

The Maltings and Central Car Park Masterplan



Opportunities and Development Principles
June 2019

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2 Purpose of the Masterplan

This masterplan sets out Wiltshire Council's broad requirements for the redevelopment of The Maltings and Central Car Park, Salisbury. The site is allocated for development by Core Policy 21 of the Wiltshire Core Strategy (WCS)¹, which is supported by an appended Development Template setting out the broad intentions for the site. This masterplan has been prepared to fulfil the WCS requirement for a strategic masterplan for the whole site, and to provide site specific instructions for the development of the site, using a baseline of the WCS Development Template.

The masterplan is a material consideration in the determination of planning applications for the strategic development of The Maltings and Central Car Park. The document provides developers, Wiltshire Council's planning officers, and the local community with a prospectus of how the development will be delivered.

The masterplan sets out the strategy for a new development including its general layout, scale and other aspects that will need consideration. The process of developing the masterplan has tested options and considered the most important parameters for the area such as; the environmental constraints/opportunities, mix of uses, requirement for open space, transport infrastructure, the amount and scale of buildings, and the quality of buildings.

The masterplan shows these issues in an indicative layout, where the shape and position of buildings, streets and parks is set out.

Importantly the masterplan is designed to be viable and deliverable. For these reasons, while it clearly sets out where commercial opportunities are on the site, it is non-prescriptive over those specific end uses. This is due to the fast-changing nature of city centre uses, especially the changing retail environment and hence the plan is deliberately conceived to keep options open to underpin commercial viability. While Core Policy 21 is explicit in stating the quanta of specific end uses this has been superseded by the changing markets, and the brief responds positively to this.

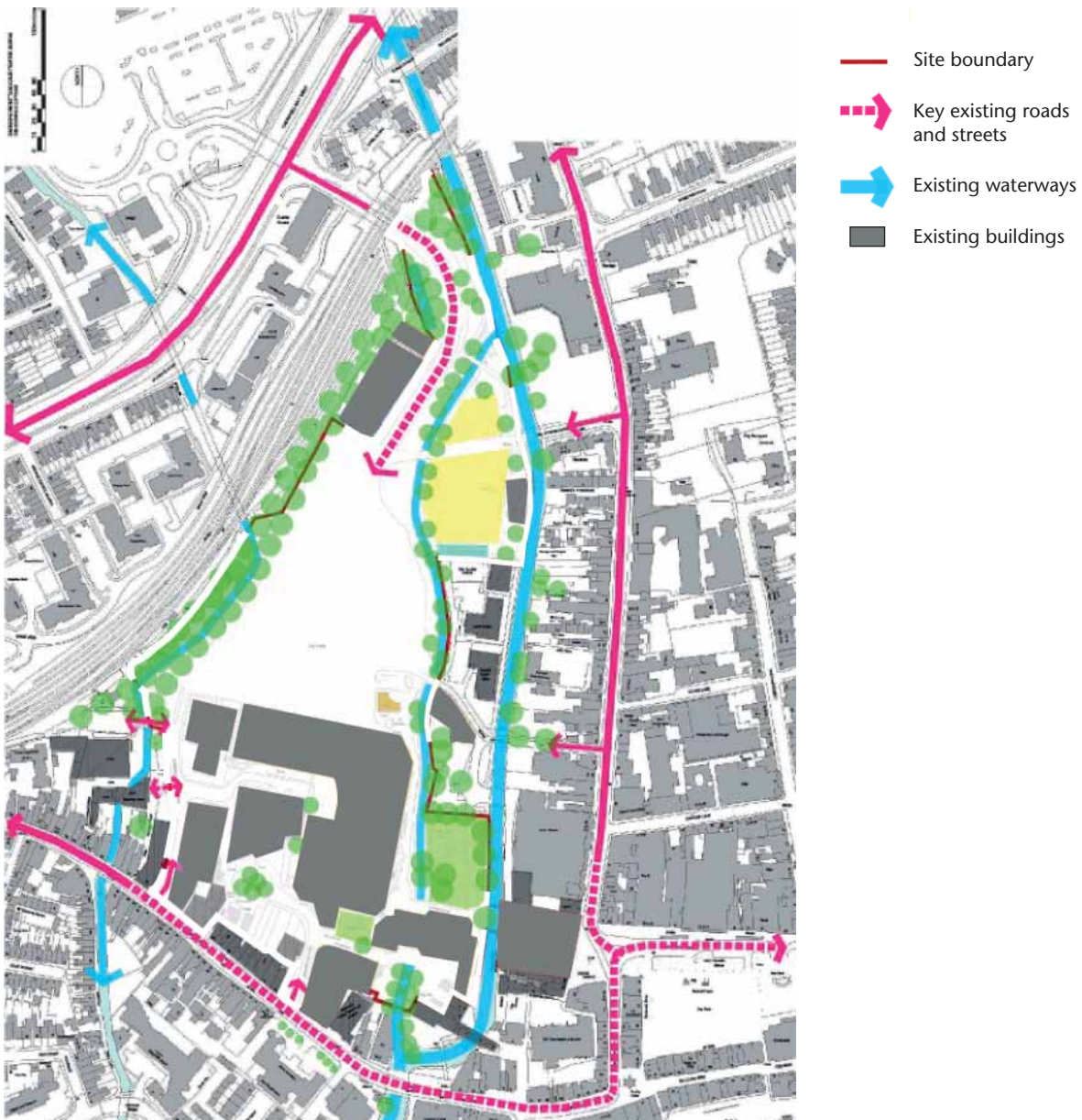
The graphical impressions of what the development could look like are indicative and highlight the art of the possible. Any detailed plans will be subject to further consultation through the statutory planning process and will be expected to reflect the character of Salisbury and respect the unique sense of place.

¹ Wiltshire Core Strategy, January 2015 – available at: <http://www.wiltshire.gov.uk/wiltshirecorestrategy.htm>

3 Planning Policy Context

The Maltings and Central Car Park site is allocated for strategic redevelopment by Core Policy 21 of the WCS. Applications for Planning Permission will be determined against planning Policies set out by the WCS underpinned by material considerations set by National Planning Policy and guidance. A summary of the Planning Policy context for the site is set out at Appendix A.

The WCS is now several years old, and it is important to recognise that the role and function of town centres has shifted in the past few years. Accordingly, the masterplan has been prepared with recognition that the long-term role of the town centre may be subject to change and there is a need to respond flexibly to the unknowns surrounding this. The masterplan is designed to respond to the requirements of WCS allocation, but with allowance for flexibility for subsequent planning applications to respond appropriately to market conditions. The masterplan led redevelopment of The Maltings and Central Car Park was also set out in the Salisbury Vision document adopted by Salisbury District Council.



4 The site and surroundings

The Maltings and Central Car Park site is located within the Salisbury city centre, to the west of the established shopping area.

The map below shows five broad areas within the site that are identified for a range of development opportunities:



The Maltings and Central Car Park – Broad Areas

Key:

- Area 1 - Market Walk and The Maltings
- Area 2 - Cultural Quarter
- Area 3 - Commercial and Residential Core
- Area 4 - Riverside and Salisbury Coach Park welcome
- Area 5 - Land between Fisherton Street and the railway line

Area 1 - Market Walk and The Maltings

Area 1 includes The Maltings shopping precinct which extends along the riverside walk leading to St Thomas's Square, and the Grade I Listed St Thomas's Church. The shopping frontage at the north of Area 1 faces out across public open space and a children's play area. Area 1 also includes commercial units, with service area and private car parking to the rear. The existing Salisbury Library and the Young Gallery are currently accessed from two entrances, one fronting Castle Street and the other via Market Walk pedestrian arcade, leading to The Maltings from the Cheese Market and crossing the River Avon via a footbridge.

One of the most well used pedestrian links to the site is taken from the Cheese Market through Market Walk, leading to a bridge crossing to The Maltings. This is a busy crossing point coinciding with the north/south pedestrian route, which together create a lively node of activity.

St Thomas's Square leads to pedestrian links into The Maltings riverside precinct. The route through St Thomas's Square opposite the High Street is of high quality and interest but is indirect.

An attractive, but indirect access to The Maltings can also be obtained crossing the bridge to Bishop's Mill.



View of the Maltings riverside precinct looking south



View of the Maltings riverside precinct looking north

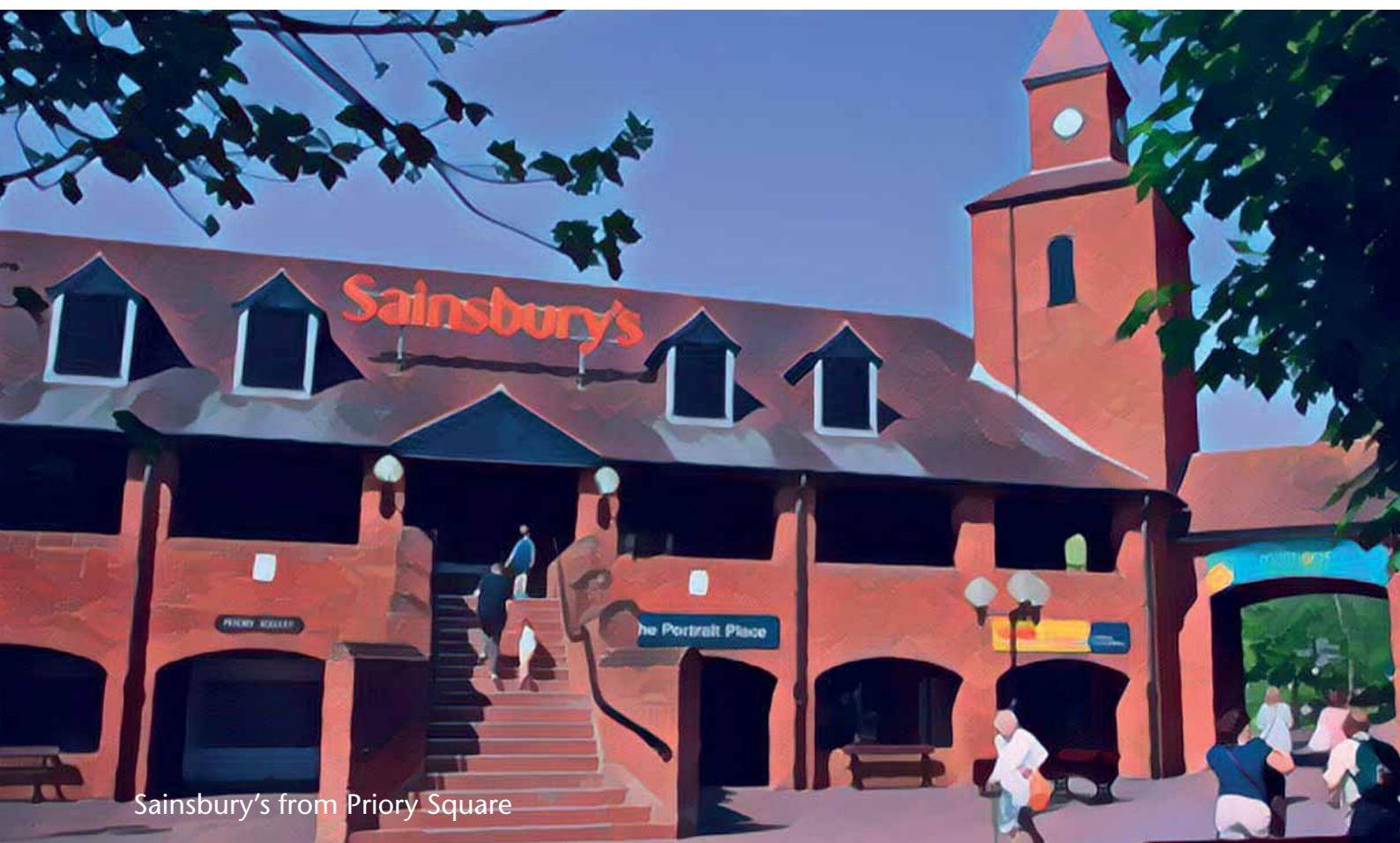
Area 2 - Cultural Quarter

Area 2 comprises land including Salisbury City Hall, Salisbury Playhouse and Priory Square, which are accessed from Malthouse Lane. Priory Square lies to the south of the existing Sainsbury's supermarket, comprising shop units set around a hard-surfaced public area, and the United Reformed Church in Fisherton Street. There are also several courtyards/servicing areas to the rear of shops and residences along Fisherton Street. There are several heritage assets in the area, which contribute to the character of the Salisbury Conservation Area.

Summerlock Approach feeds into the Central Car Park from Fisherton Street, to the rear of the City Hall and Summerlock House (a utilitarian 1970s office block). This approach serves as one of the principal access routes to the Central Car Park and is car dominated, lacking pedestrian legibility. Pedestrian only access via Chapel Place also leads from Fisherton Street to Summerlock Approach.

Area 3 - Commercial and residential core

Area 3 is defined largely by the Central Car Park and Sainsbury's supermarket. The supermarket is at first floor level, with stairway and ramped pedestrian access and parking beneath.



The Central Car Park occupies a significant area of land within the site and is a large surface level car park owned and operated by Wiltshire Council.

Area 4 - Riverside and Salisbury coach park welcome

The masterplan site benefits from three river channels passing through it. These are the River Avon, Summerlock Stream and Mill Stream, the latter of which are tributaries of the River Avon. All channels are of great ecological importance, being designated as a Site of Special Scientific Interest (SSSI) and a Special Area of Conservation (SAC). The river environment is currently undervalued and underutilised, and there is an opportunity to make much more of the riverside experience.

