

# Salisbury Central Area Framework

## Report on summer 2019 public consultation



## **1. Introduction**

- 1.1. Wiltshire Council are embarking on the production of the Salisbury Central Area Framework (CAF), as part of the ongoing recovery work in the city following the nerve agent attack on March 2018. The CAF will inform and make recommendations for deliverable development initiatives within the city centre area. The CAF will serve as an evidence-based document to inform the Wiltshire Local Plan Review, the emerging Salisbury Neighbourhood Plan and future planning guidance documents as appropriate.
- 1.2. The council undertook a period of consultation on a series of broad themes for the CAF between **Thursday 27<sup>th</sup> June** and **Friday 9<sup>th</sup> August 2019** and invited comments from the public during that period. The purpose of this document is to explain the consultation process that was carried out; to summarise the issues arising; and to provide a response to the issues raised, and how these have shaped the emerging CAF document.

## **2. How to use this document**

- 2.1. This Consultation Report is broken down into a series of sections and appendices, as follows:
  - Section 3 sets out the methodology that has been undertaken in carrying out the consultation.
  - Section 4 sets out a summary of the consultation responses, and the council's responses.
  - The appendices to the Consultation Report set out further details in respect of the consultation process.

## **3. Methodology for the consultation**

- 3.1. In June 2019 the council embarked on a period of consultation on a series of objectives, outline themes and proposals that were intended for inclusion in the CAF to give members of the public and other interested parties an opportunity to have meaningful input in shaping the CAF.
- 3.2. The consultation was comprehensive and followed the prescription outlined for the preparation of Supplementary Planning Documents in Wiltshire Council's Statement of Community Involvement (SCI)<sup>1</sup>. The council invited consultation responses between Thursday 27<sup>th</sup> June and Friday 9<sup>th</sup> August 2019.

### **Who was consulted?**

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<sup>1</sup> Wiltshire Council Statement of Community Involvement (SCI), July 2015, available at: <http://www.wiltshire.gov.uk/downloads/9895>

- 3.3. Organisations, groups and individuals set out within the Regulations<sup>2</sup> and the SCI were notified of the start of the consultation period and how to comment.
- 3.4. Because the CAF relates to Salisbury only, it was decided that the consultation should be focussed only on parts of Wiltshire that are likely to be affected by the project. As such, the consultation outreach was focussed on the Salisbury, Wilton, Amesbury and Southern Wiltshire Community Areas.
- 3.5. Due to the geographic location of Salisbury – being relatively close to the administrative boundaries of Dorset Council, New Forest District Council, New Forest National Park and Test Valley District Council – notifications were also sent to parish councils in these areas that were considered likely to have an interest in the CAF.

### **How were people consulted?**

- 3.6. Consultees were made aware of the consultation through a variety of means, including direct notifications by email or post to relevant consultees on the council's consultation database. A copy of the letter and email that was sent out to consultees can be viewed at **Appendix A**.
- 3.7. Opportunities for engagement with the consultation process were also widely advertised prior to commencement and included:
  - A notice placed in the Salisbury Journal newspaper.
  - A press release during the consultation period<sup>3</sup>.
  - Announcement on local radio station Spire FM.
  - Announcements on Wiltshire Council's website.
  - Social media communications.
- 3.8. Consultees were informed that the consultation material was available to view throughout the consultation period at the following locations:
  - In electronic format on the council's website
  - In paper format at the following locations:
    - Salisbury Library (including exhibition board display)
    - Wilton Library
    - Downton Library
    - Amesbury Library
    - Durrington Library
    - Five Rivers Leisure Centre, Salisbury (including exhibition board display)
    - Wiltshire Council Bourne Hill offices in Salisbury
    - Wiltshire Council County Hall offices in Trowbridge
- 3.9. In addition, there were two public exhibitions about the CAF. The first was held on Tuesday 2<sup>nd</sup> July 2019 in the Salisbury Guildhall Square and the second was held on Tuesday 30<sup>th</sup> July 2019 in the portico of Salisbury Library. Exhibition boards were on display and Wiltshire Council officers were in attendance to answer questions from

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<sup>2</sup> [The Town and Country Planning \(Local Planning\) \(England\) Regulations 2012](#)

<sup>3</sup> <http://www.wiltshire.gov.uk/news/articles/salisbury-caf-survey>

members of the public. Both were well attended. A copy of the exhibition boards can be found at **Appendix B**.

3.10. Representors were offered several ways to respond to the consultation. A questionnaire could be completed and submitted via Wiltshire Council’s consultation portal<sup>4</sup>. Alternatively, questionnaires and other comments could be submitted by email or post or could be submitted by hand at either of the public exhibitions. A copy of the questionnaire can be viewed at **Appendix C**.

3.11. The consultation was widely accessible to a broad range of people, thereby offering ample scope for all those with an interest in developing the proposals for the CAF to comment.

## 4. Summary of responses and issues arising

4.1. Over the consultation period 271 duly made representations were received.

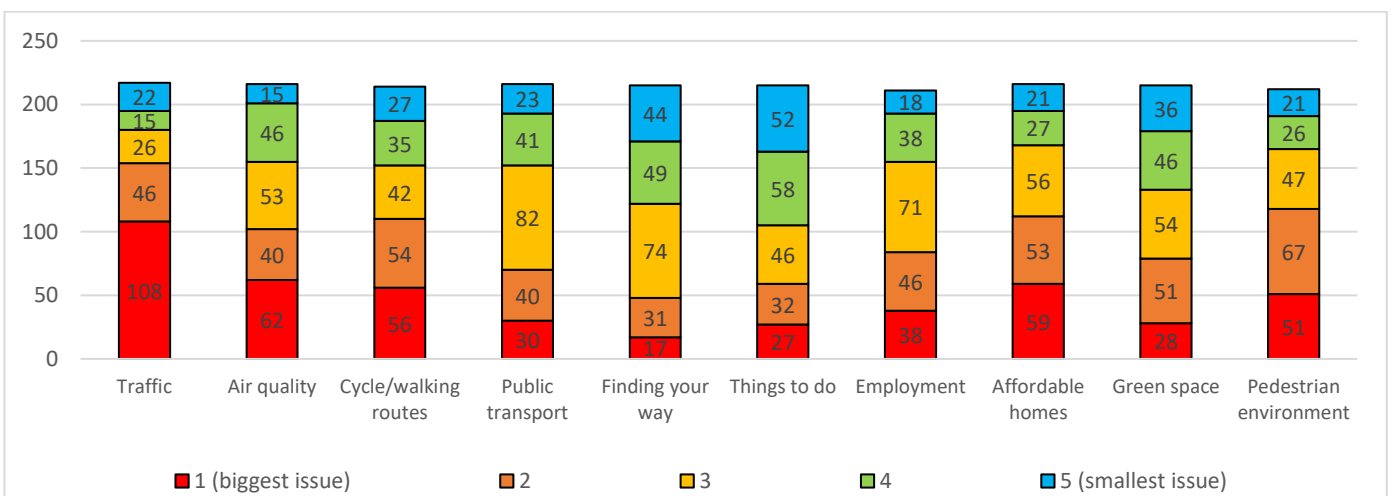
4.2. The representations were processed, logged with unique ID numbers, and made anonymously available to view on the council’s consultation portal. Respondents could also log in to the council’s consultation portal to view the answers they had given to the questionnaire.

### Analysis of consultation topics

4.3. The following section sets out an analysis of the consultation responses that were received, set out in question order as appeared in the consultation questionnaire.

#### Question 1

4.4. Question 1 asked: *What do you think are Salisbury city centre’s main issues and problems?* Of the responses received, city centre **traffic** was considered to be the biggest issue for Salisbury, with **things to do** and **finding your way around the city** considered to be the smallest issues amongst those responding to the consultation.



<sup>4</sup> Consultation portal, available at <http://consult.wiltshire.gov.uk/portal/majorprojects/salisburycyf>

4.5. A number of additional issues were raised. These were:

- Too many empty shops/buildings
- Poor city centre cleanliness
- Poor choice of shops
- Poor links connecting trains/buses
- Need for more independent shops
- Poor/unsafe cycle path infrastructure
- Not enough priority for pedestrians
- Poor use of river frontage
- Need for a bus station
- Uneven road surfaces
- Poor quality design of new buildings
- Need for a bypass
- Need for a police station
- Poor air quality
- Poor/cluttered signage in the city
- Lack of affordable housing
- Parking charges too high
- Public transport too expensive
- Too many HGVs in the city centre
- Insufficient disabled access
- Need to relocate industrial uses from city centre
- Lack of electric charging infrastructure
- Unpleasant route between station and city centre
- Need for a post office
- Rents/rates too high for small traders
- Too much antisocial behaviour
- Too many restaurants
- Need for improvements to rail station
- Not enough activities for young people
- Unsympathetic shopfronts
- Uncoordinated communication about events and places to visit
- Too much development for older people
- Lack of parking
- Closure of pubs and night clubs
- Inadequate Park & Ride service
- Lack of activities to keep tourists for more than one day
- Need for The Maltings to be redeveloped
- Poor appreciation of historic city centre
- Lack of speed bringing projects to fruition
- Not enough drop off/collection space
- Too many car parks
- Too much focus on visitors over residents
- Need for more greenspace
- Poor cycle links to Salisbury Hospital
- Lack of night time economy
- Not enough public toilets
- Lack of recycle bins
- Lack of bus lanes
- Better facilities needed for coach visitors
- Lack of consultation with teenagers
- Too much politically driven decision making
- Lack of strategy for tree planting
- Poor maintenance of green spaces
- Not enough renewable energy generation
- More public seating needed
- Better information about events needed
- More safe crossing points needed
- Not enough public art

4.6. The responses received indicate that levels of traffic in the city centre are considered by approximately half of residents to be a major issue, and significant numbers of respondents raising concerns over air pollution and the quality of walking/cycling routes and the pedestrian environment. This illustrates a sizeable level of support for the CAF initiatives which seek to manage traffic levels within the central area, to the benefit of pedestrians and cyclists.

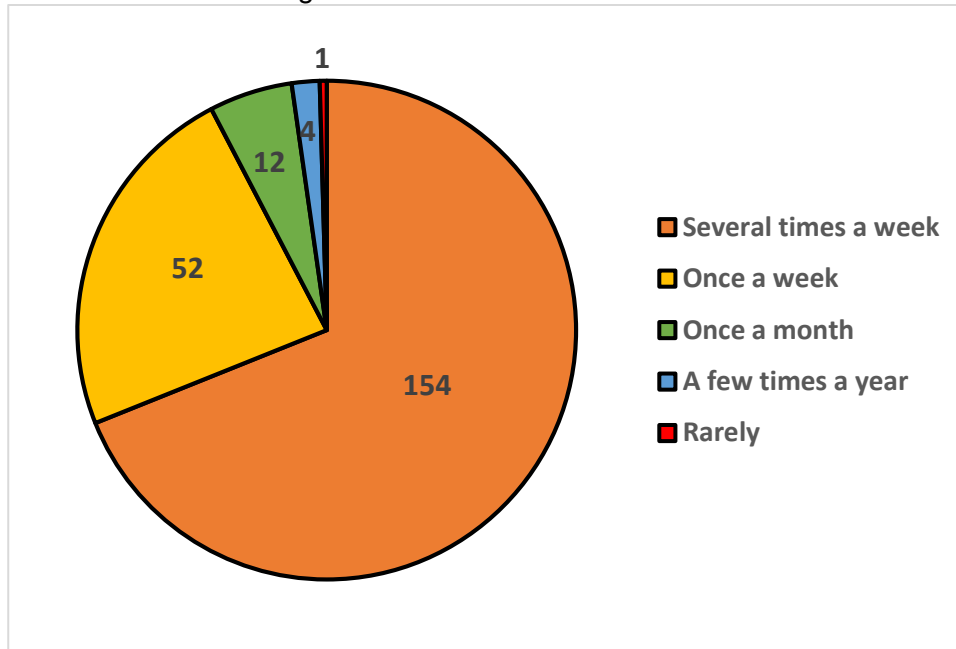
4.7. A lack of affordable housing was also highlighted as one of the major issues with the city centre. In response, the CAF will continue to recommend initiatives to boost the number of homes (including affordable) within the city centre area.

4.8. Concerns were raised by a number of respondents about the number of empty premises and a general perceived lack of cleanliness/tidiness in the city centre. While the management of street cleaning is outside of the scope of the CAF, the CAF will

seek to drive investment in the city centre area to encourage uptake of empty premises as a catalyst to wider city centre improvements.

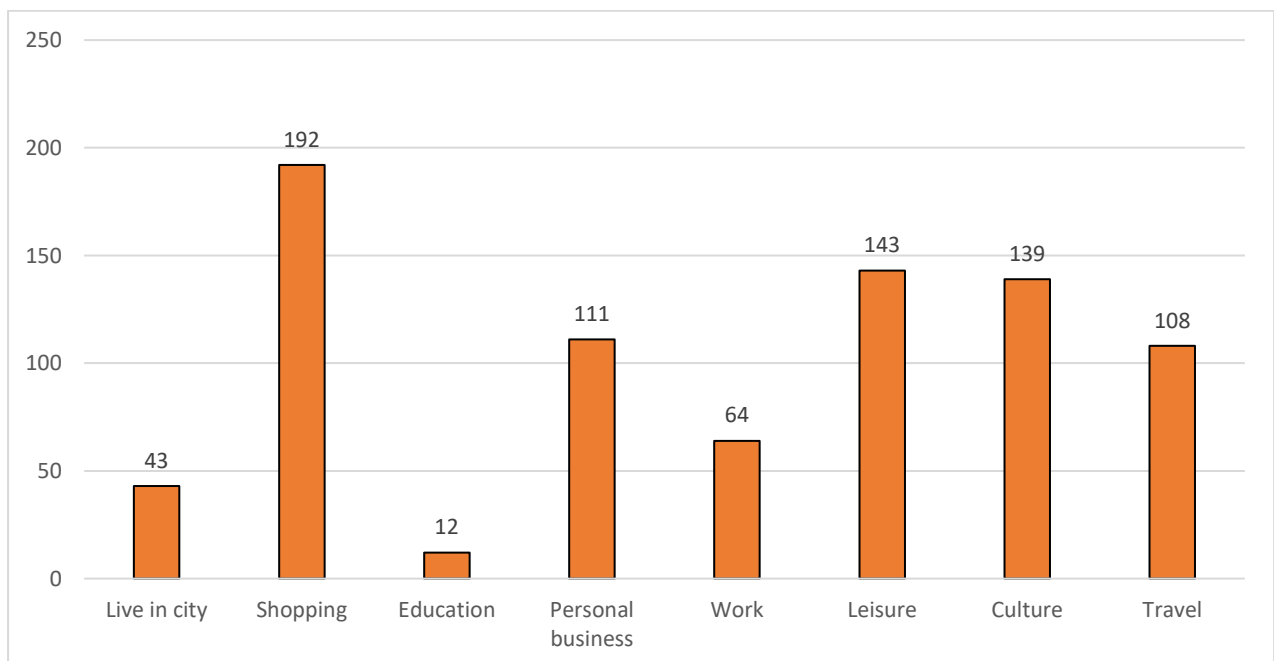
Question 2

4.9. Question 2 asked: *How often do you visit Salisbury city centre?* The responses received showed the following breakdown:



Question 3

4.10. Question 3 asked: *What do you come into Salisbury city centre for?* Among those responding to the consultation, the following data was received.



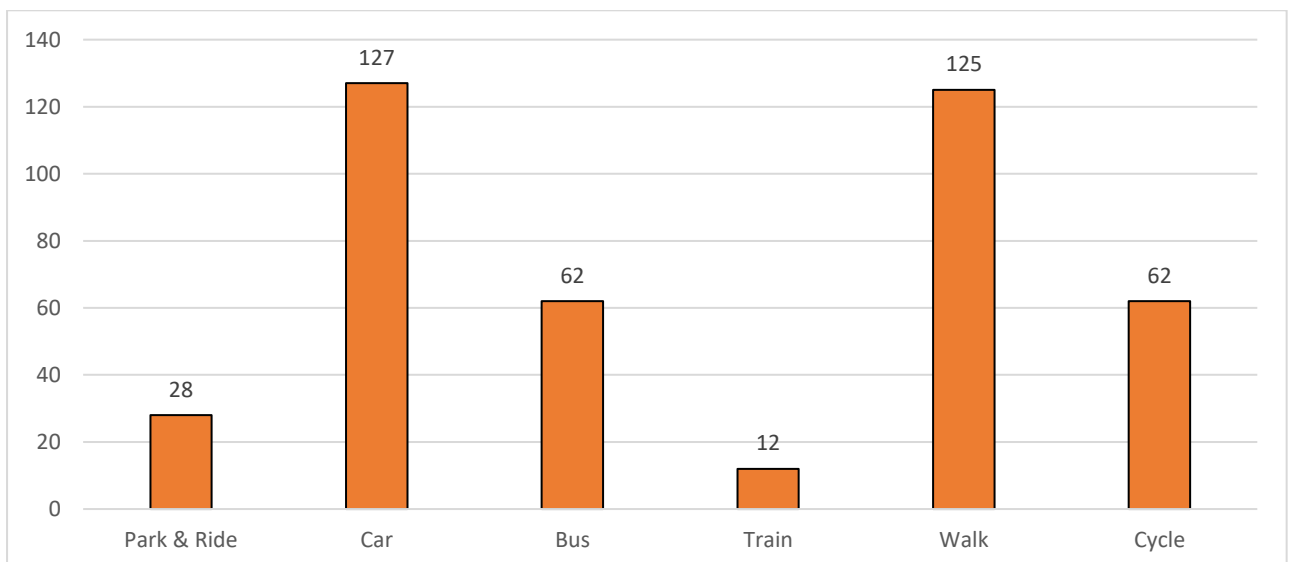
4.11. In addition, the following reasons were listed:

- Food and drink
- Visiting people
- Use of the library
- Worship
- Household waste recycling centre

4.12. Question 2 revealed that the majority of those who responded to the consultation were regular visitors to the city centre area and Question 3 shows that reasons for visiting were varied, although a large number visited for shopping, leisure and culture. Boosting the city centre as a destination for these uses will continue to be a driver behind the recommendations of the CAF.

#### Question 4

4.13. Question 4 asked: *How do you get to the city centre?* The following represents the responses that were received.



4.14. Additional comments were provided by a number of respondents, including:

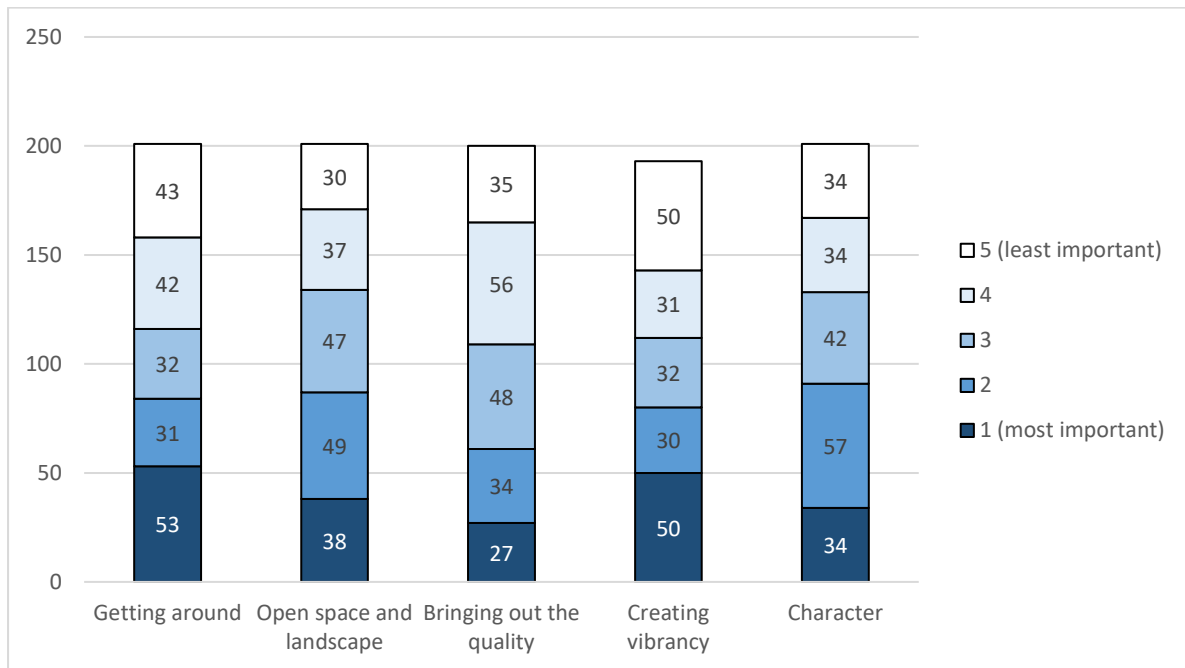
- Cycling would be the preferred mode of transport, but it is considered to be too dangerous
- Car use with easy access to parking is vital for Blue Badge holders
- It is considered that the Park & Ride services are not open late enough
- Taxis are relied upon if staying late in the city centre
- Some visitors skate to the city centre
- Car use is required if shopping for bulky items
- Some routes into the city centre are considered to be more pedestrian friendly than others
- The needs of motorcycles should also be taken into consideration

4.15. The largest share of responses indicates that walking and traveling by private car are the most common ways to access the city centre amongst those who responded to the questionnaire. Approximately twice as many respondents travel by car than by bus, and twice as many walk than cycle. From the additional comments received it is clear

that there are perceivable barriers to using more sustainable ways of accessing the city centre, such as limited bus services and unsafe cycling conditions. The recommendations of the CAF will seek to explore ways to overcome these barriers in order to encourage sustainable movement in the central area.

