

Application Number:	S/2007/2079		
Applicant/Agent:	REEF ESTATES LTD		
Location:	44 SALISBURY STREET AMESBURY SALISBURY SP4 7HD		
Proposal:	CHANGE OF USE FROM A1 TO A5		
Parish/ Ward	AMESBURY WEST		
Conservation Area:	AMESBURY	LB Grade:	
Case Officer:	Mr T Wippell	Contact Number:	01722 434554

Report Summary

That member of the Planning and Regulatory Panel consider the above application, taking into consideration the recommendations of the planning case officer and the resolution of the Northern Area Committee.

Background

The application for a change of use of 44 Salisbury Street Amesbury (from retail to take-away) was called to the NAC by Cllr Fred Westmoreland, due to concerns about the proliferation of A2 and A5 units in the town centre.

The application was considered at the NAC on 15th November 2007.

The committee resolved that:

- 1) The application be referred to the Planning and Regulatory Panel;
- 2) The committee recommend refusal for the following reasons:
 - i) The proposed location of the development in the primary shopping frontage is considered inappropriate by reason of the nature and character of the activity taking place as there would be little activity during daytime hours, contrary to the predominant character of Salisbury Street and policy S1 of the adopted local plan. It would also be contrary to the aims and objectives of the Amesbury Community Strategic plan (2006-2016) and its goal to promote Amesbury as a great place to shop, work and visit.
 - ii) The primary street frontage of Salisbury Street already contains a significant number of non retail uses and as such it is considered that this additional A5 use would unbalance the existing uses within that street to the detriment of the vitality and variety of the street as a whole and as such the proposal is contrary to policy S1 (iii) of the adopted local plan.
 - iii) The proposed use by reason of its impact on residents through noise of customers and delivery vehicles accessing the site at unsociable hours would it is considered adversely effect the amenity of neighbouring properties contrary to policies S1 (v) and G2 (vi) of the adopted local plan.

The application has been brought before the Planning and Regulatory Committee because the Northern Area Committee's resolution to approve the application is considered to be a material departure from the policies in the Local Plan.

Options for consideration:

- (a) Accept the resolution of the Northern Area Committee that planning permission should be refused, or**
- (b) Accept the officer's recommendation that permission should be granted on the basis of the officer's report.**

Regards option (b), if members are minded to approve the application, officers welcome members consideration of the following planning conditions and reasons (which are offered on a without prejudice basis to any decision members may make regards this application):

RECOMMENDATION: Approve

For the following reasons:-

The change of use of this unit from retail to take-away in this location is not considered to undermine the retail function of the street block frontage, and the vitality and viability of the Primary Shopping Area will be maintained, in accordance with the adopted SDLP policies.

And subject to the following conditions:

1. The development hereby permitted shall be begun before the expiration of three years from the date of this permission. (A07B)

Reason: To comply with the provisions of Section 91 of the Town and Country Planning Act 1990. AS amended by section 51 (1)of the Planning and Compulsory Purchase Act 2004 (0004 AMENDED)

2. The restaurant hereby permitted shall not be open to Customers outside the hours of:
11.30- 23.30 hours Monday to Saturday
12:00 -22.30 on Sundays.

Reason: In the interests of the amenities of neighbouring properties.

3. Before the commencement of the development hereby permitted there shall be submitted a scheme to, and approved in writing by, the Local Planning Authority, for the control and attenuation of noise emissions from all extractor systems, air conditioning plant and other similar equipment. Such scheme as is approved shall be implemented to the satisfaction of the Local Planning Authority before any part of the development is brought into use/opens for trading.

Reason: In the interests of the amenities of neighbouring properties.

4. Before the commencement of the development hereby permitted there shall be submitted a scheme to, and approved in writing by, the Local Planning Office, for the control of odour emissions from all extractor systems and other similar equipment. Such a scheme as is approved shall be implemented to the satisfaction of the Local Planning Authority before any part of the development is brought into use/opens for trading.

Reason: In the interests of the amenities of neighbouring dwelling[s].

5. Before the commencement of the development hereby permitted there shall be submitted to, and approved in writing by the Local Planning Office, details of the proposed bin storage. Such details shall be implemented to the satisfaction of the Local Planning Authority before any part of the development is brought into use/opens for trading.

Reason: In the interests of the amenities of neighbouring properties.

6. The development hereby permitted shall include the maintenance of a window display at all times.

Reason: To ensure that the character of the area will be preserved.

INFORMATIVE:

This permission has been taken in accordance with the following policies of the adopted Salisbury District Local Plan:

- G2 - General Criteria for Development
- D3 - Good Design
- S1 - Primary Shopping Areas

OFFICER'S REPORT

The following report outlines the planning merits of the scheme, and the reasons why refusing this application would be contrary to Local Plan Policy. It should be noted that the original officer's report to NAC (see appendix 1) has been amended, to addresses the additional planning issues raised by NAC, and the late consultee responses from Environmental Health and WCC Highways.