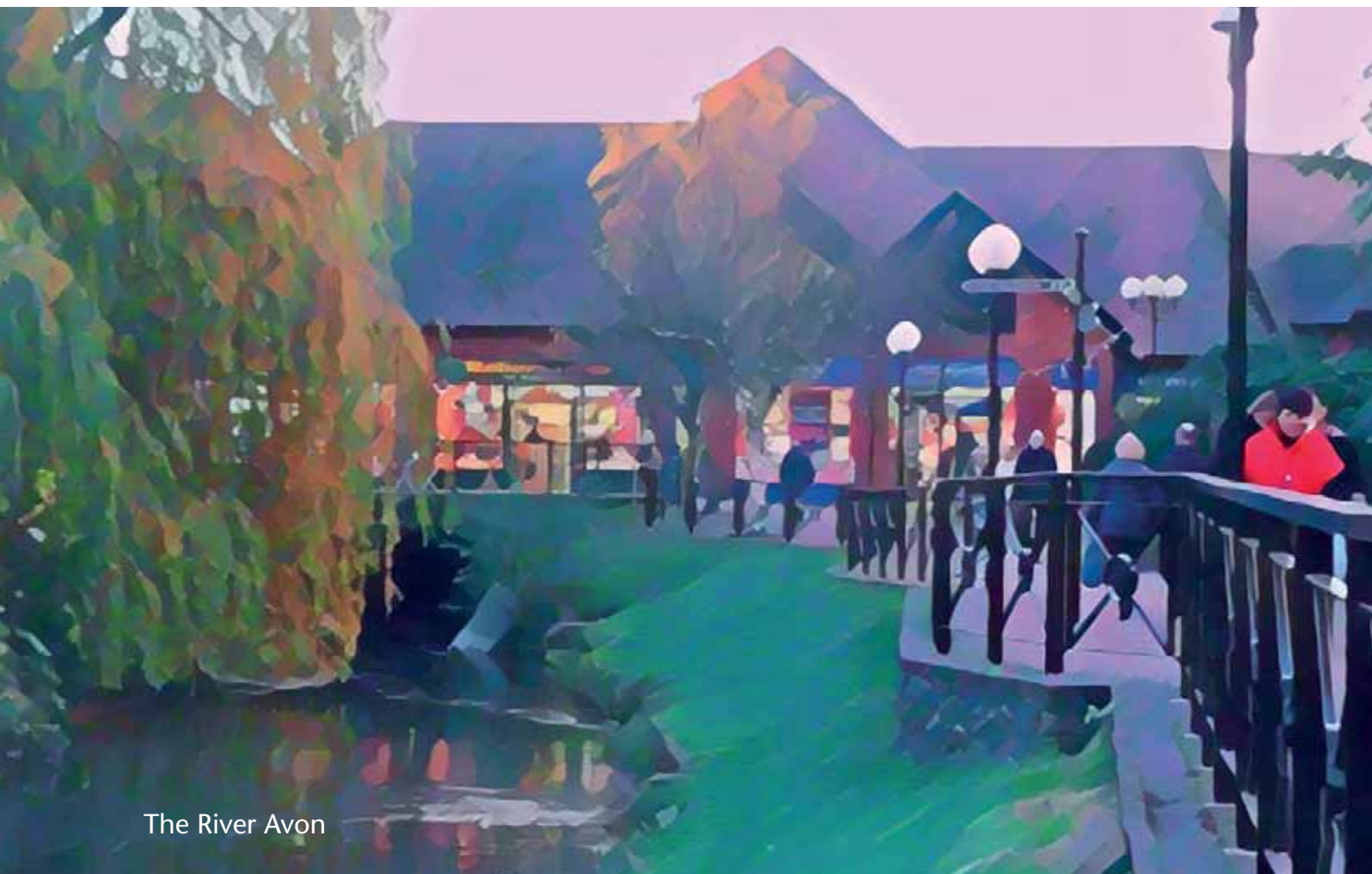
In extreme weather events any of these watercourses could breach their banks, leading to the flooding of part of this site and other parts of the city centre. It is important that this flood risk is addressed as an integral part of redevelopment to enable the site to be developed safely, be compliant with planning policy, and reduce flood risk to existing properties. This includes ensuring safe access to the site during a flood event.

The public open space and play area north of The Maltings, together with the whole of the 'blue and green corridors' of the River Avon and Summerlock Stream and their banks, form important features within the masterplan area.

Towards the north of the site, close to the vehicular entrance from Churchill Way is an electricity sub-station.

Vehicles accessing Central Car Park direct from the nearby Churchill Way ring road enter the site beneath the railway bridge at the northern end of the site. Pedestrian access can also be gained although the presence of traffic and the restricted footway width beneath the railway arches make this relatively unattractive. A riverside footpath runs the length of the eastern edge of the site, entering the site from beneath the railway line.

The coach park to the north-east of the site lies to the east of the River Avon and is a utilitarian tarmac area with little in the way of embellishment. It is a first impression many visitors have of Salisbury, being the principal drop-off point for tourist coaches visiting the city.



The River Avon

The eastern boundary is occupied by office and community buildings, including probation offices, the Millstream Surgery and a walk-in clinic.

From the east pedestrians and vehicles can access the site from Castle Street via Avon Approach. Pedestrians and vehicles can also access the site from Castle Street via Mill Stream Approach, which serves as one of the key vehicular access points to Central Car Park and also serves the coach park. Access is via a bridge.

Area 5 - Land between Fisherton Street and the railway line

Area 5 comprises a variety of commercial and residential units fronting Fisherton Street and the Sports Direct Gym. This part of the site is well used and in fragmented private ownership. There are no current aspirations for the redevelopment of this part of the site.

The Maltings and Central Car Park – Indicative masterplan



- | | | | |
|--|---|---|--|
| Mixed use development opportunity (commercial/residential) | Existing building line | New Salisbury Welcome Experience. Coach park, WC's, TIC Kiosk | Future public realm enhancement opportunity |
| Public Realm enhancement | Integrated cultural quarter | Salisbury City Hall and Salisbury Playhouse | Easy-in/Easy-out kiosks |
| New major Pedestrian friendly avenue | Arcade opportunities | Enhanced Riverside Route to City Centre - Pedestrian/Cycle | Re-engineered culvert - Long term aspiration |
| Car parking | Upgraded boundary treatment and screening | Active frontages (Shops, restaurants and bars) | Taxi drop off point for Cultural Quarter |
| Enhanced streetscape | Trader's layover parking | | |
| Potential link to platform 6 of train station | | | |

5. Broad development principles

This section sets out the broad requirements for redevelopment of the site.

Uses

The WCS sets out that the site has potential to deliver 40,000 sqm retail and leisure floorspace (gross external area), providing a range of unit sizes. It is recognised that the role of the town centre has undergone significant changes in the past few years, which may have knock-on effects for the prospects of predominantly retail led schemes. The council will approach proposals for the development of the site with pragmatism. Where there is sufficient evidence to support alternatives to retail, which would still achieve the principal aims for the site, then this may be supported. Applicants will be expected to provide an open book analysis of commercial viability if proposing alternative uses.

To provide flexibility the council will consider a mix of the following uses on the site:

- Retail
- Food and Drink
- Leisure/cinema
- Health and fitness (gym, SPA, beauty)
- Office
- Hotel
- A new library will be delivered
- Young people's leisure activities (rock climbing walls, escape rooms, laser zones, trampoline, bowling)
- Pop up, 'easy in, easy out' outlets
- Theatre venues
- Conference space
- Residential
- Live, work, sell ('Makers') units
- Warehouse clubs and factory outlet centres);
- Nightclubs and casinos
- Tourism development (including museums, galleries)
- Doctors surgeries and health care

Proposals for new retail facilities will be required to demonstrate that they will complement the trading position of the city, without shifting the focus of shopping activity away from existing shopping streets. Analysis of retail impacts will be carried out in support of planning applications. Retail development will be located on key routes to ensure it attracts footfall and becomes part of the wider retail circuit.

Proposals for commercial development within the site will be underpinned by in-built adaptability, so that buildings are capable of re-use either through amalgamation or sub-division should

demand for unit size or use shift. For example, this could include appropriately high and adaptable floor-to-ceiling heights, avoidance of complex structures, and clear structural grids.

Opportunities to add interest and vibrancy through temporary commercial / cultural facilities from small independent retailers and restaurateurs should be explored.

The development will provide two areas of dedicated decked/multi-storey car parking, that will be predominantly short stay, to service the retail and leisure function of the city centre. It will safeguard in the region of 1000 parking spaces, which acknowledges the needs of the residents and visitors. There will also be dedicated spaces for any residential development provided as well as safeguarding the important Shopmobility facilities.

A Cultural Quarter around the Playhouse and City Hall will be delivered, with improved pedestrian access from the Market Square, via the Cultural Quarter, to Fisherton Street. Within the Cultural Quarter will be provision for a replacement library and art gallery.

Development of the site will add vitality to the city centre during the day and in the evening by providing leisure, entertainment, restaurants, bars, cafes, offices, community facilities and residential uses to facilitate activity in the area into the evenings and to complement the core retail uses. This may include the delivery of a new cinema within the site, which could come forward as part of the cultural offer.

The WCS indicates that the site is expected to deliver up to 200 dwellings (including 40% affordable). Given the uncertain trading position of highstreets, encouraging city centre living is ever more important to reinforce the vitality and viability of the centre. In addition, the WCS housing requirement is framed as an 'at least' figure. Therefore, should suitable schemes be brought forward that exceed the number set by Core Policy 21, then these may be looked at favourably, provided they are set within a clear context for delivering city centre economic resilience within a wider scheme, and providing they meet the policy requirements of the WCS.

To make efficient use of brownfield land that is located within a highly accessible location, residential development will be apartment led. Residential units should be a mix of rental and for sale and will be expected to meet the needs of a range of occupants; particularly young people. The precise number and type of dwellings to be delivered should be assessed in detail through the planning application stages.

The site will also deliver a hotel to make a significant contribution to the city's tourist economy. The detailed design and layout of the site will ensure that proximity of residential and commercial accommodation to venues serving the night time economy, mechanical plant, delivery and servicing areas, etc. are appropriately located to ensure there will be no conflicts between these uses.

The redevelopment will deliver a new park based around existing watercourses. The existing open space and play area will be reprovided. Linkages to the Market Square and Fisherton Street will be opened out for the benefit of pedestrian movement, in a manner that is sensitive to historic street frontages. The scheme will be required to clearly demonstrate how it draws on conservation area appraisal to ensure the design is sensitive to its local context.

Economic growth

The WCS is an economy led strategy and places an emphasis on economic growth as the driving force behind meeting its objectives. Planning for job growth and meeting the needs of business are central to the strategy. The underpinning idea of the strategy is to strengthen communities, wherever possible, by maintaining and increasing the supply of jobs to ensure that Wiltshire remains strong and prosperous (paragraph 1.2).

The WCS supports regeneration opportunities in each of the principal settlements and aims

to maximise the re-use of previously developed land (Core Policy 36). Regeneration projects are identified which are considered important to the future economic and social prosperity of the settlements. In Salisbury, The Maltings/Central Car Park (CP21) is recognised as a strategic regeneration priority given its location, scale and potential to support the continued economic growth and sustainability of Salisbury as a major driver of the wider economy. The site is recognised as having major potential to secure the city's long-term economic prosperity.

The Maltings and Central Car Park project has been the subject of extensive consultation over many years with all the key local stakeholders; community, civic and commercial. The local business community is highly supportive of the project and had positive engagement with the Salisbury Business Improvement District Team, as well as the main tourism/visitor economy stakeholders.

The Maltings and Central Car Park site has the scale and opportunity to provide a step change in the South Wiltshire offer, to enhance the attractiveness and sustainability of surrounding residential and commercial development opportunities, and to contribute to the wider success of the South Wiltshire economy.

Whilst the site has been a long-term policy aspiration, recent events have made it even more imperative that the project comes to fruition.



Examples of possible kiosk design

Salisbury city centre has been affected by the same issues faced by high streets throughout the country, particularly the rise of online shopping, and in order to remain competitive the city will need to redefine its role. Whilst the city centre will remain a commercial centre, consumers are now looking for a wider range of experiences that are not just centred on retail. Salisbury will have to respond appropriately if it is to remain vibrant/competitive. The relatively recent divestments in the financial services sector in Salisbury with the closure of Friends Provident in 2015, the second largest employer in Salisbury, has also brought fresh challenges to the local economy.

Added to this shift in the role of town centres, the incidents associated with the nerve agent attack in 2018 has had consequences for the public image of Salisbury alongside global media coverage of the event. Shopping areas, individual shops and restaurants, community facilities, parks and cemeteries were also closed for long periods because of the events.

Overall footfall has reduced since the incident of 2018 by an average of 12% with a knock-on impact of reduced spend in the local economy. A package of measures funded by Central Government and Wiltshire Council have sought to keep firms afloat and support public confidence. These have included free parking, cash support to businesses, a series of events to drive up footfall and extra advertisement to encourage tourism.

The longer-term recovery to ensure Salisbury continues to be a strong international tourist destination, a sub-regional centre for retail, and a place with a thriving night time economy which meets the needs of current and future residents is now imperative.

A third of tourism to Wiltshire is focused in and around Salisbury. Wiltshire's visitor economy is worth over £1.5bn per annum, supports over 29,000 jobs and contributes £860m GVA per annum to Wiltshire's economy. The city's visitor economy is worth £380m a year and supports 4,600 FTE jobs (10% of all employment in the area). It is the view of Visit Wiltshire that for tourism spend to improve the offer of Salisbury needs to expand, thereby enhancing the propensity of tourists to increase their dwell time and their propensity to stay for at least one night. There is documented evidence of demand for additional hotel accommodation in the city centre.