Question 5

4.16. Question 5 asked respondents to rank the Themes that were presented in the CAF exhibition boards in order of preference. Those who responded ranked the themes as follows.

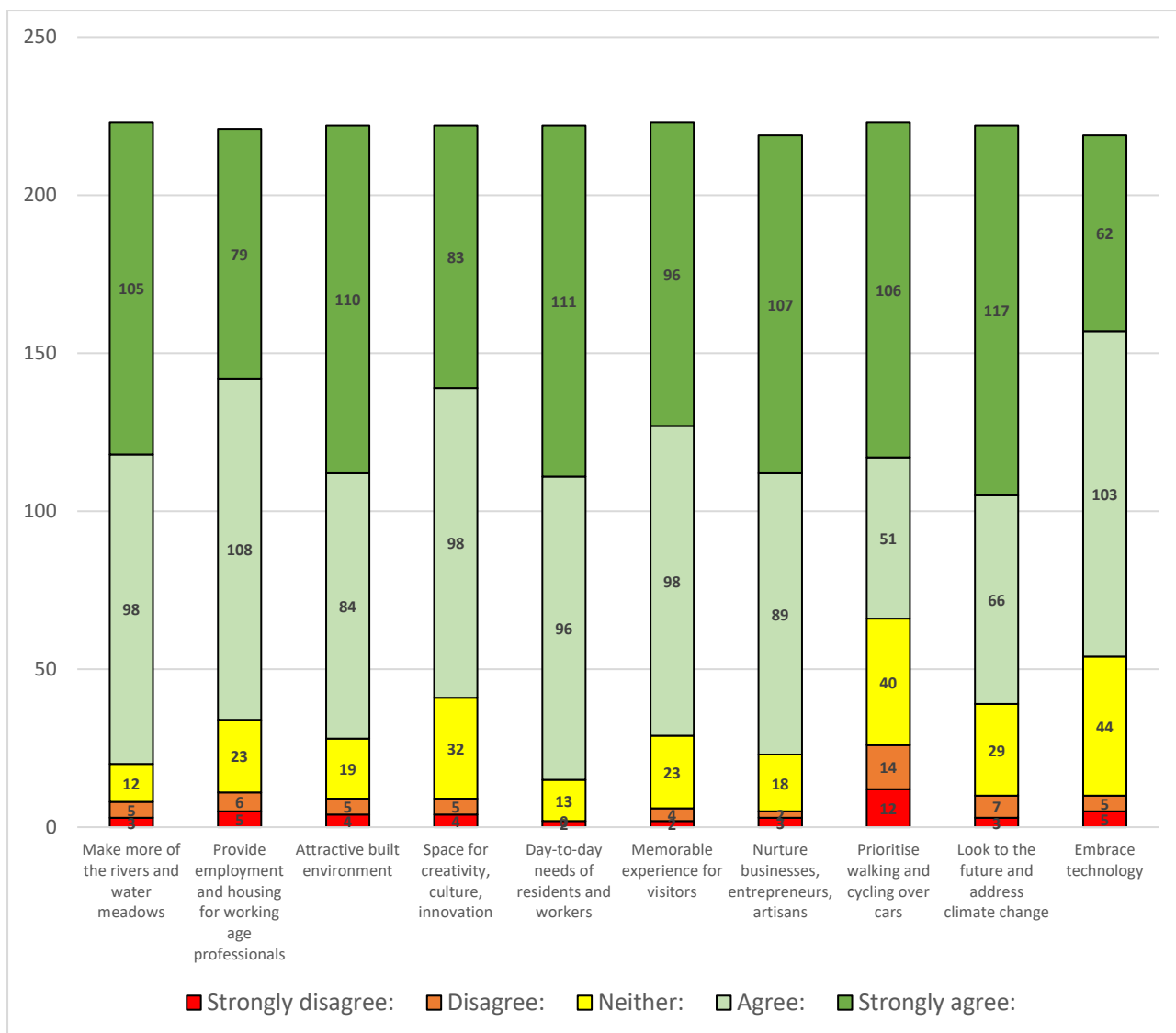


4.17. Of those who responded by ranking the Themes in order of preference, the most important Themes were considered to be **Getting Around** and **Creating Vibrancy**.

Question 6

4.18. Question 6 asked respondents to rate a series of statements relating to the objectives for Salisbury that were presented on the exhibition boards. The statements were to be rated depending on how strongly respondents agreed or disagreed with them. The consultations responses showed the following outcomes.





4.19. This showed there was a strong level of agreement with all the statements, although the need for Salisbury to **look to the future and address climate change** was marginally the most supported. The need for Salisbury to respond to the climate emergency will be taken forward as a golden thread to the recommendations of the CAF.

4.20. Respondents were also asked to comment if they would alter any of the Objectives. The following comments were received.

**Objective 1: Connect with its landscape setting. Make more of the rivers and water meadows**

- The city should be more wildlife friendly
- There should be more access to the water meadows
- More trees should be planted
- Reference to 'views' should be added to the Objective

Objective 1 has been amended to include reference to improving spaces for biodiversity.

***Objective 2: Provide employment opportunities and housing choices that particularly appeal to working age professionals***

- This should be for the benefit of all working people, not just professional
- Affordable housing is needed
- Salisbury should be marketed towards young professionals and families
- Consideration should also be for the needs of the student population

Objective 2 has been amended to make clear that opportunities should be affordable and should be for all working people not just professionals.

***Objective 3: Offer an attractive built environment where historic buildings, high quality architecture and public realm complement each other – and new buildings and spaces express the city’s confidence and unique character***

- Proposals should give more emphasis to valuing and maintaining the historic built environment
- Changes should improve the function of the city centre, not just the appearance
- Suggestion that 'design' should be added after 'high quality'

Minor wording amendments to Objective 3 have been made for the sake of clarity.

***Objective 4: Provide space for creativity and culture and encourage innovation***

- Suggestion that 'education' should be added to the Objective

It is not felt that amendments to Objective 4 are required.

***Objective 5: Meet the day-to-day needs of residents and workers of all ages***

- Any proposed changes should benefit all age groups and abilities

It is not felt that amendments to Objective 5 are required.

***Objective 6: Enable a memorable and rich experience for visitors so they stay for longer and return***

- Salisbury should provide more activities for residents and tourists that are not solely focused on the arts
- There should be more accommodation for overnight stays
- To be 'memorable' and 'rich', can be negative as well as positive
- Salisbury should have a wider range of indoor attractions

Minor wording amendments to Objective 6 have been made for the sake of clarity.

***Objective 7: Nurture businesses, entrepreneurs, artisans so that they can contribute to the city’s success and vibrancy***

- Rates should be lowered to attract small businesses
- There should be focus on community and cultural experiences, rather than retail

It is not felt that amendments to Objective 7 are required.

***Objective 8: Prioritise places and spaces for pedestrians over those for cars, enabling active lifestyles and healthy living***

- There should continue to be city centre parking
- The city centre should prioritise access for elderly and disabled people as well as cyclists and pedestrians
- Bus links to and from rural areas should be improved
- Concern that removing cars from the city centre would be harmful to shops
- Salisbury city centre should prioritise spaces for people walking and cycling over those for cars
- A Salisbury bypass should be built
- Churchfields should be relocated
- HGVs should be removed from the city centre
- Park & Ride operating hours should be extended
- Access to the city for motorbikes should be improved
- Salisbury needs a transport interchange
- Cycle and pedestrian routes should be segregated
- Salisbury should be made safer for cyclists
- There is a need to improve bus connectivity
- Improvements for cyclists and pedestrians shouldn't have to mean reduction in parking
- Cycling and walking should be looked at separately as patterns of movement are different
- Vehicular access to the city for healthcare workers should be maintained
- The cost of public transport, poor service and no bus station deters usage
- There needs to be better connectivity between the station and city centre
- A new bus route from the city to the leisure centre should be provided
- Central car park should be underground
- A land train should be introduced
- The Objective should be amended to include reference to cyclists as well as pedestrians

Objective 8 has been amended to make clear that prioritisation of spaces for pedestrians will also be to the benefit of cyclists and public transport users, with benefits to public health and sustainability.

***Objective 9: Look to the future and address climate change***

- The CAF should reflect the declaration of a climate emergency. This objective should be foremost in every aspect
- Featuring as the last objective does not give the significance required to reflect Wiltshire Council's climate emergency declaration
- Pedestrianisation would comply with the climate emergency declaration
- The city should support a zero-carbon lifestyle
- The CAF should be promoting renewable energy
- The city should promote reuse, repair and recycling of goods and materials
- There should be more electrification
- Salisbury should be a plastic free city
- Support should be given for community car schemes to reduce car ownership

In light of the comments received, together with the council's declaration of a climate emergency, a greater emphasis on responding to climate change has been threaded through the revised CAF. It is recognised that responding to the potential effects of climate change is an overarching consideration for the CAF which should not be seen in isolation through a single Objective.

**Other comments on the Objectives**

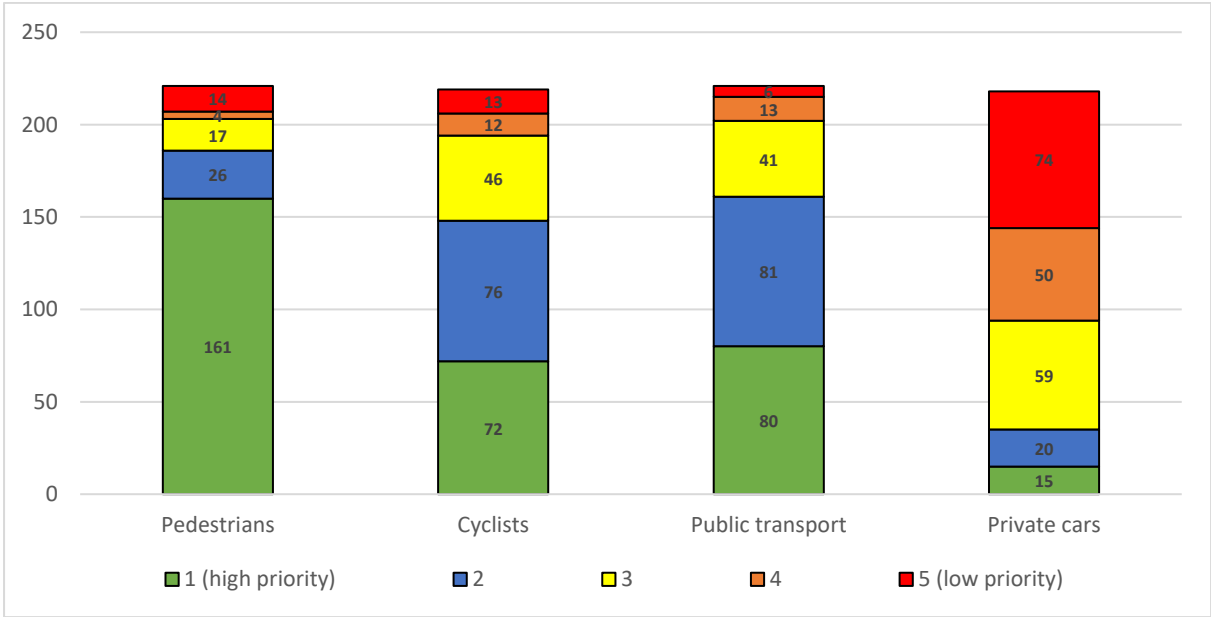
- The Objectives are too bland/too vague
- The Objectives would benefit from giving examples to suggest what is meant
- The Objectives do not reflect the city's culture
- A new Objective is required to address the problem that the city centre lacks connectivity between its cultural assets (Playhouse, Salisbury Museum, Arts Centre). The city should offer a joined-up cultural experience
- Need to prioritise reusing existing buildings rather than building new ones
- Need better policing against people parking on double yellow lines
- Salisbury would benefit from better street cleanliness
- More public seating is needed
- Need better drainage of surface water
- Exeter should be used as a case study for positive changes to improve vibrancy
- Concern that the consultation will have little influence on future proposals

The comments are noted. No further changes to the Objectives have been made.

4.21. The responses received indicate majority agreement (to varying degrees) to the objectives posed by the CAF consultation material. However, a number of comments and suggestions were received as listed above, and these have been taken into account through appropriate revision to the Objectives.

Question 7

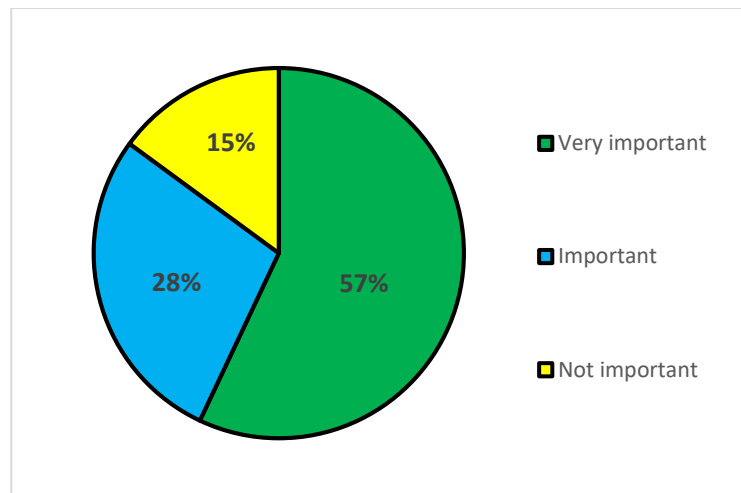
4.22. Question 7 asked respondents to identify which users of the city centre should be prioritised. The responses were as follows.



4.23. A high proportion of respondents favour the prioritisation of pedestrians in future regeneration initiatives for the central area. The lowest priority was for private cars in the central area. This has been reflected in taking forward recommendations for people-friendly streets.

Question 8

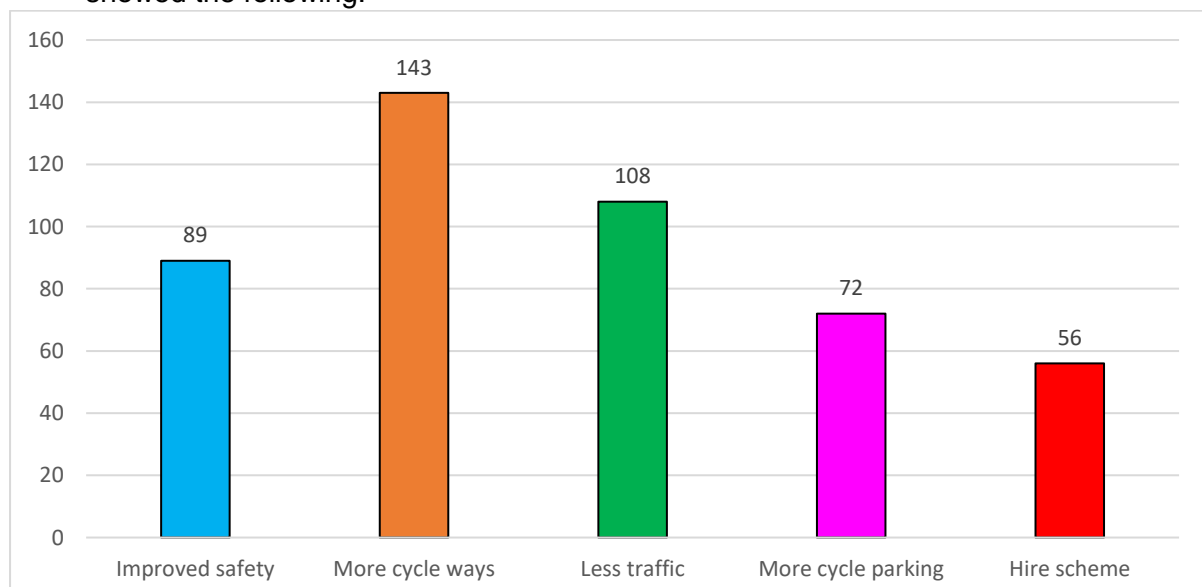
4.24. Question 8 asked *How important is it for you to see improvement to the walking and cycling routes to the city centre?* The following represents the responses that were received.



4.25. Broadly reflecting the outcome of the previous question, a majority of respondents felt that improvements to walking and cycling routes in the central area was either **important** or **very important**.

Question 9

4.26. Question 9 asked *What would encourage you to cycle more?* The responses received showed the following.



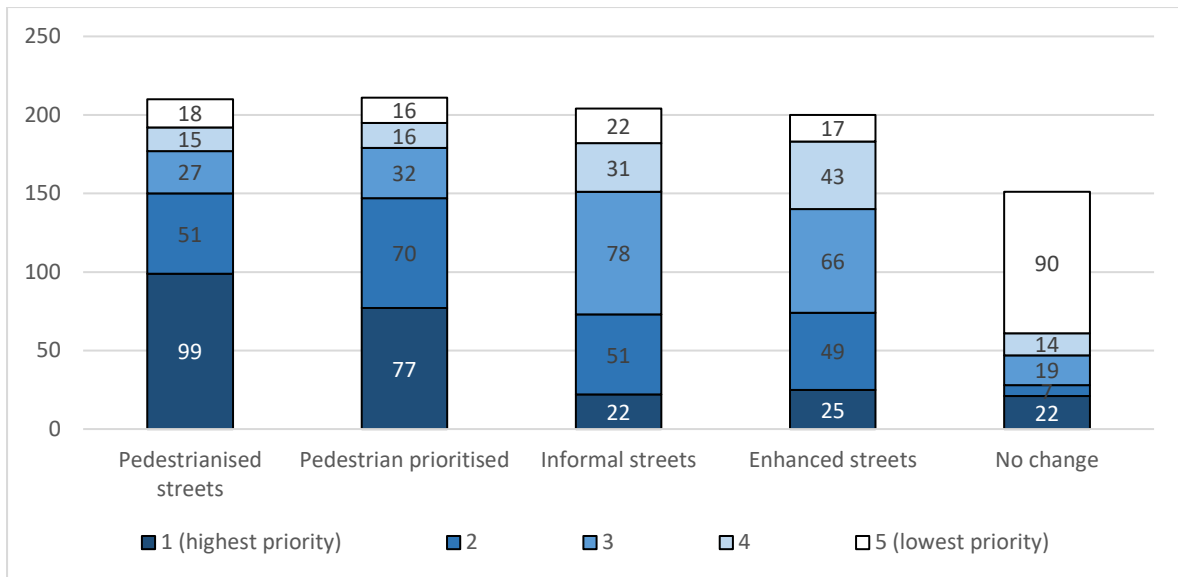
4.27. Respondents could give further details, which is summarised below.

