

Report to Planning and Economic Development Overview & Scrutiny Panel 18 June 2007

A summary of the strategies and projects contained in the Salisbury Vision Area Development Framework consultants' final report

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Transport and Movement Strategy

The aim of the transport and movement strategy is to develop a sustainable transport system that encourages modes of transport other than the private car, redresses the balance of core streets towards the pedestrian and encourages new linkages between key destinations.

Project 1: Traffic management

Rationale:

To minimise the traffic movements of circulating and through traffic within Salisbury city centre and re-order the road network to prioritise the use for pedestrians cyclists and public transport.

Project 2: Public transport

Rationale:

Improvements to public transport services will improve accessibility to the city centre and is a crucial element in discouraging car use to reduce congestion and improve air quality. A reduction in parking supply will further encourage increased use of sustainable transport modes.

Project 3: The station interchange

Rationale:

To create a sustainable and integrated public transport system and further encourage the use of public transport. A sustainable transport station interchange would encourage and boost tourism opportunities by improving the arrival experience and ease of access.

Project 4: Southampton Road

Rationale:

To improve the gateway into Salisbury from the east and encourage people to use Southampton Road by way of alternative modes of transport other than the private car. In addition, to complement the physical regeneration of the Eastern Gateway area.

Project 5: Parking management

Rationale:

Discouraging the circulation of traffic within the city centre by permanently closing one or more car parks and making the city centre more pedestrian and cycle friendly.

Development strategy

The aim of the development strategy is to set within a number of new and reinforced character areas a series of development projects. These will provide new destinations within the city centre, a mix of uses where people are able to live, work and play out their leisure time, contemporary development respecting the history of the city centre and create attractions that will raise the profile of Salisbury to equal neighbouring towns and cities. The development strategy reinforces the importance of the policy on building heights (the 40ft rule) but suggests that a blanket approach is not the best way to achieve the aspirations behind the policy in terms of protecting views to the Cathedral. Advancing the Vision is the opportunity to review and sharpen the policy within the Local Development Framework as part of a Building Height Policy. The projects below, identified as a key part of delivering the development strategy, are set out in

order of those projects coming forward over time starting with the central car park and Maltings which will begin to unlock the start of the Vision process.

Project 6: Central car park and The Maltings

Rationale (Strategic):

To enhance Salisbury as a sub regional shopping centre by the provision of additional large floorplate retail for multiple retailers.

Rationale (Local):

To make better use of this strategic site by the overall reduction in city centre car parking and an increase in development floorspace. This is the only site that can provide adequate retail space within the city centre. To increase local economic development potential and improve retail.

To release capital receipt to deliver other projects within the Vision and maintain a significant parking revenue stream.

To facilitate a better link through to the Market Place.

Project 7: Salisbury Guildhall

Rationale (Strategic):

To enhance Salisbury city centre by the re-use of, perhaps, one of the most significant of its many Listed (Grade II*) buildings and to safeguard its future.

Rationale (Local):

Re-use of an historic building in the heart of the city centre following its part redundancy by existing occupiers.

Project 8/9: Salt Lane and Brown Street

Rationale:

Reduction in city centre car parking to encourage the use of the Park & Ride to provide a more pedestrian oriented city centre. Increase in city centre living in order to provide more vibrancy and vitality at different times of the day.

Project 10: Bus Station

Rationale:

To support the traffic management and transport projects in creating a more pedestrian focused centre. Releasing land for redevelopment that will make way for a quality residential/commercial scheme in the centre of Salisbury.

Project 11: Bus Depot

Rationale (Strategic):

Allow Salisbury College to develop and expand its role as a first class learning and skills centre.

Rationale (Local):

To provide a solution to the existing campus configuration at Southampton Road that has virtually outlived its useful life. To bring a vibrant educational use within the city centre core. To contribute to a diverse economy and provide the skills necessary for the emerging economic sector.

Project 12: Old Manor Hospital

Rationale:

To make use of an underused brownfield site located close to the station and provide healthcare facilities and supporting/complementary uses.