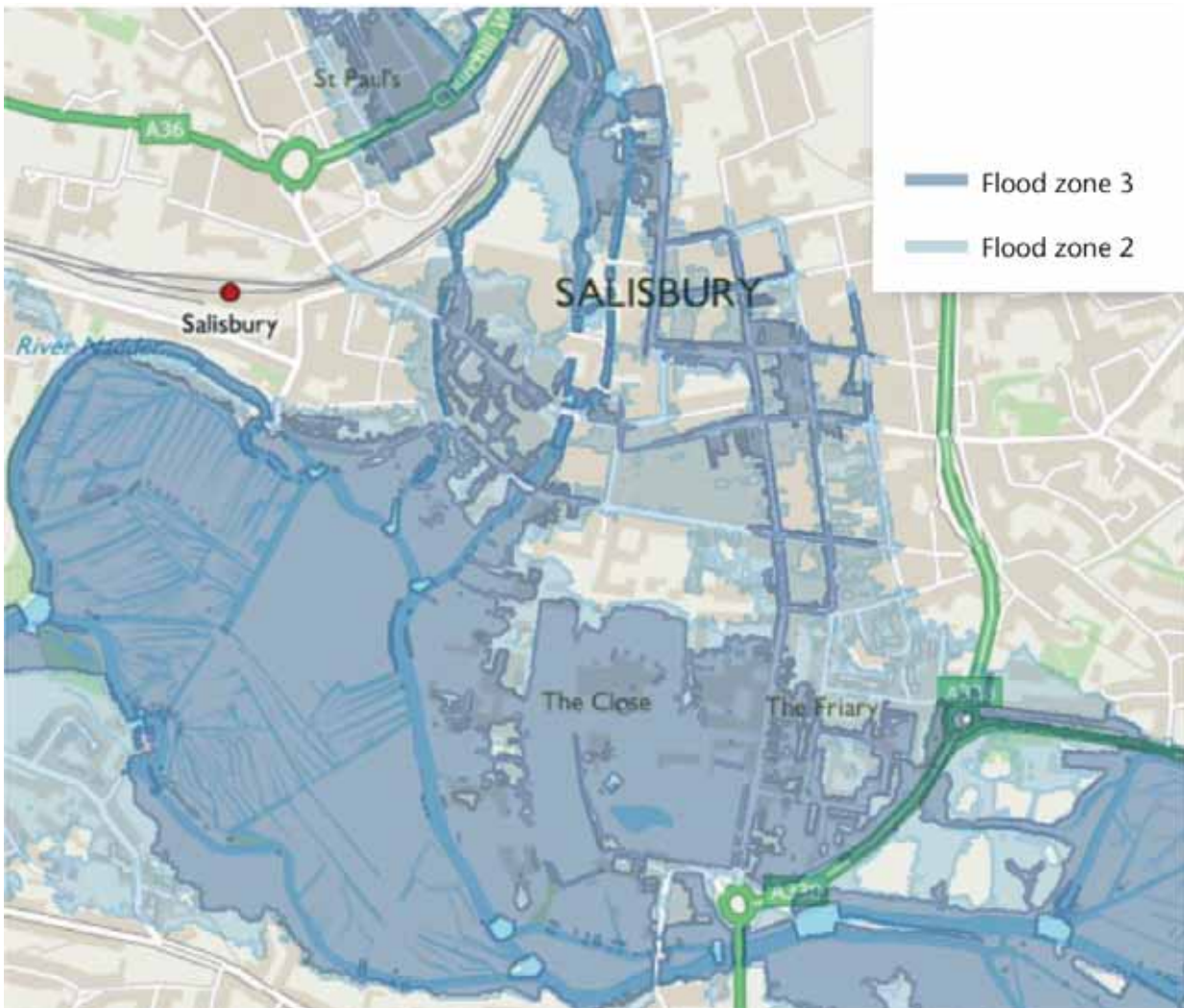
The site will deliver a range of uses to facilitate economic growth in Salisbury city centre. The proximity of the site to the existing city centre will complement the existing centre rather than compete with it, helping to contribute towards viability and vibrancy of the wider city centre. Developers will be required to demonstrate that the development would not result in a decline of specialist, independent and other retailing elsewhere in the primary and secondary shopping areas.

Opportunities will be created for easy-in easy-out short term or 'pop-up' style spaces to add vibrancy and interest to the retail and commercial offer in the city centre.

Flood Risk Reduction (Essential Infrastructure)

The Environment Agency has improved their understanding of flood risk across Salisbury, which has resulted in some areas in and around the city being reclassified into flood zones 2 and 3 (see image below)

The redevelopment of The Maltings and Central Car Park offers a one-off opportunity to reduce flood risk across the city centre by undertaking works on the three water courses that run through the area. This work is essential to support the long-term resilience of Salisbury and provide a safe environment within which to develop economic prosperity. Therefore, this work will be planned and delivered at an early phase of the masterplan development. Funding will be sought through partnership working with the council, Environment Agency and other parties and where justified contributions and works related to the enhancement, management and maintenance of watercourses will be sought from developers, to be agreed with Wiltshire Council and the Environment Agency.



Without early implementation of this essential infrastructure, larger parts of The Maltings and Central Car Park site, and indeed the wider city, would fall within Flood Zones 2 and 3. Therefore, this work is a fundamental early requirement to protect the long-term viability of the city, reduce risk for investment, and enable the site to be developed in compliance with planning policy. This work is also imperative in reducing flood risk to the surrounding transport infrastructure to ensure safe access during flood events.

The site will be developed in accordance with a new Level 2 Strategic Flood Risk Assessment (SFRA). Redevelopment will follow a sequential approach, informed by the Level 2 SFRA, taking account of all sources of flooding. Development will be directed to areas at lowest risk of flooding with lower flood depths and velocities.

At each stage, the development will incorporate Water Sensitive Urban Design (WSUD) and sustainable drainage principles, taking account of water quantity (flooding), water quality, (pollution), biodiversity (wildlife and plants) and amenity.

There are many watercourse structures on this site including; culverts, bridges, sluice gates and weirs. As part of the development, opportunities will be sought to remove as many of these structures as possible without negatively impacting on flood risk and the overall biodiversity and amenity value of the watercourses. Where structures remain, they will be optimised to minimise any impacts on flooding, biodiversity or amenity. Potentially these works could be delivered in the early phases of the development.

With regards to the control of surface water discharges from the site, the development, or each phase thereof, shall achieve at least 20% betterment for peak flow and volume post development.

Post development runoff shall include an allowance for climate change in line with Environment Agency guidance.

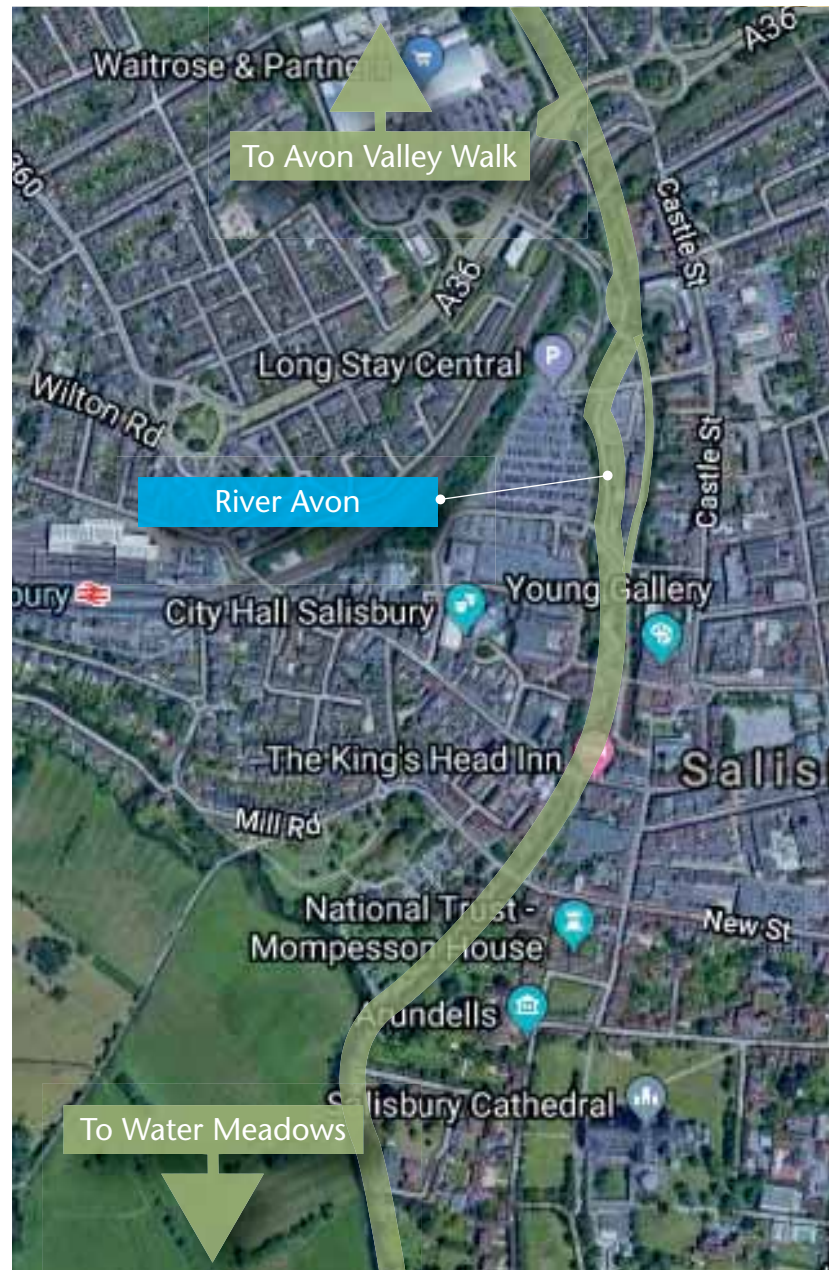
Existing structures will need to be maintained, and the council will work with the Environment Agency to determine a strategy for this.

Blue - Green Corridor

To provide the space necessary to increase the capacity of the watercourses to reduce flood risk, it is necessary to rethink how land uses on the site relate to the watercourses. By focussing greater water flow through the River Avon (central channel through the site) and where practicable implementing a new green corridor each side of it, this will allow:

- reduced flood risk to site and neighbouring areas
- habitat enhancement
- significant public realm improvements
- creation of a new park
- land to be taken out of the designated flood zone and so optimise commercial development potential
- provision of a greatly enhanced new visitor experience and route south to the city centre, and north to the Avon Valley, from an enhanced coach drop off
- residents and visitors to have more access to the river, and engage more with it and the wider catchment
- improvements to be made to the Millstream to increase its biodiversity and amenity value by creating a more natural watercourse within the existing channel constraints
- air quality improvements
- climate change resilience
- health and wellbeing benefits.

Future aspiration to create an uninterrupted green corridor between the Avon Valley Path to Salisbury Cathedral



Highways and transportation

A key objective is to deliver a safe and high-quality pedestrian and cycle environment while still ensuring there is ample car parking to support the retail and leisure needs of the city centre. A new high-quality coach visitor welcome point will also be provided.

The development will result in improvements to connectivity and ease of pedestrian flow into and from the site to Fisherton Street, Market Walk, Castle Road, the surrounding city centre and Salisbury railway station.

Vehicle access to the site will be restricted to defined car parking areas, bus and coach access and for servicing. Loading and servicing time restrictions will be put into place to minimise impacts on air quality.

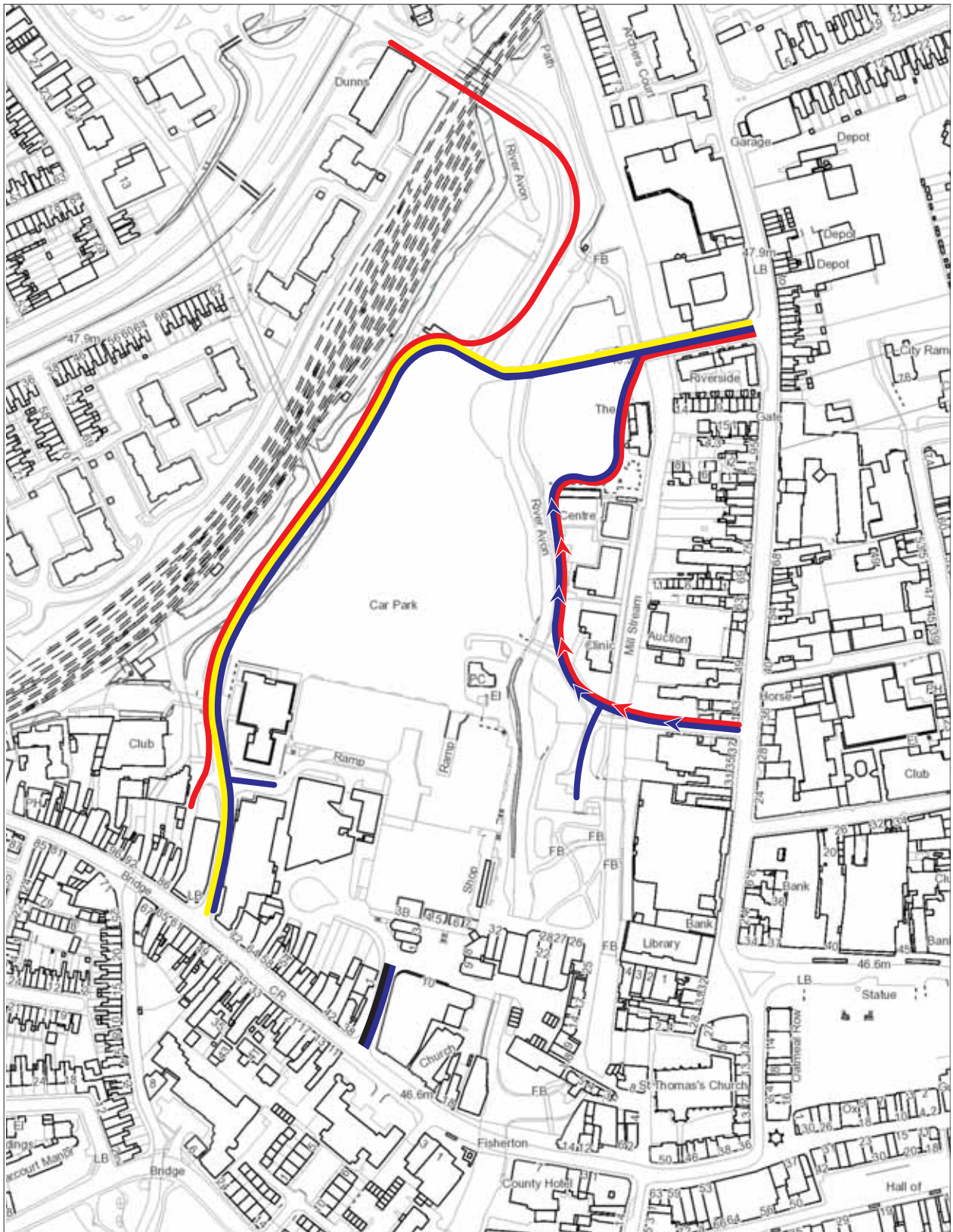
Proposals will clearly demonstrate how the levels of parking proposed on the site are appropriate for the needs for parking space in the city centre, having regard to the council's adopted parking standards.

