





## Contents

|   |    |
|---|----|
| Background  | 1  |
| Strategic objectives                                | 3  |
| Wider context                                       | 4  |
| Why does the Station Forecourt need to be improved? | 5  |
| Station Forecourt emerging proposal                 | 6  |
| Why does Fisherton Street need to be improved?      | 9  |
| Fisherton Gateway emerging proposal                 | 10 |
| Next steps  | 20 |
| How to give your views                              | 21 |

FOXTROT VINTAGE #1  
CLOTHING

FOR SALE

DYNAMI



# Background



Salisbury city centre is a fantastic place to live, visit and work. However, it has and continues to face challenges which threaten its vibrancy and the livelihoods of those that depend on it. Challenges such as:

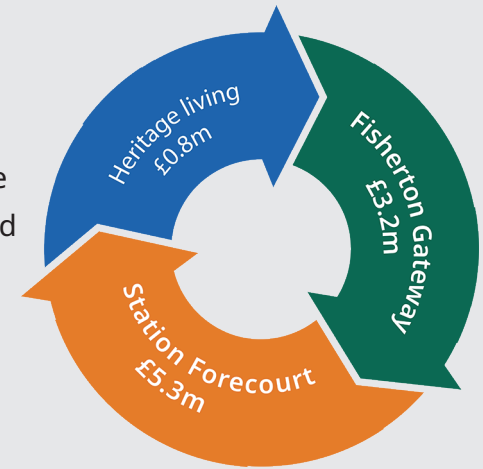
- the nerve agent attack of 2018 impacting on the city's reputation
- changes in the economy and people's way of life resulting from the COVID-19 pandemic
- wider changes in shopping habits affecting city centre retail.

The council endorsed the Salisbury Central Area Framework (CAF) in August 2020, a strategy to shape the future of the city centre and enable positive responses to these challenges. The CAF recommends initiatives and policies for the city centre to bring positive change to the city to make it an even more vibrant, attractive and sustainable place to live, work and visit.

In parallel with the preparation of the CAF, officers prepared and submitted a bid to central government under the Future High Streets Fund (FHSF) for funding to deliver some of the key aims recommended by the CAF.



A bid for £13.5 million was submitted in July 2020 and a provisional funding award was received in December 2020. The funding award was reduced to £9.4 million, necessitating a scope reduction. This meant that the extents of the scheme had to be reduced and certain items (e.g. murals and architectural lighting) had to be removed from scope. However plans are underway to bring these items back into scope with alternative funding or as a future phase. The final grant offer was received in June 2021 and the design work commenced a month later. The funding is split between the three projects as follows: Heritage Living £800,000, Fisherton Gateway £3.2 million and Station Forecourt £5.3 million.



**The Heritage Living project** involves redeveloping a vacant listed building and creating a number of apartments in unoccupied spaces above shops, to encourage investor confidence to redevelop sensitive and underused sites in the city's medieval core. The project is being developed in partnership with Salisbury City Council and independently of the other two projects. Updates will be provided as the scheme develops.

In June 2020 we consulted extensively as part of the bid preparation. More than 60 events were held and more than 2,000 people and organisations were consulted.

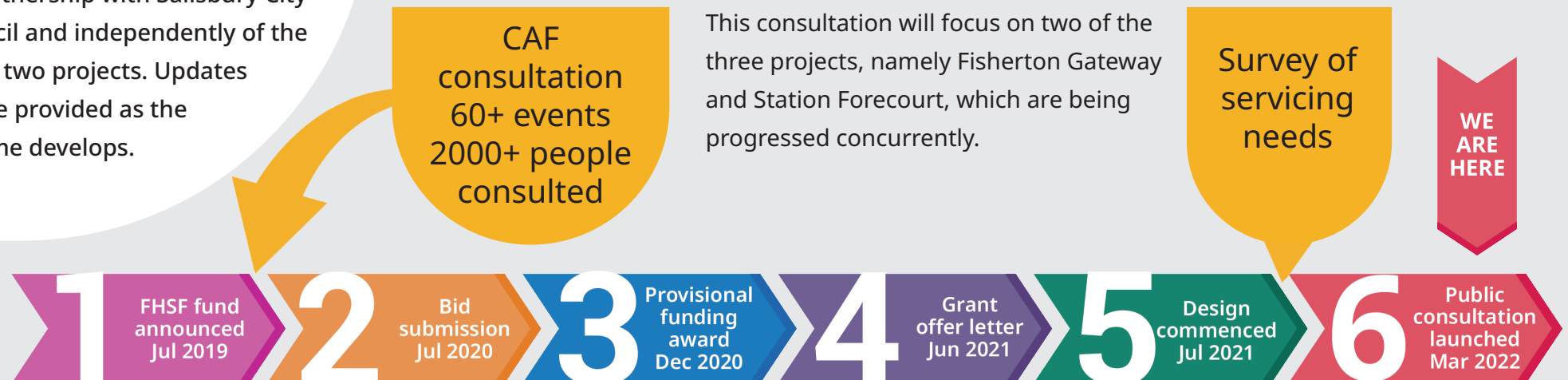
At the end of 2021 we asked residents and businesses in the Fisherton Street area to complete a survey so that we can understand how Fisherton Street is being used for access, deliveries, parking etc. The results of the survey will inform the design going forward.

The design has now progressed sufficiently for us to consult again on more detailed proposals.

This consultation will focus on two of the three projects, namely Fisherton Gateway and Station Forecourt, which are being progressed concurrently.

Survey of servicing needs

WE ARE HERE





# Strategic objectives

These are the strategic objectives of the schemes.

## Ensure a great experience on the high street

Enabling and promoting increased vibrancy within the city centre, supporting 'experience' visits, encouraging return visits, increased footfall and spend.

## Tourist destination

Supporting and enhancing the city's reputation as a destination of choice for the tourism industry by highlighting the city's heritage and making use of its proximity to the Stonehenge World Heritage Site.

## Bring young people into the city

Supporting a diverse city centre economy which draws in young people to live, work and socialise, and encourages them to stay in the city.

## Support businesses growth

Enabling existing and new businesses to thrive in the city.