Project 13: Chipper Lane / Scots Lane

Rationale:

To provide quality development at the heart of the city, utilising sites and buildings which have poor visual quality, and create largely dead frontages facing the street.

Project 14: Churchfields

Rationale (Strategic):

Relocation of inappropriately sited businesses and associated HGV traffic to provide for a new quarter that meets housing demand and provides the opportunity to meet the requirements of office employers and other growing economic sectors.

Rationale (Local):

To make better use of this site linking the station with new living, working and leisure opportunities capitalising on the outlook and view to Salisbury Cathedral. To encourage the consequential effect of new residential development replacing some employment uses in uplifting the area, making it a more desirable place to live, improving connections to the station and better integration with the Watermeadows.

Project 15: Eastern Gateway

Rationale (Strategic):

To regenerate the Eastern Gateway area in association with major improvements to the highway infrastructure. There is a total dependency between this project and a major visual and highway improvement to Southampton Road.

Rationale (Local):

The consolidation of the out-of-town centre retail park for bulk goods will provide a distinct identity to complement the city centre retail offer.

The creation of a new office campus overlooking the river will capitalise on the magnificent views southwards.

The relocation of Salisbury College to a city centre site would release further land for residential development including significant affordable housing and allow for a reconfiguration of the Southampton Road as a high quality corridor into Salisbury city centre.

In addition, the extent of changes at Eastern Gateway will enable redevelopment for higher value alternative uses which could cross-subsidise the implementation of other vision proposals across the city centre.

To improve the visual and economic impacts of having a large amount of existing development reaching the end of its useful life.

Project 16: The Friary

Rationale (Strategic):

To help to deliver a more tenure-balanced housing stock in the light of regional policy aspirations.

Rationale (Local):

To address the issue of a large, mainly single tenure, isolated and soon to be outdated housing development in an important part of the city centre.

To be an integral part of improving the Eastern Gateway and the approaches to Salisbury.

To make provision for a better visual and physical link through to the city centre for those in the Friary and for those who might wish to pass through it.

To contribute to other projects in terms of financing the Vision as a whole.

Public Realm strategy

The aim of the public realm strategy is to improve the quality of existing spaces, provide new urban squares and parks and focus on the provision of high quality public realm treatment on connections between key activity nodes. It also sets the basis for a more detailed public realm strategy.

Project 17: The Market Place

Rationale:

The city needs a central space that is aimed at pedestrians and a place where people can congregate for social and community interaction as well as a place for a successful market.

Project 18: Fisherton Square

Rationale:

To improve the relationship with the rest of the city by bringing the cultural heart of Salisbury into a more prominent position and giving it a higher profile and greater presence.

To provide a second significant space complementing and directly connected to the Market Place as part of a cultural avenue presenting the opportunity for spill-out space from the Playhouse , City Hall and new library.

Project 19: Salisbury Chequers

Rationale:

A high quality pedestrian oriented public realm treatment will make the city centre more attractive for residents, tourists and other visitors. It will provide a more appropriate setting for the historic buildings within the Chequers, revealing its assets further for people to enjoy providing an environment that will define Salisbury as place to visit, live and invest in.

Project 20: Harnham Eco Park

Rationale:

In strategic terms, for Salisbury to further fulfil its tourism potential it would benefit from a new green tourist attraction within the city centre that will encourage people to stay longer as part of a wider visitor experience.

For the Vision, the reason for the inclusion of the eco-park is to provide the opportunity for learning more about bio-diversity, wildlife and ecology. It would also provide a new green resource at the centre of the city and provide the possibility of supporting a Sustainable Urban Drainage System for Churchfields.

Project 21: The Green Necklace

Rationale:

To improve the visual appearance of the ring road and other major strategic routes. In addition to develop a green corridor defining the city centre that acts to support bio-diversity and carbon neutrality by seeking to offset emissions produced by cars and energy inefficient development.

Project 22: Confluence Park

Rationale:

The park will act as a significant green element within the city centre providing both a sensitive setting for the SSSI and river system which previously had development on it and a green refuge

for people close to the main commercial, shopping and leisure areas of the city. Potentially, the park could also function as an area for floodplain attenuation.