SITE AND ITS SURROUNDINGS

44 Salisbury Street is a small retail unit within the Primary Shopping Area of Amesbury. The site (the former Logan's DIY store), has been recently renovated and split into two units, with the larger one leased to a 'factory shop' (a general goods retailer).

The smaller unit (the subject of this application) has been marketed for 9 months for retail use.

THE PROPOSAL

It is proposed to change the use of the smaller unit from retail (A1) to take-away use (A5). The applicant has stated that Domino's Pizza is interested in leasing the site, although an A5 use would allow any type of take-away food units to occupy the premises.

WCC have requested that they purchase part of the Reef Estates land in order to undertake alterations to road, a loading bay, a drop area, and a taxi rank in front of the unit. Although not part of the application, details of the roadworks have been submitted in support of the change of use.

PLANNING HISTORY

02/1333	Extensions and alterations to existing building	AC	2002
07/1592	Alterations to shopfronts	AC	2007

CONSULTATIONS

WCC Highways- No objections to the proposed change of use from A1 to A5. The site is located close to public parking facilities and there will not be any change in traffic movements.

Environmental Health- Due to the absence of a scheme for ventilation and waste storage which is specific to this site, the following conditions should be added if permission is granted:

1. No change of use shall be effective until a scheme for the control of fumes from extractor fans, and for the insulation of that equipment have been submitted and approved by the Local Planning Authority; and those schemes have been implemented in accordance with the approved details prior to bringing the premises into use.
2. Plans detailing the exact location and dimensions of the proposed bin storage must be submitted and approved to the Local Planning Authority prior to bringing the premises into use.

REPRESENTATIONS

Advertisement	Yes	Expired 15/11/07
Site Notice displayed	Yes	Expired 15/11/07
Departure	No	
Neighbour notification	Yes	Expired 08/11/07

Third Party responses Yes- 6 letters received, objecting to the proposal for the following reasons:

1. The loss of a retail unit in the Primary Shopping Frontage is unwelcome, as a take-away will harm the shopping function of the town, and do little to attract tourists.

2. The scheme will have an adverse impact on highways safety and parking.
3. There will be an increase in antisocial behaviour late at night
4. There are already too many fast-food outlets in Amesbury
5. Opening hours have been questioned
6. Rubbish may be left on street

Parish Council response Yes- Object on the grounds of over supply of this type of (fast food) outlet, with some 13 of one type or another already within the town centre.

MAIN ISSUES

1. Principle of Development
2. Will the Retail Function of the Street be maintained?
3. Will the A5 Unit be acceptable on its own merits?
4. Impact on Highways Safety
5. Impact on Amenities

POLICY CONTEXT

G2, S1

PLANNING CONSIDERATIONS

Principle of Development

Primary Shopping Frontages (Policy S1) - The Local Plan identifies a number of areas within the City and Amesbury as Primary Frontages. The Local Planning Authority recognises and supports the maintenance of a predominantly retail element within these areas, but also that different but complementary uses, during the day and in the evening can reinforce each other, making town centres more attractive to local residents, shoppers and visitors. The principal role of the Primary Frontage is, however, to maintain the area as the retail centre, and the Local Planning Authority will therefore aim to establish or preserve, as a guide, 60% of each section of Primary Frontage within retail (A1) use. A section of Primary Frontage is considered to be a particular street block frontage, or frontage of 50 metres either side of the application site, whichever is less.

Each application will be assessed on its merits taking into consideration the following factors:

- (i) its location and prominence within the shopping frontage;
- (ii) the size and frontage width of the application premises;
- (iii) the number, distribution and proximity of the existing ground floor premises with nonshopping uses and any outstanding planning permissions for non-shopping uses within the primary frontage;
- (iv) the nature and character of the proposed use and the level of activity associated with it;
- (v) the potential adverse impact, in particular on the amenities of the occupiers of nearby residences, by reason of noise, smell or other environmental problems; and
- (vi) the maintenance of a window display at all times.

Policy G2 ensures developments do not have any significant adverse impacts on the amenities of neighbouring properties.

Will the Retail Function of the Street be maintained?

When assessing Change of Use proposals in Primary shopping areas, it must first be established whether the 'street-block-frontage' or the '50 metres either side' rule should be applied in the calculations (See text for Policy S1 above). In this instance, the street-block-frontage is deemed as starting at the Charity Shop to the left when looking at the unit (adjacent to the bus station), to Zens Hairdressers to the right (adjacent to Flower Lane). As this is the lesser distance, it is deemed that this measurement is the one that should be applied to the criteria within Policy S1.

Current Amount of Retail Units in Street

Within the immediate block frontage, there are 7 shopfronts (if the Co-Op entrance is included), with the use of the units listed as follows:

- | | |
|-------------------|--------|
| 1. Charity Shop - | Retail |
| 2. Opticians - | Retail |

- | | |
|-------------------|-----------------------------|
| 3. Factory Shop - | Retail (Proposed) |
| 4. Current Unit - | Retail (Proposed Take-Away) |
| 5. Co Op - | Retail (Entrance to Co Op) |
| 6. Pharmacy - | Retail |
| 7. Hairdressers - | Retail |

Currently, 100% of the units possess retail use.