- There should be more segregated cycle routes for pedestrians and cars
- Improved rural/out-of-centre cycle routes would benefit the city, e.g. from Downton, Alderbury, Winterbournes
- Age, health or disability is a prohibitive factor for cycling
- For some, they live too far from the city to cycle
- For safety reasons, pavements should not be shared with cyclists.
- Cycles should be allowed to share more pavements
- Cycling in the city is considered to be too dangerous
- Road surfaces are in bad condition for cycling
- Reducing traffic will encourage more cycling
- There needs to be better air quality to encourage cycling
- There should be free/discounted bike safety checks, helmets, face masks
- Some prefer walking to cycling
- Some do not own a bike
- Bike lockup in Salisbury is considered not secure enough
- The Barclay Bikes scheme is a good example
- Lower traffic speeds would improve cycling safety
- Cycles should be allowed on buses
- There should be cycle hire from the Park & Ride sites
- Scooter hire should be introduced
- Better signage to raise safety awareness would help
- Better facilities for cyclists, such as showers at work
- Cars should be banned in Cathedral Close and High Street
- Blue Boar Row should be pedestrianised
- A more coherent cycle network is needed
- One-way streets should be made two-way for cyclists
- The new cycle path along Churchill Way is too close to noise/pollution from fast moving traffic on the ring road. Trees or hedging should be planted between cycle path and highway
- Cycling proficiency lessons for adults should be introduced

4.28. There was broad agreement with all the ways suggested for encouraging cycling, albeit fewer respondents supporting a hire scheme. Specific suggestions, as listed above, were also provided. While many of these are very detailed, they will nonetheless be important matters for consideration moving forward with projects emerging from the people-friendly streets theme.

#### Question 10

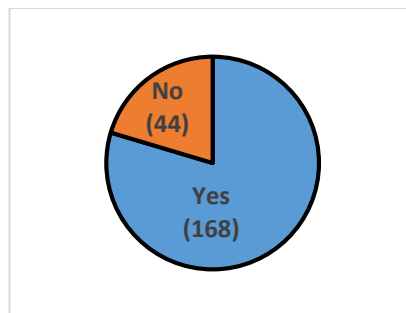
4.29. Question 10 asked respondents to consider the examples given of potential interventions relating to pedestrianisation or partial pedestrianisation in the city centre. The responses received showed the following preferences.



4.30. The highest proportion of respondents were of the view that some form of pedestrianisation in the central area would be desirable.

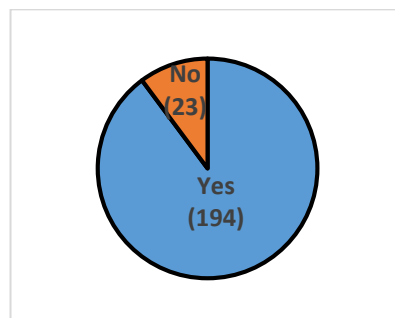
Question 11

4.31. Question 11 contained two questions. The first question was *Would you support focused consolidation of car parks and better direction finding?* The responses were as follows.



4.32. The majority of respondents to this question were supportive of the potential for consolidation of car parking within the central area, and improvement to associated wayfinding. Some comments were received that were partially in favour and partially against the question.

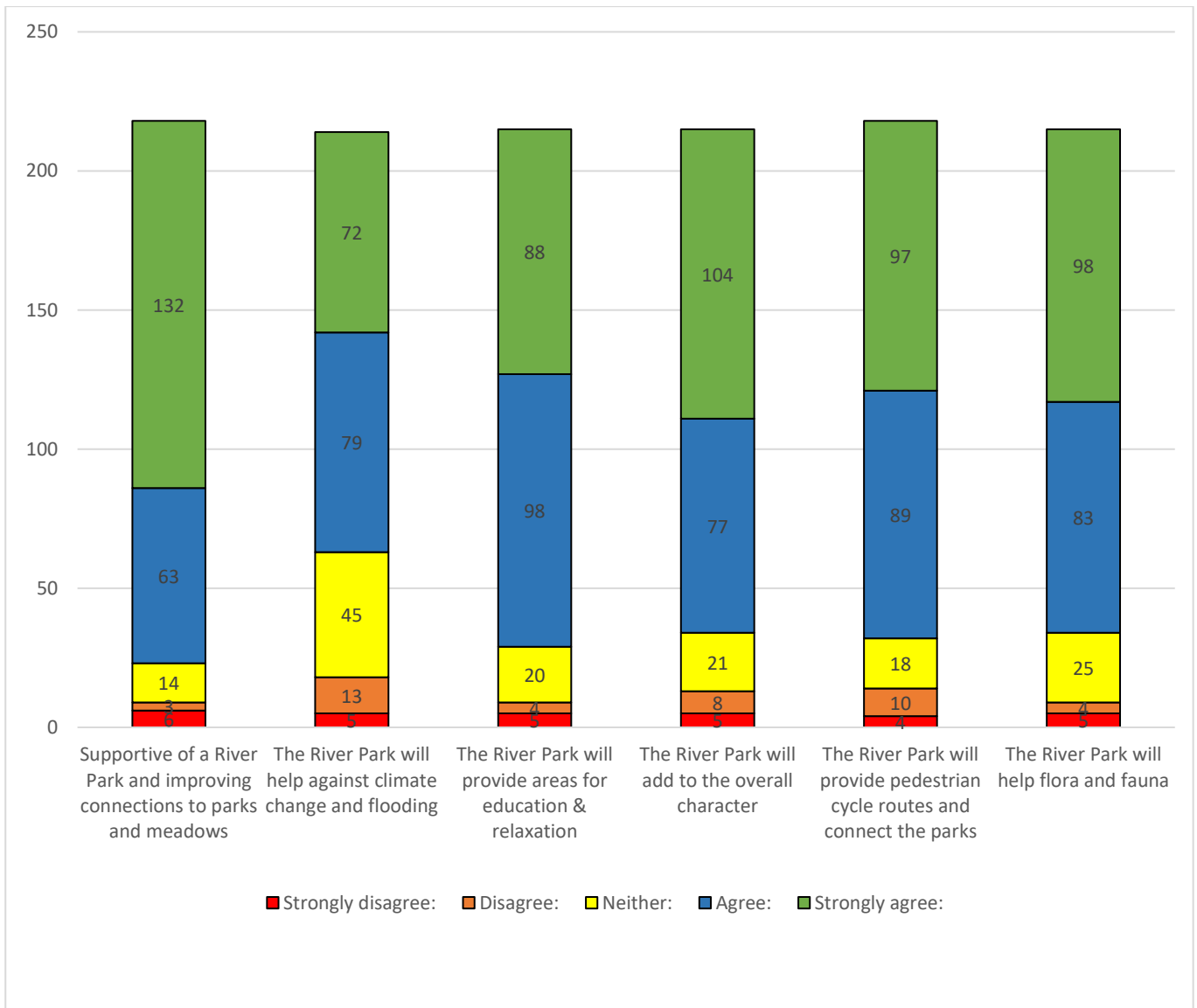
4.33. The second question was *Would you support measures to reduce through traffic (i.e. traffic that runs through Salisbury)?* The graph below shows the responses received.



4.34. A slightly higher majority of respondents were supportive of introducing measures to reduce through traffic.

Question 12

4.35. Question 12 asked respondents to consider a series of statements relating to the creation of a River Park through Salisbury, and to state to what extent they agreed or disagreed with each. The results were as follows.

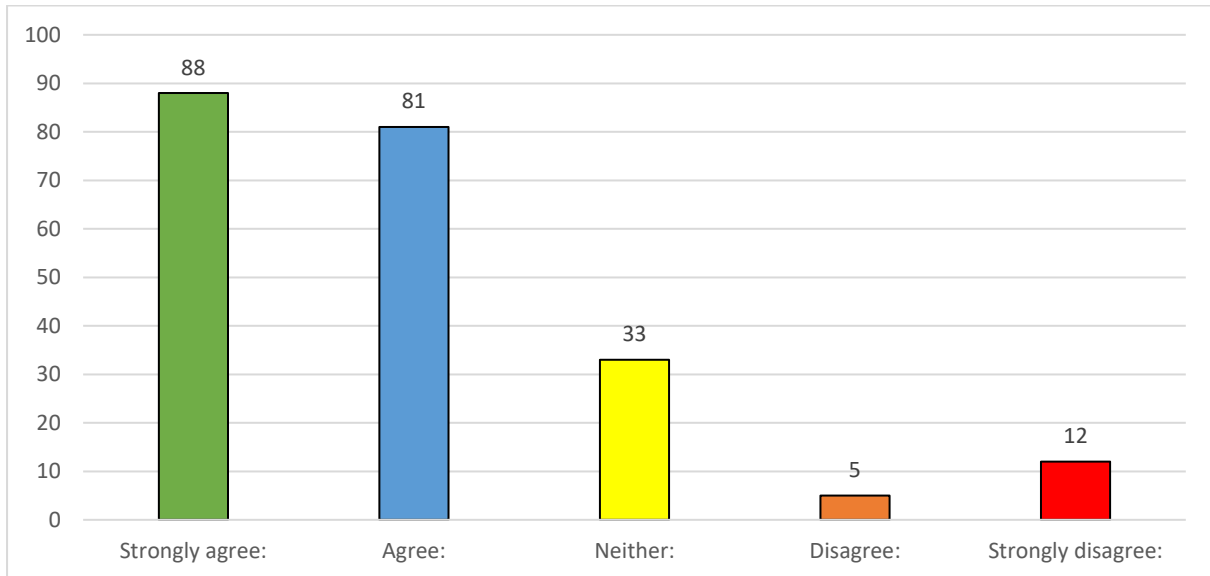


4.36. The responses received indicate majority agreement (to varying degrees) to each of the statements about the River Park. This theme has been taken forward through the revised CAF.



Question 13

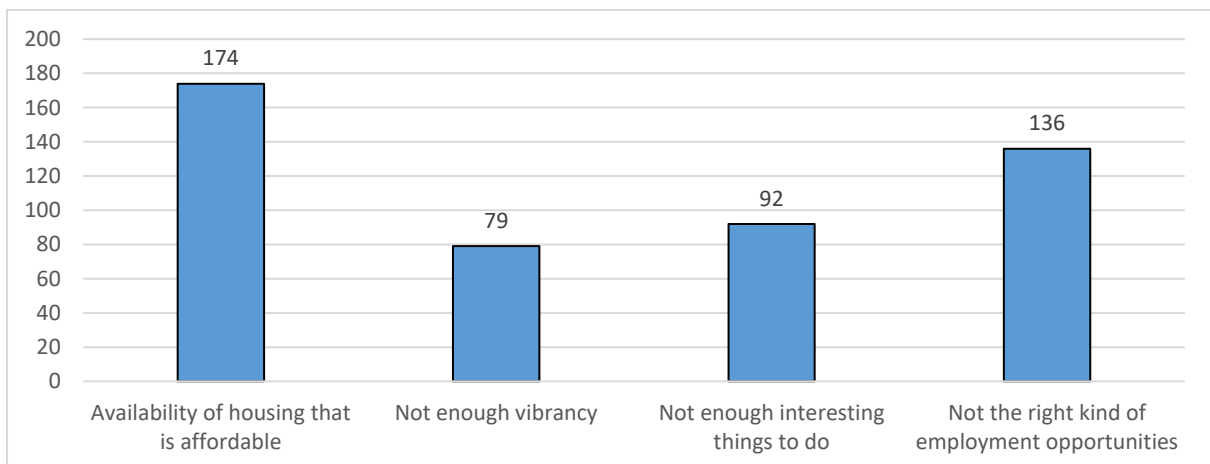
4.37. Question 13 asked *Do you agree that we should seek to enhance character areas across the city to improve distinctiveness and vibrancy?* Responses to the questionnaire show the following views.



4.38. The responses indicate that of those who responded to the consultation, there is strong agreement that the CAF should seek to enhance the character of areas within the city to help improve distinctiveness and vibrancy.

Question 14

4.39. Question 14 asked *What do you think are the main barriers for younger people to remain in Salisbury?* The responses were as follows.



4.40. In addition, the following reasons were listed.

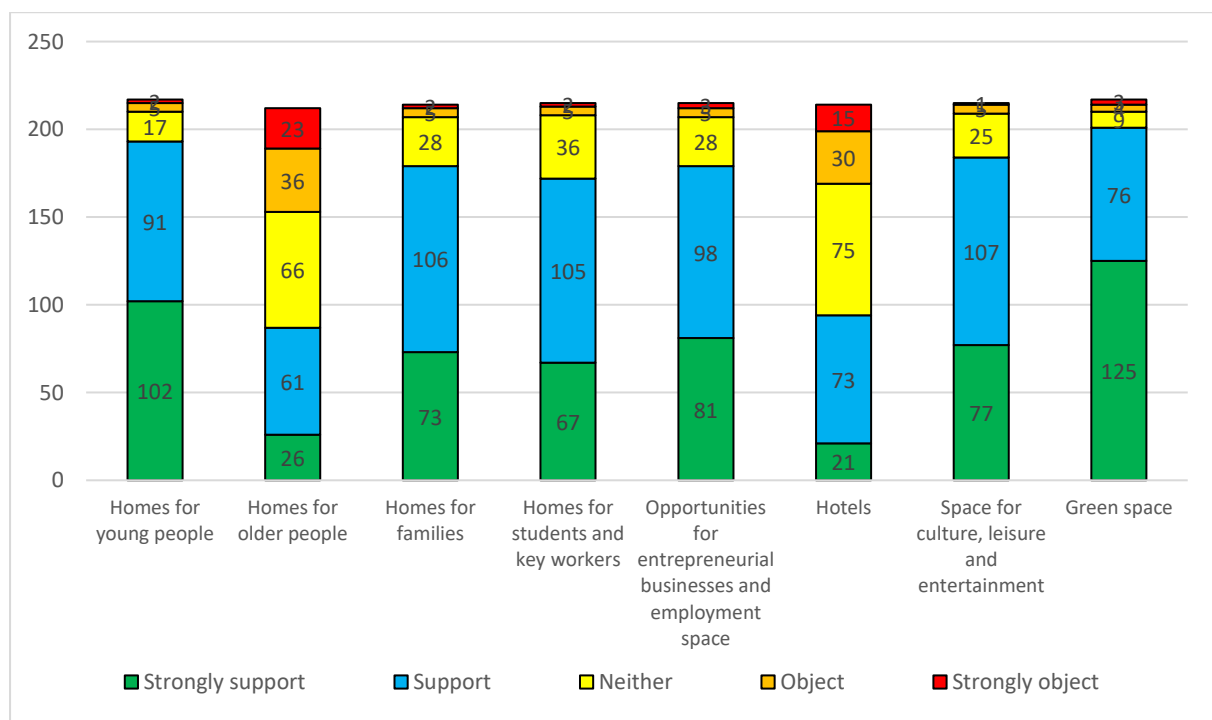
- Lack of a university
- Lack of entertainment/leisure
- Limited options for training
- Not enough music venues
- Too much focus on providing for older people

- Poor public transport options
- Too many older people objecting to activities for young people
- There is a need for a Youth Hostel
- Lack of sports facilities
- Not enough green/wild spaces
- Poor access to London
- Lack of appreciation of what Salisbury had to offer
- Lack of shops
- Cost of living too high
- Salisbury caught between south west wages and south east house prices
- Need more support for business start-ups
- Salisbury lacks scale to compete with larger university towns
- Not seen as a forward-thinking city
- Not enough residential parking space
- Lack of graduate level jobs
- Lack of diversity
- Not enough of a night time economy
- Even 'affordable' housing is too expensive

4.41. There was broad agreement with all the reasons listed, albeit with more respondents in agreement that affordable housing and employment opportunities were key barriers for young people. In addition, a number of other reasons were given, as listed above. The lack of a university was named by a significant number of people as a contributory factor to the lack of retention of young people. While this is not something the CAF can address, the intention is to set the scene for other improvements to the vibrancy and attraction of the city. For instance, another key issue was considered to be the lack of entertainment/leisure and events venues. The CAF seeks to improve the offer of Salisbury City Hall as part of the Cultural Quarter, and open conversation about using public spaces flexibly for temporary retail/leisure/entertainment uses.

Question 15

4.42. Question 15 asked respondents to consider what level of support they would give for a range of development types. The results were as follows.



4.43. Of the responses received, there was broad support for most of the development types listed. There was evidently less support for the development of housing for older people and for hotel accommodation.

Questions 16 and 17

4.44. Question 16 asked respondents to set out any additional deliverable ideas that they would like to see included in future proposals for the city; and Question 17 provided an opportunity for respondents to provide any other comments that were not covered within the scope of the questionnaire. A range of responses were received to both questions and are summarised in the following tables, along with responses to the issues raised. These have been grouped by issue.

**General comments on the CAF:**

<b>Comment</b>	<b>Officer response</b>
Support for the CAF.	Support is noted.
Salisbury BID support the approach of the CAF and would like to remain a key stakeholder in future discussions.	Support is noted. The council will continue to engage with the public and key stakeholders as the project progresses.
Salisbury Chamber of Commerce supports the CAF, though request there to be more collaboration with the Chamber and Salisbury BID.	Support is noted. The council will continue to engage with the public and key stakeholders as the project progresses.
Salisbury District Hospital broadly support the themes and objectives of the CAF.	Support is noted.
Concern that the CAF proposals rely on uncertain financial investment.	The CAF will provide a framework from which coherent bids for funding can be made.
The CAF should be more ambitious.	It is considered that the CAF proposals present an ambitious, yet realistic set of goals.
Request for quick progress/concern that past projects have not come to fruition.	Deliverability is key, and the council is working hard to ensure that the recommendations made are realistic and can come to fruition.
Do not support the concept of the character areas.	Comments are noted. The boundaries of the character areas are high level and illustrative, and it is not intended that particular uses should be restricted to particular character areas.
The character areas are too strict, and the CAF should be more open to flexible uses to encourage business.	
Salisbury Civic Society consider that the character areas are too simplistic.	
It is unclear where the boundaries of the character areas lie.	A revised version of the map has been produced which shows the boundaries more clearly.
Salisbury Cathedral comment that character areas have been successful in similar cities and would welcome recognition of the Cathedral's masterplan.	Comments are noted. The CAF has been prepared with recognition and consideration of the Salisbury Cathedral masterplan and the objectives for this part of the city.
Salisbury Civic Society consider that The Maltings area should be considered a separate character area.	This is agreed. An amendment has been made so that the character area better reflects the masterplan area for The Maltings and Central Car Park.

<p>Salisbury Area Greenspace Partnership (SAGP) request specific changes to the character area sections:</p> <ul style="list-style-type: none"> <li>• Chequers: add reference to enhancing the public realm; poor maintenance of footways / poor use of materials has degraded the street scene in this area.</li> <li>• Centre: add reference to continued enhancement of public realm.</li> <li>• Castle Street North: add reference to health facilities.</li> <li>• Cultural Quarter: should acknowledge culture in the wider city, not just the Cultural Quarter.</li> <li>• Meadows: add reference to protection and enhancement of environmental qualities.</li> <li>• Churchfields: refer to 'rationalisation' to convey that Wiltshire Council's HGV testing station will be dealt with.</li> <li>• Cathedral: First sentence should be turned around to read: A focal point for contemplation &amp; worship as well as Salisbury's main tourist attraction whilst celebrating the city's history. Also add 'enhance the tranquil setting'</li> </ul>	<p>This is agreed, though the issue is not unique to the Chequers character area.</p> <p>This is agreed. The CAF seeks to support enhancement of the public realm across the city.</p> <p>The character area acknowledges the health facilities in the locale.</p> <p>The boundaries of the character areas are illustrative, and it is not intended that particular uses should be restricted to particular character areas.</p> <p>The character area description acknowledges the environmental importance of the river system in this part of the city and this will be a key consideration.</p> <p>While Churchfields is included in the central area, its future will largely be led by the Local Plan Review process.</p> <p>Minor wording amendments made.</p>
<p>SAGP comment that the CAF should consider the impacts of development in the broader area of south Wiltshire.</p>	<p>The CAF has been prepared in close collaboration with key stakeholders regarding cumulative impacts and the wider spatial strategy for Salisbury and south Wiltshire.</p>
<p>Salisbury District Hospital request further discussion to ensure that health is properly represented.</p>	<p>The council will continue to engage with the District Hospital as the project progresses.</p>
<p>Wiltshire Creative support the themes and objectives, but requests clarity on where the CAF sits with other Salisbury recovery programme initiatives. The CAF needs clearer connection to the Cultural Strategy and brand re-positioning.</p>	<p>The CAF and its supporting summary explain the relationship of the CAF with other council initiatives. The effectiveness of the working arrangements will be monitored.</p>
<p>The council should work with the Neighbourhood Plan steering group and produce a combined document instead of two separate ones.</p>	<p>The council are working closely with Salisbury City Council as they develop their neighbourhood plan, and it is intended that the CAF will form part of the evidence that supports this process. The neighbourhood plan will set out planning policies that will, once made, form part of the council's development plan. The CAF</p>

	recommendations do not hold the same weight in planning decision making. The CAF recommendations also relate to initiatives that are not land-use matters. The neighbourhood plan will be concerned primarily with land use matters.
The 'themes' should not be separated.	While it is acknowledged that there is considerable overlap between the CAF themes, it is felt that separating them improves the legibility of what is being proposed.
Salisbury Cathedral agree that the five themes are appropriate for Salisbury and advocate a city interpretation strategy for bringing out the quality of Salisbury's existing heritage.	Support is noted.
Concern that the CAF proposals would make Salisbury worse not better.	This is not agreed.
The CAF should focus on Fisherton Street as an important first impression area.	Fisherton Street is identified as one of the key areas of the city for improvement, and many of the recommendations revolve around this area.
Residents of Wiltshire should have a vote on the final CAF recommendations.	This is not a requirement under Wiltshire Council's normal procedures.
Do not spend money on branding.	The work on branding is a separate initiative being led by VisitWiltshire. Its findings have fed into the work undertaken on the CAF and its projects.
Salisbury needs a brand / more effective promotion.	
The CAF should include more user-friendly diagrams.	This is noted and has been responded to where applicable.