# Wider context

Wayfinding strategy

Housing delivery strategy

Economic strategy

Tourism strategy

Station Masterplan

River Park Masterplan

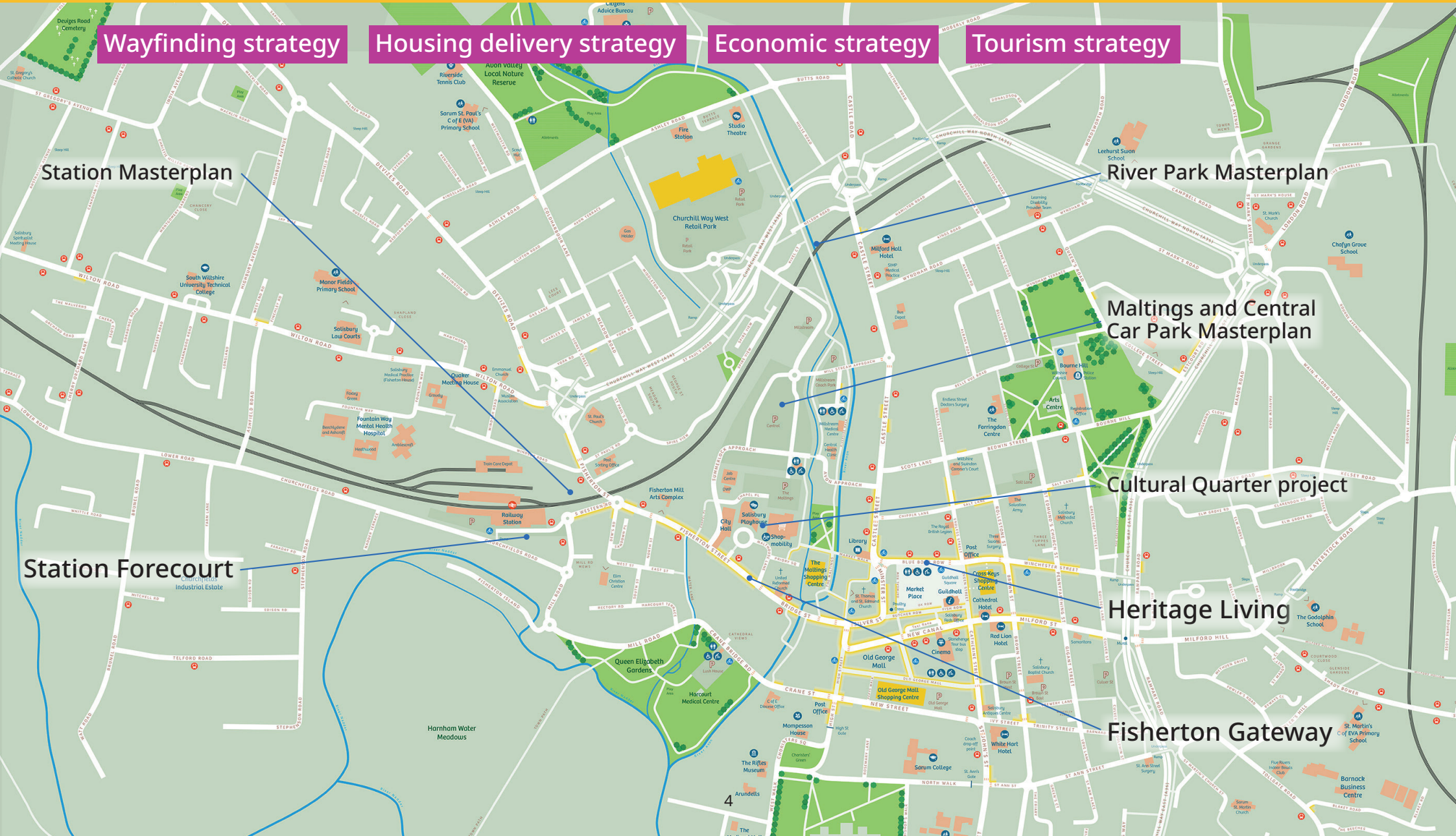
Maltings and Central Car Park Masterplan

Cultural Quarter project

Station Forecourt

Heritage Living

Fisherton Gateway





# Why does the Station Forecourt need to be improved?

Visitors arriving by train can struggle to find the best way to the city centre.

Inadequate bus/coach parking



Poor sense of arrival for tourists



Improvements were supported by 88% of those who responded to the CAF consultation in June 2020

Lack of good quality pedestrian areas and waiting areas for tourists





# Station Forecourt emerging proposal

The enhanced public realm and improved wayfinding will encourage tourists and visitors into the city centre, increasing dwell time and increasing spend.

\* Bike hub and e-bike docks are being provided by SWR as a separate scheme and will be constructed in 2022 ahead of the main forecourt scheme.



Corylus Columna in soft landscape



Pyrus Calleryana 'Chanticleer' in front of station and central area



Shrubs and ground cover in soft landscape

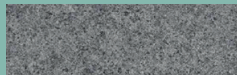
- New hard and soft landscaping
- New lighting
- New street furniture
- New wayfinding
- New bus interchange