Proposed Amount of Retail Units in Street

If No. 44 is changed away from its current retail use, approximately 85% of the street would still possess retail use.

As such, the change of use would be in compliance with the supporting text given in Policy S1, as over 60% of the street-block frontage will remain in retail use, and the change of use will not undermine the retail function of the street block frontage or the Primary Shopping Area (contrary to the reason for refusal given at the NAC).

Will the A5 Unit be acceptable on its own merits?

The LPA considers that the change of use would be in accordance with the criteria listed within Policy S1 and G2 (See *principle of development* above) for the following reasons:

- The shop is not overly prominent within the shopping frontage due to its small size.
- The scale and the frontage width of the unit not excessive or large when compared to others in the street.
- Approximately 85% of the units within the street-block frontage would remain in retail use, with the number, distribution and proximity of the existing ground floor premises with nonshopping uses within the primary frontage not excessive.
- Even if the level of activity for the unit in the daytime were decreased (as suggested by NAC), the revised character and nature of the unit would not undermine the predominant retail character of the Street.
- There have been no objections from Environmental Health or WCC Highways in regard to potential adverse impacts on the amenities of nearby residences, by reason of noise, smell or other environmental problems, and no adverse impact on amenities (see below).
- The unit is expected to maintain a window display at all times (this can be conditioned if necessary)

The LPA also considers that the development would be in accordance with the aims and objectives of the Amesbury Community Strategic plan 2006-2016 (See extracts of plan in appendix 2). The Plan promotes Amesbury as a 'great place to shop, work and visit'. The LPA believes that the loss of a shop in this location will not undermine the core aim of the Community Strategic plan- The unit is small in scale, this particular street-frontage will remain as 85% retail, and the new use will not have a significant impact on the retail function of Amesbury as a whole. The scheme is therefore considered to be in compliance with the Amesbury Community Strategic Plan, as Amesbury's potential as 'a great place to shop, work and visit' will not be significantly affected by this small change of use.

Impact on Highways Safety

The amount of traffic generated from the change of use is unlikely to significantly effect traffic flow in and around this particular premises. The site is located close to public parking facilities and there will not be any change in traffic movements.

Impact on Amenities

Due to the absence of a scheme for ventilation and waste storage specific to this site, a scheme for the attenuation of noise, emissions and odours and scheme for the appropriate disposal of waste shall be agreed prior to the commencement of development via planning condition.

Environmental Health do not object/ provide comments on the issue that there will be any significant impact on residents through noise of customers and delivery vehicles accessing the site at unsociable hours. As such, it is considered that the scheme will not adversely effect the amenity of neighbouring properties.

Conclusion

For the reasons given above (in regard to the retail function of the Street, the acceptability of the scheme on its own merits, and the minimal adverse impact on highways safety/ neighbour amenity), the LPA believes that refusing the scheme (using the 3 reasons given by the NAC) would be contrary to Policy S1 and G2 of the Salisbury District Local Plan.

RECOMMENDATION: Approve

For the following reasons;-

The change of use of this unit from retail to take-away in this location is not considered to undermine the retail function of the street block frontage, and the vitality and viability of the Primary Shopping Area will be maintained, in accordance with the adopted SDLP policies.

And subject to the following conditions:

1. The development hereby permitted shall be begun before the expiration of three years from the date of this permission. (A07B)

Reason: To comply with the provisions of Section 91 of the Town and Country Planning Act 1990. AS amended by section 51 (1) of the Planning and Compulsory Purchase Act 2004 (0004 AMENDED)

2. The restaurant hereby permitted shall not be open to Customers outside the hours of:
11.30- 23.30 hours Monday to Saturday
12:00 -22.30 on Sundays.

Reason: In the interests of the amenities of neighbouring properties.

5. Before the commencement of the development hereby permitted there shall be submitted a scheme to, and approved in writing by, the Local Planning Authority, for the control and attenuation of noise emissions from all extractor systems, air conditioning plant and other similar equipment. Such scheme as is approved shall be implemented to the satisfaction of the Local Planning Authority before any part of the development is brought into use/opens for trading.

Reason: In the interests of the amenities of neighbouring properties.

6. Before the commencement of the development hereby permitted there shall be submitted a scheme to, and approved in writing by, the Local Planning Office, for the control of odour emissions from all extractor systems and other similar equipment. Such a scheme as is approved shall be implemented to the satisfaction of the Local Planning Authority before any part of the development is brought into use/opens for trading.

Reason: In the interests of the amenities of neighbouring dwelling[s].

5. Before the commencement of the development hereby permitted there shall be submitted to, and approved in writing by the Local Planning Office, details of the proposed bin storage. Such details shall be implemented to the satisfaction of the Local Planning Authority before any part of the development is brought into use/opens for trading.

Reason: In the interests of the amenities of neighbouring properties.

6. The development hereby permitted shall include the maintenance of a window display at all times.

Reason: To ensure that the character of the area will be preserved.