### Responses relating to the declaration of a climate emergency/sustainability:

Comment	Officer response
Addressing the climate emergency / move to zero carbon must be central to every aspect of the CAF.	This is a key objective of the CAF and there are a number of recommendations aimed at supporting sustainability and urban greening.
Salisbury should strive to be the UK's first city redesigned to manage the climate emergency.	The CAF aims to support the council's response in declaring a climate emergency.
SAGP comment that climate change and the climate emergency declaration are themes that runs through the CAF and should be prioritised as a Theme, not just an Objective.	A greater emphasis on responding to climate change has been threaded through the revised CAF. It is recognised that responding to the potential effects of climate change is an overarching consideration for the CAF which should not be seen in isolation through a single Objective.
Adopt zero carbon energy standards for all buildings.	The council's development plan and national planning policy includes building standards requirements. This may be reviewed through the Local Plan Review process.
Require development to include renewable energy generation, e.g. solar panels.	All redevelopment will be required as a minimum to meet national policy

	standards. Measures over and above will be encouraged and facilitated wherever possible.
Install solar panel lighting on main streets.	This will be sought where possible/viable.
Require development to include greywater harvesting.	All redevelopment will be required as a minimum to meet national policy standards. Measures over and above will be encouraged and facilitated wherever possible.
Existing buildings should be insulated.	Retrofitting of insulation is supported where this is practicable.
Require shops to keep doors closed when heating or air conditioning is on.	This is not something that could be enforced through the CAF.
Specific support should be given to new environmental businesses to make Salisbury unique.	The CAF supports an open and flexible approach to encouraging business in the central area, which could include environmental businesses.
Revive the water mill as a means of generating hydroelectricity.	The masterplan for The Maltings and Central Car Park supports the potential for sustainable energy generation subject to agreement with all necessary parties.
Support community electric car/shared car schemes.	It is anticipated that future development of The Maltings and Central Car Park can provide additional space for a car share scheme. Opportunities will be explored at detailed planning stage in collaboration with local service providers.
More electric car and bike charging hubs should be installed.	This is an option that can be explored at subsequent planning application stages.
Concern that electric chargers would get vandalised.	This is a risk that would have to be managed, as and when proposals are subsequently taken forward.
To reduce waste, introduce places where people can swap, share and repair their unwanted or broken items.	Such events / schemes could feasibly come forward without the need for a specific requirement in the CAF.
Salisbury Cathedral is supportive of measures to help address the impacts of climate change and flooding.	Support is noted.

#### Responses relating to commercial/retail development:

<b>Comment</b>	<b>Officer response</b>
The CAF should aim to reduce the number of empty premises.	It is expected that investment in the city will lead to reduction of vacancies.
Incentives should be introduced to enable reuse of existing vacant buildings.	This is something that could be explored.
The council should repair council owned properties or sell them if no longer required.	It is acknowledged that there are vacant / derelict properties in the city centre which would benefit from commercial uptake and regeneration. The CAF considers possible options for enabling regeneration. It is anticipated that through redevelopment of parts of the city centre this will provide a catalyst for wider economic recovery in the city.

It should be made easier to change use of empty premises for alternative / flexible uses.	The policy position for change of use proposals is set by the local development plan and national policy guidance. Within this policy framework, the council are keen to explore options to enable flexibility to encourage active uses in the city centre.
Enforce a dilapidation / maintenance order on empty premises.	This is not supported in law.
Salisbury should support small / independent businesses.	The CAF recommends a range of measures and proposals to support small / independent businesses.
High tech business should be encouraged.	This is being delivered through the nearby Porton Science Park.
Salisbury needs a decent sized conference centre.	This would be welcomed but would rely on a business case for the private sector to deliver this. To date no such market demand has been forthcoming in the city.
Support for pop-up / temporary uses e.g. pop-up food hall as seen in Camden / Altrincham.	The CAF supports the possibility of pop-up uses in the city centre.
Develop an indoor craft market using empty premises.	
Rents should be reduced to encourage creative small/start-up businesses.	Generally, market rental rates are determined by the attractiveness of the location to retailers, depending on level of footfall, accessibility etc.
Support / subsidise commercial / retail space for new businesses / artisans.	36 High Street is an explorative project to test feasibility of support for locally-based artisan traders.
Rates and charges should be equal across the whole of Wiltshire.	Business rates are set by central government.
New businesses should be encouraged to replace Capita / Friends Providence.	The CAF considers possible options for enabling regeneration in the city centre to provide a catalyst for wider economic recovery in the city.
The retail core of Salisbury should be reduced to avoid too many empty shops.	It is expected that investment in the city will lead to reduction of vacancies.
Salisbury should have a 'leisure card' system giving residents 30 mins free parking and discounts at local attractions.	Car parking charges set by the council support a range of other council transport measures, including essential local bus services.
Prioritise avoiding empty shops in Market Place area i.e. Debenhams.	It is expected that investment in the city will lead to reduction of vacancies
Debenhams should be redeveloped and replaced with cafés making the most of sunshine on that side of the Market Place.	The future of this store is a matter for Debenhams and not the council. However, the council can assist in creating the right economic conditions to encourage commercial investment.
Divide larger premises into smaller start-up premises / units.	It is agreed that the division of larger premises offers flexibility to respond to current market trends. The CAF recommends a range of measures and proposals to support small / independent businesses.
Improve the quality of paving in and around Market Place.	The Market Place was re-paved relatively recently and is of good quality. In terms of paving elsewhere in the city, the CAF recommends the review, update and

	implementation of a public realm strategy to enhance the qualities of the city which could include improvements to paving as and where it may be needed.
Require shop and business owners to keep properties in good condition.	The council cannot require this. It is ultimately a question for the individual shop/business owner if they wish to invest in improvement of their shop.
Keep Market Place as the centre of Salisbury.	The CAF recommends encouraging more events and activities in the Market Place which will help to maintain its vibrancy as the core of the city.
Don't change the Market Place, which is one of the city's best assets.	Agreed, the Market Place is one of the city's best assets and therefore the CAF recommends encouraging more events and activities in the Market Place to help strengthen the commercial, retail and leisure core.
The Charter Market should provide more food producers.	The Charter Market already provides a wide range of goods, including food and other products.
The Market Place is underused and should be used for a greater diversity of uses through the week, i.e. space for bars and restaurants, buskers etc.	The CAF recommends encouraging more events and activities in the Market Place to help strengthen the commercial, retail and leisure core.
Salisbury has poor choice of shops which needs to be improved.	The CAF considers possible options for enabling regeneration in the city centre to provide a catalyst for wider economic recovery in the city.
Salisbury has enough charity shops.	The council cannot bring specific stores to the city but can assist in creating the right economic conditions to encourage commercial investment.
Salisbury has too many cafés.	
Request for specific stores; JD Sports, Primark, Wilko, Factory Shop.	
Older people's shopping needs should be considered.	
Difficult to see how the CAF will be implemented in the current economic situation and the changes to the way people use leisure time.	The CAF considers possible options for enabling regeneration in the city centre to provide a catalyst for wider economic recovery in the city.
The plan should offer contingency if major retailers in the city close their shops.	The CAF aims to create vibrancy by broadening activities in the city in addition to the day-to-day retail, leisure and service. By offering a range of attractions and events this avoids an over-reliance on major retailers to provide city centre vibrancy.
Entrepreneurial businesses should not be located in the city centre.	The policy position for city centre uses, which includes employment, office and commercial uses, is set by the local development plan and national policy guidance; within this policy framework, the council are keen to explore options to encourage active uses in the city centre.
Catherine Street, Winchester Street and Milford Street have a good range of independent businesses that need to be supported to reduce the risk of a shift in the	The large number of independent businesses in Salisbury is one of the city's strengths. The CAF seeks to nurture and complement these businesses through



focus of the central area towards the west as a result of the Maltings redevelopment and upgrade to Fisherton Street and the Station area.	better wayfinding to improve pedestrian flow, street enhancements and events to help enhance their trade.
Support should be given to all shops on Fisherton Street, not just independents.	The CAF considers possible options for enabling regeneration in the city centre to provide a catalyst for wider economic recovery in the city to benefit all businesses within the city.
Support for the idea of new office space to the north of the railway station.	Support is noted.

### Responses relating to leisure/recreation:

Comment	Officer response
More activities needed such as pitches, running track, cycling, climbing wall, activity centre, trampolining, mini golf, soft play, water parks.	The CAF recommends strengthening leisure opportunities in Salisbury. Leisure uses will need to be appropriate to a city centre location. A central River Park along the River Avon channels will also provide improved leisure and recreation opportunities.
There should be more activities/facilities specifically for children and young people.	The CAF seeks to create vibrancy, particularly in relation to young people and ensuring that Salisbury is a place where younger people would like to remain or return to.
More events are needed for the 40-60 age range.	The CAF encourages more events and activities, aiming to create vibrancy by broadening activities in the city in addition to the day-to-day retail, leisure and services to meet the needs for different groups of people.
There should be more playgrounds.	An improved playground will be delivered as part of the redevelopment of The Maltings and Central Car Park.
The rivers should be used for water sports, leisure e.g. canoeing, boating.	Opportunities for recreational use of the rivers would be supported, provided this did not lead to the detriment of the ecological value of the watercourse.
More focus should be on sports, e.g. focus on provision at Five Rivers Leisure Centre.	Whilst specifically improving sports provision is not an objective of the CAF, recommendations are made to increase leisure activities and improve walking / cycling routes around the city.
Sport England comment that many 'active-design' concepts can be retro-fitted.	This is noted.
Salisbury needs a bigger pool/lido.	This is not considered to fall within the scope of the CAF.
Improvements to existing facilities are needed, such as bowling, cinema.	The CAF considers possible options which can assist in creating the right economic conditions to encourage commercial investment to allow improvements to existing facilities.

Provide an open-air cinema for films and sporting events in summer.	The CAF recommends more events and activities in the Market Place, which could potentially provide an opportunity for an open-air cinema.
Continue the free pop-up cinema at BHS.	The CAF encourages temporary pop-up uses to help create and maintain vibrancy.
Salisbury does not need a new cinema.	It is recognised that while the existing Odeon cinema in Salisbury is within a historic building which presents a challenge in terms of delivering a modern cinematic experience, it is nonetheless a valued local asset. This will be taken into consideration should any proposals for a new cinema be forthcoming.
The CAF should look at improved events and links to Hudson's Field, as a space for activities like the National Armed Forces Day, fireworks, etc.	The CAF focuses on the central area of Salisbury. However, it does propose measures to improve wayfinding across the city and provide opportunities for more leisure activities.
Salisbury needs something unique to encourage visitors & social media postings.	Salisbury has unique and distinctive qualities such as its cathedral, natural setting, heritage assets. The CAF seeks to enhance these to attract more visitors. Projects such as Illuminating Salisbury will help to enhance the city's appeal.
Improved leisure/entertainment/culture offer needed.	The CAF considers possible options which can assist in creating the right economic conditions to encourage commercial investment to allow improvements to existing facilities.
The city needs more museums, art galleries, open-air concerts, street art & performance spaces.	The CAF recommends encouraging more events and activities in the Market Place. It aims to create vibrancy by broadening activities in the city in addition to the day-to-day retail, leisure and service.
More cultural events/community-led activities needed.	The CAF recommends broadening activities in the city in addition to day-to-day retail, leisure and services. It also recommends enhancement of the Cultural Quarter to provide improved leisure and leisure opportunities.
More music events / festivals with local bands.	The CAF proposes the enhancement of the Cultural Quarter which will provide cultural opportunities and improved leisure and recreational opportunities.
More activities needed in the Arts Centre, Playhouse & museums.	The CAF proposes the enhancement of the Cultural Quarter which will provide cultural opportunities and improved leisure and recreational opportunities through, for example, the enhancement of the City Hall, strengthened links with the Playhouse and enhancement of public spaces.
Healthier options needed on the high street, such as fitness/gyms/nature areas.	The CAF proposes the delivery of the River Park which will provide enhanced nature areas. The council cannot bring specific businesses to the city but can assist in

	creating the right economic conditions to encourage commercial investment.
A hub should be created for young people.	The CAF recommends broadening the range activities to meet the needs of different age groups.
Craft / play sessions, language classes, etc should be provided in the centre.	The CAF recommends encouraging more events and activities in the Market Place and broadening activities in the wider city in addition to the day-to-day retail, leisure and services.
Introduce community notice boards for information on events, courses, etc.	This is noted and could be delivered.
The city should offer a better range of inexpensive places to eat/drink.	The CAF proposes to broaden the attraction of the city by enhancing the cultural, food and drink sectors to attract a diverse range of visitors.

### Responses relating to pedestrian accessibility:

Comment	Officer response
Support pedestrianisation, together with measures to reduce traffic.	Support is noted.
Support for people-friendly streets concept.	Support is noted.
Pedestrianisation should be introduced incrementally to allow people and businesses to adapt.	It is acknowledged that changes to the pedestrian environment need to be transitional, allowing the community, businesses and other stakeholders to adjust at a pace that protects the economy.
Specific parts of the city centre should be pedestrianised, e.g. Silver Street, Minster Street, Fisherton Street, Blue Boar Row, New Canal.	The CAF recommends defining and implementing a street hierarchy which shows which roads may be suitable for pedestrianisation or enhanced pedestrian spaces.
Oppose 'shared space' concept, which can be dangerous.	Any proposals for pedestrianisation or part-pedestrianisation will be delivered with the highest consideration for road safety.
Connectivity for pedestrians is currently very poor.	The CAF recommends measures that will create people-friendly streets, including the delivery of a coordinated wayfinding strategy to improve ease of movement.
Prioritise safe routes for walking and cycling to schools, colleges, station.	The CAF recommends measures that will improve safety and accessibility of walking and cycling routes within the central area.
Need more pedestrian crossings at all junctions in the city centre.	The CAF recommends measures to create people-friendly streets, which could incorporate new crossing points.
Take out pedestrian crossings and add bridges or underpasses with better lighting/drainage/security.	The CAF recommends improvement in the quality and frequency of crossing facilities and the upgrading and improvement of the pedestrian underpasses and bridges.
Pavements should be widened, and streets narrowed.	The CAF recommends measures to create people-friendly streets which may include pavement widening in some areas.
Request that cycle and pedestrian routes be kept separated for safety.	This is noted and will be considered where appropriate.

The banks of the River Avon provide key opportunities for connectivity.	This is agreed. The CAF proposals for the River Park seek to enhance connectivity through the city, following the banks of the River Avon.
People-friendly streets should not hinder necessary access for retail servicing.	This is agreed.
Accessibility for the disabled/elderly should be improved.	The CAF recommends measures that will improve pedestrian safety and accessibility, which will include all groups.
Link the railway station to city centre via a covered walkway or interesting route.	The CAF proposes enhancement around the train station and Fisherton Street to improve the public realm from the station to the centre of Salisbury.
The path from Milford Mill Road under railway line to A36 should be improved.	The CAF recommends various measures that will create people-friendly streets, and improve the public realm, including walking and cycling routes. However, its focus is on central Salisbury.
The crossing next to Wiltshire College roundabout should be replaced with a bridge.	The route between the College and the central area has been highlighted for improvement.
The road surface on High Street/New Street/Crane Street crossing needs to be changed to make it clearer that it is not pedestrianised.	The CAF proposes the definition and implementation of a clear street hierarchy which shows which roads may be suitable for pedestrianisation or enhanced pedestrian spaces. This will include the consideration of the High Street / New Street / Crane Street area.
Salisbury Civic Society consider that all streets in central Salisbury should be subject to whatever format brings about the urgency of pedestrian priority (and, with caveats, to that of cyclists). Changes should be incremental.	The CAF seeks to reduce the dominance of the car within the city centre and proposes the definition and implementation of a street hierarchy to show which roads may be suitable for pedestrianisation or enhanced pedestrian spaces. It is agreed that changes should be incremental.
Salisbury Cathedral comment it is mindful of its responsibility for managing shared vehicle and pedestrian access to the Close and that prospective changes to street types, with their various benefits and challenges, will affect and be affected by the Close environment.	Comments are noted.
Salisbury Chamber of Commerce would like to see plans that focus on the city centre, the Market Place and its potential to fully pedestrianise.	The CAF encourages more events in the Market Place and broadening activities in the wider city in addition to the day-to-day retail, leisure and service. The CAF also recommends the implementation of a street hierarchy to show which roads may be suitable for pedestrianisation or enhanced pedestrian spaces.
Wiltshire Creative supports proposals to improve connectivity in the city, and requests more detail on how and where this will be achieved.	Support is noted. Stakeholders will be engaged and kept informed of progress.

**Responses relating to cycling accessibility:**

<b>Comment</b>	<b>Officer response</b>
Cyclists should be prioritised over vehicles.	The CAF seeks to reduce the dominance of cars in the city centre and improve the safety and accessibility of walking and cycling routes.
Introduce more cycle routes.	The CAF recommends an accessibility study which will review cycle routes.
Improve/increase rural and out-of-centre cycle routes into Salisbury.	Whilst the CAF recommends improvement to cycle routes, it is a central area project so its remit does not extend to rural and out-of-centre cycle routes.
Cycle routes are disconnected and unsafe for users.	The CAF recommends improvement to the safety and accessibility of cycle routes within the central area.
Not enough is being done to help cyclists.	The CAF recommends improvement to the safety and accessibility of cycle routes within the central area.
Develop the Golden Way cycle/wheelchair route.	The CAF recommends an accessibility study which will review cycle routes.
Better cycle signage needed.	The CAF recommends an accessibility study which will review cycle routes, as well as a new wayfinding strategy.
Add advanced cycle stop lines at all junctions.	The CAF recommends improvement to the safety and accessibility of cycle routes within the central area.
Every set of traffic-lights should have a cycle box.	The CAF recommends improvement to the safety and accessibility of cycle routes within the central area.
Introduce more cycle parking in the centre.	The CAF recommends improved cycle parking in key destinations, such as the station, and throughout the central area.
Supply charging points for electric bikes.	The CAF does not specify detailed proposals, but it does seek to encourage sustainable transport modes rather than private car use.
The CAF needs to aspire to provide an east/west cycle route.	The CAF recommends an accessibility study which will review cycle routes.
Critical north/south internal city cycle on High Street, and Fisherton Street to Crane Street Bridge, must remain and not be further eroded.	The CAF recommends improvement to existing cycle routes and not erosion of them.
Require cycle ways for new developments such as Longhedge.	Wiltshire Core Strategy requires new development to encourage the use of sustainable transport alternatives such as cycling (Core Policy 61).
Request for a cycle path from the rail station to the River Park via Mill Road.	The CAF recommends an accessibility study which will review cycle routes.
Relocate lamppost at northern end of Long Bridge which is hazardous to cyclists turning to/from the station.	The CAF recommends improvement to the safety and accessibility of cycle routes within the central area. It is not within the CAF's remit to set out detailed proposals.
Align the dropped kerb in Mill Road with the eastern end of the Town Path and clearly delineate the cycle route in High Street.	The CAF recommends an accessibility study which will review cycle routes. It is not within the CAF's remit to set out detailed proposals.