Kerbs



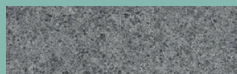
Central paving area



Paving bands



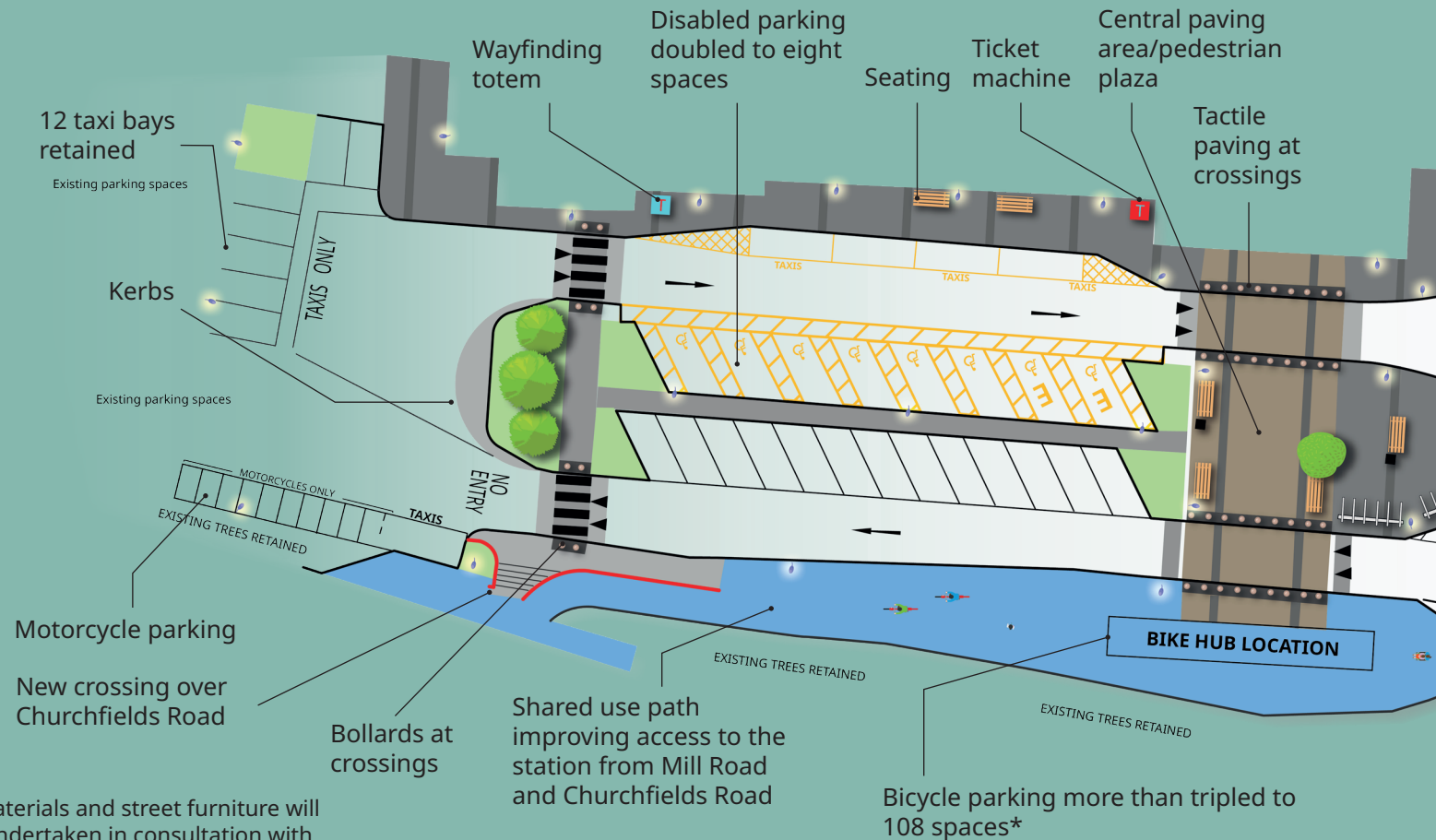
Paving to remaining pedestrian areas



Tactile paving at crossings



Asphalt paving to road



It should be noted that the final selection of materials and street furniture will be based on the budget available and will be undertaken in consultation with key stakeholders who will also be responsible for the ongoing maintenance.





Herbaceous planting in soft landscape



Wayfinding totem and finger post (example only)

Asphalt paving to road

Paving bands

Bus shelter

Bins

Maintenance

Three pick up/drop off spaces

Car club space

The number and location of electric vehicle spaces is subject to agreeing maintenance arrangements and ongoing running costs, and will be confirmed during the next stage of design.

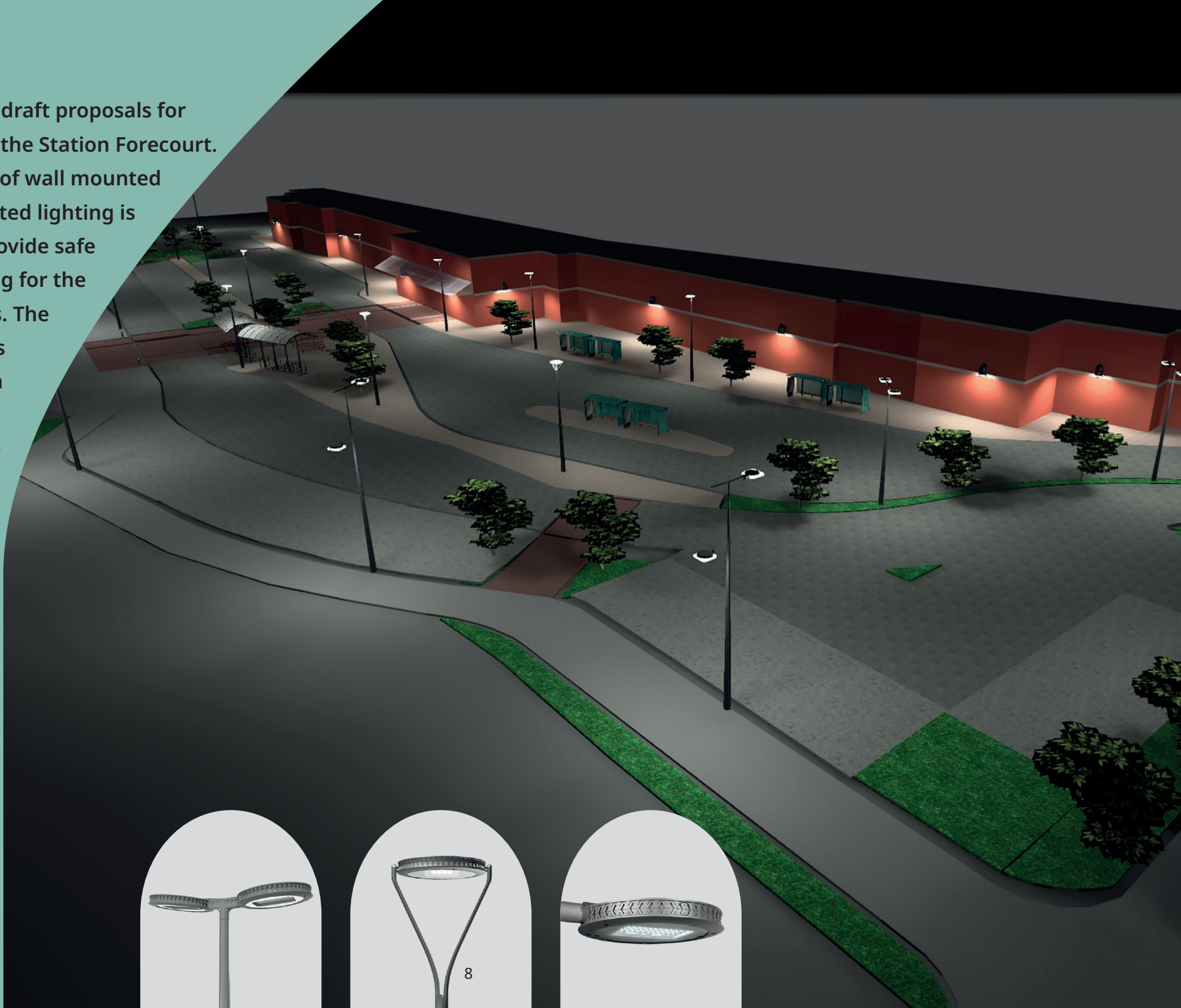
Ten e-bike docks\*

The redevelopment of the forecourt will provide more sustainable travel facilities such as bus stops, bicycle parking and improved walking and cycling access to the station, but it will also result in the loss of car parking spaces. We are working with SWR to identify a suitable location for replacement parking.



This shows the draft proposals for lighting within the Station Forecourt. A combination of wall mounted and pole mounted lighting is proposed to provide safe levels of lighting for the forecourt users. The style selected is in keeping with the historic setting and the requirements of SWR.

Please note that other details such as planting and bus shelters are indicative and some detail has been omitted for clarity.



## Why does Fisherton Street need to be improved?

On exiting the Station Forecourt, South Western Road and Fisherton Street is unwelcoming with narrow pavements and dominated by vehicles in the area.