INFORMATIVE:

This permission has been taken in accordance with the following policies of the adopted Salisbury District Local Plan:

G2	-	General Criteria for Development
D3	-	Good Design
S1	-	Primary Shopping Areas

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Proposal:	CHANGE OF USE FROM A1 TO A5		
Parish/ Ward	AMESBURY WEST		
Conservation Area:	AMESBURY	LB Grade:	
Date Valid:	17 October 2007	Expiry Date	12 December 2007
Case Officer:	Mr T Wippell	Contact Number:	01722 434554

REASON FOR REPORT TO MEMBERS

Cllr Westmoreland has called this application to committee due to the local concern about the proliferation of A2 and A5 units in Amesbury.

SITE AND ITS SURROUNDINGS

44 Salisbury Street is a small retail unit within the Primary Shopping Area of Amesbury. The site (the former Logan's DIY store), has been recently renovated into two units, with the larger one leased to a 'factory shop' (a general goods retailer).

The smaller unit (the subject of this application) has been marketed for 9 months for retail use.

THE PROPOSAL

It is proposed to change the use of the smaller unit from retail (A1) to take-away use (A5). The applicant has stated that Domino's Pizza is interested in leasing the site, although an A5 use would allow any type of take-away food units to occupy the premises.

WCC have requested that they purchase part of the Reef Estates land in order to undertake alterations to road, a loading bay, a drop area, and a taxi rank in front of the unit. Although not part of the application, details of the roadworks have been submitted in support of the change of use.

PLANNING HISTORY

02/1333	Extensions and alterations to existing building	AC	2002
07/1592	Alterations to shopfronts	AC	2007

CONSULTATIONS

WCC Highways -	No comments received so far*
Environmental Health-	No comments received so far*

*Any late correspondence received will be reported to Members in late correspondence or verbally by officers at the Committee.

REPRESENTATIONS

Advertisement	Yes	Expired 15/11/07
Site Notice displayed	Yes	Expired 15/11/07
Departure	No	
Neighbour notification	Yes	Expired 08/11/07

Third Party responses	Yes- 6 letters received, objecting to the proposal for the following reasons:
	1. The loss of a retail unit in the Primary Shopping Frontage is unwelcome, as a take-away will harm the shopping function of the town, and do little to attract tourists.
	2. The scheme will have an adverse impact on highways safety and parking.
	3. There will be an increase in antisocial behaviour late at night
	4. There are already too many fast-food outlets in Amesbury
	5. Opening hours have been questioned

6. Rubbish may be left on street

Parish Council response Yes - Object on the grounds of over supply of this type of (fast food) outlet, with some 13 of one type or another already within the town centre.

MAIN ISSUES

- 1. Principle of Development
- 2. Impact on Highways Safety
- 3. Impact on Amenities

POLICY CONTEXT

G2, S1

PLANNING CONSIDERATIONS

Principle of Development

The Local Plan identifies a number of areas within the City and Amesbury as Primary Frontages. The Local Planning Authority recognises and supports the maintenance of a predominantly retail element within these areas, but also that different but complementary uses, during the day and in the evening can reinforce each other, making town centres more attractive to local residents, shoppers and visitors. The principal role of the Primary Frontage is, however, to maintain the area as the retail centre, and the Local Planning Authority will therefore aim to establish or preserve, as a guide, 60% of each section of Primary Frontage within retail (A1) use. A section of Primary Frontage is considered to be a particular street block frontage, or frontage of 50 metres either side of the application site, whichever is less.

Each application will be assessed on its merits taking into consideration the following factors:

- (i) its location and prominence within the shopping frontage;
- (ii) the size and frontage width of the application premises;
- (iii) the number, distribution and proximity of the existing ground floor premises with nonshopping uses and any outstanding planning permissions for non-shopping uses within the primary frontage;
- (iv) the nature and character of the proposed use and the level of activity associated with it;
- (v) the potential adverse impact, in particular on the amenities of the occupiers of nearby residences, by reason of noise, smell or other environmental problems; and
- (vi) the maintenance of a window display at all times.

Current Situation

When assessing Change of Use proposals in shopping areas, it must first be established whether the 'street-block-frontage' or the '50 metres either side' rule should be applied in the retail use calculations. In this instance, the street-block-frontage is deemed as starting at the Charity Shop to the left when looking at the unit (adjacent to the bus station), to Zens Hairdressers to the right (adjacent to Flower Lane). As this is the lesser distance, it is deemed that this measurement is the one that should be applied to the criteria within Policy S1.

Within the immediate block frontage, there are 7 shopfronts (if the Co-Op entrance is included), with 100% of the units currently possessing retail use:

- 1. Charity Shop - Retail
- 2. Opticians - Retail
- 3. Factory Shop - Retail (Proposed)
- 4. Current Unit - Retail (Proposed Take-Away)
- 5. Co Op - Retail (Entrance to Co Op)
- 6. Pharmacy - Retail
- 7. Hairdressers - Retail

Proposed Situation

If No. 44 is changed away from its current retail use, approximately 85% of the street would still possess retail use.