Allow cycle contraflow access to make it easier to cycle through the city centre.	The CAF recommends an accessibility study which will review cycle routes.
Salisbury District Hospital comments that it would be beneficial to see enhanced cycle routes to the hospital to support the hospital's green transport plan.	The CAF proposes that cycle and public transport routes to and from strategic employment areas in the vicinity of the central area of Salisbury should be investigated and improved, to strengthen connections.
The council should work with partners to encourage cycling and walking.	Wiltshire Council are working towards a Transforming Accessibility Project for Salisbury that will consider ways to improve the appeal of walking and cycling.

### Responses relating to bus services:

Comment	Officer response
There is a need to improve bus services.	The CAF recommends improving and raising awareness of Park & Ride and bus services. More use of the bus services will enable further improvements/increases to existing bus services.
Salisbury needs a bus station.	It was a commercial decision by the bus operators in Salisbury to sell the bus station for redevelopment. There are no current plans to reintroduce a bus station.
Electrification of buses.	The CAF seeks to promote sustainable transport modes and will work with the bus operators to support electrification of the bus fleet wherever possible, and alongside Salisbury Reds have secured funding to introduce electric buses for the Park & Ride services.
Need to introduce better bus access to and from the rail station forecourt.	Improvements to the bus/transport interchange at the station are being considered as part of the redevelopment around Salisbury train station.
An electric shuttle bus or tram should be provided from the station to city centre.	
Better bus access to city centre attractions needed.	Improved bus services into Salisbury is subject to discussions with the bus company.
Need to improve rural/out-of-town bus services into Salisbury.	
Bus lanes should be introduced, such as Exeter St, Castle St, Brown Street.	Wiltshire Council are working towards a Transforming Accessibility Project for Salisbury that will consider bus routes.
Bus lanes could also be used by cyclists.	The CAF recommends an accessibility study which will review cycle routes.
Bus ticket prices should be reduced.	Wiltshire Council do not operate the local bus service and budgetary constraints are a major factor in the council's ability to influence fare prices.
Bus passes from 60 years of age.	The issuing of bus passes is outside the remit of the CAF.
Any works in the city centre needs to retain access for those using buses.	This is agreed. The CAF seeks to promote more sustainable transport modes.
Consider a bus service travelling the ring road via the Park & Ride sites.	Bus service routes are the responsibility of the bus company.

Salisbury District Hospital comment that it would be beneficial to see enhanced bus links to the hospital to support the hospitals's green transport plan.	This is noted. The CAF promotes a strategy that discourages car use in order to encourage the use of more sustainable modes of transport.
All out-of-town bus routes should go through the Five Park & Rides and station.	Wiltshire Council do not operate the local bus service. However, transport solutions will be considered as part of the redevelopment around Salisbury station, and is seeking to improve this as a public transport interchange.
Guided buses should be introduced.	Wiltshire Council do not operate the local bus service.
Bus/Park & Ride services should be improved for when theatre/cinema performances finish.	The CAF recognises that the operating hours of the Park & Ride service need to be improved to reflect working hours and to support the evening economy.
The Park & Rides close too early at weekends/evenings.	
Park & Ride services need to be improved e.g. to include school travel.	
The Park & Ride should be kept free.	Park & Ride services were temporarily free of charge as part of the Salisbury recovery programme. It would be financially unviable to keep the service permanently free.
Better event signage to direct visitors to use Park & Ride rather than city car parks.	The CAF recommends improving and raising awareness of Park & Ride services.
Go South Coast comment that the CAF needs to acknowledge the important role played by buses, and their importance to the economy. Careful consideration is needed to ensure any proposed changes to the operation of the highways network will not affect ability of buses to efficiently access and navigate the central area.	This is agreed. The CAF recognises the need to improve and raise awareness of Park & Ride and bus services. If changes are proposed to the highway network bus services will need to continue to have unhindered access. The local bus company will be part of any ongoing discussions.

### Responses relating to rail transport/Salisbury railway station:

Comment	Officer response
Public realm improvements are needed to the railway station area.	This is agreed. The CAF proposes redevelopment around the railway station, including better wayfinding infrastructure and public realm improvements.
Better signage is needed at the railway station.	
Open the north entrance to the station.	The CAF proposals include consideration of a northern entrance to the station.
Develop cycle-hire facilities at the south entrance of the rail station.	Transport solutions at the station will be considered as part of the redevelopment around Salisbury train station.
Develop an elevated monorail linking key locations in the Salisbury area.	This would be beyond the scope of the CAF.
There is a need for a transport interchange at the Maltings.	The redevelopment around Salisbury train station seeks to improve it as a public transport interchange, within a short walking distance of the Maltings.
Train services need to be improved, to be more reliable and affordable.	Wiltshire Council do not operate the railway services.
Wilton Parkway Station should be delivered.	

## Responses relating to highways and traffic:

Comment	Officer response
Highways England request continued collaboration to develop transport evidence and support development that encourages sustainable travel. Support measures to improve walking/cycling routes and public transport provision. Request consideration of parking availability and pricing policies as this could influence take-up of alternative transport modes e.g. Park & Ride.	Support is noted, and the council will continue to collaborate with all stakeholders and statutory consultees. The comments about parking charges are noted.
Salisbury District Hospital comments it is essential that transport links across the city are maintained and improved so staff can access the hospital.	The CAF recommends that sustainable transport routes to and from strategic employment areas in the vicinity of the central area should be investigated and improved to strengthen connections.
Salisbury Area Greenspace Partnership state that the CAF should refer to other significant local issues such as employment and traffic at Southampton Road and the A36 trunk road. There should also be reference to the hospital as this is the largest employer and traffic generator in the area.	The geographic scope of the CAF is the central area of Salisbury. However, it proposes that cycle and public transport routes to and from strategic employment areas in the vicinity of the central area of Salisbury, such as the hospital, should be investigated and improved.
Air pollution, traffic congestion and excess noise are concerns in the city centre.	This is agreed. The CAF recommends an accessibility study to include a review of cycle routes, public transport accessibility and opportunities to limit vehicular traffic within the centre.
Salisbury Chamber of Commerce are seeking to secure funding and Department for Transport support for a Southern Bypass for Salisbury and request reference to this in the CAF.	A bypass option was considered through the Salisbury Transport Strategy and was discounted on the grounds of viability. Access to through traffic is being explored.
Salisbury needs a bypass.	
Bypass the Tesco roundabout.	
Allow no through-traffic except for public transport, businesses and residents.	
Traders need continued delivery access.	This is agreed.
Restrict hours of deliveries.	The restriction of delivery vehicles access to certain times could be secured through a Loading Restriction and a Traffic Regulation Order.
Initiatives for the city centre must be supported by coordinated efforts to improve the ring road and access to outer areas such as Southampton Road.	The Salisbury Transport Strategy sets out a variety of measures to address congestion. The CAF seeks to minimise car use in the city centre and encourage the use of the more sustainable modes of transport, thus alleviating congestion. Wiltshire Council are in discussions with Highways England regarding improvements to the A36.
City traffic needs to be resolved in order to accommodate new development.	The Salisbury Transport Strategy sets out a variety of measures that address congestion. A Transforming Accessibility Project is also underway.
Addressing traffic on larger roads would resolve issues on smaller roads.	



Increase capacity at all junctions and roundabouts.	
A filter system should be considered.	
Introduce a congestion charge.	
More traffic calming should be introduced.	If there is less traffic in the central area of Salisbury, then further traffic calming may be unnecessary.
Divert/ban HGVs from accessing the city centre.	The decant of heavy industry uses from Churchfields Industrial Estate continues to be a policy position that the council are exploring.
Query over how the council will deal with industrial traffic going past the train station.	
Dual Salisbury's ring road, including Netherhampton Road, Wilton Road, Southampton Road.	Such proposals fall outside of the geographic scope of the CAF. However, Wiltshire Council continues to work with Highways England to address these issues.
Car/bus access should remain on Minster Street and other key roads in the centre.	This will be further explored.
Electric vehicles/bikes are the future and should be given more consideration.	The CAF seeks to promote sustainable transport modes, and opportunities to support electric vehicle infrastructure will be given consideration.
The CAF should encourage shared car ownership e.g. Co-Cars.	Opportunities will be explored in collaboration with local service providers.
Build a tram system.	It would be unfeasible to implement an entire tram system.
Support for continued access for motorcycles.	Support is noted.
Request for off-street taxi ranks.	This can be considered through a more detailed planning exercise.
Entrances and exits from car parks should be only via Churchill Way; city centre routes should be closed off.	To be considered as part of the delivery of the Maltings and Central Car Park scheme.
Need more 20mph speed restriction reminders, e.g. on Brown St and Castle St.	Implementation of 20mph zone should be delivered but in tandem with the objective of de-cluttering the streetscapes, not adding to it.
The Exeter St 20mph speed restriction area should include the entrances to both the Cathedral School and Bishop Wordsworth School as a cyclist and pupil safety measure.	The request is noted.
Money should not be spent on the Stonehenge tunnel. Plant trees and build a dual carriageway all along.	This is a central government scheme.
The A36 and the A303 should be addressed by the CAF.	The CAF's geographical remit is the central area of Salisbury.
The city's easy access by train and road - even taking traffic problems into account - is an asset.	This is agreed.

#### Responses relating to city centre parking:

Comment	Officer response
Keep availability of city centre car parking.	By increasing the use of Park & Ride services it may be possible to rationalise the car parking space in the central area
Need to retain city centre parking options for those with less mobility.	

	thus freeing it up for redevelopment of alternative uses. The requirement for city centre parking, including for residents, disabled people, blue badge holders, traders will be considered in detail before any decisions are made.
Reduce parking charges in the city.	Parking charges are set by the council's Parking Services team and are not within the scope of the CAF.
Change parking payment to pay on exit.	
Car parking should be duration focused, tiered parking arrangements which allow for long stay parking in different areas of the city.	
Need to keep free evening parking.	
A 3-storey car park that is subsidised/free should be developed.	A decked car parking solution is being considered for the Maltings and Central Car Park site. Parking charges will be set by the council's Parking Services team and are not within the scope of the CAF.
The council's parking standards should be changed so cars do not dominate.	The council's parking standards are reviewed periodically.
Regenerate Culver Street car park.	The CAF proposes to improve the general environment around Culver Street car park to improve safety and make it more attractive.
Having a range of smaller car parks is valued for those who can't walk far e.g. Salt Lane for the Arts Centre and Lush House car park for the High Street.	Consolidating parking in fewer locations in proximity to the city centre would reduce traffic within the central area, congestion, air pollution, and the cost of providing and managing parking facilities. Essential parking will remain for those who need it, e.g. disabled people.
Current diversity of parking prevents monopolistic revenue generation, i.e. businesses needing to be near a main car park entrance.	
Car parking is important to shoppers. Concern that consolidation of parking would make quick trips to the city centre harder.	The council's Salisbury Transport Strategy advocates the incremental shift from centrally focussed, long-stay parking to Park & Ride facilities. The CAF recommendations complement this agreed approach.
Reduce space in the city centre taken up by car parks.	The CAF recommends the consolidation of car parking, partly because car parking uses up valuable land which could be used for other purposes.
Improve car parking at railway station.	The council is examining options to improve Salisbury railway station, including improvement of current parking facilities.
Remove 3-hour parking restriction from car parks.	This would encourage long-stay parking, particularly by workers, which is what the Salisbury Transport Strategy is trying to discourage to alleviate city centre traffic.
Remove coach parking from Exeter Street and restrict coaches to coach station.	This is a drop off zone, not for coach parking.
Extend opening hours of multi-storey car park and link it with footbridge to cinema.	A vision and strategy will be developed and implemented by a partnership of planning and regulatory authorities, operators, entrepreneurs, landowners, residents and users to drive and realise the vision. This will consider issues such as parking for leisure/evening uses.

Remove daytime on-street parking from Exeter Street and Brown Street.	The CAF seeks to reduce availability of general on-street car parking within the central area.
An underground car park should be considered.	There is no requirement for an additional car park.
City centre parking should be discouraged by raising prices, restricting parking in the centre, regular leave-your-car-at-home days, 'walking buses' to schools.	The CAF seeks to promote more sustainable transport modes, such as increased use of the Park & Ride facilities and improve cycling and walking routes to reduce vehicular traffic in the central area.
Commuter/long stay parking should be focused at Park & Ride sites with short-stay/shopper's parking in the city centre.	This is agreed and could be achieved by making better use of the city's Park & Ride sites.
Car parking areas need to be made more attractive, e.g. with cafés.	The CAF recommends public realm improvements in key locations which could include the car parking sites.
Residential roads should be for residential parking only.	The CAF seeks to reduce availability of general on-street car parking in the central area. Residential parking will be retained.
Salisbury Civic Society comment that reference to 'additional parking' is jarring as Salisbury is not currently short of parking spaces, apart from at the railway station.	The CAF recommends rationalising car parking in the central area. Car parking availability at the station is a separate consideration.
Salisbury Chamber of Commerce request focus on how coach & car parking can be used to target movement of people to give the best return for Salisbury businesses whilst reducing the volume of through traffic and carbon emissions.	The CAF seeks to reduce the prominence of cars within the central area, encourage better use of Park & Ride facilities and to create more people-friendly streets. Increased pedestrianisation will increase footfall, which is expected to benefit businesses.
Wiltshire Creative comment that convenient parking is important for the evening economy e.g. cultural activities taking place in the evening.	The CAF does not seek to prevent parking in the central area but to encourage a shift towards more sustainable transport modes. This includes improving operating hours of the Park & Ride to extend hours into the evening.

### Responses relating to city centre development and design:

Comment	Officer response
The council should insist on high quality design for new developments.	Policies in the Wiltshire Core Strategy require new development to be of high-quality design and to be sympathetic to existing architecture and heritage (e.g. CP57 "Ensuring High Quality Design and Place Shaping").
Provide iconic, inspirational, original buildings to draw visitors.	
New developments should be sympathetic to existing architecture/style/heritage.	
Developments should use local and historic materials.	
Salisbury should be a modern medieval city/should embrace contemporary design.	
Interventions should improve the function of the city centre, not just its appearance.	The CAF recommendations are intended to improve the function and appearance of the city.
Focus on improving existing properties before proposing new development.	The CAF will provide a platform for city improvements to stimulate investment.

Introduce Article 4 direction removing permitted development rights for conversion from employment to residential.	The promotion of residential city centre living can add vibrancy and bring vacant buildings into a viable use.
The Old George Mall should be redeveloped to improve its appearance and entice smaller stores and cafes.	The CAF seeks to support opportunities for small businesses. The Old George Mall is not specifically identified.
Art pieces should be commissioned to enhance the city centre, e.g. by local artists.	The CAF recommends introducing new public art within the city, which will be developed in collaboration with the community.
Reduce signage clutter.	An aspiration of the CAF is to develop a coordinated approach to wayfinding and to reduce unnecessary street clutter.
Salisbury's charm is in its mixture of buildings and facilities.	This is noted.
A Design Review Panel should be put together comprising local architects, planners, heritage consultants and landscape designers.	This has been delivered previously and will be considered in the future.
Shopfronts in the city are of poor quality – need stronger guidance.	This is acknowledged. The CAF seeks to encourage review and update of existing shopfront planning guidance.
Grants should be provided to fund shopfront decoration.	This is being investigated.
The design examples given for the consultation are not suitable for Salisbury.	The examples given are intended to be illustrative. Design proposals for subsequent planning applications will be subject to detailed public consultation.
Development must take place in accordance with the 40ft height policy.	Any planning applications will be made in accordance with Wiltshire Core Strategy CP22 (Salisbury Skyline).
Redevelop Grosvenor House in Churchfields Road.	The council will continue to keep under review the best options for land and property in the council's ownership.
There needs to be a direct incentive to convert first-floor space to residential.	The CAF seeks to support this, in appropriate locations.
There should be scope for redevelopment of premises along the river to improve connections with the river setting.	The CAF seeks to support this, in appropriate locations.
Salisbury should provide space for creativity and culture to encourage innovation.	The CAF seeks to support this.
Redevelop New Look as a glass-roofed indoor market with a walkway between High Street and the River Avon to the rear.	The principle for this type of development is broadly suggested as an opportunity.
Owners of 22-30 High Street (New Look) comment that their site provides an opportunity for strategic riverside/town centre development. They would support proposals for more flexible uses in this location.	Support is noted.

### Responses relating to the historic environment:

Comment	Officer response
Improve facades of deteriorating buildings e.g. Crane Street, Catherine Street.	While many shopfronts are outside the council's control, the CAF is seeking a

	range of measures to generate uplift in the central area, such as recommending an update to the Shopfront Supplementary Planning Guidance.
Make more of heritage assets in the city e.g. buildings, heritage, surrounding water meadows, rivers, proximity to Stonehenge, Old Sarum cultural offering.	The CAF includes recommendations to bring out the qualities of the existing townscape and heritage.
Important historic buildings should be protected.	Policies in the Wiltshire Core Strategy require new development to be of high-quality design and to be sympathetic to existing architecture and heritage (e.g. CP58)
More signs/references on buildings/areas of historic note, phone apps etc.	The CAF recommends developing a wayfinding strategy which could include improved referencing of lesser known historic sites and buildings. A heritage app is also being developed.
The Cathedral Close should be protected as a quiet, peaceful space.	The CAF recognises the importance of the Cathedral Close and seeks to ensure it remains a place of calm and sanctuary, while protecting its essential role in the city's tourism industry.
Green space around the city is part of the city's heritage and should be protected.	Policies in the Wiltshire Core Strategy require new development to protect and enhance important landscapes and green infrastructure (e.g. CP51 and CP52).
Provide a trail through the town highlighting historic features.	A heritage trail app is already under development by the council.
Historic England recommends that it should be illustrated how specific initiatives relate e.g. consideration of desirable pedestrian movements.	This is agreed.
Historic England request more information on constraints and barriers.	It is considered that this has been covered by the CAF.

### Responses relating to tourism:

Comment	Officer response
More hotels are needed/Salisbury has enough hotels.	There is documented evidence of need for additional hotel space in the city centre to support Salisbury's tourism industry.
Small B&Bs and family hostels are needed, not commercial hotels.	The CAF would not preclude the development of B&B, hostel or budget hotel accommodation, should proposals of this nature come forward.
Develop more budget hotel accommodation.	
Salisbury needs a Youth Hostel.	
Build a large conference and hotel facility – there are not enough in the south west.	This would be welcomed, and the masterplan cites this as a possible use. There would need to be a business case for the private sector to deliver this use. It remains a possibility but until now no such market demand has been forthcoming for such a development in the city.

Existing planning permissions for hotels should be implemented, e.g. site of the old Post Office.	It is recognised that there are historic and recent permissions for hotel uses in city centre locations. However, there is little evidence to indicate these will be delivered within a reasonable timeframe and there remains a need for city centre hotel accommodation to support Salisbury's tourism economy.
Create a new Salisbury Interpretation Centre.	Salisbury benefits from a Tourist Information Centre.
The CAF should ensure tourists stay to see more than the Cathedral.	This is one of the key aims of the CAF.
Build a visitor hub close to rail and coach stations e.g. station and central car park.	The delivery of a welcome centre/point of arrival is proposed as part of the Maltings and Central Car Park masterplan.
Toilets in the coach station need to be improved.	This forms part of the masterplan for the Maltings and Central Car Park.
The CAF should deliver benefits for residents ahead of tourists.	The CAF has been prepared to generate benefits for both residents and visitors.
Salisbury Cathedral comments there is currently poor wayfinding, poor arrival points to the city, poor pedestrian routes to the city, and poor connections between the Cathedral Close and the rest of the city.	Improving wayfinding around the city is a key aim of the CAF and is being pursued through a specific wayfinding strategy.

#### Responses relating to the proposed River Park:

Comment	Officer response
Support the River Park/improvement of river corridors.	Support is noted.
Quality parks and open spaces should be provided.	Part of the redevelopment of the Maltings and Central Car Park will include delivery of an improved children's play park. Other areas of important open space will be retained.
Ensure the River Park includes areas for rewilding.	The delivery of spaces for rewilding is captured within the masterplan for The Maltings and Central Car Park and is expected to be delivered as part of the River Park.
Introduce more river-based activities e.g. punting, boating, canoeing.	This would be supported, provided such uses would not undermine the ecology of the river system.
A community café should be provided in the River Park.	The Maltings and Central Car Park masterplan indicates that kiosks may be introduced alongside the river, which may be appropriate for café uses.
Provide spaces for older people to sit in parks.	It will be ensured that there is adequate seating and spaces to enjoy the environment.
The water meadows should be protected.	The CAF recognises the importance of the water meadows as part of Salisbury's unique landscape setting and seeks to ensure this remains protected.