Development of the site will address major infrastructure requirement outcomes identified by the Salisbury Transport Strategy, and where necessary applications will be supported by a transport assessment which explain the strategy for modal shifts, including improved bus, cycle and walking routes. Suitably placed bicycle and blue badge parking will be provided within the development. Innovative green technology such as solar bicycle racks for electric bikes will be explored.

Future applicants will work with Wiltshire Council to establish and respond as necessary to requirements for any works to the bridges within and accessing the site, to ensure they are fit for purpose.

There may be opportunities to improve linkages from the site to the railway station. Earlier proposals have included consideration of the potential to extend Platform 6, provide a walkway over Fisherton Street and along the side of the railway, and into a small private car park (currently the Sports Direct Gym car park). Such a proposal would require major investment and commitment from the rail stakeholders as well as the agreement of several private landowners. Despite these challenges opportunities to improve public transport accessibility and encourage modal shift will be encouraged and supported by the council.

In the shorter term, the council will encourage enhancements to the established linkages through to Fisherton Street, including improved wayfinding to make the pedestrian routes to the station easier and more pleasurable.



- Car access
- Service vehicle access (time restricted)
- ↔ One way
- Residential access
- Bus access

Urban design

Redevelopment of the site will be transformational and design-led. The height, scale and massing of new buildings will positively relate to the wider urban fabric, have particular regard to enhancing the character of Salisbury, and preserving its heritage assets and setting.

The redevelopment of the site will create a new, exciting and lasting sense of place with an attractive, functional, safe and uncluttered public realm. The design of the site will ensure ease of movement for all by promoting accessibility and permeability that is attractive, convenient and easy to understand by city residents and tourists alike, with appropriate use of way finders. New spaces will be designed to be adaptable and therefore responsive to changing social, technological and economic conditions.

Proposals for development will provide clear justification on how the design, elevational treatment and materials have been chosen and will be justified in having regard to the context of the site.

The redevelopment of the site will include an innovative and connected lighting scheme which creates vibrancy and interest.

The indicative masterplan shows the relationship between new development and the existing townscape. The masterplan is primarily conditioned by the River Avon, Millstream, Summerlock Stream, and the required expansive flood prevention zones offset from these as landscaped linear parklands. This helps define a framework of interrelated public routes and public open spaces that connect locally and more widely and establishes parcels of land for new building and possible building redevelopment.

The masterplan is designed to provide a flexible framework for development, however development must be designed in a manner which respects the historic setting of Salisbury, draws on its urban character, and makes a positive architectural contribution to its legacy. Therefore, within the flexibility of the masterplan, all new proposals for planning permission are required to demonstrate how they meet the following urban design parameters:

Active frontage

Delivering an outward looking development which adds to the attractiveness and vibrancy of the city. Well-defined streets and spaces are created by relatively continuous building frontage. Active frontage made up of shopfronts, commercial premises, front doors and windows (specially to ground floor habitable rooms) create lively and well-supervised streets. This is a key requirement for creating safe and attractive public spaces.

Urban structure

Relationship between new development and existing buildings, through the framework of routes and spaces that connect locally and more widely, and the way developments, routes and open spaces relate to one another.

Density and mix

Potential for a high-density development to make optimum use of the site, but in a manner appropriate to its wider historic setting. Salisbury is characterised by a high density, but human scale urban core and proposals should use this as a design cue.

Height and massing

The development will need to demonstrate how the scale of a building relates to:

- the arrangement, volume and shape of a building or group of buildings in relation to other buildings and spaces
- the size of parts of a building and its details, particularly in relation to the size of a person as Salisbury is characterised by a human scale cityscape
- the impact on views, vistas and skylines, including compliance with the adopted Salisbury Skyline policy (Core Policy 22).

Building type

There is no prescribed right or wrong building type. The key is high quality design whatever the approach, however the site does lend itself to the creation of an excellent modern development that takes inspiration from its historic setting and gives it a fresh approach.

Facade and interface

The rhythm, pattern and harmony of its openings, relative to its enclosure, characterises much of what makes Salisbury so attractive. Proposals should demonstrate how they have drawn on the success of the past to realise the new designs. Buildings lines fronting hard onto the public domain are a strong characteristic of Salisbury city centre, as are the architectural expression of entrances, corners, roofscape and projections.



Example of positive lighting schemes

Details and materials

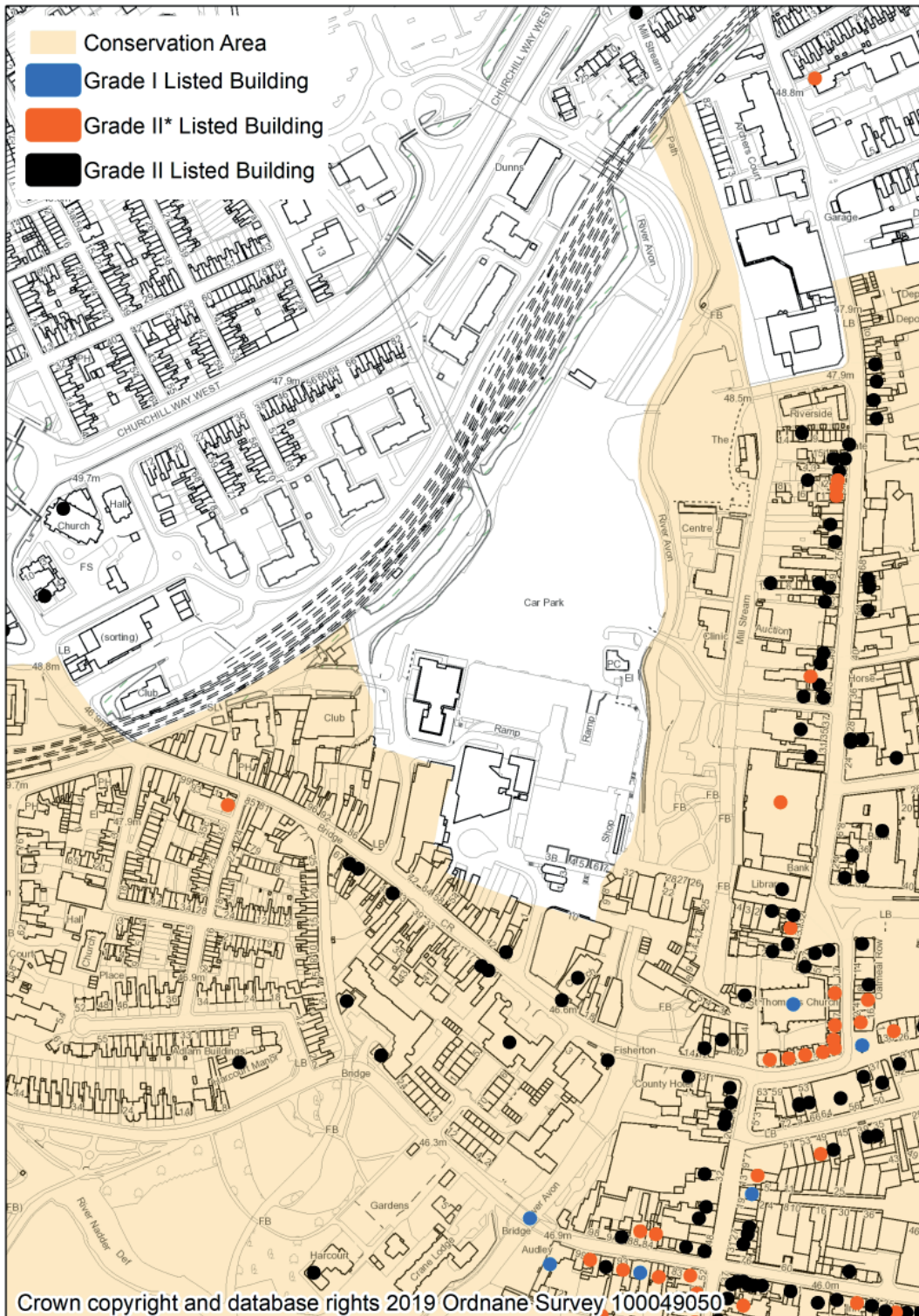
Proposals will be required to choose a palette of materials which sit comfortably within the city through:

- the texture, colour, pattern, durability and treatment of its materials
- the materials sourced from local and/or sustainable sources, including recycled materials where possible
- the lighting, signage and treatment of shopfronts, entrances and building security
- not being afraid of a bold use of materials which forms an eye-catching contrast to the wider townscape in an effective manner.

All planning applications for development on The Maltings will include a Design and Access Statement which responds positively to the detailed design criteria set out in Appendix D to this masterplan

Heritage conservation

Development of the site will take inspiration from Salisbury city centre's strong heritage context, ensuring that heritage assets are preserved, enhanced and responded to through the development. This will include design that is appropriate to Salisbury's roofscape and Cathedral skyline. Development proposals will be supported by a detailed heritage assessment that considers the setting of Listed Buildings, undesignated heritage assets, the Salisbury Conservation Area, and views across the site.



Archaeology

There is potential for archaeological deposits across the site, which will require investigative works. A comprehensive Desk-Based Assessment will be prepared for the whole site, drawing together known historical and archaeological data from the site, as well as placing The Maltings and Central Car Park in its historical and archaeological context. The results arising from the site evaluation should inform the requirement for any mitigation. Mitigation may include opportunities for public engagement with the past.

Land conditions

Parts of the site were subject to historic activity that included the deposition of material to raise the site levels. Site survey work has established that this material is varied in nature and includes in some areas deposits that may be deemed contaminative (including hydrocarbons). Development of the site will need to take account of the existence of these materials and be managed to ensure any material extracted as part of development works is safely removed. It is anticipated that much of material can safely remain in-situ, undisturbed, providing appropriate precautionary measures are taken during the development process. Applications for redevelopment of the site will be accompanied by land contamination investigations and where appropriate land remediation proposals.

Ecology and Nature Conservation and Environmental impact assessment

A key aspiration for the development is improved habitat continuity throughout the site. The development will be delivered to meet the requirements of the River Avon SAC Conservation Objectives: Supplementary advice on conserving and restoring site features, the strategic framework for the Restoration of the River Avon and associated documents including the River Avon SAC Nutrient Management Plan.

With regards to the Habitat Regulations, the River Avon SAC system is currently considered to be in an 'unfavourable condition'. The redevelopment of The Maltings and Central Car Park site provides an opportunity for achieving a favourable condition for this stretch of the river and will contribute to restoring the SSSI and SAC to favourable condition and conservation status overall.

Development in ecologically sensitive parts of the site will be designed to ensure lighting effects on the river are minimal. A wider biodiversity objective to provide continuity of habitats through the whole site to benefit a wider suite of species such as bats and swifts should also be considered.

A strategy for tree planting will be agreed with the council at an early stage.

The River Avon system, which includes the rivers and stream that pass through the site, is designated as a Site of Special Scientific Interest (SSSI) and a Special Area of Conservation (SAC). Development of the site will be undertaken in a manner that enables improvement to the internationally important wildlife habitats.

Construction will need to demonstrate that it has taken account of habitat creation through measures such as the use of Swift Bricks and roosts.

Developers of the site will work with the council, the Environment Agency and Wessex Water to find appropriate solutions to manage levels of phosphates entering the River Avon SAC.

The development of the site will be underpinned by green and blue infrastructure that actively pursues opportunities to create biodiversity opportunities within the site. Innovative ways of creating corridors and opportunities for wildlife, along with amenity space for residents and visitors, will also be expected within the built urban form.

Planning applications where required by regulations will be supported by an Environmental Impact Assessment and an Environmental Statement.

Prior to being able to determine any applications, the masterplan will be subject to an appropriate assessment under Regulation 105 of the Habitats Regulations 2017 in order to take account of changes which have occurred in the baseline situation since the Wiltshire Core Strategy was adopted. This will consider impacts on relevant European designated sites, in particular the River Avon SAC. It will also be supported by newly commissioned ecological surveys to inform this and other environmental impact assessments as necessary. Given its indicative nature, it is most likely the appropriate assessment would influence the manner and timing of works to the watercourses, rather than aspects of the layout but where changes are required these will be incorporated into the masterplan. The appropriate assessment and other environmental assessments will be made available to developers in order to ensure necessary mitigation measures are carried forward into the planning application stages.

Energy efficiency and sustainability

Wiltshire Council has a goal for the County to be carbon neutral by 2030 and planning applications will be supported by a statement clearly outlining the measures proposed to achieve sustainable development. Where possible and viable, development should be carbon neutral.

New buildings will be designed to maximise energy efficiency and where design imperatives permit, buildings should be orientated to benefit from solar energy and passive solar gain.

Development of the site will incorporate onsite renewable energy generation that is appropriate to the setting.

The inclusion of green roofs will be supported to maximise energy efficiency, slow down surface water runoff, and increase wildlife habitat area.

The council will support flexible mechanisms, such as allowable solutions for zero carbon development, in line with the definition published by central government as set out in Core Policy 41.

Sustainable energy strategies

The following minimum information should be provided within a Sustainable Energy Strategy for all major developments, as required by Core Policy 41:

Technical proposal - including the proportion of the target to be met following the energy hierarchy (energy efficiency, followed by on-site and then off-site measures). Details for each part of the proposal and details of any infrastructure needed, such as district heating, along with details for any phased delivery should also be included. The exploration of opportunities to support the development of low-carbon infrastructure to serve existing developments should be included.

Technical feasibility - including space availability, integration with building energy systems, impact on townscape, running hours of plant.

Financial viability - including capital costs and whole life cost, taking into account market mechanisms such as feed-in tariffs.