As such, in Policy terms, it is considered that the change of use application is an acceptable form of development, in compliance with Policy S1, as over 60% of the street-block frontage will remain in retail

use. The scheme will not undermine the retail function of the street block frontage, and the vitality and viability of the Primary Shopping Area will be maintained.

Impact on Highway Safety

Members should be aware that comments are being sought from Wiltshire County Council on highways safety issues. It is expected that a subsequent update on this issue will be produced for the committee meeting. However officers consider that the amount of traffic generated from the change of use is unlikely to significantly effect traffic flow in and around this particular premises.

Impact on Amenities

Members should be aware that comments are being sought from Environmental Health on amenity issues. Environmental Health's comments will be brought before Members for the committee meeting. Members should however note that any adverse effect from a new A5 use can usually be mitigated through the use of appropriate conditions such as the imposition of hours of opening. A scheme for the attenuation of noise, emissions and odours and scheme for the appropriate disposal of waste. Conditions securing these matters are attached.

CONCLUSION

The change of use of this unit from retail to take-away in this location is not considered to undermine the retail function of the street block frontage, and the vitality and viability of the Primary Shopping Area will not be significantly altered. Subject to there being no objections from Highways or Environmental Health, approval is recommended.

RECOMMENDATION: Approve

For the following reasons:

The change of use of this unit from retail to take-away in this location is not considered to undermine the retail function of the street block frontage, and the vitality and viability of the Primary Shopping Area will be maintained, in accordance with the adopted SDLP policies.

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Reason: In the interests of the amenities of neighbouring properties.

4. Before the commencement of the development hereby permitted there shall be submitted a scheme to, and approved in writing by, the Local Planning Office, for the control of odour emissions from all extractor systems and other similar equipment. Such a scheme as is approved shall be implemented to the satisfaction of the Local Planning Authority before any part of the development is brought into use/opens for trading.

Reason: In the interests of the amenities of neighbouring dwelling[s].

5. Before the commencement of the development hereby permitted there shall be submitted to, and approved in writing by the Local Planning Office, details of the proposed bin storage. Such details shall be implemented to the satisfaction of the Local Planning Authority before any part of the development is brought into use/opens for trading.

Reason: In the interests of the amenities of neighbouring properties.

INFORMATIVE:

This permission has been taken in accordance with the following policies of the adopted Salisbury District Local Plan:

- G2** - **General Criteria for Development**
- D3** - **Good Design**
- S2** - **Secondary Shopping Areas**

Amesbury

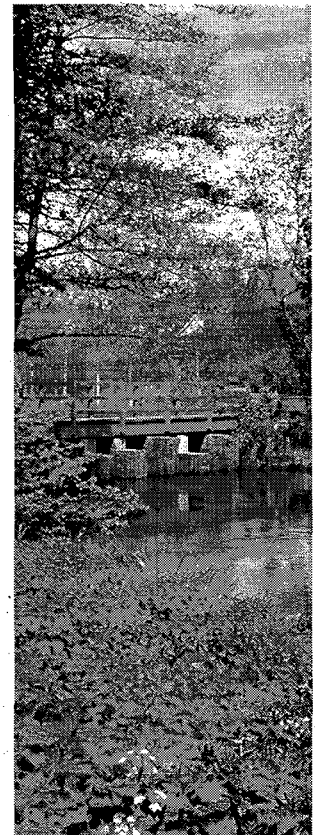
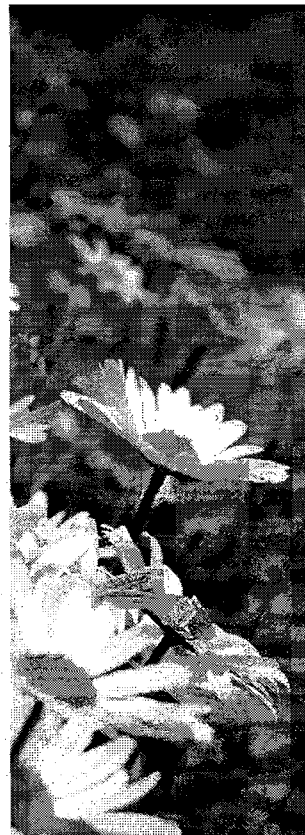
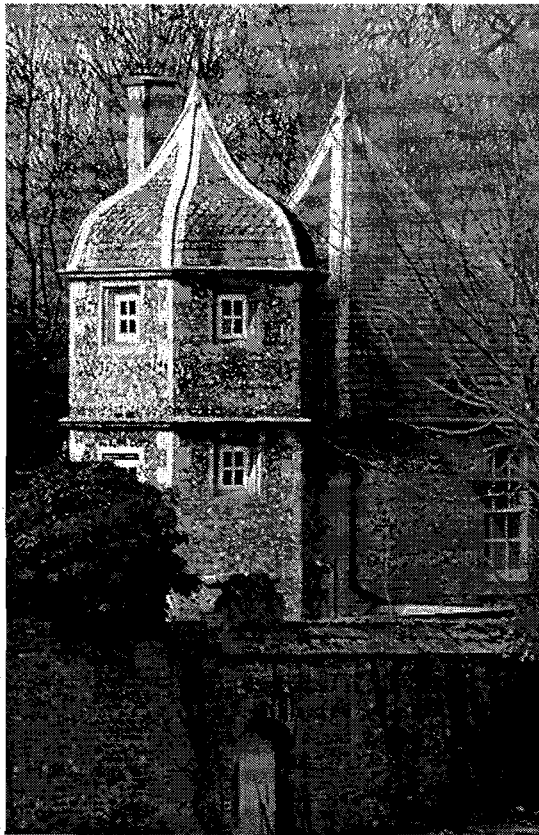
The Home of Stonehenge

