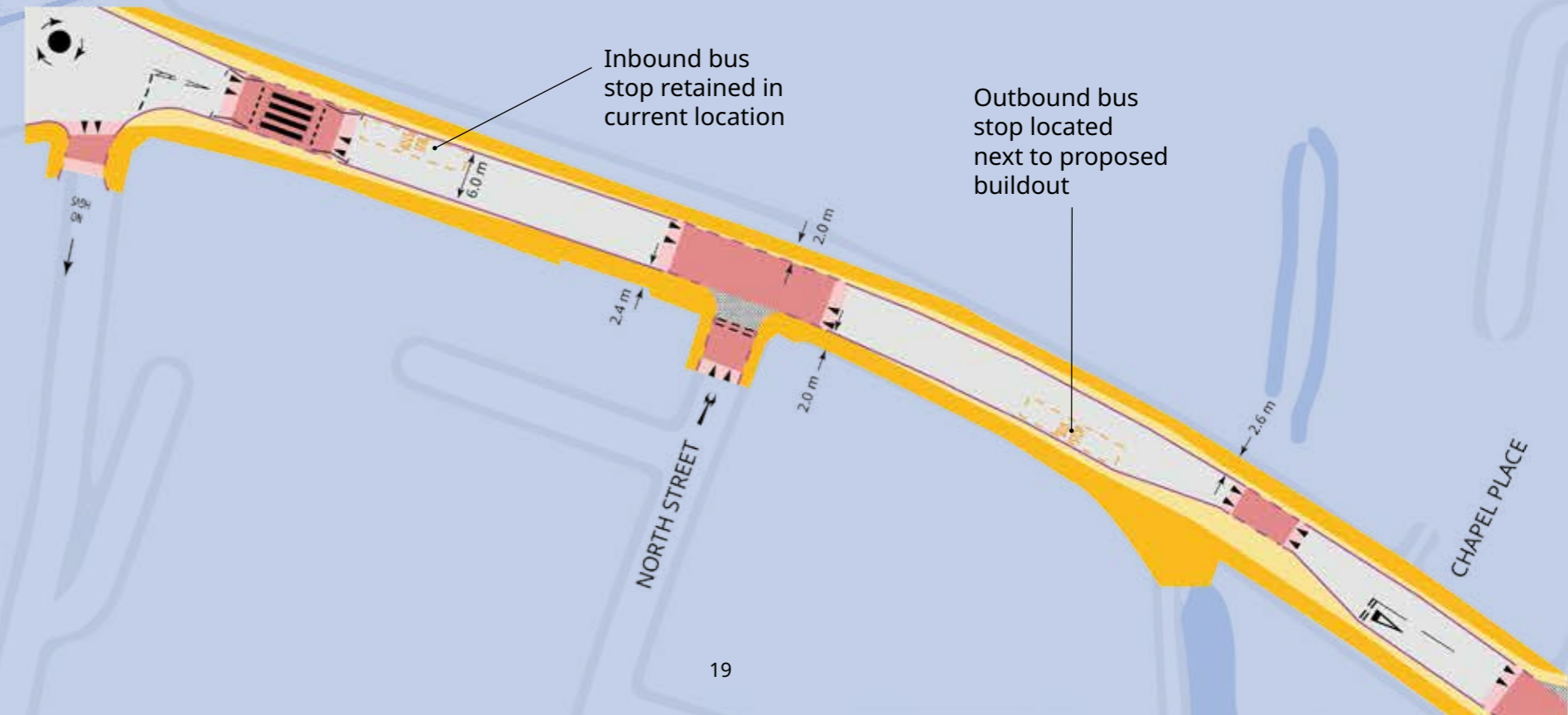
Option 3B - Outbound bus stops retained in current location at Water Lane and buildout sacrificed.



Fisherton Gateway proposal

Option 3C
for bus stops on
Fisherton
Street

Option 3C - Outbound bus stop located next to buildout. This may affect visibility for users of the adjacent car park and the access/egress across the road, when the bus stop is in use.



Next steps

- The responses to the scheme from the public and interested organisations will be considered as the proposals are developed further.
- This information and feedback, together with the servicing survey information, will be used to prepare the detailed design.
- Construction is likely to start in early 2023 and is expected to take about a year.
- It should be noted that the dates are subject to third party approvals and may change if these take longer than anticipated.



How to give your views

You can find out more about the proposals and give your views by completing the survey by visiting the Wiltshire Council website at:

<https://www.wiltshire.gov.uk/fhsf-salisbury>

Or by emailing:

majorhighwayprojects@wiltshire.gov.uk

Or writing to:

Major Highway Projects
Wiltshire Council
Bythesea Road
Trowbridge
Wiltshire
BA14 8JN

The public consultation will run for just over 6 weeks and closes at 5pm on Tuesday 19 April 2022.



Help us shape these projects by completing the survey!

Contact us

Information about the Salisbury Future High Streets Fund projects can be made available on request in other languages including BSL and formats such as large print and audio.

Please contact Wiltshire Council on 0300 456 0100
or by email on customerservices@wiltshire.gov.uk