Deliverability - including opportunities and requirements for delivery of infrastructure through Energy Service Companies (ESCOs).

Impact on overall viability - an assessment method, such as the Home and Communities Economic Viability model, should be used that will examine factors including land value, sale value, construction costs and other developer contributions.

The council will support proposals for sustainable energy generation schemes on the site subject to planning permission and agreement between all necessary parties.

Landscape, Open Space and Public Realm

The site benefits from being dissected by a riverine system and existing green infrastructure. Redevelopment of the site will deliver a comprehensive strategy for the improvement and enhancement of all areas of open space and green infrastructure. This will include:

- enhancement of the riverside interface, providing opportunities for greater public appreciation and engagement with the riverine environment. This should include areas retained for rewilding for biodiversity gain
- delivery of comprehensive new landscaping through the site, including living walls to screen nearby poor-quality sites, improve air quality, soften hard surfaces and increase urban cooling for climate change resilience
- high quality hard landscaping and surface treatments with defined areas of public realm/public plazas, to reflect the overall design concept of the development
- incorporation of 'Secure by Design' principles
- appropriate and effective use of lighting, to create safe spaces and generate interest to the night-time environment
- provision for inspirational public art in key node locations
- contributions to the enhancement of the public realm, where justified.



Examples of spaces for art used as screening



Examples of a positive interaction space with a riverside frontage



Examples of green screening

6. Area based development principles

The Illustrative masterplan shows how the site will be holistically developed in accordance with Core Policy 21. In respect of the zones identified for potential commercial and leisure uses, the masterplan is intentionally high level, to allow flexibility for forthcoming planning applications to respond to market conditions. However, the masterplan is underpinned by requirements for the essential delivery of green infrastructure, and enhancements to the public realm through place shaping development.

Following the assessment of the opportunities and constraints presented by the site (section 4 “Site and Surroundings”) and the establishment of broad development principles (section 5), the development process has led to detailed design criteria that must be followed in developing this site, to:

- provide the safeguards needed to protect the special and unique qualities of this site and the surrounding area; and to
- provide sufficient design guidance to control and shape new development

The design criteria for each character area, have been informed by the City of Salisbury Conservation Area Appraisal and Management Plan December 2014, and are set out below.

Planning applications for development proposals within the following character areas, will need to demonstrate through a comprehensive Design and Access Statement how they have taken full account of the need to conserve and where possible enhance the existing townscape character and in particularly the specific important elements included in the bulleted lists.

Area 1 – Market Walk and The Maltings

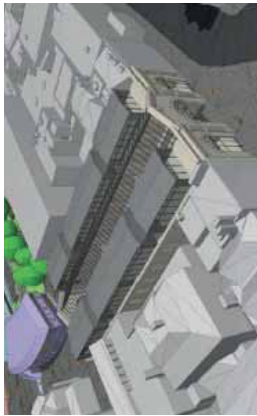
This is a critical area in linking the site to the wider city. While it is vibrant and popular it fails to integrate well at the moment and can be a confusing and poor experience for the visitor. New development proposals brought forward in this area should specifically address the following:

- Orientation of buildings and entrances should be designed to exploit existing pedestrian routes and improve legibility and enhance existing nodes of activity.
- Areas for meeting, spending time, relaxing and having fun should be explored
- As the main public point of entry to The Maltings, Market Walk is currently a poor link with the link to the High Street also being substandard. Development must optimise this opportunity

to improve this link through the transformational realignment and remodelling of a new double story height arcade through the central arch of Market Walk, creating a key gateway entrance to the development site. Creation of a new pedestrian friendly boulevard, including a new bridge over the Millstream thereby creating a linear and direct link through the site from Market Walk to the Cultural Quarter.

- Listed buildings (see page 23) such as the Grade 1 listed St Thomas's, and non-listed heritage assets such as Bishops Mill, are near this character area; redevelopment must therefore respect and where possible enhance the setting of such heritage assets.
- Development should aim to create active frontages and more legible connections to other cultural attractions and streets from Playhouse Square.
- Priory Square is a poor urban space and needs to be redesigned and form part of a new direct link from the Cultural Quarter to the Market Place.
- The potential for a publicly chosen public art installation to counterpoint the events of 2018 which occurred in this area and to symbolise the cities resilience.
- Public realm enhancements to the Cheese Market to create a sense of place and improve legibility to and from The Maltings.
- Opening and enhancement of the public realm at the key pedestrian node from Market Walk and St Thomas's Square. Enhancements to improve the pedestrian environment.
- Enhancement of the riverside experience along The Maltings shopfront.
- Shopfront refurbishment and modernisation of The Maltings to enhance its appearance as an attractive shopping and leisure area.
- Introduction of public art to create interest and wayfinding.

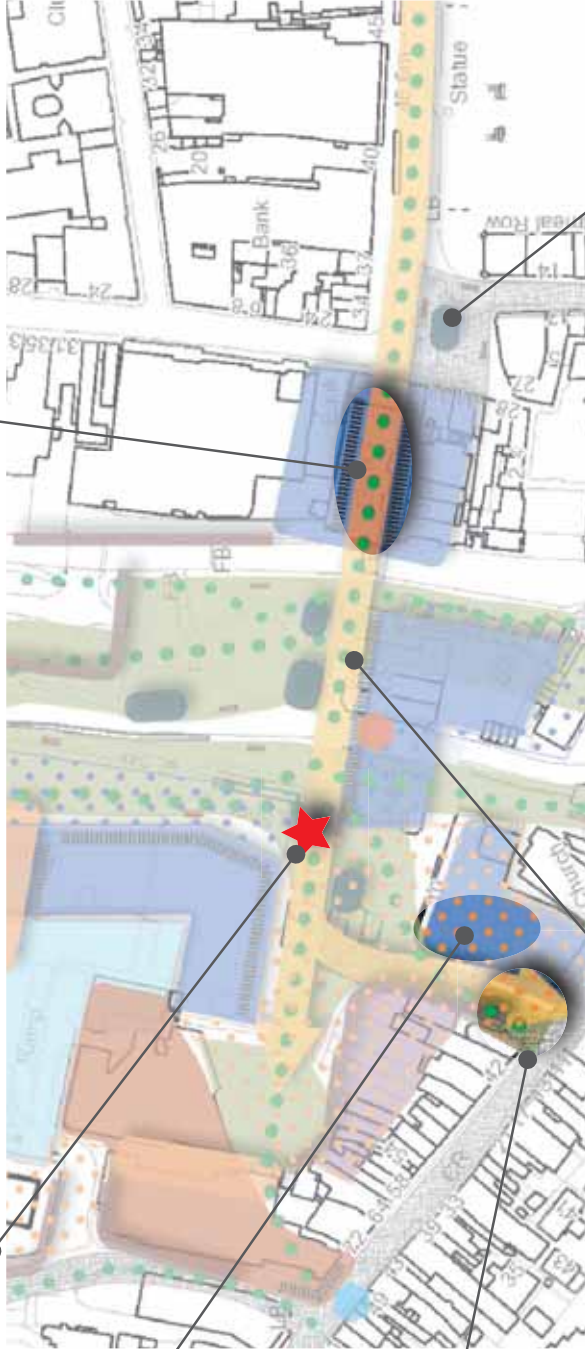
Area 1 – Market Walk and The Maltings



New galleried arcade



Designated space for public art



Temporary location for library



Large arched sign post to signify link between Cultural Quarter and Fisherton Artisans' Quarter



Major new pedestrian boulevard created between Market Square and Cultural Quarter and Fisherton Gateway



Mobile kiosk concession to add vitality to Cheese Market

Area 2 – Cultural Quarter

The area shown for the Cultural Quarter is purposely designed to look to the future so that its success can lead to further additions and expansion over time as and when opportunities arise. For clarity, the Cultural Quarter includes the City Hall, Playhouse, Library (interim and permanent), potentially Summerlock House and a remodelling of the backs of the properties facing Fisherton Street in front of the Playhouse/City Hall forecourt. The Cultural Quarter will also provide potential space for art installations and galleries including display and storage space required to house the Young Gallery and Creasey Collection.



Spacious pedestrian and cycle dominant spaces with active frontages. Hubs/nodes with civic sense of place.

This is an important interface with Fisherton Street which is within a conservation area and is occupied by several important listed and non-listed heritage assets. At the moment there is no real interface between the two areas and creating a vibrant, respectful and innovative interface is a priority. New development proposals brought forward in this area should specifically address the following:

- Development must respect and where possible enhance the setting of listed buildings (see page 23) in and in close proximity to this character area, such as the United Reformed Church on Fisherton Street, and the former Infirmary building opposite.
- Fisherton Street is positively enclosed throughout most of its extent by an almost continuous frontage of buildings on the back edge of the relatively narrow pavement. Development must ensure that this sinuous alignment of Fisherton Street is protected, and where possible, enhanced. An active, cohesive and consistent frontage should be retained along Fisherton Street.
- The subtle curvature of Fisherton Street allows views to be opened and deflected as one progresses along. In particular, church towers and spires are glimpsed, such as the tower of St Thomas's, the spire of Elim Church and the spire of the Victorian United Reformed Church. Development must ensure that these strong vistas and views to key civic buildings are retained.
- There are a number of intriguing glimpses through archways, especially on the north side of Fisherton Street. These enhance the experience of the street and give it some 'depth'. Design must capitalise on such features.
- The bridges not only concentrate the crossing points and provide a glimpse of the river, but they are gateways or stepping stones along the routes to the city centre; they break the continuity of development frontage and type of activity. Development must therefore capitalise on these gateways.

- The over-riding character of Fisherton Street is that of a shopping street comprising independent and specialist shops. Development should aim to foster this scale and type of land use. Shopfronts are an integral ingredient of the character of the street.
- The poor quality of the built environment around and fronting the City Hall and Playhouse has a significant impact on the character and appearance of this part of the conservation area. There is therefore a significant opportunity for development to improve the public realm here and for this area to become Salisbury's cultural focus.
- Malthouse Lane currently fails to create a gateway to The Maltings with visibility to Priory Square non-existent; the development offers the opportunity to address this.
- Build upon the existing strengths by establishing a reimagined Cultural Quarter, encompassing the City Hall and Playhouse and a relocated library and art gallery, developing potential synergies between these uses.
- Improvements to the public interface of the area by prioritising the Cultural Quarter for pedestrian and cyclist use. This should address potential for improvements to the pavement areas to the front of the temporary library and United Reformed Church on Fisherton Street.
- Utilise the open area contained between the Playhouse and City Hall.
- Any changes to the City Hall to respect its designation as a War Memorial.
- The enhancement should refer to the history of the Blackfriars Abbey which once stood on the site.
- Enhance the setting of the Conservation Area through sensitive redevelopment.
- Consideration of how future operational needs of The Playhouse can be accommodated.
- Development of a hotel.
- Improvements to Priory Square as an important interface between The Maltings, City Hall, Playhouse and Fisherton Street. Enhance the gateway function of this space, encouraging pedestrian and cyclist flows to and from the site from Fisherton Street.
- Appropriate and sensitive improvements to the visual appearance of the rear of properties fronting onto Fisherton Street, while respecting access of existing residents
- Interspersed new tree planting and landscaping, with creation of new biodiversity corridors within the urban form of the development.
- Introduction of public art to create interest and wayfinding.

Area 2 – Cultural Quarter



Pop up shops and bars encouraged to reinforce the creative feeling



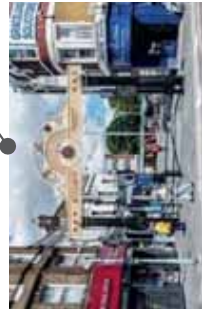
Potential for Playhouse and City Hall to be linked to form new foyer, bar, café and reception areas



Potentially remodelled link from Fisherton Street



Reopened entrance to Fisherton Street



Branding entry point - welcome to the Cultural Quarter



Pedestrianised area of public realm - new pocket park

Area 3 – Commercial and Residential Core

This area is more of a blank canvas, currently occupied by the car park and as such represents a more unconstrained opportunity. However, development proposals will need to demonstrate how they respond positively to the following issues.

- While the site has not been identified as having an important vista to the cathedral spire, it is still important that development takes account of the most up to date study of the spire and roofscape of Salisbury
- Redevelopment provides the opportunity for improved landscaping and public realm enhancements in various locations of this area, such as around the electricity sub-station at the northern end of the site and Summerlock House.
- Current orientation of car park and Sainsburys cast shadows across primary urban spaces; re-orientated layout can take advantage of southern aspect.
- Opportunity to address the fact that the car park currently blocks potential pedestrian routes and vistas.
- Ensuring potential environmental issues such as noise and vibration from the railway line are mitigated
- Opportunity for excellent, innovative designs solutions which reflect the city but are not a pastiche.
- Transformational redevelopment to establish a new group of commercial/leisure premises to replace or provide a remodelled supermarket and dual level car park. Uses could include a range of commercial units, a cinema (etc.) Office/residential uses will be located on upper floors.
- Respond appropriately to the context of the site and create a sense of place that will endure. The development will be responsive and appropriate to locally distinctive patterns of development and address the river frontage.
- Buildings will be interspersed with features of interest and arcades, which form links to and from the Cultural Quarter and areas of green infrastructure, including a green link between the watercourses.
- Produce a high-quality public realm that promotes public spaces that are attractive, safe, uncluttered and work effectively for all.
- Safeguarding the 'Shopmobility' scheme.

- The council will work closely and proactively with the existing occupiers, including the occupiers of Summerlock House and Sainsbury's to explore potential opportunities for relocation or remodelling.
- The redevelopment will be framed by significant green infrastructure, including new tree planting and landscaping, with creation of new biodiversity corridors within the urban form of the development.
- The existing surface level parking area will be redeveloped to deliver car parking in a more consolidated form (multi-storey parking) which will be 'wrapped' by commercial/residential development to maximise the availability of space and minimise visual impacts.
- The quantum of car parking to be delivered will be determined having regard to the council's adopted parking standards.
- Car parking areas will be developed in tandem with the delivery of green infrastructure and will be delivered in a manner which is sympathetic to the historic context of Salisbury.
- Access to car parking will be from Churchill Way.
- Car parking areas will provide ample space for electric vehicle charging points.
- Space will be set aside to be utilised by a car club / car sharing scheme, together with an appropriate number of vehicles and associated infrastructure, to be determined at planning applying stage.
- Developers will be expected to demonstrate how they will help facilitate reduction of parking demand and maximise parking facilities during construction.