COMMUNITY STRATEGIC PLAN 2006 -2016

Covering Amesbury and the hinterland area of Tilshead, Orcheston, Shrewton, Figcheldean, Netheravon, Enford, Durrington (including Larkhill), Milston, Bulford, Cholderton, Wilsford & Lake, The Woodfords and Great Durnford.



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 Web: www.this-is-amesbury.co.uk

March 2007



Appendix 2
 (Extracts from
 Amesbury Community
 Strategic
 Plan)



The George Hotel

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Appendices: *(Separate Volume)*



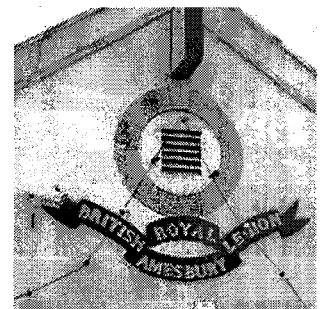
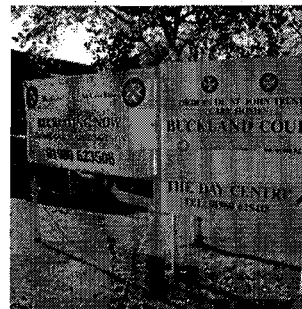
Salisbury Road

The following pages outline our Plan. We begin by giving a background to the Amesbury area, its history and the major influences on its development. We also describe a snapshot of the Amesbury area in terms of its economy and the health and housing of its residents. Chapter 3 is an important chapter that describes the key challenges we face. These have been brought home to us through consultations with local people and through analysis of recent studies of our area.

Our statement of our Vision for Amesbury in 2026 has been honed through discussions with residents and businesses at a number of 'Issues and Solutions' meetings held in the town in 2006. Addressing our key challenges and discussing approaches to reaching our Vision of Amesbury 2026 led us to agree four Goals we should work to through this Plan:

- 1. Promote Amesbury as great place to shop, work and visit**
- 2. Create better access to town facilities and services**
- 3. Become a healthier, more inclusive community**
- 4. Help long standing residents and newcomers to live and work sustainably in Amesbury and surrounding parishes**

The projects and actions we describe in Chapter 6 are the key steps we feel we need to take over the next five years to help reach our Vision. But they are not an exhaustive list. We anticipate that more projects and actions will come forward and other projects will fall away as the Plan is implemented and reviewed. This Plan aims to be flexible enough to accommodate that – it outlines the strategic direction of the town over the coming years and is not intended to be a detailed action plan. But detailed action planning will be needed next, when the Plan is published. For this stage we will need the on-going support of the local community and an organisational structure to take forward and monitor the progress of each of the key projects and actions of this Plan. At the time of publication of this Plan the nature and role of the organisational structure and how it will be supported is the subject of detailed discussions with our partners in town and district councils.



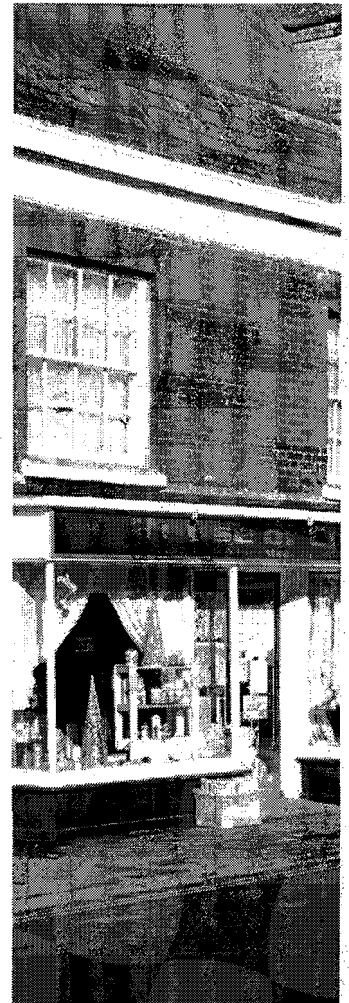
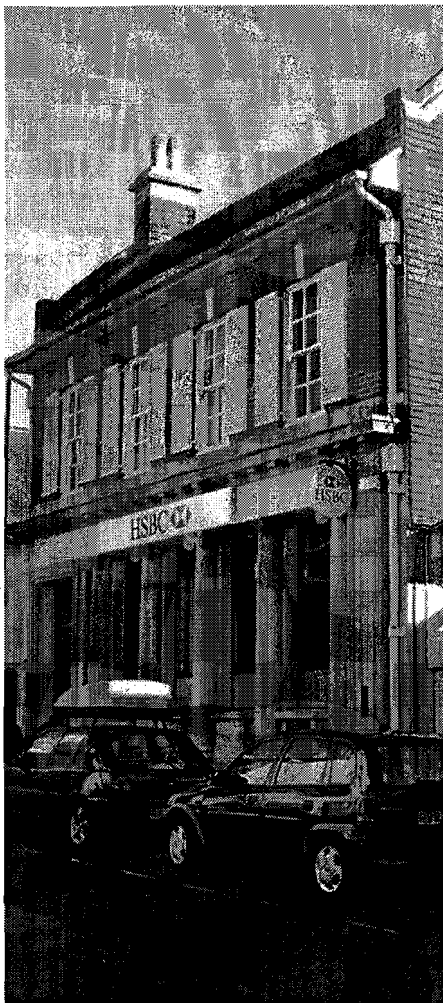