South Western Road



Fisherton Street

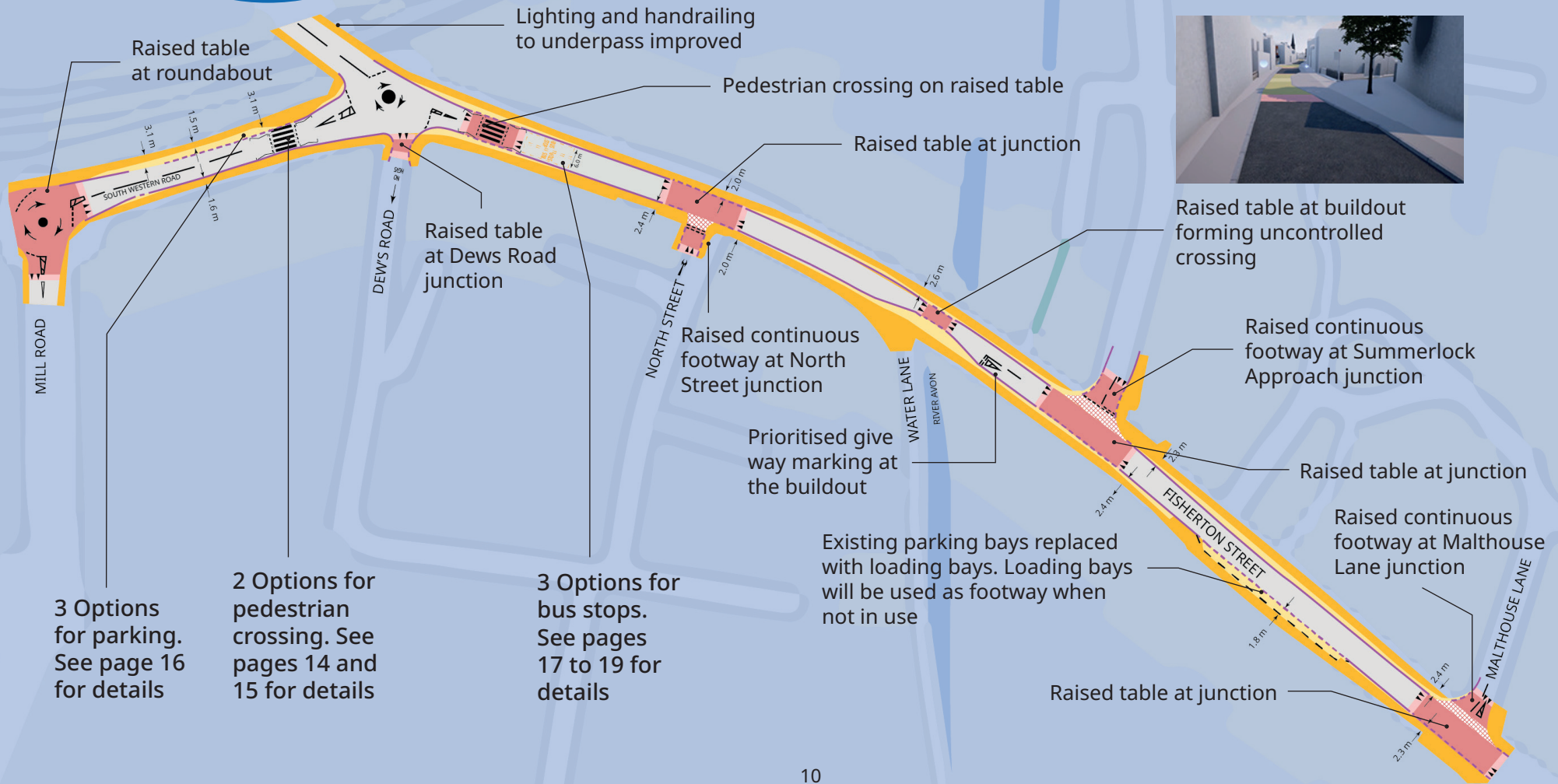


Fisherton Street

The project was initiated by the Fisherton Street Traders Association and the bid was developed in collaboration with them. Improvements were supported by 84% of those who responded to the CAF consultation in June 2020. 108 letters of support were received with businesses making up the largest number at 52.



# Fisherton Gateway emerging proposal



3 Options for parking. See page 16 for details

2 Options for pedestrian crossing. See pages 14 and 15 for details

3 Options for bus stops. See pages 17 to 19 for details



Raised table at buildout forming uncontrolled crossing

Raised continuous footway at Summerlock Approach junction

Raised table at junction

Raised continuous footway at Malthouse Lane junction

Raised table at junction

- New hard and soft landscaping.
- New street lighting.
- New wayfinding.
- Widened footways.
- New street furniture and footways decluttered.
- Continuous footways at junctions providing a level crossing and giving pedestrians priority.
- Access to Central Car Park is maintained.
- Raised tables and buildouts positioned considering access to off-street parking and existing crossing points.
- No change to blue badge spaces.
- Loading bays on pavement to allow use by pedestrians when not in use.
- The design will be informed by the recent survey of servicing needs completed by residents and businesses.

- |   |                             |                                      |
|---|-----------------------------|--------------------------------------|
| — Proposed kerb line                                    | ■ Proposed footway widening | ■ Textured/paved area                |
| - - - Proposed kerblines flush with carriageway/footway | ■ Existing footway          | ■ Carriageway resurfacing            |
| ----- Existing kerb                                     | ■ Raised paved area         | ■ Continuous footway at raised table |

**The enhanced public realm and improved pedestrian areas will make it easier, safer and more convenient to travel into the city centre, increasing dwell time and increasing spend.**



# Fisherton Gateway landscaping proposal

An enhanced hard and soft landscape and new street furniture will help to create a sense of place, a strengthened quality to the public realm and an overall sense of cohesiveness, linking areas together through a similar palette of materials.