Examples of modern and interesting designs for commercial led redevelopment

Area 3 – Commercial and Residential Core



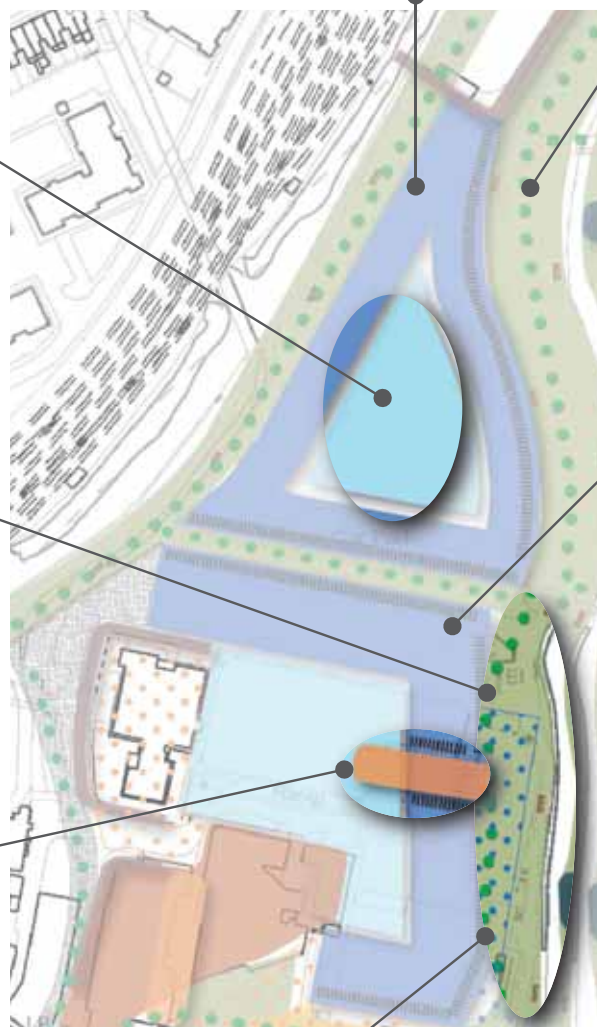
High density city living



Encouraging more enjoyable cycle trips into the city centre



Example of multi-storey 'wrapped' car parking



Decked car parking 'wrapped' by commercial development and residential



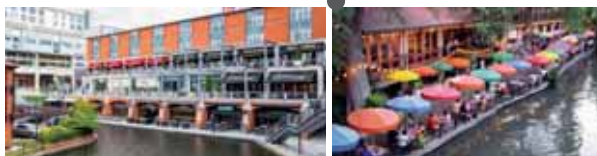
Branded entertainment area



Commercial development including food, drink, retail, entertainment with 3 floors of use above (eg. cinema, apartments, offices)



Frontage potentially articulated by human scale arcades



Vibrant riverside entertainment area enhancing night-time economy

Area 4 – Riverside and coach park welcome

This is a sensitive area for ecology being a Special Area of Conservation. Therefore, opportunities to form a new linear park through the heart of the city need to be balanced against habitat protection and enhancement. Proposals should take account of the following issues.

- The Riverside Walk is a unique experience to Salisbury but is currently underused and undervalued with limited bridges and access points. Development should aim to encourage more interaction between the public realm and buildings with the river, enhance points of interest along the river and enhance the riverside walk as a wildlife corridor.
- Development must protect views from the west bank of the river across to the rear gardens and garden outbuildings of Castle Street, which are part of the historic core of Salisbury. These gardens and outbuildings are particularly important to the character of these buildings backing on these largely domestic spaces which run down to the riverside. These private spaces are sensitive to change given their public role of providing a setting for the listed buildings fronting Castle Street.
- The mature trees on the northern section of the riverside must be protected, as these form an important part of the character of the conservation area and screen modern development to Castle Street from views across the former cattle market area.
- Enhance the public interface with the river environment along all river flanking footpaths within the site. Portions of the river frontage will be remodelled to form casual public areas, while other areas will be left to form wildlife refuges.
- Provision of approximately 40m width of green infrastructure through the development, where practical, to make space for essential channel capacity improvements allowing access to the river during times of low water levels, while providing increase river capacity to help reduce flood risk on the site and in the city centre.
- The corridor of green infrastructure will greatly enhance the public realm and riverside experience, while providing opportunities for biodiversity gain. If possible, this will include opening or re-engineering the culvert on the main River Avon channel at The Maltings.
- Explore opportunities to link the river fronting footpaths around The Boathouse bar at Millstream Approach.

- Deliver renovation of the open space and play area immediately north of The Maltings.
- Hard and soft landscaping will be introduced as screening around the electricity sub-station at the northern end.
- A public toilet facility located in the site.
- The potential need to widen the bridge at Mill Stream Approach will be investigated.
- Transformational redevelopment of the coach park to deliver a positive and welcoming first impression of Salisbury for arriving tourists, with a defined tourist welcome experience area/ structure.
- The coach park and arrival zone will be framed with green infrastructure and seamlessly linked to legible pedestrian routes to the town centre, and to the riverside path to the north. The exact quantity of coach parking spaces will be agreed with Wiltshire Council through the planning application process.
- Commercial investment into the new welcome centre (e.g. café, bar or shop) will be welcomed
- The area to the north of the coach welcome point (currently car parking) has the potential to provide a lay over area for market traders. This will be designed and planted to minimise impact on the green corridor and first impression for tourists.
- Delivery of a health and fitness zone based around the surgeries and surrounding green infrastructure links. This could include outdoor gym equipment at the riverside.
- Potential for reopening of the third railway arch on the north entrance to the site, to improve pedestrian and cycle access to the site via the Avon Valley Path



Area 4 – Riverside and coach park welcome



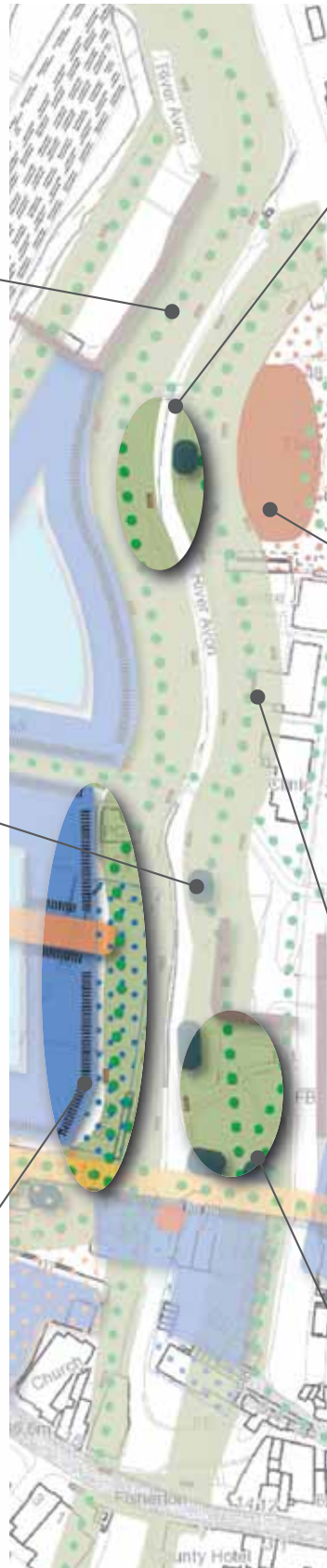
Informal green riverside walk comprising main tourist and local route into the city



Commercialisation via kiosk concessions



Urban feel informal seating and performance space



Picnic area to complement coach welcome point



Coach welcome point with, covered waiting area, information, café and WCs



Outdoor gym equipment to supplement NHS presence



Upgraded play area

7. Community input into Managing Green Spaces

While the maintenance of the watercourses remains the responsibility of the Environment Agency and Wiltshire Council, there may be an opportunity for a voluntary community role. Sections of the green corridor could be allocated to various community groups with an interest in wildlife, recreational, sustainability, cycling, walking, arts and educational projects.

Under this model, the responsible bodies would support volunteer organisations to assume the maintenance of sections of the new green space subject to: appropriate checks that may include provision of an appropriate scheme of works/business plan; and confirmation of the necessary public liability insurance cover and risk assessments.

8. Indicative Phasing and Delivery Plan

The delivery of the masterplan will be phased and to succeed will require financial commitments from both the public and private sector.

Early stages are being progressed between the council and the long lease holders of the Maltings shopping centre based around a phased delivery programme that will see a new hotel and library being delivered on the site of the former British Heart Foundation furniture store between Fisherton Street and Priory Square, which in turn will unlock the delivery of Market Walk in line with the principles set out in the masterplan along with related public realm improvements in the vicinity. To enable this initial phase to happen, £6.1m of funding has been secured from government via the Local Enterprise Partnership. This will be applied in the main part to the Market Walk development with the objective of achieving a commercially viable scheme. Beyond this funding opportunities are being explored with government from a number of sources to help facilitate later phases, including plans that are being developed for the Cultural Quarter and linked enhancements to Fisherton Street. The council will continue to work closely with the private sector and other key public sector partners such as the Environment Agency to bring forward the masterplan in a coordinated way.

The major public realm and green infrastructure proposals identified, including the green corridor will not be commercially viable projects so will need public support to be delivered. Plans are already being developed to bring these elements forward through a partnership approach that will help create greater certainty around the phasing and delivery of these elements. By doing this, a significant area of potential risk can be removed, which creates a more attractive environment in which the private sector will be more likely to invest. The council recognises the marginal nature of town centre regeneration schemes at the current time and the challenges that exist around complex sites and those with known constraints such as The Maltings. It can bring both expertise and financial investment to these opportunities. Joint ventures and other partnership arrangements will be considered as possible delivery approaches at the appropriate time.

An essential part of any development proposal will be a Construction Environmental Management Plan which will ensure that national standards for considerate construction, environmental management of waste and disturbance, interim measures to ensure businesses can maintain operation and how parking will be managed will all be set out.

This section summarises the indicative phasing plan for the delivery of the site. This phasing may change and will be dependant upon a number of factors highlighted in the masterplan including market conditions, the support of key stakeholders and funding.



Area	Indicative phasing
1 Temporary library and hotel on former British Heart Foundation building	2019 – 2020
2 Market Walk	2019 – 2022
3 Flood mitigation enabling work	2020 – 2022
4 New park, coach arrival	2020 – 2022
5 Cultural Quarter	2020 – 2022
6 Residential and car park	2021 – 2023
7 Commercial, residential and car park	2022 – 2024
8 Potential commercial redevelopment (only if market requires) and reopening or re-engineering of the culvert on the main River Avon channel	2024+

9. The Planning Process and Requirements

This masterplan sets a strategic framework to guide future phases of The Maltings and Central Car Park for the greatest benefit to the city. It is based on a sound baseline understanding of the constraints and opportunities which will influence development. There will be a presumption of approval for future planning applications which are in general accordance with the requirements of this masterplan and will help achieve its objectives. However, the master planning process is not a substitute for the application process and is not a tacit approval of development. It is strategic and necessarily high level. Therefore, individual planning applications will be required to demonstrate not only accordance with this masterplan but also to satisfy the relevant policies of the Development Plan. To demonstrate this the following information may be required depending on the scale of the proposals:

- Location Plan
- Site Plan
- Application Form
- Fee
- Construction Environmental Management Plan (CEMP)
- Design and Access Statement
- Existing and proposed floor plans, elevations, roof plans and site sections/levels
- Site Survey
- EIA Process (commencing with request for Screening Opinion)
- Flood Risk assessment
- Ecological Assessment
- Land Contamination Assessment
- Transport Assessment
- Archaeological Assessment
- Waste Audit

- Noise Impact Assessment
- Ventilation/Extraction Details
- Landscape and Visual impact appraisal
- Statement of Community Involvement
- Planning Obligations Draft Heads of Terms
- Planning Statement
- Retail Impact Assessment
- Heritage Assessment
- Strategy for Tree Planting
- Sustainable Energy Strategy

10. Pre-application Support for Prospective Developers

Wiltshire Council is committed to early engagement which has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality preapplication discussion enables better coordination between public and private resources and improved outcomes for the community.

Subject to the scale and complexity of proposals, it may be appropriate for prospective developers to engage with the council's Major Projects team who can provide guidance and support to developers in bringing forward proposals that align with the strategic objectives of the masterplan. This may include

- Policy advice
- Coordination of early input from statutory consultees
- Early identification of constraints and mitigation
- Assistance in the development of effective consultation strategies.
- Agreeing scope of application assessments required

If you are considering an investment in the masterplan area, then please contact:

majorprojects@wiltshire.gov.uk

Appendix A – Planning Policy Summary

This section summarises the relevant planning policies for the redevelopment of The Maltings and Central Car Park.

Wiltshire Core Strategy (January 2015)

The Wiltshire Core Strategy is the central development plan document for Wiltshire which sets the strategic policy framework for development in the county between 2006 – 2026.

The Wiltshire Core Strategy sets out a series of strategic level allocations which includes the redevelopment of The Maltings and Central Car Park at Core Policy 21. For ease of reference, Core Policy 21 and its supporting text are set out in full at Appendix A.

Core Policy 21 is supplemented by an appended Development Template. This is displayed at Appendix B.

In addition to the allocation set by Core Policy 21, the Wiltshire Core Strategy also includes other policies that will need to be addressed through the development of the site.