Salisbury Street

A Vibrant Town and Town Centre

Our consultations have told us that residents in both Amesbury and the surrounding parishes are concerned about the lack of choice in the quality and range of shops in Amesbury. There is also a recognition that as Amesbury has grown, its town centre has remained constrained in its ability to expand to cater for the growth. Despite the constraints imposed by Local Plan policy on out-of-town centre retail development proposals, there is a feeling among many that the focus for local shopping is shifting away from the town centre towards supermarket shopping in Salisbury or Andover - "there are just too

many estate agents and hairdressers, only one supermarket with no competition and nowhere to get locally produced meat and vegetables or get a decent cup of coffee" - and using the local shops on housing estates outlying the town centre. If we are to bring vitality back into the town and particularly the town centre we must address this by encouraging independent retailers with a diverse range of distinctive, interesting, quality products - particularly local food retailers - to set up businesses here, particularly in the town centre itself.



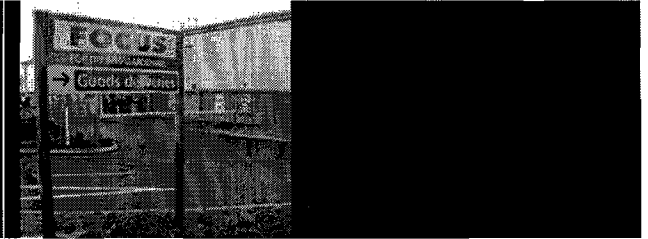
Salisbury Street/High Street
Junction

People tell us, too, that it's difficult to park in Amesbury town centre; traffic flows and cycle access routes are inadequate, cars park on pavements and large vehicles often block access points. It is felt, too, that some shop fronts are unattractive, public toilets in the town centre are poor and, without a variety in the shops, or farmers market or general food market to draw people into the town, there is no reason to try to park up, to explore or to browse.

Many people are concerned about personal safety and car safety in the town at night, some even seeing the town centre as a 'no go' area

after dark, with violence and general rowdiness they associate with the pub and clubs in the town centre. There is a need for more co-operation between the pubs and clubs of the town to prevent anti-social behaviour, as well as better lighting, more effective policing of the town centre and secure bicycle and motor cycle parking. Young people particularly mention the length of time that some graffiti has stayed on the buildings in the town, giving the impression that some parts of the town centre are uncared for and unloved, thus encouraging more graffiti to flourish.





Focus DIY Store

6. Our Key Projects and Actions

Summary of Key issues to be addressed through this Plan

1. Lack of choice and diversity in retail shopping
2. Lack of Amesbury 'brand' tourism
3. Lack of parking and parking enforcement
4. Poor pedestrian and cycle access to town centre
5. Poor traffic flows around town
6. Town sprawl – centre shift
7. Lack of community facilities
8. Community Safety
9. Poor public toilets in town centre and recreation ground
10. Lack of community transport and poor estate/town links
11. Poor estate/town links
12. A303/town access at Countess Roundabout
13. More affordable housing needed
14. More emphasis on sustainability in new build homes
15. Poor Educational attainment

In this section are the high priority project and actions we will take to address the Key Issues above and to achieve our long term Vision of 2026. We have grouped our projects under our four Goals. All the Goals are of equal value, but all of our projects have been prioritised so that they add value to and complement one another.

A list of all the projects and actions we will be working on during the implementation of the Plan is included as a table at the end of the Plan. We have also identified, there, the potential partners we envisage will commit to work with us to deliver the actions, plus an idea of timescale within which the action or project will be started.