There is a lack of access to the meadows.	This is agreed and being assessed but needs to be balanced with ecological protection of the environment and land owner consent.
The riverside path parallel to High Street (Fisherton Street to Crane Street) should be enhanced.	It is agreed that the riverside path in this location would benefit from improvement. The CAF recognises that there may be an opportunity to improve this area through a redevelopment from the High Street that would see improved pedestrian access to the riverside location.
The River Park should have footpaths/cycle links from Elizabeth Gardens to The Maltings.	The intention of the River Park is to provide an uninterrupted green infrastructure link through the centre of the city. Wherever possible, opportunities to achieve this will be considered.
Concern that the northern pedestrian route deviates away from its existing route and into an environmentally sensitive area/allotments	The River Park map is intended to be illustrative.
Create connections to river walk at the edge of Churchfield.	The CAF recognises the importance of the water meadows as part of Salisbury's unique landscape setting and seeks to ensure this remains protected.
Salisbury Civic Society comments that the River Park concept is admirable (subject to further detail) and should be at the heart of attempts to improve the city and should in many cases be the driver for other initiatives.	Support is noted.
Wiltshire Creative comments that the CAF needs to explain how the proposed River Park fits in with the proposed cultural quarter.	Agreed. Detailed plans for the interaction will be produced in due course.

#### Responses relating to ecology/biodiversity:

Comment	Officer response
The CAF should maximise contributions to biodiversity.	While the CAF is a high-level document, it sets out a range of recommendations such as the River Park that will help improve opportunities for wildlife in the central area.
Need to plant more trees / acknowledge the value of trees the urban area.	Agreed. The CAF provides a positive environment for enhancement of the city including the planting of many new trees.
Turn car parks into green parks with trees.	There is a need to balance the greening of the city while ensuring it remains attractive for business and for visitors.
Development should be required to install swift bricks and bat boxes.	Where appropriate, this would be supported, to be considered at planning application stage.

#### Responses relating to housing:

Comment	Officer response
More affordable housing needed, e.g. for young people.	The CAF has been prepared to support the development of much needed housing in

Affordable live/work units should be built to encourage city centre vibrancy.	the central area, with a focus on delivering homes suitable/affordable for younger people.
The council should commit to building quality homes for those who need them.	
Private housing developers should commit half of those built for council tenants.	
Younger people need to be attracted to live in Salisbury.	
No more old people's/retirement homes.	Any housing proposed will be required to adhere to Wiltshire Core Strategy CP45 (Meeting Wiltshire's Housing Needs) and CP46 (Meeting the needs of Wiltshire's vulnerable and older people).
Housing should be delivered to enable older people to downsize into smaller homes/ bungalows.	
New high-quality residences, apartments.	Agreed and planned, but for all types of housing need.
The Right to Buy council houses should be held back.	Right to Buy is controlled by national legislation and is not in the scope of the CAF.
Empty shops and pubs should be converted to housing for young people.	The Use Class order currently allows a Permitted change from A1 (shops) to mixed use - A1 & up to 2 flats.
Housing development should be well built with open spaces and lots of trees.	The CAF seeks to improve open spaces and the environment.
Consider housing on Southampton Road in waterside locations.	Southampton Road is outside of the CAF area.
Request to know whether student accommodation will be proposed.	It is not yet known if student accommodation will be proposed on sites identified within the CAF.

### Responses relating to employment:

Comment	Officer response
Focus on creating well paid jobs.	The CAF, through its support of the redevelopment of the Maltings and Central Car Park site, seeks to increase visitor numbers, footfall and dwell time in the central area. In addition, supporting new dwellings for sustainable city-centre living, thereby encouraging more spending, business and investment. The masterplan for the Maltings and Central Car Park remains flexible to residential and commercial uses to ensure that commercial space can be delivered where needed.
Create employment opportunities to encourage young people to stay in the area.	
Focus on delivering well-paid employment opportunities, for young/local people.	
Salisbury doesn't have enough well-known employers, leading to out-commuting.	
Encourage jobs at Boscombe Down.	Noted. Jobs at Boscombe Down are outside of the scope of the CAF.

### Responses relating to city centre facilities:

Comment	Officer response
Ensure GP surgeries and council offices stay centrally located.	The CAF makes no recommendations that would result in the relocation of either types of service.



Salisbury needs a central post office.	This does not form part of the CAF.
Salisbury needs a police station/custody suite.	This does not form part of the CAF.
Install more water fountains and recycling bins.	A second public drinking fountain has recently been installed on High Street.
Request greater reference to health and social care. Need to be informed by understanding of public perspective on health and social care in the city centre. Some health care buildings require urgent renovation / consolidation. The hospital campus project is not in the central area but is closely linked to the CAF area. The two schemes should be consistent/supportive.	Although health and social care is not specifically addressed within the CAF, many of the workstreams will assist in improving well-being of residents including improving walking and cycling links, reducing the dominance of the car, and delivering the River Park.

### Responses relating to education:

Comment	Officer response
Salisbury needs better higher education facilities/a university.	The Wiltshire College & University Centre site on Southampton Road is undergoing redevelopment to provide better higher education facilities.
Develop educational establishment/science park with links with Porton Down.	This does not form part of the CAF.
Grammar schools should be converted to alternatives that encourage all pupils.	The status of the grammar schools is outside of the CAF's remit.

### Responses relating to The Maltings and Central Car Park:

Comment	Officer response
Keep the library/gallery in its current location.	The relocation of the Library forms part of the overall masterplan approach to redeveloping the Maltings and Central Car Park site.
The library's local studies collection needs to be retained.	There is no intention to remove any collection.
Investment should be spent on improving the existing library.	There is a need to ensure continuity of library provision within the city centre whilst the long-planned regeneration of The Maltings and Central Car Park takes place, which necessitates the relocation of the library to a new location nearby. The existing library building cannot be redeveloped with the library service in-situ.
Need to be clear about the permanent location for the library.	
Redevelopment of the existing library should not result in the loss of its façade.	There is no intention to lose the façade of the existing library.
Redevelop the City Hall and library into new landmark buildings.	Any redevelopment proposals will be required to be of high-quality design and sympathetic to existing architecture and heritage.
The library must include activities for adults and children as well as core services.	Wiltshire Council will continue to provide library services.
Query over whether the new library will be privately owned and whether the council will be able to ensure it is not be closed.	The library will not be closed.

Concern about lack of transparency regarding the finances for the planning application for the library/hotel in Fisherton Street.	Noted, however some areas are commercially sensitive.
Redevelop The Maltings with affordable housing, small scale business, open space.	This can be considered through a more detailed master planning exercise.
The Maltings redevelopment should include an education centre for observation of Hampshire Avon wildlife.	This could be considered through a more detailed planning exercise.
The CAF should reference the relocated library in the Cultural Quarter. Support rejuvenation of Fisherton Street – this should be in parallel with the Cultural Strategy, given its proximity. The CAF should address how the cultural quarter will be made visible.	The CAF now references the relocated library within the Cultural Quarter and how the Cultural Quarter will be made more visible. This will be through modernisation of City Hall and improved links with the Playhouse, enhancement of the public spaces, and delivery of a new library.
City Hall is no longer fit for purpose as it is too small to attract high level artists.	The CAF supports the modernisation of City Hall.
The Cultural Quarter omits provision of a concert venue.	The Cultural Quarter already benefits from existing concert venues.
Support creating vibrancy in the city by developing a cultural strategy.	A draft cultural strategy has recently been developed.
Redevelopment of The Maltings is needed urgently.	This is agreed.
Support for the redevelopment of the central car park.	Support is noted.
The deadline for spending funds earmarked for the early phases of the MCCP development should be suspended to allow more time to hone the proposals.	Noted.

### Responses relating to Churchfields Industrial Estate:

Comment	Officer response
Redevelopment of Churchfields is needed urgently.	<p>The future of Churchfields Industrial Estate will be re-considered through the Local Plan Review. The CAF recommends that the following should be considered in any future policy:</p> <ul style="list-style-type: none"> <li>• Improvement to the public realm</li> <li>• Intensified employment sites to provide higher job densities</li> <li>• Improved pedestrian facilities along Churchfields Road, including formal crossing points and enhanced footways</li> <li>• Traffic calming measures</li> <li>• Enhancing and protecting the riverside setting</li> </ul> <p>The CAF also acknowledges the issue of HGVs accessing Churchfields.</p>
Businesses on Churchfields Industrial Estate should be relocated.	
Redevelop Churchfields with affordable housing.	
Churchfields should be redeveloped for residential/employment with green parks.	
Redevelop Churchfields into a technology park, hotel, conference hall, with transport links.	
Relocate businesses on Churchfields away from the centre.	
Issue of traffic from Churchfields HGVs needs to be resolved.	
Build a connecting road from Churchfields to Netherhampton Road.	
Object to any proposal for an access between Churchfields and the water meadows.	
Concern that there is too much focus on Churchfields as the main employment area,	

where workers are unlikely to spend their money in the city centre.	
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### Responses relating to management and maintenance of the city centre:

Comment	Officer response
Improve street cleanliness.	Salisbury City Council is responsible for street cleaning and litter bins in Salisbury. The City Council have environmental enforcement policies.
More litter bins needed.	
Better enforcement needed in prosecuting litter droppers.	
Rivers need to be kept clear of litter.	This is noted and agreed.
Arrange volunteer litter picks to keep the public realm litter free.	Wiltshire Council supports community litter picks that can be organised by local groups. Groups can contact their local Community Engagement Manager with details who can provide specialist litter picking equipment and advice to support the event.
Conceal large refuse bins, away from food outlets.	This is agreed, where possible. Refuse bins are sometimes hard to conceal within a historic city environment.
Safer lighting needed on quieter streets.	Enhancement of the public realm is being promoted through the CAF.
Reduce number of A-frames on the streets.	
Signage, street furniture and railings in public spaces needs to be rationalised.	
Install more seats/benches.	
More flowers displays in public areas.	
Streets/paving need to be of safe, high quality.	
Wayfinding around the city needs to be improved.	A wayfinding project is recommended through the CAF.
Paving repairs need to match the original material.	The CAF promotes a review and update of the previous city-wide strategy for the public realm. This could include the need for repairs to match the existing.
Need to address homelessness and drug use.	This falls outside the scope of the CAF.
Pubs should be encouraged to keep their gardens in good order.	Problematic to enforce. However, it is in a business's interest to maintain a tidy outdoor area.
Need to provide well signposted WCs with extended opening e.g. bank holidays, Sundays, evenings.	Wayfinding should improve with the wayfinding strategy proposed as part of the CAF.
Salisbury needs more/improved public toilets.	This is agreed.
Ban smoking and vaping in public spaces.	This is addressed through national legislation.
Wiltshire Creative comments that the CAF should address the need to clean and refurbish the city's heritage architecture and buildings.	The CAF supports re-purposing of heritage buildings and under-utilised rear courtyards/upper floors as well as enhancing the appeal of shop fronts and to the public realm to address the need to refurbish the city's heritage and architecture.

### Responses relating to strategic matters:

<b>Comment</b>	<b>Officer response</b>
Salisbury Area Greenspace Partnership comments that there is a lack of local strategic planning framework for this part of south-east Wiltshire. There are weak strategic policies for environment and green infrastructure, lack of a forward thinking and sustainable Transport Strategy for Salisbury, lack of Design Guidance, lack of effective public engagement as standard practice, Wiltshire Council's increasing remoteness.	Wiltshire Council have commenced a review of the Wiltshire Core Strategy (known as the Local Plan Review). This will review all policies including for the environment, green infrastructure, sustainable transport and design, and be subject to community consultation to inform its content. The CAF is focused on Salisbury city centre only and is therefore a non-strategic document. However, its recommendations will form a source of evidence to inform the Local Plan Review.

### Responses relating to the consultation process:

<b>Comment</b>	<b>Officer response</b>
Wiltshire Council needs better community engagement, including a Local Nature Partnership working on matters like housing, transport, green infrastructure etc.	The consultation was comprehensive and followed the prescription outlined for the preparation of Supplementary Planning Documents in Wiltshire Council's Statement of Community Involvement (SCI) <sup>5</sup> . Details are provided at the beginning of this report.
Historic England request that the CAF include a communications plan.	
The CAF proposals should be consulted on with sports clubs in and around Salisbury.	
Use social media for better engagement with the younger generation.	The council uses a range of techniques to ensure breadth of outreach, and this includes social media outreach.
Better consultation needed with students aged 11-18.	

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<sup>5</sup> Wiltshire Council Statement of Community Involvement (SCI), July 2015, available at: <http://www.wiltshire.gov.uk/downloads/9895>

Wiltshire Council  
Bourne Hill  
Salisbury  
Wiltshire  
SP1 3UZ

[ADDRESS]

25 June 2019

Dear Sir/Madam

## **Notice of consultation on the Salisbury Central Area Framework**

Wiltshire Council is consulting on developing proposals for an exciting future for Salisbury, which we're calling the Salisbury Central Area Framework. This consultation will inform development proposals for the city centre and we're asking for your feedback on what you'd like the city centre to look like in the future.

When completed, the Salisbury Central Area Framework will set out a strategy that will be deliverable and will bring positive change to create a more vibrant city centre. As part of this, we want to ensure that the traditional aspects of heritage, green space and community are enhanced and encouraged. The Salisbury Central Area Framework will build upon previous consultations and bring together many different projects and initiatives under one single document. This will form an important part of the evidence base to inform the emerging Wiltshire Local Plan Review and Salisbury Neighbourhood Plan.

## **Consultation documents**

Information about the Salisbury Central Area Framework will be published on Thursday 27 June 2019 via the Wiltshire Council website at:  
**[www.wiltshire.gov.uk/salisbury-future](http://www.wiltshire.gov.uk/salisbury-future)**

Paper copies of these documents and response forms will also be available during normal opening hours at:

- Salisbury Library
- Wilton Library
- Downton Library
- Amesbury Library
- Durrington Library
- Five Rivers Leisure Centre, Salisbury
- Wiltshire Council offices in Salisbury (Bourne Hill)
- Wiltshire Council offices in Trowbridge (County Hall)

## How to comment

Comments are invited on the Salisbury Central Area Framework from **9:00am Thursday 27 June** until **5:00pm Friday 9 August 2019**. Comments can be made:

- Online via the Council's consultation portal:  
**[www.wiltshire.gov.uk/salisbury-future](http://www.wiltshire.gov.uk/salisbury-future)**
- By email to **[FutureSalisbury@wiltshire.gov.uk](mailto:FutureSalisbury@wiltshire.gov.uk)**
- Visiting the venues above and filling out a paper survey to be sent by post to:

**Major Projects  
Wiltshire Council  
The Council House  
Bourne Hill  
Salisbury  
SP1 3UZ**

## Public exhibition

A public exhibition will be held on **Tuesday 2 July 2019** from **9:30am – 6:45pm** in the Salisbury Guildhall Square. Wiltshire Council officers and members of the consultant team will be available during this time to answer questions about the Salisbury Central Area Framework.

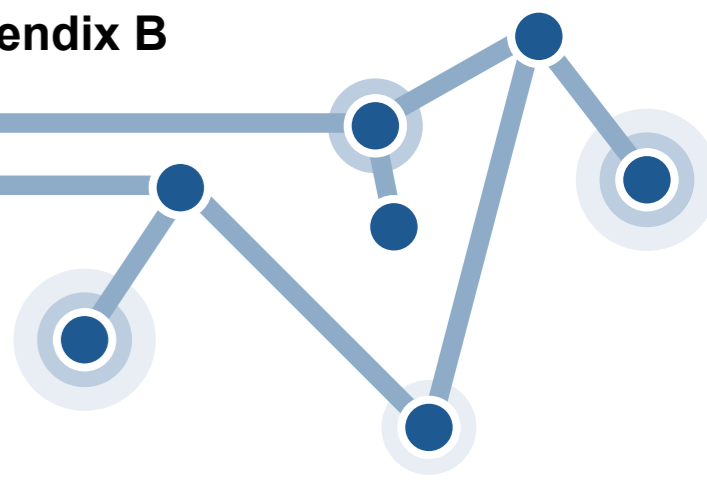
## Next steps and further information

All comments received during the consultation period will be taken into consideration before a final version of the Salisbury Central Area Framework is produced.

Should you require further information on the consultation, please email:  
**[FutureSalisbury@wiltshire.gov.uk](mailto:FutureSalisbury@wiltshire.gov.uk)** or telephone 01225 718430.

Yours sincerely

Tom Dobrashian  
Interim Director for Economic Recovery  
Wiltshire Council



# 1 Salisbury Central Area Framework

## Have your say on the future of Salisbury

We're planning an exciting future for Salisbury, and we'd like your feedback on what you'd like the city centre to look like. We are calling this the Salisbury Central Area Framework (CAF) and the purpose of this consultations are to inform the future development of the city centre. This work is still at an early stage and when completed it will set out an outline plan that will be deliverable and will bring positive change creating a more vibrant and attractive city centre. The CAF will bring together many different projects and initiatives within one single document that, crucially, will be deliverable. It will also help to inform the emerging Salisbury Neighbourhood Plan and Wiltshire Local Plan Review. The work is at an early stage and our thoughts are still developing.



## Why is this project necessary?

Salisbury is an historic, characterful and successful place in many ways. However, in recent years, a combination of the economic downturn, the changing role of small cities, and the incident in 2018 have threatened its vibrancy.

Some retail units have been left empty, parts of the public realm are tired and dated and new development has sometimes failed to deliver the best for Salisbury. So, we recognise that there is a need to reinvigorate the city centre. We need to make sure Salisbury city centre is as successful and resilient as it can be to make it a better place to live, work and visit for both local people and visitors.

## We want your views

We are looking for your views and ideas, and we want to know what you think about some of the suggestions and ideas we have. This will help us define the best possible strategy for the way forward so that we can make positive improvements to Salisbury city centre and deliver a strategy that:

- is widely supported
- is based on commercial reality
- sets out a way towards delivery
- promotes better design quality
- helps attract inward investment

## Salisbury is your city – please let us know what you think!

Please complete our survey after you have viewed the display boards as they provide the background to the framework. Once the consultation has been completed, the framework will be developed during the summer for publication in autumn. For more information and to take the survey, see:

[www.wiltshire.gov.uk/salisbury-future](http://www.wiltshire.gov.uk/salisbury-future)

## Why is this important?

The framework will guide several different projects and initiatives in the city, which will be delivered by Wiltshire Council, private and public sector partners and prospective developers. The CAF will ensure all these stakeholders are pulling in the same direction and will set out the ambition for the city centre.

## What's the focus?

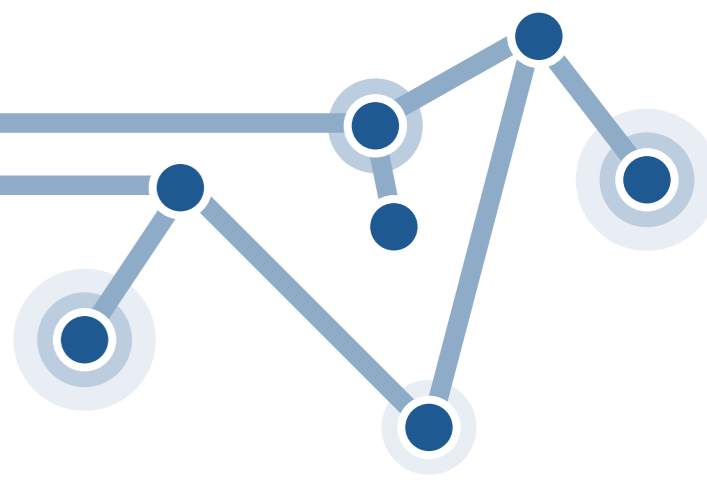
The CAF focuses on Salisbury city centre but to ensure the city centre's success we need to look at it in the context of the wider regional area. Salisbury is the main centre of south Wiltshire, acting as a focal point for a wide rural catchment. The train station serves the city and is the crossing point between the west of England main line and the Wessex main line making it a regional interchange. The presence of the Cathedral and the city proximity to Stonehenge make Salisbury an international tourist destination and brings significant revenue to the city.