Project 23: Park Art

Rationale:

The Arts Centre plays an important role in supporting the artistic and cultural offer of the city. An arts based park will complement this and give it an outside resource that could allow a more diverse collection or exhibition base. Park Art will also provide an additional element in forwarding the cultural depth of the city, which is currently understated.

Project 24: Churchill Gardens

Rationale:

This is both an important greenspace for the city and a local resource for residents and users around it. It is also located at a key gateway. Consequently it has an important function as a green resource that people are able to access easily and use. Improvement will draw people to it and integrate it better with the series of other green spaces across the city which have different roles to play. The role of Churchill Gardens is focused more on sport and recreation as well as more traditional park use.

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Salisbury Vision Implementation Steering Group

Remit of group

- To draw up and oversee the implementation and monitoring of a Salisbury Vision Delivery Plan
- To engage will all key stakeholders and maximise participation in the delivery of the Vision and build up ownership around delivery
- To engage with the local community and different interest groups within it to ensure that their views are taken into account throughout the implementation of the Vision
- To ensure that links are made with other relevant strategies and plans including the Sustainable Communities Strategy and the Local Development Framework (LDF)
- To oversee and ensure the integration of the work of any sub groups established to take forward particular aspects of delivery
- To ensure that all those involved in delivery are clear on their roles and contribution and are able to account for what they do
- To ensure that the Vision meets cross-cutting policy agendas such as achieving social cohesion and equality objectives
- To ensure that the activities of the steering group are linked to relevant decision making processes and that reporting arrangements are clear
- To ensure that delivery is appropriately resourced and funded
- To carry out periodic reviews to evaluate the outcomes of the Vision

Steering Group members

Salisbury District Council	
Cllr. Peter Edge (Portfolio Holder for Planning and Economic Development) – Chairman	Eric Teagle – Forward Planning and Transportation
Cllr. Paul Clegg (Deputy Portfolio Holder for Planning and Economic Development) – Vice Chairman	Graham Creasey – Property
Cllr. Bobbie Chettleburgh – Chairman Salisbury District Council	Andrew Reynolds – Housing
Pam Fox – Policy Director	Graham Gould – Corporate Communications, Economic Development & Tourism
Cllrs. Fred Westmoreland and Josie Green (Representative from the Conservative and Independent groups)	David Milton - LDF
Claire Mawson – Economic Development	SDC Senior Project Officer - TBC
Robin Townsend – Community Initiatives	Salisbury Vision Project Manager - TBC

Partners	
Wiltshire County Council - Alan Feist	South West RDA – Simone Wilding
Wiltshire County Council – councillor Mary Douglas	South Wiltshire Strategic Alliance – Ariane Crampton
Salisbury City Centre Management – Ian Newman	South Wiltshire Economic Partnership – Peter Le Count
Salisbury Civic Society – Alastair Clark	Salisbury Cathedral – Alun Williams
Wessex Community Action – Trevor Hazlegrove	

Lead Officers

Pam Fox and Salisbury Vision Project Manager assisted by Senior Project Officer

Working Groups

The Steering Group will establish separate sub groups for specific projects (such as housing, parking, transport) and/or for the four key Vision areas (Churchfields Industrial Estate, Maltings and central car park, Southampton Road, Market Place and Guildhall). This will be determined after adoption of the final Vision document by the Salisbury District Council Cabinet.

Representatives on these groups would be drawn from a variety of areas such as:

- Wiltshire Wildlife Trust
- Harnham Watermeadows Trust
- Salisbury District Council – parking
- Salisbury District Council – Transport
- Salisbury District Council – heritage conservation
- Salisbury District Council - Guildhall
- Learning and Skills Council
- Salisbury College
- WCC property

Authority and decision-making

The Steering Group will report to the Salisbury District Council Cabinet as appropriate. The Cabinet will be responsible for making major decisions relating to the delivery of the Salisbury Vision, where such decisions are in line with the council's overall policies and budget. Decisions that are outside the council's budget or policy framework will be referred to Full Council.