High Street

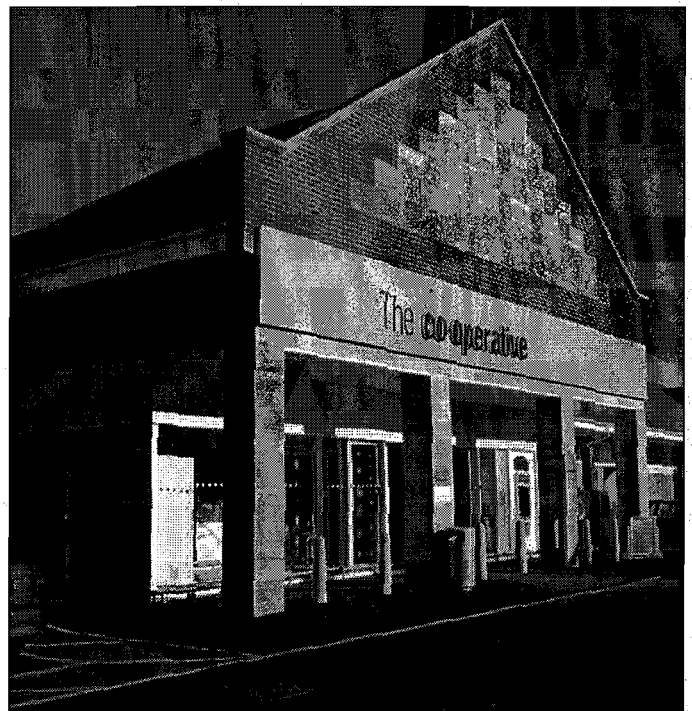
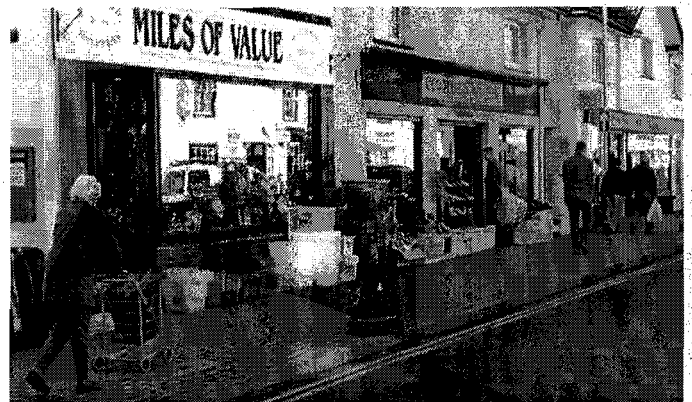
Goal 1: Promote Amesbury as great place to shop, work and visit

We will work hard to support our existing retail businesses in Amesbury town, and to encourage new businesses to set up. We will encourage particularly those businesses that local people have told us are important – another supermarket to provide competition for the existing Co-op, small independent food shops such as greengrocers, butchers and fishmongers, teashops and coffee shops. We believe that these are the retail businesses, connected back to local food producers in the area, which will bring back the vibrancy to the town and town centre. As a focus for encouraging local food production and building on this year's successful Continental Market in the Barcroft car park, we will work with the Town Council to instigate a regular Farmers Market in the town centre.

We welcome the 'Stonehenge Trader' as a method of promoting our local businesses through a local directory and we will work with the Salisbury Chamber of Commerce, Salisbury District Council and Business Link to develop co-ordinated retail business support schemes to encourage training, joint marketing and promotion of local businesses. However, we need to engage local retailers in this enterprise much more than we have been able to do in the past. As a first step we will work through the Local Area Agreement 'Economic Development and Enterprise' block and the Regional Development Agency specifically for a project to engage and support local businesses, to identify

their training and support needs and to develop opportunities for joint working. This project will build upon the retail study of the town commissioned by Salisbury District Council, due to be completed in November 2006.

We want to encourage more visitors to the town. We know we have great tourism potential in our architectural and archaeological heritage. We will work through the recently published tourism strategy for South Wiltshire which aims to 'increase the value and, where appropriate, the volume of tourism'. Residents tell us we should



River Avon Meadows

10. How the Plan will be delivered

Studying our priorities for action, we anticipate that in many of our proposals the statutory sector will have a lead role. In these instances the role of AMTP will be in monitoring the Plan's implementation, influencing future strategy and in acting as a conduit for community engagement and dialogue with local people and community groups. However there are areas of the Plan where we ourselves will take the lead, to bring agencies together to develop necessary projects.

Following the publication of the Plan in March 2007, therefore, Amesbury Market Town Partnership will continue to act as an advisory group to agencies and groups delivering the Plan. We will meet quarterly with our partners in Town, District and County Councils to:

- Assess the progress being made in delivering the projects
- Evaluate the outputs being achieved and set new targets
- Abandon any projects which are not likely to proceed.

Our overall Strategy will be reviewed yearly at a public meeting to:

- Keep residents and businesses informed of the progress of the Plan
- Engage the community in any decisions being made on the future direction of the Plan
- Introduce new projects and ideas and new people into AMTP.





44 SALISBURY STREET, AMESBURY, WILTS. SP4 7HD



SCALE: 1:1250

DATE: 6th November 2007

Dwg No.:

DRAWN BY:

DEPARTMENT:

PROJECT:

REF:

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