

The Launch of the Salisbury Central Area Framework Briefing Note No. 19-017

Service: Salisbury economic recovery
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Wiltshire Council, with the support of Salisbury City Council and planning and urban designers Tibbalds, is working to accelerate the urban development of Salisbury city centre, building on its strong historic core, and we are seeking views on what people would like the city centre to look like in the future.

This is driven not only by the desire to ensure the city continues to recover from the events of 2018, but also by the commitment to respond to the need to adapt and contribute to the city's economic opportunities and threats.

To help achieve this, Tibbalds is producing a Central Area Framework (CAF) that will raise the profile of Salisbury as an investment opportunity and guide the future development of the city. The survey WC is launching seeks opinions on the emerging themes of the CAF including the desire for people-friendly streets in the city, better connections to the city's green spaces, new character areas, development opportunities and more.

The framework will provide a strategic urban vision for the city centre area, identifying character areas within it, and make recommendations on the form of future development and interventions that can accelerate positive change, to enhance Salisbury as a place to live, work and visit.

The Salisbury economic recovery team has met with Salisbury Area Board and Salisbury City Council, and has consulted with internal and external stakeholders, as well as businesses and investors. The next step is now to embark on a period of public consultation and seek views that will inform the objectives, themes and proposals moving forward.

Pauline Church, Cabinet Member for Economic Development and South Wiltshire Recovery, said: "Salisbury is a historic, characterful and in many ways a successful

place. 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.

“We recognise the need to reinvigorate the city centre to ensure Salisbury is as successful and resilient as it can be, and the Salisbury Central Area Framework will help us define the best possible strategy to make positive improvements.

“We want to deliver a strategy that is widely supported, based in commercial reality, sets out a clear path towards delivery, promotes better design quality, and helps to attract inward investment.

“But we can’t do it without full consultation with the public. We want to know what people think about some of the suggestions and ideas we have to make Salisbury city centre a better place to live, work and visit.”

This consultation period is due to start on 27 June and will last six weeks. There will be press releases, a website and a social media campaign which will support exhibitions and engagement events. The team will meet with schools and other groups as work progresses.