Core Policy 20 explains the Area Strategy for Salisbury, which sets strategic priorities for the city over the Wiltshire Core Strategy plan period up to 2026. Relevant specific issues to be addressed in planning for Salisbury are explained in the supporting text to Core Policy 20, and include:

- ensuring that Salisbury maintains its position as an important retail centre
- significant enhancement to the retail core of Salisbury, complementing the historic street pattern of Salisbury
- delivery of 29ha of employment land (B1, B2 and B8 uses) and up to 40,000 sqm gross external area retail and leisure floorspace
- ensuring that development in the vicinity of the River Avon (Hampshire) incorporate appropriate measures to ensure that it will not adversely affect the integrity of Natura 2000 sites
- provision of a mix of housing and employment growth, contributing towards improved infrastructure and community facilities
- consideration of cumulative impacts of strategic development sites at Salisbury.

Amongst a range of other strategic development sites, Core Policy 20 sets out that land at The Maltings and Central Car Park will deliver 200 dwellings and up to 40,000sqm gross external area retail and leisure floorspace.

A number of other Wiltshire Core Strategy Core Policies are of relevance to the development of the site, and will be required to be addressed through any proposals for sites development:

- Core Policy 22 - Salisbury Skyline
- Core Policy 36 - Economic Regeneration

- Core Policy 39 - Tourist Development
- Core Policy 40 - Hotels, Bed & Breakfasts, Guest Houses and Conference Facilities
- Core Policy 41 - Sustainable Construction and Low Carbon Energy
- Core Policy 43 - Providing Affordable Homes
- Core Policy 50 - Biodiversity and Geodiversity
- Core Policy 51 - Landscape
- Core Policy 52 - Green Infrastructure
- Core Policy 55 - Air Quality
- Core Policy 57 - Ensuring High Quality Design and Place Shaping
- Core Policy 58 - Ensuring the Conservation of the Historic Environment
- Core Policy 60 - Sustainable Transport
- Core Policy 61 - Transport and Development
- Core Policy 62 - Development Impacts on the Transport network
- Core Policy 63 - Transport Strategies
- Core Policy 64 - Demand Management
- Core Policy 67 - Flood Risk
- Core Policy 68 – Water Resources
- Core Policy 69 – Protection of the River Avon SAC

Saved policies of the Salisbury District Local Plan

Some of the policies contained in the former Salisbury District Local Plan (SDLP) continue to be 'saved', as set out at Appendix D of the Wiltshire Core Strategy. The saved policies that are of relevance to the development of the site are:

- D8 – Public Art
- H17 – Important Open Spaces within Housing Policy Boundaries
- E3 – Employment (Central Salisbury)
- C18 – Development affecting rivers and river valleys
- S2 – Secondary Shopping Areas in Salisbury and
- S3 – Location of Retail Development

- S10 – Shopfronts
- R2 – Open Space Provision
- R4 – Indoor Community and Leisure Provision
- R16 – Developments with River Frontages and Public Access

National Planning Policy Framework (July 2018)

The National Planning Policy Framework (NPPF) is a material consideration in planning decisions, and the following sections are of key relevance to the development of The Maltings and Central Car Park. Proposals for the development of the site will need to be in conformity with the NPPF, particularly in regard to the following chapters:

- Achieving sustainable development
- Delivering a sufficient supply of homes
- Building a strong, competitive economy
- Ensuring the vitality of town centres
- Promoting healthy and safe communities
- Promoting sustainable transport
- Making effective use of land
- Achieving well-designed places
- Meeting the challenge of climate change, flooding and coastal change
- Conserving and enhancing the natural environment
- Conserving and enhancing the historic environment

Appendix B – Wiltshire Core Strategy - Core Policy 21

5.120. This strategy promotes the sensitive regeneration of a mixed-use retail led development on The Maltings and Central Car Park. Not only is the site sequentially preferable, but it also offers an excellent opportunity large enough to deliver the level of retail development needed for the city within a central location. Its proximity to the existing city centre means it can complement the existing centre rather than compete with it. This will help contribute towards the continued viability and vibrancy of the whole of Salisbury city centre and should incorporate an element of residential, office and leisure uses. It is important that the development on The Maltings and Central Car Park does not result in a decline of specialist, independent and other retailing elsewhere in the primary and secondary shopping areas. Comprehensive redevelopment of the area should therefore incorporate other regeneration projects including:

- improved legibility created along and through the Market Walk to draw visitors to the market square and onwards
- improved legibility between Fisherton Street, the Playhouse and City Hall to the proposed new development through to a scheme such as the creation of 'Fisherton Square' as depicted in the Salisbury Vision Document
- 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 and ensure that the impact on the existing retail circuit is not undermined.

Core Policy 21 - The Maltings/Central Car Park

The area around The Maltings, Central Car Park and Library is allocated for a retail mixed-use development to enhance Salisbury city centre's position as a sub-regional shopping and cultural centre. The development will consist of convenience and comparison shopping, leisure uses, housing, offices, library and cultural quarter.

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.

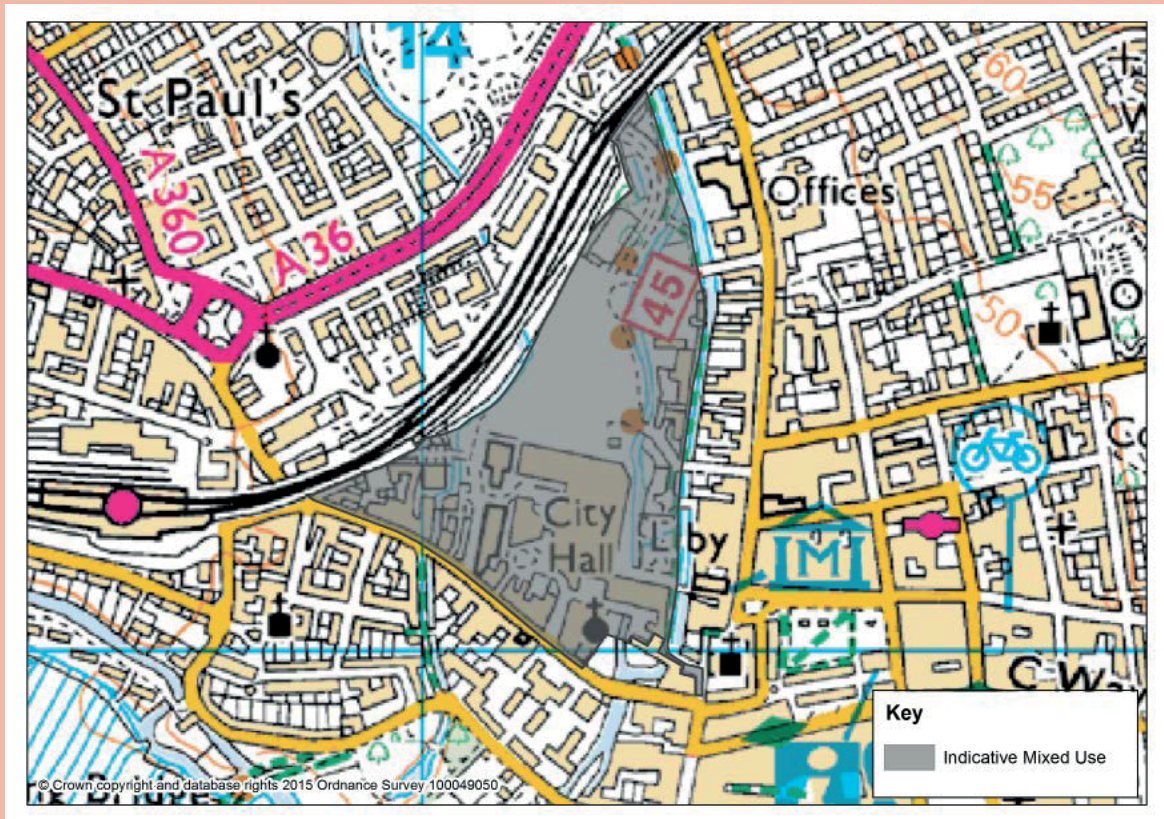
The Maltings/Central Car Park will not be an enclosed shopping centre or self-contained mall style development, but a high quality outward looking design, which integrates into the city centre. Retail, residential and leisure areas will be linked by open, pedestrianised streets and public spaces, with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

The development will also meet any additional requirements as set out in the development templates shown in Appendix A.

Appendix C – Maltings and Central Car Park Development Template

Development Template:

Land at The Maltings and Central Car Park, Salisbury



Description of Site

A city centre site situated to the west of the city's established secondary shopping area. The southern part of the site predominantly comprises The Maltings shopping centre. To the north is the central surface level car park. To the north east is the Millstream coach park. To the east of the coach park is the Boathouse bar and brasserie. To the south of the coach park are offices owned and occupied by the Probation Service and local health providers. To the immediate south of Avon Approach, leading to Central Car Park, is a service yard and private car park owned by Tesco's. The Playhouse Theatre, City Hall and Summerlock House (Department of Work and Pensions) are situated adjacent to The Maltings, to the south west of the site. Public open space runs along the eastern boundary and the city library and galleries are adjacent. To the extreme north of the site is an electricity substation and private car park. Several courses of the River Avon SAC flow through the site. To the west lies a railway embankment.

Objectives for the Development

To develop a retail led mixed use regeneration scheme through a high quality development, which delivers an appropriate sense of place in accordance with the South Wiltshire Design Guide, 'Creating Places', in a sustainable location within Salisbury city centre, in a manner which complements the existing retail provision and makes a significant strategic contribution to meeting local housing needs of south Wiltshire.

Specific issues to be addressed are:

- To provide a range of retail unit sizes including an anchor store format and supermarket and a mix of major shop units and smaller store units.
- To ensure the continued viability and vibrancy of the whole of Salisbury city centre.
- To provide suitable living accommodation for a city centre location.
- A replacement or remodelled library.

Site Constraints

- Protection of views of Salisbury Cathedral.
- Protection and proximity of the River Avon SAC.
- Salisbury city centre Air Quality Management Area.
- Salisbury Conservation Area and a number of listed buildings.
- Electricity Sub-station.
- Flooding.
- Some fragmented land ownership.
- Access, parking and servicing (including coach parking).

Land Uses and Quanta of Development

- Potential for a total of 40,000 sqm of retail floorspace (gross external area).
- 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.
- Comparison shopping uses, comprising a range of unit sizes including a mix of major shop units and smaller store units.
- Convenience floor space.
- Up to 200 dwellings.
- Office use.
- Leisure uses, to improve the quality of leisure facilities.
- A replacement or remodelled library.
- Adequate car parking spaces including multi-storey car parking.
- A new park based around existing watercourses and opening 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.

Essential Infrastructure Requirements

Education

- Contributions towards primary and secondary.

Transportation

- Any major infrastructure requirement outcomes identified by the Salisbury Transport Strategy or subsequent transport assessment and travel plan. A transport assessment which sets out how the modal shift promoted at national level will be achieved, including improved bus, cycle and walking routes.

Green Infrastructure

- Formal and informal public open space to be provided on-site including a new park. Adequate land to be set aside for treatment of surface runoff. Incorporation of at least buffer strips adjacent to the river, restricting lighting near river. Construction method statement required with application. Other essential GI and BAP habitat and species requirements will be determined at or prior to masterplanning.

Flooding

- Requirements of SFRA level 2 to be incorporated into design. No development in Flood Zone 3b. Development should be directed to areas of lowest risk from flooding with lower flood depths and velocities. Old landfill sites should be avoided where possible due to the risk of potential contaminants. Culverts both at the site and upstream need to be maintained. Model shows that safe access/egress will be possible via both Churchill Way West and Avon Approach during a 1 in 100 year flood event with climate change.

Heritage

- Archaeological investigations should be undertaken prior to finalisation of the site design with the design responding to finds.

Drainage and Water

- On-site sewers provided by developers with separate systems of drainage. Off-site surface water disposal to local land drainage systems with attenuated discharge to satisfy national regulations is required. May require a pumped discharge and an off-site link sewer to agreed point of connection, subject to engineering appraisal and network modelling to confirm the scope and extent of capacity improvements. There is a high probability of capacity improvements being necessary associated with downstream overflows to reduce risk of pollution and maintain water quality. A contribution is required towards a management and mitigation plan to address phosphate levels in the River Avon SAC catchment and their threat to protected species as well as its implementation.

Renewable Energy

- 10% renewable energy generated on or near the site.
- These infrastructure requirements will be negotiated and delivered on a site by site basis as part of section 106 agreements until the Wiltshire wide DPD on planning obligations to incorporate the CIL, setting out a tariff approach, is adopted.

Place Shaping Requirements

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 Core Policies 68 (Water Resources) and 69 (Protection of the River Avon SAC) of this Core Strategy.
- Be designed and provide for flood defences and mitigation measures in accordance with the SFRA level 2 for the site.
- Protection of views of Salisbury Cathedral.
- A development that upgrades public open space including riverside walks.
- A holistic approach to addressing the piecemeal nature of car parking, rear aspects of properties and land ownerships in a comprehensive manner.
- A development that is well integrated and opens up links to Fisherton Street, Market Walk and the surrounding city centre.
- Retention and enhancement of the 'Shopmobility' scheme continued provision of public toilets.
- Massing of new development respects the scale and building forms of the historic urban fabric.
- The development can protect and enhance both the built and natural conservation interests surrounding the site.
- The character of the development creates a sense of place that responds to and is sympathetic to locally distinctive patterns of development.
- Providing a high quality public realm that promotes public spaces that are attractive, safe, uncluttered and work effectively for all in society.

Strategic Linkages

Provision of a key link in the retail circuit of Salisbury, particularly between the High Street, Fisherton Street and Market Place/Castle Street.

Delivery Mechanism

This site should be the subject of partnership between private and public sector based on frontloading a masterplan to be approved by the local planning authority as part of the planning application process. This masterplan will guide the private sector led delivery of the site.

Key Delivery Milestones, Monitoring and Review

This site has been chosen not only because strategically, environmentally and consultatively it can make a significant contribution to meeting local needs through regeneration, but also because early discussions with landowners, agents and prospective developers have encouraged the local planning authority that this site can be brought forward within the first five years.