Illustrating focus of CAF

- Central area boundary (CAF)
- ← Ring road
- Railway line
- ← River corridors
- - - Key routes
- Key landmarks

# 2 Salisbury Central Area Framework Background and Baseline



## Strengths

<p>Heritage and strong identity derived from the Cathedral and the built heritage</p>	<p>Rich urban fabric and character</p>	<p>Proximity to heritage sites, including Stonehenge and Old Sarum</p>	<p>Compact central city area and walkability</p>	
<p>Landscape setting (e.g. water meadows and rivers)</p>	<p>Strong arts and cultural programme and civic / cultural traditions (e.g. market)</p>	<p>Variety of independent shops, businesses and pubs</p>	<p>Diverse economy with specialised industries located close by (Porton Science Park)</p>	<p>Accessible by a range of forms of transport</p>

## Weaknesses

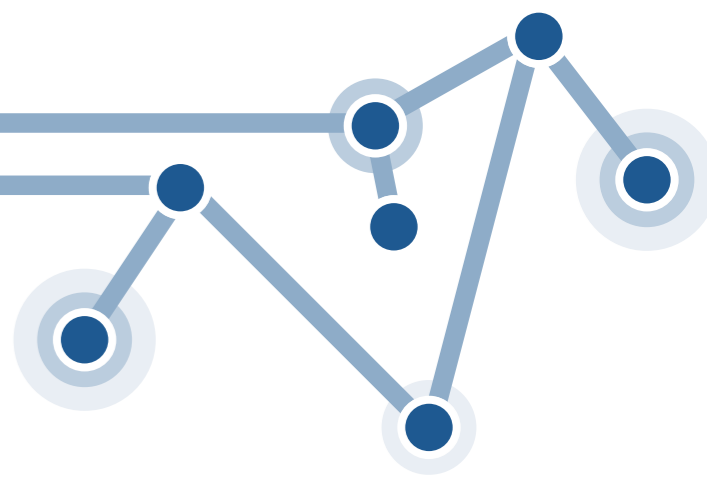
<p>Streets traffic-dominated and cluttered</p>	<p>No clear street hierarchy / poor legibility</p>	<p>Scattered parking provision – need to rationalise</p>	<p>Poor pedestrian and cycling facilities / routes</p>	<p>Arrival points project poor quality</p>
<p>Physical and psychological barriers formed by railway, A36 and rivers</p>	<p>Full city centre offer not visible</p>	<p>Limited links between the Cathedral and the city</p>	<p>Decentralised sub-regional facilities</p>	<p>Uncoordinated shop signs, wayfinding and street furniture</p>

## Opportunities

<p>Independent trading in Fisherton Street</p>	<p>Arts and cultural offer, development of Cultural Quarter within the Maltings and Central Car Park site.</p>	<p>Conservation Areas protection can ensure quality development</p>	<p>Rivers and natural environment</p>	<p>Existing P&amp;R infrastructure</p>
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The information on the boards and the survey can be found at: [www.wiltshire.gov.uk/salisbury-future](http://www.wiltshire.gov.uk/salisbury-future)





# 3 Salisbury Central Area Framework Themes

At the heart of the framework we are prioritising five themes. We believe these themes will transform Salisbury city centre and ensure that the Central Area Framework is unique to Salisbury.

## Themes

### Existing Salisbury

### Future precedents

Photos below are used as good examples from other locations to illustrate the opportunities.

**Getting around**  
Improving access to the city centre, improving the environment for walking and cycling and reducing physical and perceived barriers to make the city centre more accessible.



**Open space and landscape**  
Using the natural environment to bring all destinations together to form an attractive network of places - including the river corridors.



**Bringing out the quality**  
Improving the public realm and improving the quality / maintenance of historic buildings in order to emphasize the quality of the existing heritage and ensure it shines.



**Creating vibrancy**  
Implementing pop up shops and temporary uses, bringing under-utilised sites back into use and promoting activities.

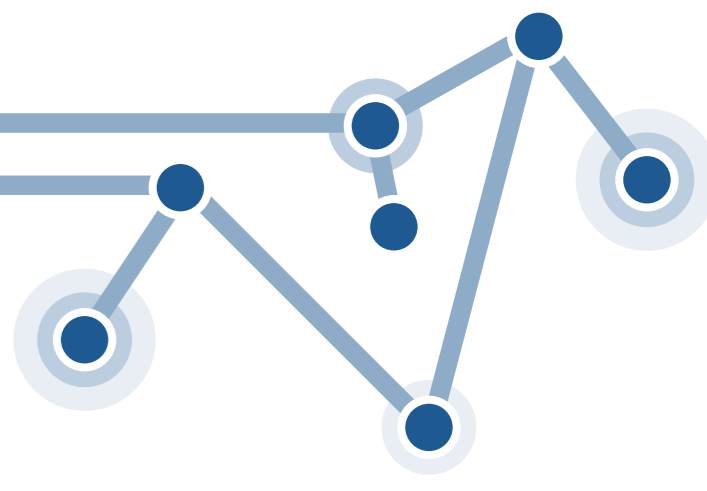


**Character and distinctiveness**  
Using Salisbury's built form and structure to make it easier for people to find their way around and make Salisbury memorable.



The information on the boards and the survey can be found at: [www.wiltshire.gov.uk/salisbury-future](http://www.wiltshire.gov.uk/salisbury-future)

# 4 Salisbury Central Area Framework Objectives



From our analysis and discussion with stakeholders, we have identified these draft objectives. We are proposing the city adopts these objectives to transform the city.

The objectives below support the overarching themes on board 3 and will be used to assess and guide the projects, initiatives and future actions identified in the framework. Please let us know what you think by filling out the survey.

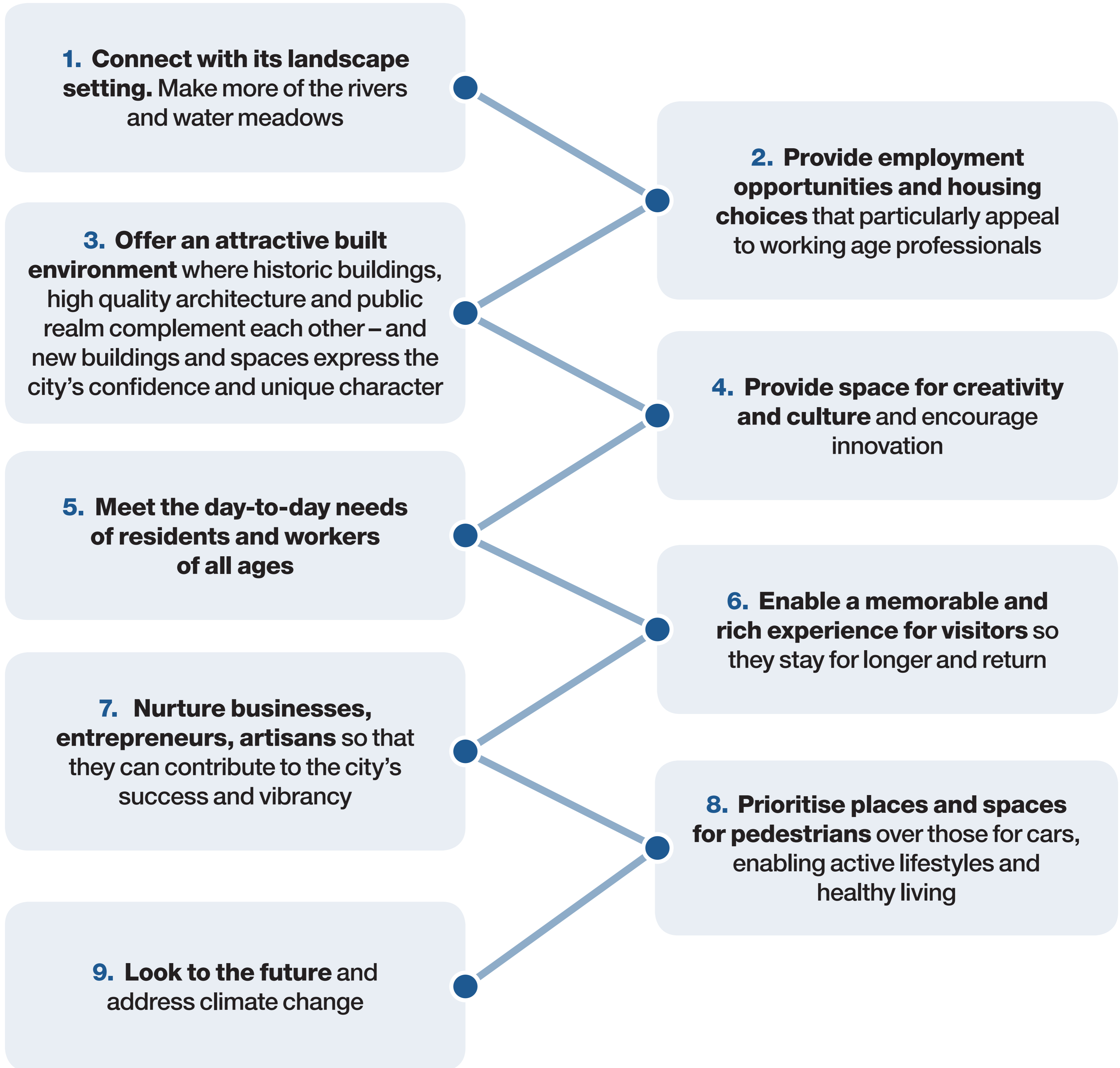
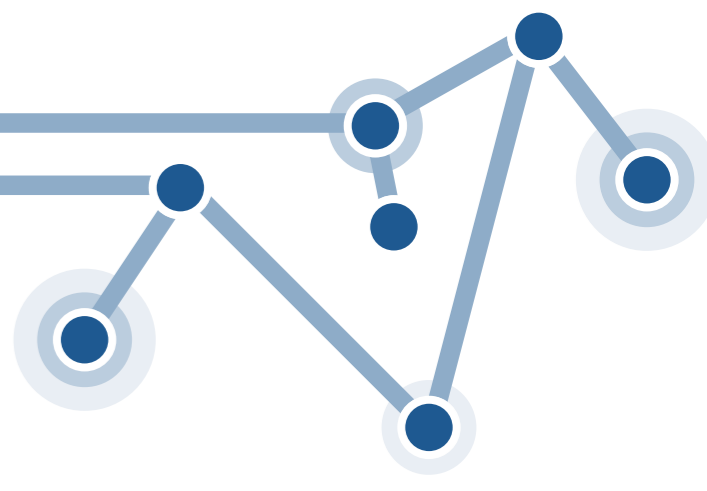


Image taken from Future High Street Fund Submission © Atkins

The information on the boards and the survey can be found at: [www.wiltshire.gov.uk/salisbury-future](http://www.wiltshire.gov.uk/salisbury-future)

# 5 Salisbury Central Area Framework

## People Friendly Streets



One of the key recommendations of the framework is the prioritisation of 'people-friendly' streets in the city centre. Delivering change needs to occur incrementally, in a staged and coordinated way. It will need support from the Council and its partners. Changes will need to be monitored and lessons learned over time.

### What does 'people-friendly' mean?

People-friendly streets means providing a positive, safe and comfortable environment for walking and cycling. It encourages more people to walk, cycle or take public transport.

Rebalancing our city in favour of pedestrians and cyclists has many positive benefits for the economic, cultural and environmental vitality of our urban centres:

- Improved air quality
- Improved health and wellbeing
- Improved economics and opportunity to attract business and investment

High streets and urban centres are more likely to thrive when people find it more attractive to walk and cycle.

Introducing these changes needs to be well planned and incremental, allowing the community, businesses and council of Salisbury to adjust and change at a pace that protects the current economy while a change in culture can take root.

### Keeping streets moving

One car takes up the same space as...



5 people cycling  
or  
20 people walking  
or  
12 cycle parking spaces

The average car carries:



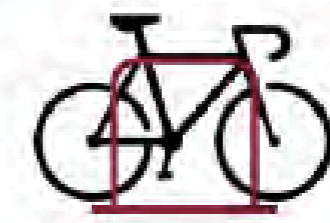
1.56 people

### Higher spends



High street walking, cycling and public realm improvements can **increase** retail sales by up to **30%**

Cycle parking delivers



**5x** the retail spend per square metre than the same area of car parking

People who walk and cycle take more trips to the high street over the course of a month

Average number of visits to local town centre each month, by mode



16 visits



12 visits



8 visits

Over a month, people who walk to the high street spend up to

**40% more**



than people who drive to the high street

### Social value

Walking and cycling helps create **thriving high streets**



As well as more customers, this brings benefits to the local community



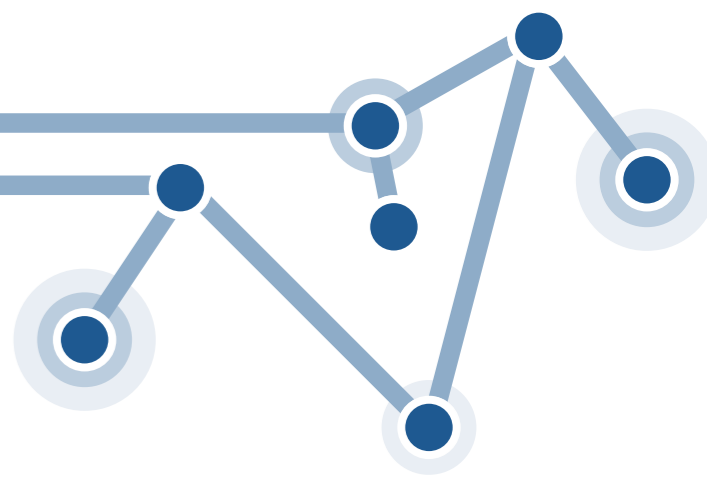
Making it easy to walk and cycle to high streets means that more people can enjoy these opportunities

Diagrams sourced from TfL, Lawlor and Rafe and Saffrey

The information on the boards and the survey can be found at: [www.wiltshire.gov.uk/salisbury-future](http://www.wiltshire.gov.uk/salisbury-future)

# 6 Salisbury Central Area Framework

## Getting Around



Over the next few months we will be investigating how to make our streets more people-friendly. This is an initial consultation to seek your views and inform further studies.

Improving the pedestrian environment in Salisbury requires radical change but can be achieved in a number of different ways. Below we have illustrated a number of street types, their benefits and challenges.

### Pedestrianised Streets



**Pedestrianised Streets:** Pedestrian-only access (potentially with an exception for cyclists).

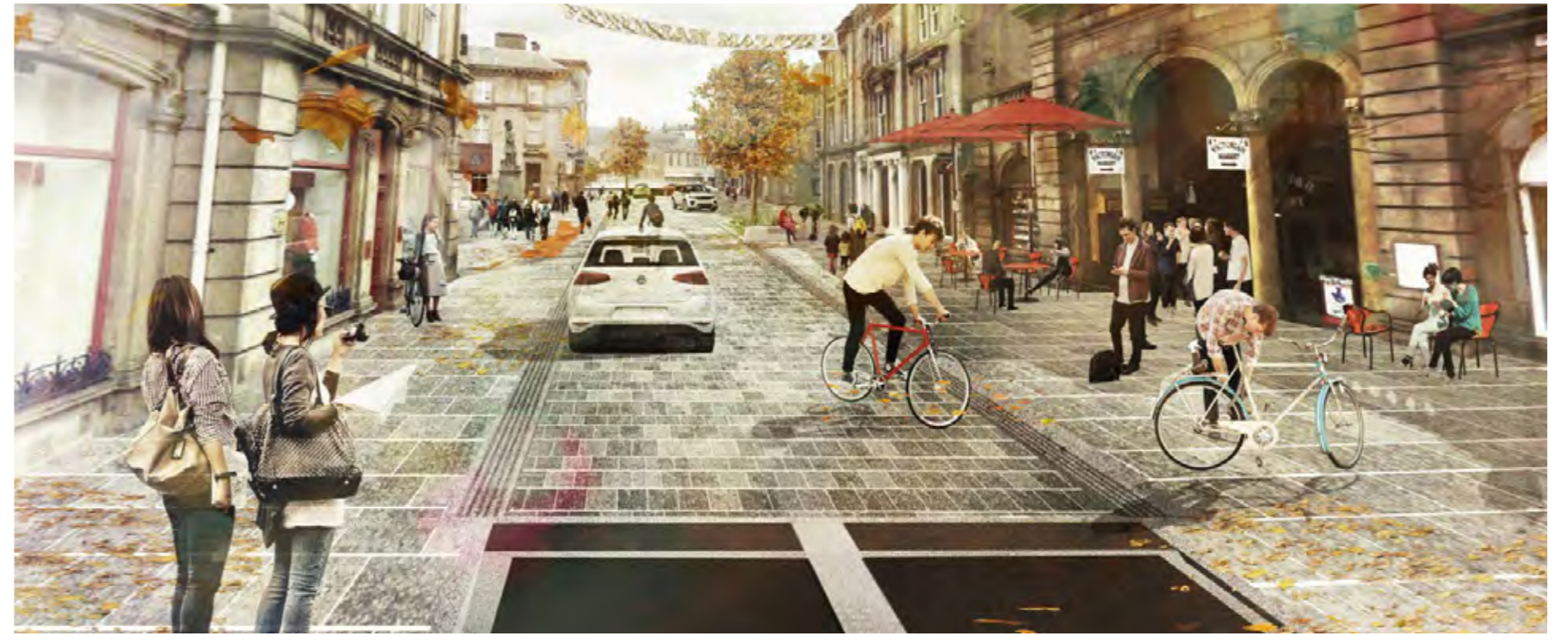
#### Benefits

- Public realm that is solely for the use of pedestrians and cyclists.
- Improve air quality
- Limits through traffic
- Creates a pedestrian focussed city centre.

#### Challenges

- May require major bus rerouting.
- Potential to impact on narrow chequers streets due to bus and traffic rerouting.
- Requires access for servicing, access and emergency vehicles.

### Pedestrian Prioritised



**Pedestrian Prioritised Streets:** Pedestrians feel that they can move freely anywhere and where drivers should feel they are a guest.

#### Benefits

- No change to current bus access to city centre.
- Potential for bus prioritisation on the Pedestrian Prioritised Streets.
- Opportunity to limit through traffic.
- Restrict to servicing and access only.
- Creates a pedestrian focused city centre with the flexibility of allowing managed vehicular access.
- Allows similar volume of traffic at slower speed.

#### Challenges

- Under current legislation, this does not give formal priority to pedestrians.

### Informal Streets



**Informal Streets:** Streets where formal traffic controls (signs, markings and signals) are absent or reduced. There is a footway and carriageway, but the differentiation between them is typically less than in a conventional street.

#### Benefits

- Lower Speeds
- Tighter vehicle geometry means more space for pedestrians and trees
- More opportunity for SuDS, bringing with it more amenity and biodiversity as well as climate change adaptation

#### Challenges

- Ensuring needs of sensory or physically impaired pedestrians are properly integrated into the landscape
- Culture change for motorists, ensuring that the benefits of why are properly explained so that they don't feel targeted

### Enhanced Streets



**Enhanced Streets:** Where the public realm has been improved and restrictions on pedestrian movement (e.g. guardrail) have been removed but conventional traffic controls largely remain.

#### Benefits

- Clearer more direct routes for pedestrians
- Incorporation of SuDS and trees
- Remains conventionally available for motorists

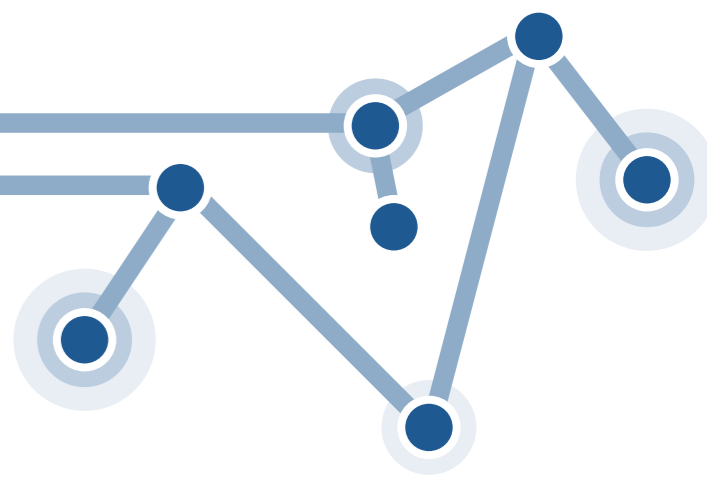
#### Challenges

- Traffic can still dominate in these spaces
- Crossing the street can be limited to set piece intersections

The information on the boards and the survey can be found at: [www.wiltshire.gov.uk/salisbury-future](http://www.wiltshire.gov.uk/salisbury-future)

# 7 Salisbury Central Area Framework

## Open Space and Landscape



The framework is proposing to enhance the linkages and use of Salisbury's unique green space and rivers and putting at its heart a 'River Park'. The River Park provides an opportunity to create a positive environment within the city centre that brings together areas of natural landscape, spaces for recreation and contemplation, public squares and areas of activity.