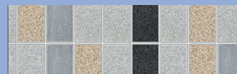
Granite kerb



Granite paving for raised tables



Asphalt paving to road



Granite slab paving to widened footways



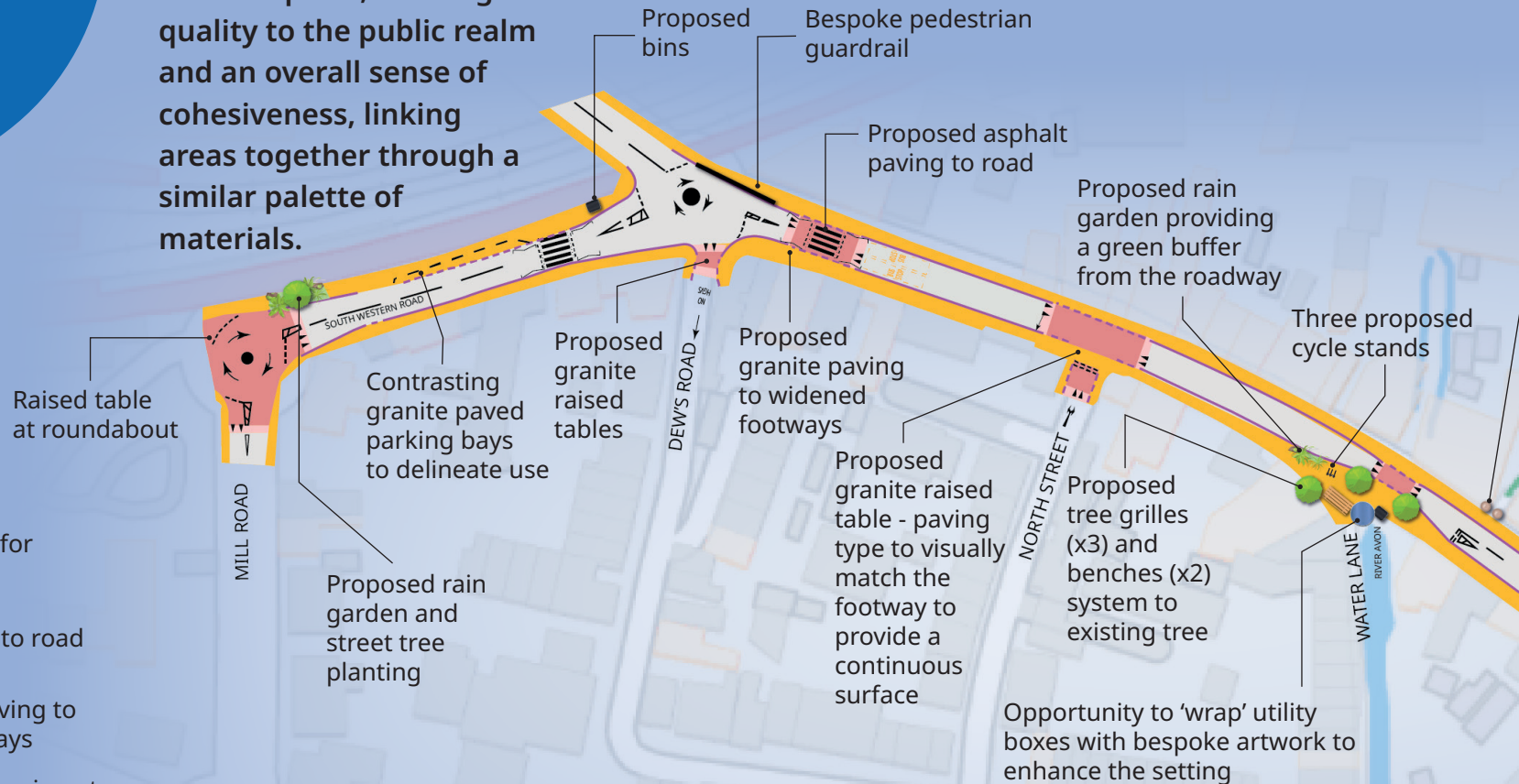
Granite tactile paving at crossings (not shown on plan)



Yorkstone paving, transition between proposed and existing paving



Granite drop kerb at crossings, raised tables and parking/loading bays

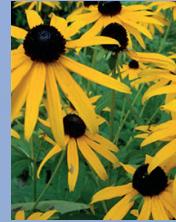


It should be noted that the final selection of materials and street furniture will be based on the budget available and will be undertaken in consultation with key stakeholders who will also be responsible for the ongoing maintenance.





Pyrus Calleryana 'Capital', ornamental pear tree



Rain garden planting



Proposed bin with recycling facilities



'Wrap' utility boxes with bespoke artwork to enhance the setting (example only)

Proposed bollards

Proposed granite raised table - paving type to visually match the footway to provide a continuous surface

Proposed street tree grilles

Proposed granite raised table - paving type to visually match the footway to provide a continuous surface