In order to expedite the delivery of development within this period, the council will work closely with the developers and landowners to facilitate delivery, and will expect to see significant, tangible progress towards a planning application following the date of adoption of the Core Strategy. This work should include masterplanning, community engagement and progress on the necessary

assessments. If the council is concerned that significant progress is not being made on the preparation of a planning application, or that, subsequent to the grant of planning permission, as identified through regular monitoring work, there does not appear to be a reasonable prospect of development commencing in a timely manner, a review into the delivery of the site will be instigated. This review will comprise:

- detailed dialogue with the landowner, developer and their agents to ascertain the cause of delay
- an update of the Strategic Housing Market Availability Assessment to identify whether market demand has reduced or is being met through other sources
- a further independent viability study of the site to assess its delivery using the council's influence to try and remove any barriers identified that stand in the way of progress, such as working with statutory consultees and the community
- as a last resort, if the council feels that the new evidence renders the site undeliverable, a new allocation or allocations equivalent to the Strategic Allocation will be considered through the appropriate development plan process.

An independent viability review of the site will be undertaken by Wiltshire Council to review the standards of delivery set in view of the projected recovery from the recession of 2009. This review will not be undertaken where the developer has demonstrated commitment through delivery in the first two years of the strategy.

Appendix D – Urban design guidance for a high standard of design and place shaping

Urban Design

As an 'indicative' Masterplan in outline it provides a flexible framework for development, however development must be designed in a manner which clearly respects the context and setting of the neighbouring historic townscape, draws on its valued urban character and townscape qualities, and makes a positive architectural legacy. Successfully integrating such a sizable and expansive development with the organic growth of incremental small scale development over the centuries will therefore require a contextual sensitivity to this for all aspects of the building and landscape design. The following design approach and criteria should inform the development towards achieving this: a high quality of building and landscape design as a lasting sense of place with an accessible public realm that is attractive, welcoming and uncluttered.

Urban Structure and form

The Indicative Masterplan shows the relationship between new development and the existing townscape. The Masterplan is primarily conditioned by the River Avon, Summerlock Stream, and the required expansive flood prevention zones offset from these as landscaped linear parkland. This helps define a framework of interrelated public routes and public open spaces that connect locally and more widely and establishes parcels of land for new building and possible building redevelopment.

These parcels should contain a high density of development making efficient use of land in this urban city centre context. The nature of the possible food store, retail, commercial uses and multi storey car parking provision set out in Section 5 are likely to create relatively sizable single use volumes with deep floorplates with long uninviting blank frontages to the public realm that would appear out of scale with and detract from the character of the neighbouring historic townscape. This is particularly the two large parcels in Area 3 with development on the existing surface car parking incorporating a multi storey car park and with possible redevelopment of the food store and associated parking deck.

The principle is therefore to 'wrap' these building volumes in a way that articulates or sets back and masks these to present a perimeter building face and roofscape to the streets and open spaces reflecting the characteristic neighbouring historic streetscape of relatively small scale buildings and building elements with regular height floor levels and exhibiting their overall degree of variety in massing, articulation and external appearance.

Any necessary large and flat roofs should be contained within the body of each parcel and masked in longer distance viewing angles by the higher perimeter wrap of building. External rooftop service plant should be contained in attractive enclosures and restricted to these lower internal roofs which present an opportunity for green planted roofs and arrays of photovoltaic panels which should be accommodated. These may also be considered on a gantry above the top deck of a multi storey car park.

The perimeter of each land parcel should therefore take the form of continuous and closely spaced apart building façades and building elements on a human scale with typically traditional height floor levels, incorporate frequent ground floor pedestrian access, regular individual windows

across each façade and a roofscape of traditional pitched roofs extending significantly back into each parcel. The building form should also recognise the subtle features that help characterise the historic townscape including for example the frequent deflection and set back of building faces and building lines and variation in ridge height to create a broken skyline. This should then collectively contribute to avoiding a long rigid edge to the street and open space perimeters of each land parcel and avoid a monolithic block of built form in each parcel.

To address this long elevations of large single uses fronting street and open space should be expressed as constituent parts but in a way that maintains a clear expression of the function as one legible entity rather than a superficial approach superimposing on this a vertical subdivision of the façade into a series of quite different unrelated building styles confusingly suggesting more than one building or use. Guidance 'Buildings in Context - New development in historic areas' (English Heritage/CABE 2001), advocates a more unitary form and appearance which is also characteristic of historic buildings with long street and return facades of which the Bear Hotel in Fisherton Street and Old Fire Station in Salt Lane are examples breaking down their scale and mass through providing sufficient visual intricacy and interest with repetition and symmetry of varied common detail and distinctive common elements combined with subtle steps in their façades. Residential apartments as a number of joined but separately accessed blocks in a continuous façade should offer greater scope for differentiation of each block.

The separation of the two larger development parcels from the historic Chequers area to the east by the necessary flood zone as parkland, and this edge following the winding course of the River Avon does present in principle some measured freedom in the design departing from this characteristic grid pattern of streets enclosed by buildings. For example a curved or crescent shaped facade expressing a distinctive shape to the immediate parkland. A key theme of Wiltshire Council Core Strategy Core Policy 57 is that development should be both locally distinctive by reflecting local character and this should also contribute to the development also being individually distinctive. There should be a legibility and consistency to the appearance of the development as a whole. A subtle classical architectural leaning to the form and appearance of new buildings in the modern design style can impart a certain pleasing stature and degree of formality; in effect helping to impart a city 'quarter' to the overall development area, distinctive in its own right but appearing as a cohesive natural extension of the existing historic townscape.

There is scope for the Salisbury 'Welcome Experience Coach Park' in Area 4 to be a set piece stand alone design statement seen across the parkland but the scale, massing, form, materials/ finishes of this structure and associated facilities should be similarly considered and articulated to sit comfortably in proximity to its backdrop with the historic Chequers.

The Masterplan is based on delivering an outward looking development of well-defined streets and public open spaces which adds to the attractiveness and vibrancy of the City. These should be lined with 'active' building frontages revealing and accessing engaging activity within such as shopfront glazed front entrances and shop window displays where these provide clear views in, associated foyers and cafes overlooking the parkland/river, windows to habitable rooms of apartments and front entrance doors encouraging lively, well overlooked and supervised streets and spaces. Frontage to the cross route(s) dividing the large development parcels and the vehicle route down the side of Summerlock Stream must be similarly active built form and not feeling the back yard to the development dominated by plant room faces, service yards and other utilitarian ancillary areas and entrances to these.

As an attractive, welcoming and uncluttered public realm the design of paths/cycleways and planting within the linear parkland should present a strongly legible design 'structure' and movement pattern. This should include pedestrian/cycleways on desire lines, planting maintaining expansive views along and across the space for legibility and surveillance and of the river itself. Planned and creatively designed cafes, public information/historical appreciation points, public gathering /event spaces, and feature riverside viewing spaces should all provide a draw to the two riversides where the potential for making this asset within the central area more apparent, accessible and enlivening should be seriously considered, for example local widening with access for shallow wading, shallow weirs and other water features adding movement and sparkle and strengthening the flora and fauna particularly along the currently less accessible east bank of the River Avon including waterside ledges and possibly small islands.

The design structure for the parkland should recognise and emphasise the wider and more revealing and long distance skyline view of the spire of the Victorian United Reform Church and to some extent the St Thomas Church Tower in this prospect that would be enabled with the further setting back from the river of the existing development currently obscuring this occupied by the food store and continuing the linear park width through as shown on the Masterplan. A sinuous path /cycleway framed by an avenue of trees and following the riverside could focus on this along much of its length up the linear parkland.

Reasonable thought should be exercised in the spatial and structural design of new buildings and open spaces to accommodate social, technological and economic changes through modification, conversion, change of use and addition of fixtures and facilities in a way that would maintain the essential design criteria outlined. For example this would include planned/designed in provision for photovoltaic panels and electrical charging points for vehicles and the linear park and rivers may also provide potential for ground source and water source heat pump energy and storage.

Character

A modern stylistic design approach is required to the appearance of all aspects of the design: buildings, open space, landscaping and fixtures is promoted but one that is a measured approach reflecting the historic context: a development clearly of its time but extolling a sensitive timeless quality, Architecture that will stand as a valued contribution to the city.

The 'wrap' should therefore follow the characteristic traditional scale, form, depth and appearance of buildings in the central area avoiding: iconic design statements; the trend for minimal and paired back façade embellishment; a boxy appearance with extensive flat roofs, unsympathetic modern materials and finishes and a recognisably standardised and repetitive corporate building design which is generally inflexible to this design approach and often of uncharacteristic scale, form, proportions and inferior appearance and quality of facing and roof materials.

Overall scale (height and massing)

The buildings should respect the requirements of Wiltshire Core Strategy Core Policy 22 that limits the height of new buildings not exceeding 12.2 metres (40ft) in the Salisbury Central Area within which the subject development area is contained in order to protect views of the Cathedral and city roofscape which plays a major part in preserving the unique character of the city. Development in excess of 12.2 metres is permitted in exceptional circumstances by this policy and in this context it is expected this would be few incidental well-spaced apart building elements of

small size and volume which can help create the necessary varied skyline profile to the perimeter wrap of buildings and help pinpoint important building entrances. These would need to be carefully articulated and modelled in the traditional manner to appear elegant as opposed to crude rooftop appendages.

The scale, massing, form and variation of the building volumes and roofscape forming the wrap should also be consistent with the characteristic roofscape of the central area and the development should appear to closely tie in with this where viewed both at a distance from neighbouring higher ground and more immediately from the viewing platform on the Cathedral spire notably in juxtaposition with the neighbouring 'Chequers' and Fisherton Street areas of the city centre.

Scale and proportioning of building elements

Large use of flat roofs or mansard roofs typically in order to maximise volume within these height constraints, metal and inert sheet cladding/panel systems to roofs and facades, large scale applied commercial signage/panels, very large undivided and tall openings and areas of glass such as those reflective of retail and business parks and on standardised corporate buildings would all appear incongruous in the historic urban context of the central area and should be avoided on the 'wrap' or reserved for any possible internal facing streets and arcades within the development parcels which do not outwardly face the streets and open spaces.

Frequent architectural expression of entrances, building corners, roofscape and projections should help to highlight important access and routes and in vistas along these from public open space to aid orientation and wayfinding.

The characteristic window opening of traditional size and height to width proportions providing a vertical emphasis and regular balanced placing of these in masonry facades across the historic townscape create a pleasing rhythm to the façade and characterises much of what makes Salisbury so attractive. This approach should be carried through across the development.

Each apartment should incorporate an external sitting out space. This should require careful design as balconies or terraces if they are to appear an integral part of the façade design and not appear crude appendages detracting from the characteristic townscape. In this regard facades should contain a substantial amount of masonry to void rather than large areas of glazed openings.

Detailing, Facing materials and finishes

The standard and level of detailing, materials /finishes and workmanship to the building envelope and external areas will have a strong bearing on the visual quality and lasting appearance which should be consistently well composed and modelled.

The publication 'Salisbury in Detail' (Salisbury Civic Society 2009) illustrates the level of articulation and modelling which characterises the neighbouring townscape of the historic central area. This visual richness and variety of detailing and use of characteristic traditional materials for typical building elements can be effectively translated with design skill into a timeless modern design style without appearing contrived or a pastiche of the past and should form a benchmark for the creative detailing and use of roof and facing materials and finishes which should be exhibited throughout the perimeter wrap to the development parcels, the 'welcome' facility and incidental buildings within the public open space.

This includes reconstituted stone cills, expressed heads over openings, decorative brickwork and decorative tile hanging which should enliven the facades. Proprietary façade, roof and external products aping their traditional counterparts should be used with discretion and generally avoided in these settings as by comparison they are often of inferior appearance through crude detailing, clumsy proportions and poor weathering qualities. For example clay or reconstituted slate tiles should be used as opposed to concrete tiles, powder paint coated aluminium sheet as opposed to steel sheet, powder paint coated aluminium window and doors as opposed to uPVC, cast metal rainwater goods as opposed to plastics or extruded metal guttering, high quality fine cast stone as opposed to concrete backed blocks and foam cored resin stone substitutes, secret fix as opposed to face fixings to panels and avoiding glass fibre mouldings in elements such as dormers and porches on residential buildings.

Modern shopfronts and other large openings can appear particularly severe without significant detailing of surrounds to these. A modern interpretation of traditional shopfront and door surrounds should be provided for example projecting cast stone reveals and frame to openings. Shop signage and other applied signs should be similarly be an integral part of the facade design without drawing undue attention by detracting from or dominating the facade.

Access and movement.

The framework of interrelated public routes should comprise a primary path/cycle route along the length of the linear park as part of a wider network. This should be relatively direct and uninterrupted with the Framework envisaging Avon Approach continuing as a pedestrian/cycleway only cross route west of the River Avon. Millstream Approach would continue as the route to the Coach park and may continue over the River Avon providing a limited vehicle route as an alternative to/from the city centre ring road as it avoids a low bridge and would distribute vehicles approaching and leaving the car park as it does now.

Vehicle access would be maintained onto Fisherton Street along an extended Summerlock Approach providing access for servicing the two large development parcels. This would continue along Summerlock Stream to provide the access point to the multi storey car park and connect up with the route to/from the ring road. This route would also provide a path/cycleway along its length.

The cross route(s) between the two development parcels should ideally be primarily a pedestrian/cycle route rather than providing significant vehicle access off this into each parcel i.e. it should be of significant width with tree planting and not overbearing building frontage to emphasise its important role as linking Summerlock Approach so that both this route and Summerlock Approach/Stream frontage are inviting and do not appear as or feel something of a backwater.

The eastern building frontage edge to the linear parkland should give directly onto the parkland a perimeter path serving individual and communal entrances rather than a road with parked vehicles along this side which would detract from the appearance of the park and building frontage. All car parking serving the residential apartments would be allocated in a dedicated area within the multi storey car park accessed by vehicles from the extended Summerlock Approach.

It is envisaged the multi storey car park within the body of the parcel for simplicity of construction and management should be a stand-alone structure, of a regular shape with a single common floorplate per floor level incorporating a long up search pattern and fast down out ramp or spiral rather than multiple split level ramps with half landings.

