

# 3 | The Salisbury Vision

# Vision statement

## Our vision is:

For Salisbury to be a clean, green, safe and friendly city; a place that is consistently acknowledged as being one of England's best places to live.

### We will only be able to do this if we ensure that Salisbury:

- retains its unique and special character both showcasing and preserving its unique heritage; it is a city with high quality streets and public spaces that complement its fine historic buildings and beautiful natural environment;
- is a sustainable city where residents, businesses and visitors choose the highest standard environmentally friendly option in everything they do; where pedestrians and not the car have priority and where the natural and built environments exist in harmony;
- is an accessible and welcoming city, both physically and socially - a city which is easy to get into and to move around in;
- has a thriving economy with a business base that offers opportunities for all levels of skills and for a wide range of jobs and professions;
- continues to be an important shopping centre with an unrivalled mix of small independent shops and major national retailers supported by cafés, pubs, restaurants and a thriving Charter Market;
- provides a diverse range of housing to meet a variety of needs;
- maintains its position as a cultural centre for the arts, entertainment and sport;
- is an inclusive city where everyone is welcome and no one feels excluded;
- is a safe city with a low crime rate; a city free from the fear of crime where people feel able to walk the streets at any time of the day or night;
- welcomes visitors, exceeds their expectations and encourages them to return.



# Strategy statements

To help us achieve the Vision we have developed three overall strategies:

## Development

The main priority of the development strategy is to significantly improve the city's position as a shopping and business centre by facilitating significant investment in the provision of modern retail and employment space. Three key areas - the Maltings and central car park, the Churchfields Industrial Estate and the Southampton Road - are identified for major development, with seven other potential sites also identified. Emphasis will be given to encouraging the growth of newer innovative industries as well as to the development of the city's more traditional business base. The strategy also seeks to increase the supply of housing in the city and in particular the level of affordable housing.

## Transport and movement

The main priority of the transport and movement strategy is to facilitate and encourage the use of the highest standard of environmentally friendly methods of transport particularly within the city centre. The strategy acknowledges and understands the importance of the car and the need for city centre parking but its focus is on alternative forms of transport. To support this the strategy includes plans to ensure that the city's core streets give the pedestrian priority and that new non-car linkages are provided between the city's key activity areas. A Transport and Movement strategy will be developed as a priority and its proposals integrated into the Salisbury Local Transport Plan.

## Public realm

The main priority of the public realm strategy is to create an attractive, safe, clean and green city. The strategy contains proposals for a significant investment in the city's public spaces including the renaissance of the Market Place. Other existing areas will be greatly enhanced and new spaces will be created. The accent will be on establishing Salisbury as a naturally green city supported by a high quality, uncluttered and attractive street scene.

## Key issues

Throughout the Vision development process, and particularly during the public consultation stages, four issues were clearly identified as being most important to local residents and businesses.

## Public transport

There are a number of projects in the Vision that are designed to encourage people to use public transport rather than cars. The reasons for wanting to do this are all linked to the impact that travel has on the environment. More people using buses rather than cars means that the number of vehicles on the city's roads will drop. This makes the city safer, more attractive and easier to get around on foot. If these buses are powered by a cleaner alternative fuel to diesel it also improves the quality of the air that we breathe.

But if the bus is going to replace the car it must provide us with what we want – a regular, reliable service at the times that we need it. Buses will also need to be clean, comfortable and provide value for money. To help achieve this we will need to examine how we can help buses operate more efficiently by, for example, introducing more bus priority measures on key routes. We will, therefore, work with the bus and rail companies to develop a transport strategy that makes public transport in Salisbury the preferred form of transport.

## Car parking

If the city is to continue to prosper we must ensure that we provide enough parking spaces of the right type (short-stay, long-stay, city car parks, on-street and park and ride) so that residents, shoppers, visitors and businesses can go about their daily lives.

Many of the Salisbury Vision projects will result in more people coming to the city, either for regular shopping, for leisure or simply as tourists. We must, therefore, make sure that we have enough car parking spaces not just for today's needs but for the future. It may be, of course, that rising oil prices, changing attitudes to the environment and improved public transport leads to a reduction in the use of the private car. To make sure that we provide the correct level of parking spaces we are currently carrying out a detailed study of parking demand and supply as part of a review of the existing parking strategy.

The removal of city centre parking spaces either in car parks or on-street, through developments such as those proposed for the Salt Lane and Brown Street car parks, will only be agreed if it is supported by the both the parking strategy and the transport and movement strategy.

## Employment land

If south Wiltshire is to continue to have a thriving economy we need to make sure that there is enough land so that existing businesses can expand and so that we can attract new ones. Understandably most businesses prefer to be located in Salisbury and this means that the majority of this land will be in or very close to the city.

The Salisbury Vision proposes that we redevelop the Churchfields Industrial Estate, primarily so that we remove the high levels of HGV traffic from the city centre. The existing businesses on Churchfields employ around 4,500 people and they are a crucial part of the south Wiltshire economy. Any redevelopment of the estate will, therefore, only be possible if the existing businesses can be relocated to other suitable sites in or around Salisbury.

We estimate that we need to identify between 54 and 59 ha of land to accommodate all of the anticipated additional employment by the year 2026. This is a tough challenge and to meet it a number of recommendations for new sites are being proposed. Further details can be found in the Local Development Framework Core Strategy which is included in the Technical Supplement.

## Building height

For many years the Salisbury District Local Plan has had a policy which restricts the height of new buildings in the Salisbury central area to 12.2 metres. This policy is known as the 40 foot rule and it was designed to protect views of the cathedral spire. There are many people who say that this policy has been very successful, whilst others argue that it may have restricted economic growth.

The Local Plan is being replaced by a new system called a Local Development Framework (LDF). This means that all of the existing planning policies are being reviewed. We are, therefore, in the process of examining the 40 foot rule to see how well it works. We will be reporting back on this work later in 2008.