Contrasting granite paved loading bays to delineate use

Proposed bench to replace existing

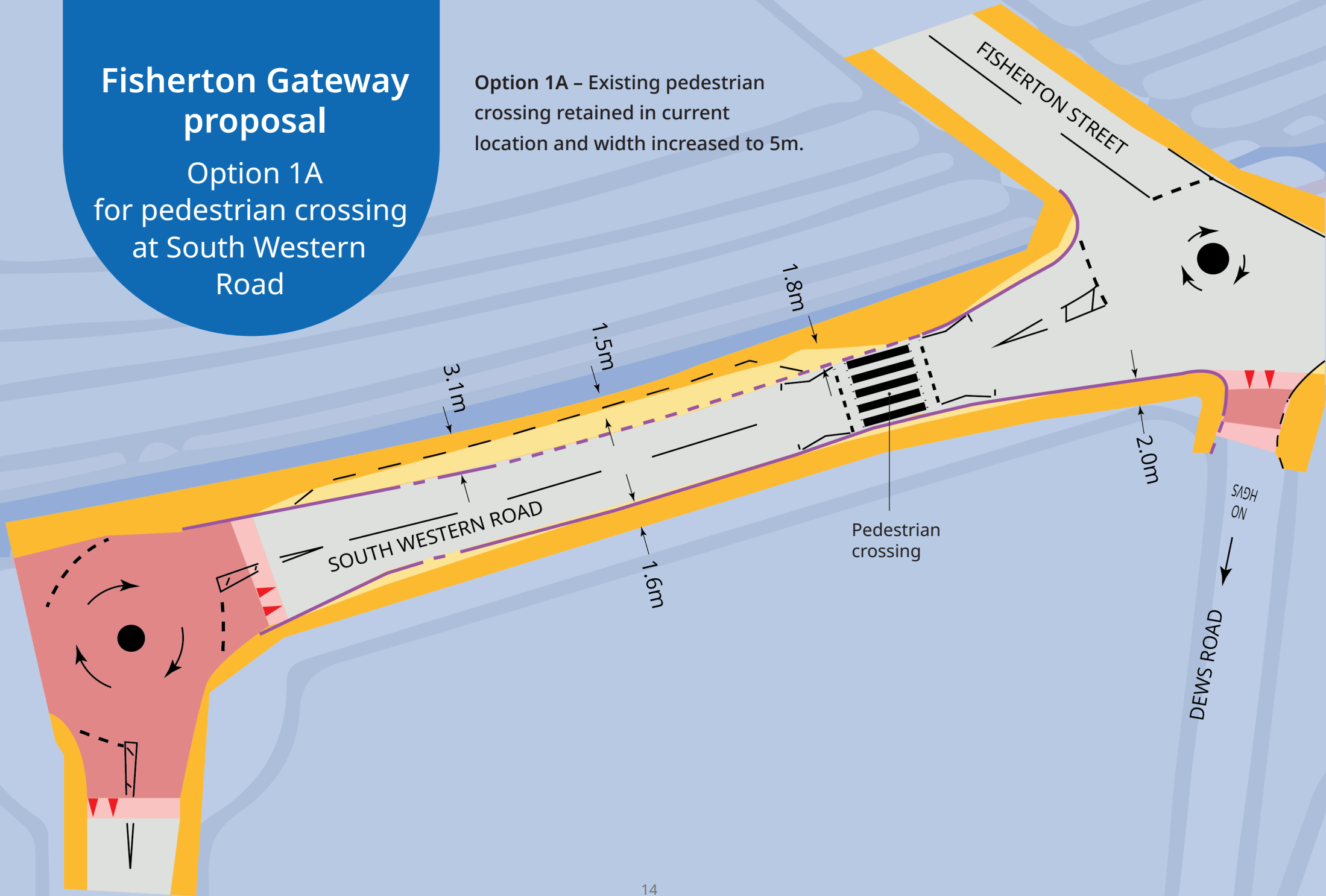




# Fisherton Gateway proposal

Option 1A  
for pedestrian crossing  
at South Western  
Road

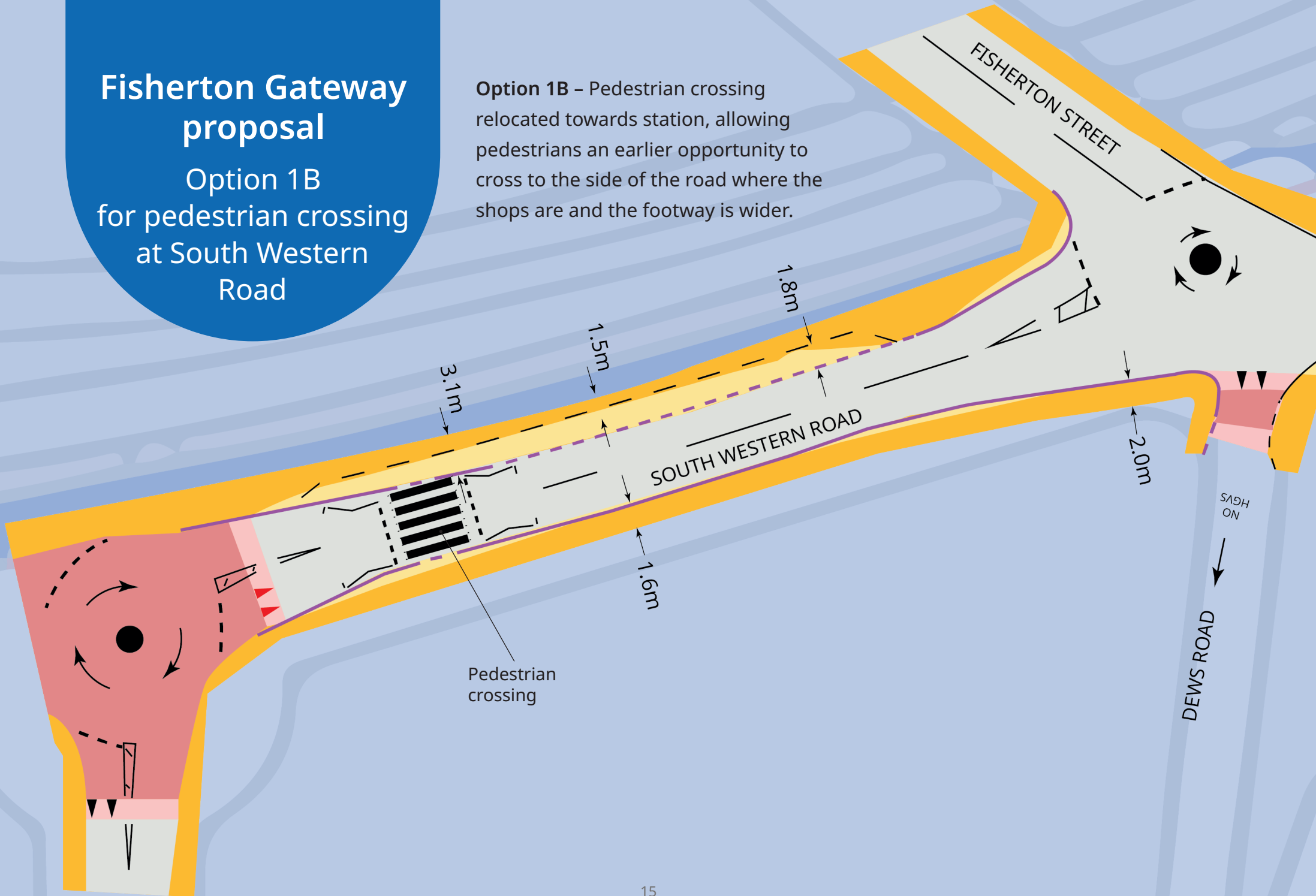
Option 1A - Existing pedestrian crossing retained in current location and width increased to 5m.



# Fisherton Gateway proposal

Option 1B  
for pedestrian crossing  
at South Western  
Road

**Option 1B** - Pedestrian crossing relocated towards station, allowing pedestrians an earlier opportunity to cross to the side of the road where the shops are and the footway is wider.





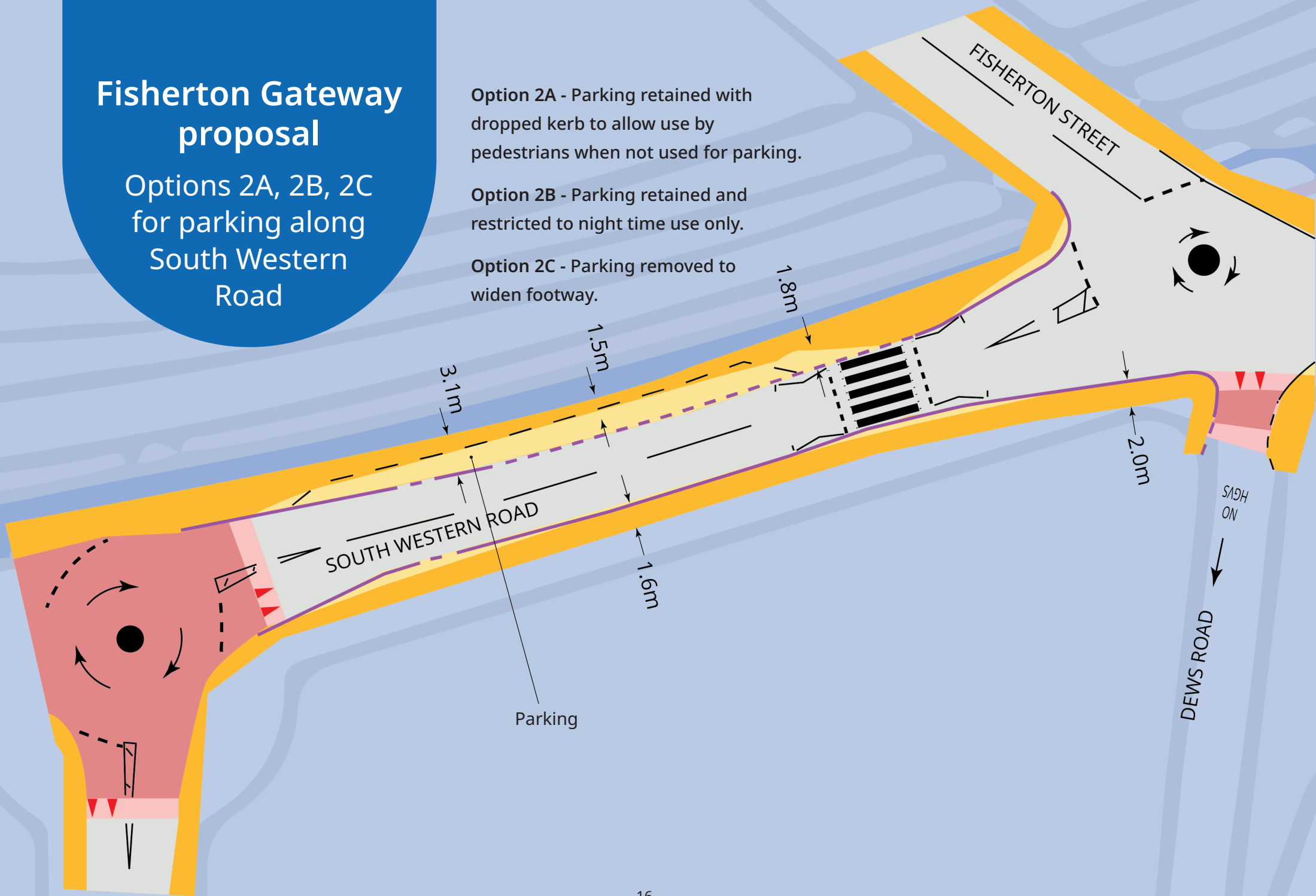
# Fisherton Gateway proposal

Options 2A, 2B, 2C for parking along South Western Road

Option 2A - Parking retained with dropped kerb to allow use by pedestrians when not used for parking.

Option 2B - Parking retained and restricted to night time use only.

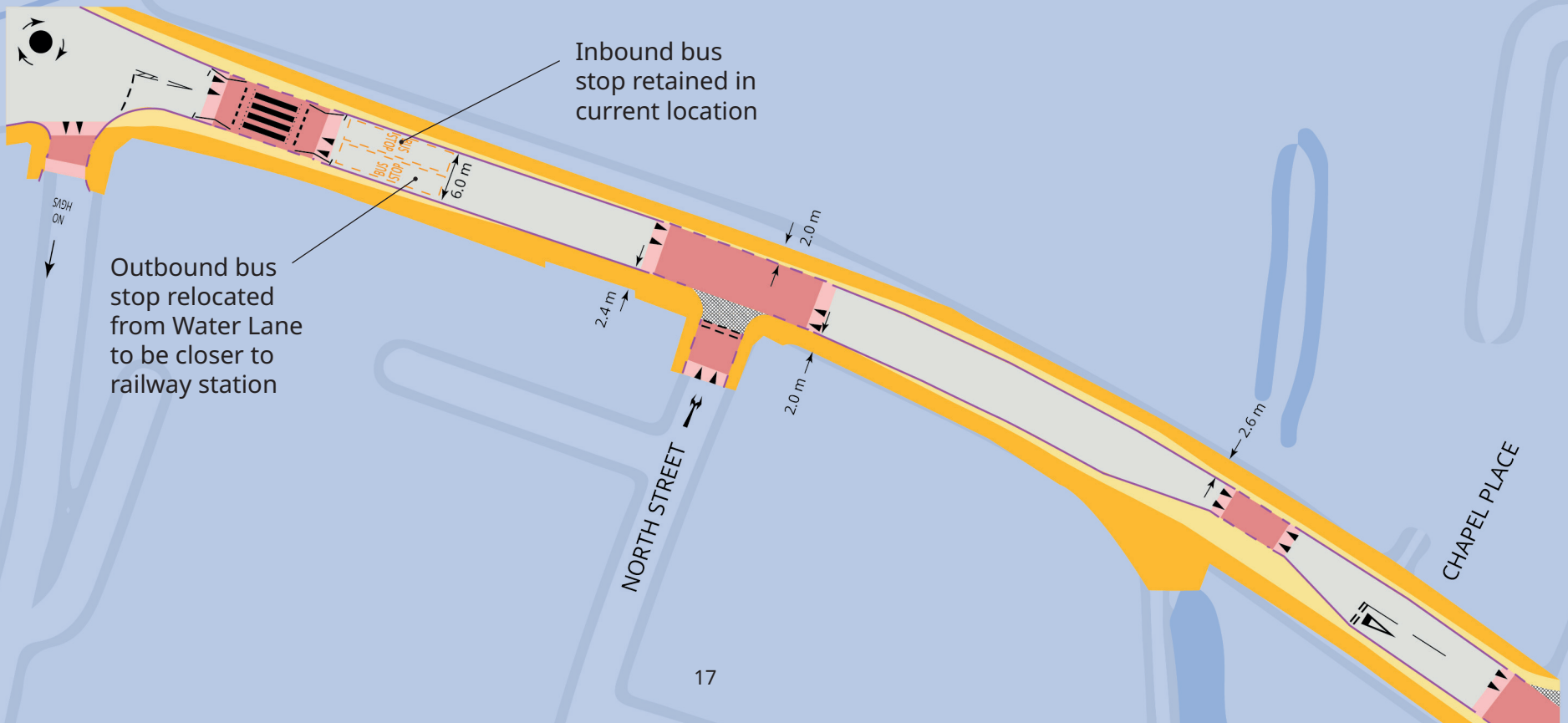
Option 2C - Parking removed to widen footway.



# Fisherton Gateway proposal

## Option 3A for bus stops on Fisherton Street

Option 3A - Bus stops opposite each other. This may block the road occasionally when both bus stops are in use.

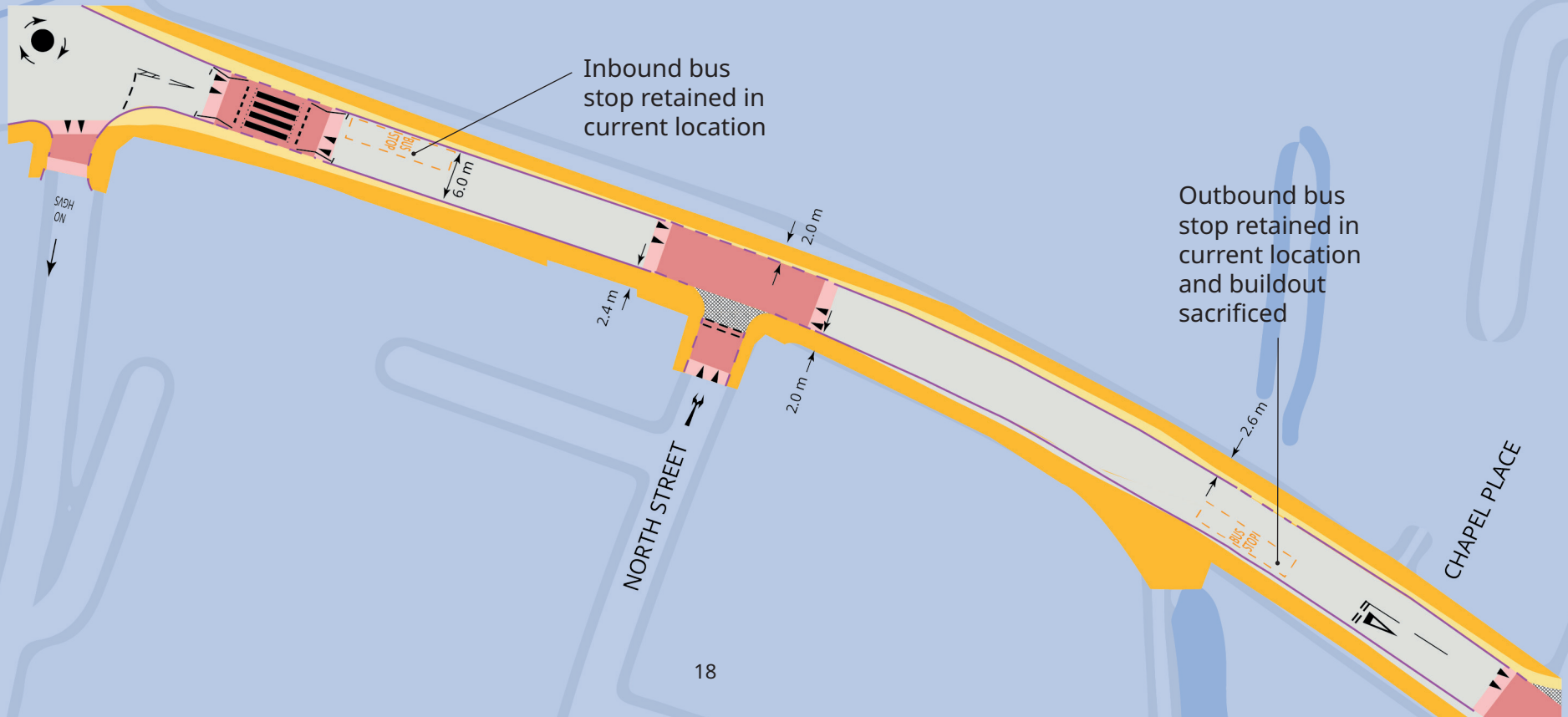




# Fisherton Gateway proposal

## Option 3B for bus stops on Fisherton Street

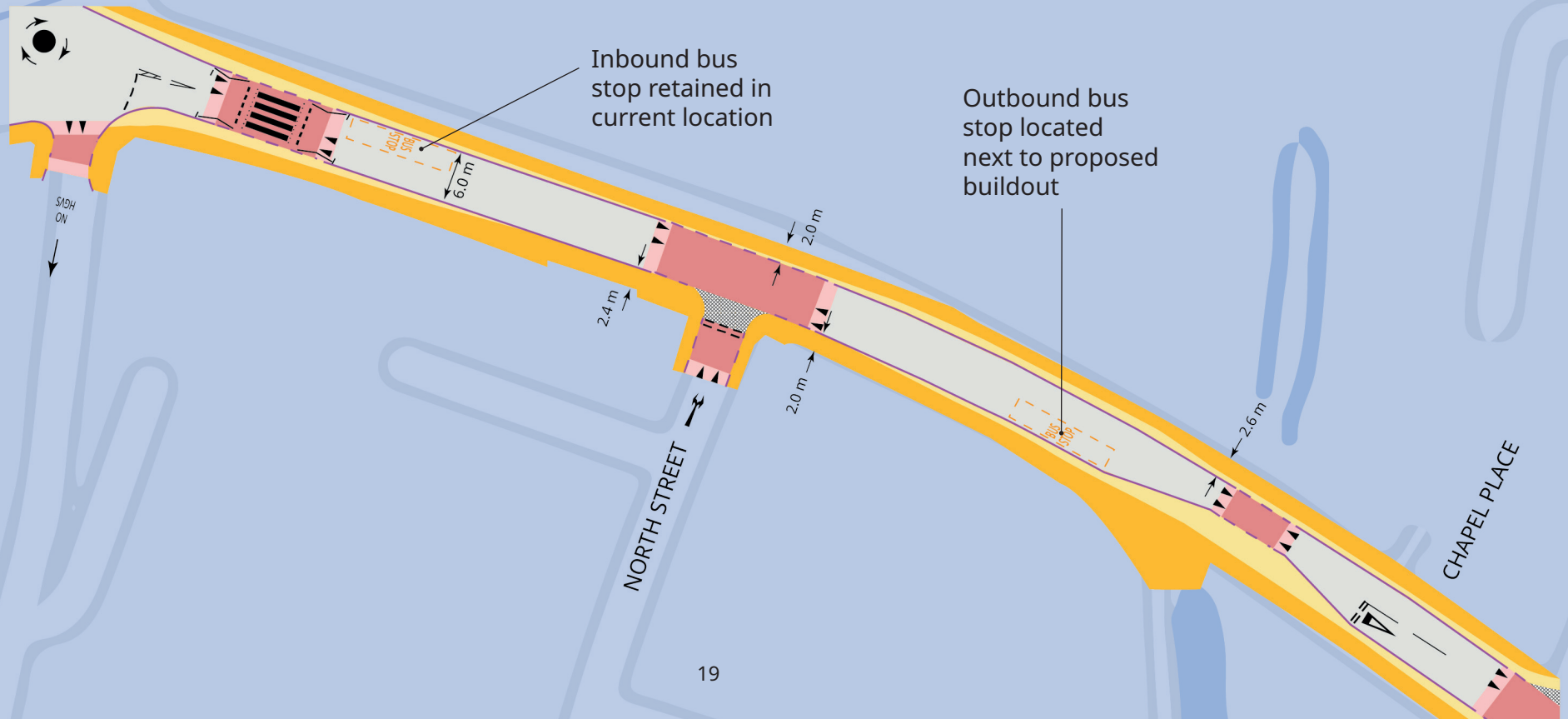
Option 3B - Outbound bus stops retained in current location at Water Lane and buildout sacrificed.



# Fisherton Gateway proposal

## Option 3C for bus stops on Fisherton Street

Option 3C - Outbound bus stop located next to buildout. This may affect visibility for users of the adjacent car park and the access/egress across the road, when the bus stop is in use.





## Next steps

- The responses to the scheme from the public and interested organisations will be considered as the proposals are developed further.
- This information and feedback, together with the servicing survey information, will be used to prepare the detailed design.
- Construction is likely to start in early 2023 and is expected to take about a year.
- It should be noted that the dates are subject to third party approvals and may change if these take longer than anticipated.



## How to give your views

You can find out more about the proposals and give your views by completing the survey by visiting the Wiltshire Council website at:

<https://www.wiltshire.gov.uk/fhsf-salisbury>

Or by emailing:

[majorhighwayprojects@wiltshire.gov.uk](mailto:majorhighwayprojects@wiltshire.gov.uk)

Or writing to:

Major Highway Projects  
Wiltshire Council  
Bythesea Road  
Trowbridge  
Wiltshire  
BA14 8JN

The public consultation will run for just over 6 weeks and closes at 5pm on Tuesday 19 April 2022.



**Help us shape  
these projects  
by completing  
the survey!**



## Contact us

Information about the Salisbury Future High Streets Fund projects can be made available on request in other languages including BSL and formats such as large print and audio.

Please contact Wiltshire Council on 0300 456 0100  
or by email on [customerservices@wiltshire.gov.uk](mailto:customerservices@wiltshire.gov.uk)