Three watercourses run through the city centre. Currently these are sometimes hidden and often ignored. They could become a positive focal point for Salisbury as a whole.

The Maltings is a key site to deliver this park, and the endorsed masterplan for the Maltings and Central Car Park already safeguards the space alongside the river.

This River Park would bring together existing and new spaces and provide numerous potential benefits:

- stitch together fragmented spaces, routes and developments;
- address the impacts of climate change – prevent future flooding;
- reconnect the city with its riverfront and landscape setting;
- provide access and amenity– areas for education, relaxation and recuperation within the city centre;
- add to the city's overall distinctiveness and character;
- provide better pedestrian cycle routes from and to the city centre and connect the parks and natural spaces north and south of the centre; and
- provide a suitable environment for the flora and fauna and explore opportunities for rewilding and habitat enhancement.

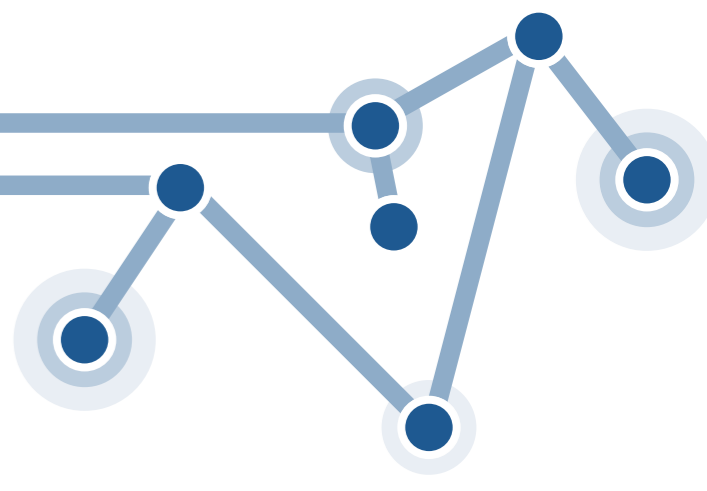


- The Maltings Masterplan Area
- Proposed River Park; landscape and environmental improvements
- Landmarks
- Key pedestrian / cycle routes
- Improved pedestrian routes

The information on the boards and the survey can be found at: [www.wiltshire.gov.uk/salisbury-future](http://www.wiltshire.gov.uk/salisbury-future)

# 8 Salisbury Central Area Framework

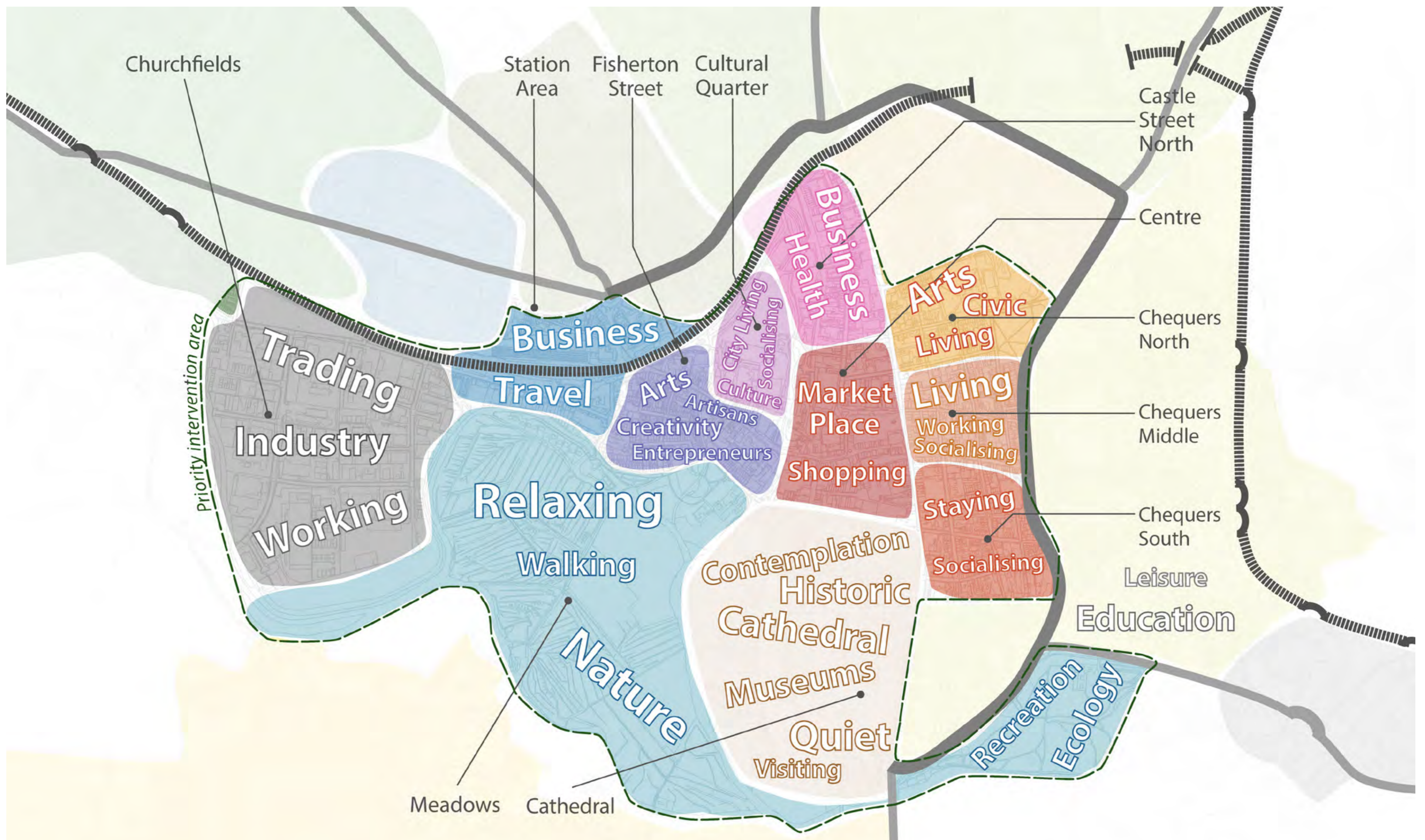
## Bringing out the quality



The framework is proposing to define ‘Character Areas’ with specific roles. Making recommendations on policy and other interventions, we could encourage particular uses within character areas and strengthen their role and distinctiveness. This will allow visitors and locals to find, explore and make use of different parts of the city centre.

While boundaries will overlap and uses may not be exclusive to one particular area, their townscape characteristics will set the areas apart.

We will develop specific proposals for each area. We have included some early thoughts on the future role for each area.

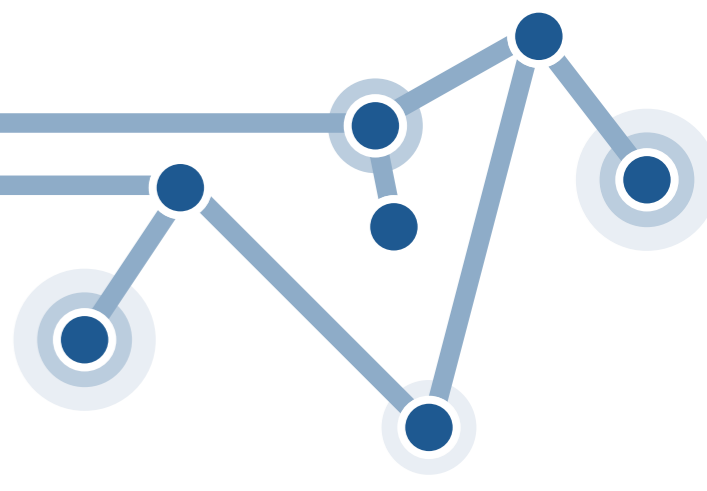


### Character Areas

- Chequers**  
**Future role:** Enhancing the city’s rich mix of use and characteristics with a focus around urban living, working and socialising.
- Fisherton Street**  
**Future role:** Nurturing the city’s creative industries, artists and small businesses and entrepreneurs. Enhance public realm quality and protect retail and maintain smaller floorplates
- Centre**  
**Future role:** Strengthening of the city’s core retail area and hub of activity around Market Place.
- Castle Street North**  
**Future role:** Supporting the city centre with work and living.
- Cultural Quarter (incorporating the Maltings)**  
**Future role:** Focussing on city centre’s cultural offer, urban living and evening economy, located adjacent to high quality public realm and riverside space.

- Meadows**  
**Future role:** Improving the city centre’s access and connectivity to the meadows and surrounding areas and protect its environmental qualities.
- Churchfields**  
**Future role:** Upgrading the city’s employment area, with view to diversify and increase intensity of land use.
- Station**  
**Future role:** Enhancing the city’s gateway into Salisbury and focus on business activity and new office space around a northern station entrance and an improved transport hub.
- Cathedral**  
**Future role:** Celebrating the city’s history and place for contemplation and worship while acknowledging it as the main tourist attraction for Salisbury. Protect the area, enhancing connections and support the ambitious Cathedral masterplan.

The information on the boards and the survey can be found at: [www.wiltshire.gov.uk/salisbury-future](http://www.wiltshire.gov.uk/salisbury-future)



# 9 Salisbury Central Area Framework Creating Vibrancy

The station area and The Maltings are the largest opportunities within the city centre. Neither of these will be quick or easy to develop as many stakeholders need to come together and existing constraints need to be overcome. These opportunities, together with some smaller sites and existing vacant buildings, can help address existing shortcomings and add to the vibrancy of the city centre.

The framework is considering how to facilitate the delivery of these sites. Opportunity sites could deliver a range of uses, subject to viability, including:

- new built managed workspace offering a variety of sizes and ways of working
- hotel and conference facilities to support businesses within the sub-region
- a mix of homes for a variety of people
- additional parking
- space for culture and leisure

Vibrancy can also be created through events, food festivals, pop up shops and restaurants. The framework proposes to encourage these kind of uses and activate some of the under-used spaces within the city centre.

Marketing is an important aspect of this and the CAF is developing in parallel with a cultural strategy and a branding exercise.



Image taken from Future High Street Fund Submission © Atkins



Photo © Kilian O'Sullivan - architect © Bell Phillips Architects



PCKO Architects



DLA Architecture



DLA Architecture

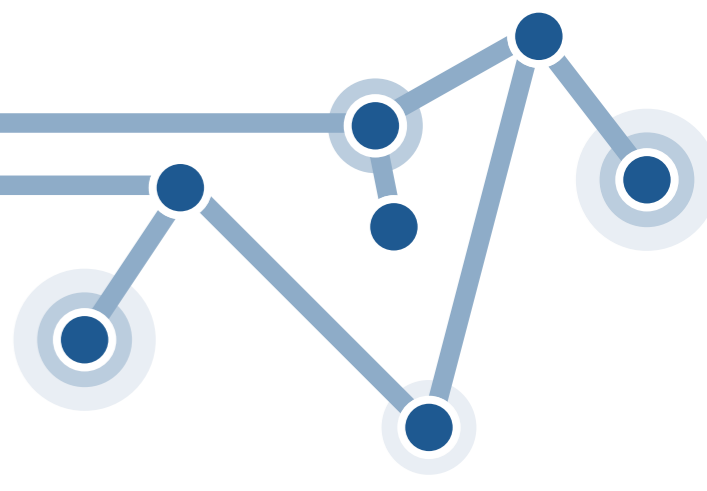


Tibbalds, Metropolitan Workshop Architects, Gross Max Landscape Architects, Zac Monro Architects, Foster Wilson Architects, Mæ Architects and Haworth Tompkins Architects.



Duggan Morris Architects

The information on the boards and the survey can be found at: [www.wiltshire.gov.uk/salisbury-future](http://www.wiltshire.gov.uk/salisbury-future)



# 10 Salisbury Central Area Framework

## Making your Comments / Next Steps

### Next steps

Over the summer we will take on board your views and develop the projects and initiatives for the Central Area Framework. This will involve further engagement with technical stakeholders. We hope to complete the draft framework in the autumn, at which point you will have another opportunity to let us know what you think.

### Salisbury is your city – please let us know what you think!

Please complete our survey after you have viewed the display boards as they provide the background to the framework.

Once the consultation has been completed, the framework will be developed during the summer for publication in autumn.

For more information and to take the survey, see:

[www.wiltshire.gov.uk/salisbury-future](http://www.wiltshire.gov.uk/salisbury-future)

Our programme for the Central Area Framework is as follows:

Consultation

June / July

Refine and finalise draft  
Central Area Framework

August

Publicise draft  
Central Area Framework

In the Autumn





**Consultation on the Salisbury Central Area Framework**  
Response form for comments

<b>Ref:</b>	<b>(For official use only)</b>
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Wiltshire Council is working with partners to plan an exciting future for Salisbury, and we would like your feedback on what you would like the city centre to look like in the future. We're calling this the Salisbury Central Area Framework (CAF) and the purpose of this consultation is to inform the future development of the city centre. When completed it will set out an outline plan that will be deliverable and enhance Salisbury as a place to live, work and visit.

Please complete this survey after you have viewed the display boards or website pages dedicated to the CAF, as they provide the background to the CAF and its progress and themes to date. With your assistance through filling in this survey the CAF will be further developed during the summer for publication in September.

**Please return to Wiltshire Council by 5pm on Friday 9<sup>th</sup> August 2019**

**By post to:** Major Projects, Wiltshire Council, The Council House, Bourne Hill, Salisbury, SP1 3UZ

**By e-mail to:** [futuresalisbury@wiltshire.gov.uk](mailto:futuresalisbury@wiltshire.gov.uk)

**Online at:** [www.wiltshire.gov.uk/salisbury-future](http://www.wiltshire.gov.uk/salisbury-future)

**Part A – Personal details**

\*if an agent is appointed, please fill in your Title, Name and Organisation but the full contact details of the agent must be completed.

	<b>1. Personal details</b>	<b>2. Agent's details (if applicable)</b>
Title		
First name		
Last name		
Job title (where relevant)		
Organisation (where relevant)		
Address Line 1		
Address Line 2		
Address Line 3		
Address Line 4		
Postcode		
Telephone Number		
Email Address		

## Part B - Questions

### 1. What do you think are Salisbury city centre's main issues and problems? Please rate from 1 to 5 with:

1 = Bigger issue for the city centre  
5 = Smaller issue for the city centre

	5	4	3	2	1
Traffic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Air quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not enough cycle/walking routes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poor public transport provision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finding your way around the city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of things to do and see	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of employment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of affordable homes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of attractive green space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poor quality pedestrian environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other – please specify below					

### 2. How often do you visit Salisbury city centre?

- Several times a week
- Once a week
- Once a month
- Few times a year
- Rarely
- Never

**3. What do you come into Salisbury city centre for? Please tick all that apply.**

- I live in the city centre
- Shopping
- Education
- Personal business e.g. health care
- Work
- Leisure (sight-seeing, fitness, etc.)
- Culture
- Travel (using transport interchanges like the train station or buses to go elsewhere)
- Other (please specify below)

**4. How do you get to the city centre? Please tick all that apply.**

- Via the park and ride
- By car
- By bus
- By train
- Walk
- Cycle
- Other (please specify below)

**5. Please refer to Salisbury Central Area Framework Exhibition Board 3, which is about 'Themes'. Please rank the themes in the order you think are most important for the city centre with:**

- 1 = Bigger issue for the city centre
- 5 = Smaller issue for the city centre

- Getting around
- Open space and landscape
- Bringing out the quality
- Creating vibrancy
- Character and distinctiveness

**6. Please refer to Salisbury Central Area Framework Exhibition Board 4, which is all about 'Objectives'. Please rate the following objectives.**

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
Salisbury city centre should connect with its landscape setting, making more of the rivers and water meadows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salisbury city centre should provide employment opportunities and housing choices that appeal to working age professionals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salisbury city centre should offer an attractive built environment where historic buildings, high quality architecture and public realm complement each other and new buildings and spaces express the city's confidence and personality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salisbury city centre should provide space for creativity and culture and encourage innovation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salisbury city centre should meet the day-to-day needs of residents and workers of all ages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salisbury city centre should meet the day-to-day needs of residents and workers of all ages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salisbury city centre should enable a memorable and rich experience for visitors so they stay for longer and return	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Salisbury city centre should nurture businesses, entrepreneurs, artisans so they can contribute to the city's success and vibrancy

Salisbury city centre should prioritise places and spaces for people walking and cycling over those for cars, enabling active lifestyles and healthy living

Salisbury city centre should look to the future and address climate change

Salisbury city centre should embrace technology that can improve the quality of life of its residents and visitors

Would you modify any of the objectives?  
(Please comment below including why and how.)

**7. It is important that Salisbury is accessible for all. Which users do you think should be prioritised in Salisbury city centre?**

1 = Higher priority  
5 = Lower priority

	5	4	3	2	1
Pedestrians	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cyclists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Private cars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**8. How important is it for you to see improvement to the walking and cycling routes to the city centre? Tick the one that applies.**

Very important

Important

Not important

**9. What would encourage you to cycle more? Please tick all that apply.**

- Improved safety for cyclists (for example better signage)
- More cycle ways or traffic-free routes
- Less traffic in the city centre
- More cycle parking and other facilities in the city centre
- A cycle or electric hire scheme in Salisbury
- Other reason (please specify below)

**10. Please refer to Salisbury Central Area Framework Exhibition Board 5, which is all about 'Getting Around'. Please rate your desire for the following street types with:**

1 = Higher priority

5 = Lower priority

	5	4	3	2	1
Pedestrianised streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian prioritised	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Informal streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhanced streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer no change	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**11. A significant amount of traffic in the city centre is caused by people looking for somewhere to park their cars, or people driving through Salisbury as a short cut to avoid the ring road.**

Would you support focused consolidation of car parks and better direction finding? Circle or tick the one that applies **Yes/No**

Would you support measures to reduce through traffic (i.e. traffic that runs through Salisbury)? Circle or tick the one that applies **Yes/No**

**12. Please refer to Salisbury Central Area Framework Exhibition Board 6, which is all about creating a ‘River Park’. Please rate the following statements with:**

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
I am supportive of creating a River Park and improving connections to the parks and meadows in Salisbury	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Park will help address the impacts of climate change – prevent future flooding;	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Park will help provide access and amenity – areas for education, relaxation and recuperation within the city centre;	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Park will help add to the city’s overall distinctiveness and character;	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Park will help provide pedestrian and cycle routes to and from the city centre and connect the parks and natural spaces north and south of the centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Park will help provide a suitable environment for the flora and fauna using the chalk stream environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**13. Do you agree that we should seek to enhance character areas across the city to improve distinctiveness and vibrancy?**

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
<b>Please note your answer:</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**14. We want to make it easier for young people to stay in the city. What do you think are the main barriers for younger people to remain in Salisbury? Please tick all that apply:**

Availability of housing that is affordable	<input type="checkbox"/>
Not enough vibrancy	<input type="checkbox"/>
Not enough interesting things to do	<input type="checkbox"/>

Not the right kind of employment opportunities

Other (please specify below)

**15. Please refer to Salisbury Central Area Framework Exhibition Board 8, which is all about 'Creating Distinctiveness'. Where Wiltshire Council has an opportunity to influence development proposals, how much would you encourage the Council to prioritise the following with:**

	Strongly Object	Object	Neither	Support	Strongly Support
Homes for young people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Homes for older people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Homes for families	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Homes for students and key workers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunities for entrepreneurial businesses and employment space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hotels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Space for culture, leisure and entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**16. Do you have any ideas you would like the team to consider that would be deliverable and would enhance Salisbury as a place to live, work and visit? If so, please let us know below:**



**17. Do you have any other comments?**

**18. Would you be happy with us informing you of future plans for Salisbury? Please circle:  
Yes/No**

Contact details: