

# PURPOSE OF THIS CONSULTATION

## WELCOME

This consultation is presented on behalf of Churchill Retirement Living and invites you to view and provide feedback on the initial proposals to redevelop a vacant site at 30-36 Fisherton Street, Salisbury. The consultation is made up of a number of information boards including the following:

- The Purpose of the Consultation
- Introduction to Churchill Retirement Living
- Planning Policy
- Housing Need
- Benefits of Older People Housing
- Location & Site
- Context
- Constraints & Opportunities
- Design Evolution
- Indicative Plans
- Preliminary Views
- Next Steps

We value your comments on the proposed development. The comments are considered following the consultation to help steer the proposals prior to a planning application being submitted to the Local Planning Authority. How Churchill Retirement Living have considered your comments will be detailed in a Statement of Community Involvement that will support any planning application.

## THE PROPOSAL

The proposal is for a redevelopment of a vacant site within the city, to provide a mixed development of retirement housing and retail units, along with associated communal facilities, vehicular access, car parking and landscaping.

## VISION

Churchill Retirement Livings vision for the site is to deliver a development that meets our customers' needs and the local need for retirement apartments whilst also contributing to the character of Salisbury, and making a positive contribution locally in terms of socio, economic and environmental benefits.

The proposal is for a retirement housing development of circa 47 flats with one and two bedroom apartments and associated communal facilities, vehicular access, car parking and landscaping, together with a number of commercial or retail units on part of the ground floor.

Our aim is to create a high quality development that embraces sustainable design, enhances the setting of the area and maintains the local vernacular.



# INTRODUCTION TO CHURCHILL RETIREMENT LIVING

## WHO ARE CHURCHILL RETIREMENT LIVING LTD?

Churchill Retirement Living (CRL) is a privately-owned British Company, highly trusted and respected within the housing industry. CRL prides itself on building beautiful purpose-built one and two bedroom retirement apartments in desirable locations across the UK, for those looking for an active, independent, safe and secure lifestyle. Our developments can be found in 23 counties throughout the UK.

Throughout our history we have undertaken over 160 developments and sold over 5,000 units. Through our group company, Churchill Estates Management (CEM) we retain the ongoing operation, management, care and responsibility for every apartment within our completed developments.

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“With first class Customer satisfaction at the heart of the business, we’ve been changing retirement living for the better for over 20 years. We continually strive to be the retirement housebuilder of choice for those looking to enjoy independence, security and peace of mind.”

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Our developments not only provide well documented benefits to our customers but also to the wider community. Our customers tend to shop locally providing much needed ‘daily shoppers’ for local shops and businesses.

*“People living in specialist retirement homes typically experience reduced health risks, contributing to fiscal savings to the NHS and social care services of c. £3,500 per person per year.”* Healthier and Happier – Homes for later Living, September 2019.



Typically, our customers downsize from a 3 or 4 bedroom family home. Therefore, for each retirement apartment occupied, a family home is released for sale into the wider housing market.

CRL is an award-winning business having recently won a number of prestigious industry and wider business awards including;

- **The WhatHouse Awards.** Churchill has won the **GOLD Award in the ‘Best Retirement Home Developer’** category at the WhatHouse? Awards 2023. Before this category has been created, Churchill was the only retirement housebuilder ever to have been awarded ‘Housebuilder of the Year’.
- **The HBF Customer Satisfaction Survey.** Churchill retains the top **‘5 star’ status** having been recommended by more than 97% of our customers in 2023.

Summarised below are some of CRL’s key statistics;

- Over 9000 apartments under management
- Seven regional offices around the country

CRL has a full complement of in-house professionally qualified Architects, Town Planners, Surveyors and Engineers employed in the seamless delivery of projects through every stage of the process from site identification to construction completion and home sales. The business benefits from a wholly owned town planning consultancy, Planning Issues, which advises on planning related and public consultation matters.

# TYPICAL DEVELOPMENT FEATURES



Owners' Lounge



Coffee bar



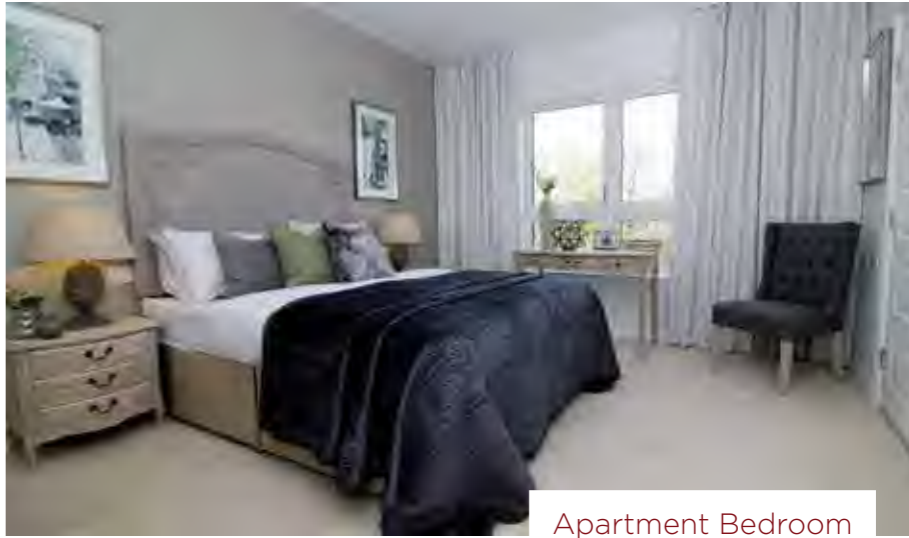
Guest Suite



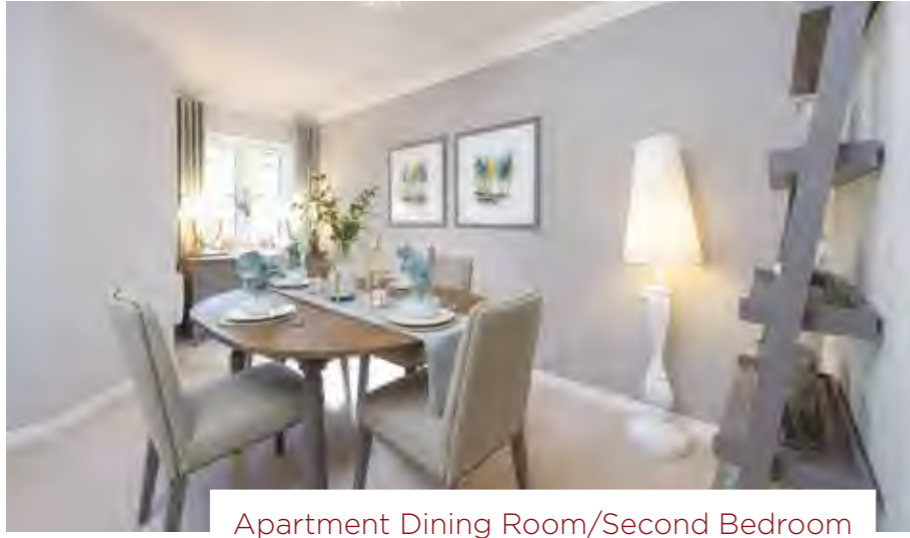
Landscaped Gardens



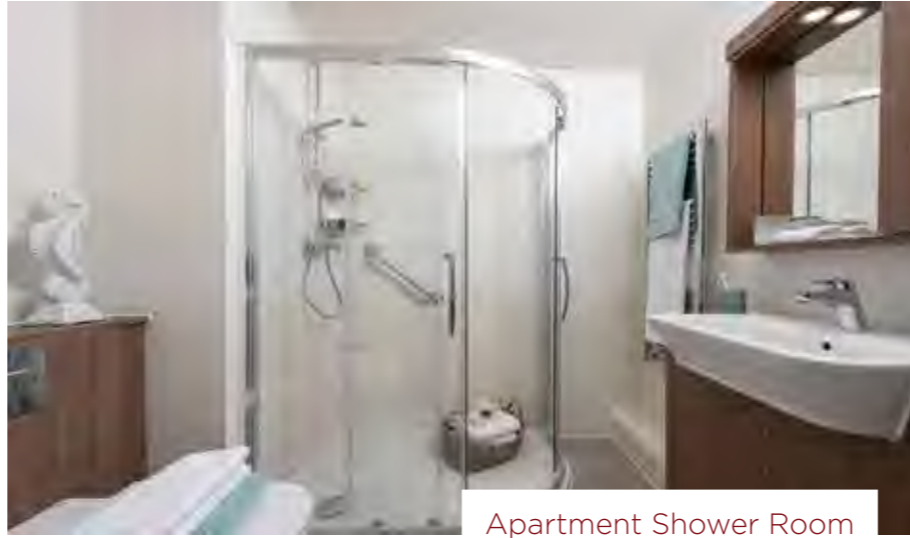
Apartment Living Room



Apartment Bedroom



Apartment Dining Room/Second Bedroom



Apartment Shower Room



Apartment Kitchen

# HOUSING NEED

## A NATIONAL NEED

It has been widely acknowledged that the UK has a housing crisis. Not enough homes are being built to meet the needs of the population. National Planning Policy includes Planning Practice Guidance on 'Housing for older and disable people' to assist Councils in preparing planning policies on housing for older and disable people. This sets out that providing housing for older people is 'critical'.

People are living longer lives and the proportion of older people in the population is increasing. In mid-2016 there were 1.6 million people aged 85 and over; by mid-2041 this is projected to double to 3.2 million.

The 2014-based Subnational Population Projections identifies that England's population will grow by 4,427,000 in people aged 60 and above between 2014 and 2030, this equates to a 35.56% increase in population.

Offering older people a better choice of accommodation to suit their changing needs can help them live independently for longer, feel more connected to their communities and help reduce costs to the social care and health systems.

## A LOCAL NEED

The Wiltshire Council's Local Housing Needs Assessment (May 2022) highlights the population projections underlying the Local Housing Need figures for Wiltshire. This show a substantial increase in the older population during the period 2021-2038.

The population aged 75+ is likely to increase by around 32,920 persons based on providing the number of homes needed to meet the local housing need. The data published by the Elderly Accommodation Counsel identifies that there is a total of 5,741 specialist Older Person units across Wiltshire and it is assessed that there is already a shortfall in the provision of housing for elderly people.

The Local Housing Needs Assessment further identifies future need for 15,572 specialist older person additional housing units over the period 2020-2038 of which 8,455 need to be owned sheltered housing.



Figure 10: Wiltshire projected for 1000+ Person Housing in Wiltshire based on Housing 100+ Years

	Ratio per 1,000 persons aged 75+	Gross need 2020	Existing supply	Demot need in 2020	Additional need 2020-38	Event date
Owned	120	1,200	1,734	-4,506	-11,510	15.1.23
Rented	60	600	3,026	-991	-11,975	17.1.23

# BENEFITS OF RETIREMENT LIVING

## SOCIAL

- Churchill Lodges offer significant opportunities to enable residents to be as independent as possible in a safe and warm environment.
- Retirement housing helps to reduce anxieties and worries experienced by many older people living in housing which does not best suit their needs by providing safety, security and reducing management and maintenance concerns.
- The Housing for Later Living Report (2019) shows that on a selection of wellbeing criteria such as happiness and life satisfaction, an average person aged 80 feels as good as someone 10 years younger after moving from mainstream housing into housing specifically designed for later living.

## ECONOMIC

- Each person living in a retirement living homes enjoys a reduced risk of health challenges, contributing fiscal savings to the NHS and social care services of approximately £3,500 per year (Homes for Later Living September 2019).
- With circa 47 units proposed, at a ratio of 1.3 people per apartment, there will be around 61 occupants. At a saving of £3,500 each per year, this equates to a saving of £213,500 per year in local NHS and social care costs in comparison to mainstream housing. This is a significant economic benefit.
- A recent report entitled Silver Saviours for the High Street (February 2021) found that retirement properties create more local economic value and more local jobs than any other type of residential development. For an average 45 unit retirement scheme, the residents generate £550,000 of spending a year, £347,000 of which is spent on the high street, directly contributing to keeping local shops open.
- An average retirement scheme will support the following new jobs:
  - 85 construction jobs
  - 1 permanent job in repairs and renovations
  - 2.3 permanent jobs in management and care
  - 3.2 permanent jobs on the local high street (residents are basket shoppers and will do their shopping locally)

## ENVIRONMENTAL

- Making more efficient use of land thereby reducing the need to use limited land resources for housing.
- Providing housing in close proximity to services and shops which can be easily accessed on foot thereby reducing the need for travel by means which consume energy and create emissions.
- Providing shared facilities for a large number of residents in a single building which makes more efficient use of material and energy resources.
- The proposal includes renewable technology through the use of solar panels to assist in the reduction of CO2 emissions.
- All areas of the building will be lit using low energy lighting and where applicable utilise daylight and movement sensor controls.



Our schemes free up family housing by older people looking to downsize - a typical 41 unit retirement development generates approx 92 moves in the chain



A development that maximises the use of previously developed land reducing pressure on greenfield sites



Our developments bring health and social care savings - each person living in a Home for Later Life saves the NHS & Social Services approx £3,500 per year



Economic and social benefits of older people using local shops, services and facilities. Our Owners shop locally, supporting businesses and communities



Due to its sustainable location, retirement living housing reduces the need to own a car. Owners often shop locally on foot or by public transport



Our developments allow for independent, secure living and provide companionship which helps to reduce isolation and loneliness

## CHURCHILL'S TYPICAL CUSTOMER



“

The Churchill team couldn't have done anything more for me, and it was great having someone to say 'Sit down and leave it all to us' - I wasn't expecting to get so much help! It meant little or no concern, I could just relax and let other people take care of the details.

I've moved house lots of times before, but never on my own. My wife was always the one who would take charge of things, so it was a bit daunting thinking I'd have to do it all without her. That's why it was so lovely to have it all taken care of for me, and I was kept informed throughout so I knew what was happening.

The removal company gave lots of helpful advice, and when it came to moving day my Senior Move Adviser Kim was there as an extra pair of hands to make the whole day run smoothly. I also got to stay in the Lodge's Guest Suite the night before I moved in, which was just what I needed after a long journey from Lancashire down to Cornwall. Just another thing that was just taken care of without me having to worry about it.”

**Barry Perkins (Perran Lodge, Newquay)**



“

The Millstream team work very hard but still maintain their warm and caring approach as they help new apartment Owners move here and settle in. I'd like to thank them for creating such a warm, settling and happy home for me and my dog Molly.”

Barbara Roberts (Lockyer Lodge, Sidford)



“

“We were rattling around in a four bedroom house that was far too big for us. We decided the time was right for us to downsize, and the pandemic didn't put us off from making the move. Our bowling colleague Bob recommended Churchill, and now he's our next-door neighbour!”

“Our new apartment is very warm and cosy, everything is nice and new, and we have a very nice outlook from our balcony across the bay to St Michael's Mount. We've seen some beautiful sunrises. We also enjoyed a 'pasty and prosecco' welcome party in the Owners' Lounge when we first moved in, which gave us a chance to meet people. Everyone was very welcoming and we're looking forward to getting to know them all.”

Mike and Jackie Richards (Mount's Bay Lodge, Penzance)

# POLICY

## WILTSHIRE CORE STRATEGY

The relevant Development Plan policy comprises the Wiltshire Core Strategy. The Council has recently prepared the Maltings and Central Car Park Masterplan (2019), which forms an important material consideration for any application on this site.

The following Core Strategy policies are considered relevant:

- **Core Policy 1: Settlement Strategy**
- **Core Policy 2: Delivery Strategy**
- **Core Policy 21: The Maltings/Central Car Park**
- **Core Policy 22: Salisbury Skyline**
- **Core Policy 41: Sustainable Construction and Low Carbon Energy**
- **Core Policy 45: Meeting Wiltshire Housing Needs**
- **Core Policy 57: Ensuring high quality design and place shaping**
- **Core Policy 58: Ensuring the Conservation of the Historic Environment**
- **Core Policy 60: Sustainable Transport**
- **Core Policy 61: Transport and Development**

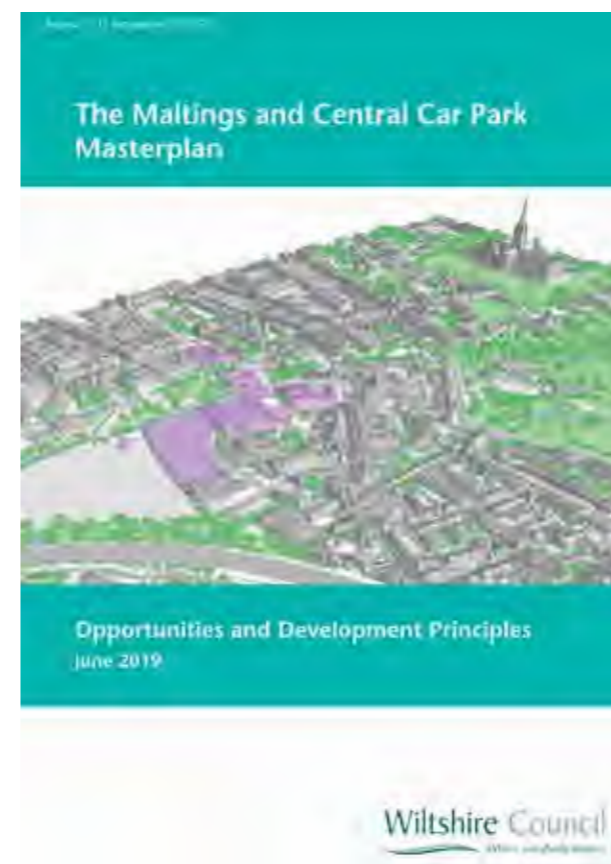
The emerging Wiltshire Local Plan went through its Regulation 19 Assessment in Autumn 2023. The Draft Local Plan continues to include the Maltings redevelopment within the development strategy for Salisbury and states additional dwellings will form part of the redevelopment of the Maltings and Central Car Park site.

## PRINCIPLE OF DEVELOPMENT

Salisbury is a Principal Settlement in the Wiltshire Core Strategy and is a primary focus for development. The site is also within Salisbury City Centre and the 'Secondary Shopping Area' as defined in the saved policies of the Salisbury District Local Plan. The site is within the Maltings and Central Car Park Strategic Site Allocation for mixed use development (CP21).

The allocation and masterplan identify the site for mixed use development opportunity (commercial/residential) as part of the integrated cultural quarter. It envisages that Malthouse Lane adjacent to the site will be a major new pedestrian friendly route.

Given this adopted development plan policy and the material consideration of the Masterplan document, an active frontage at ground floor level, with residential uses above is required.



## LOCATION



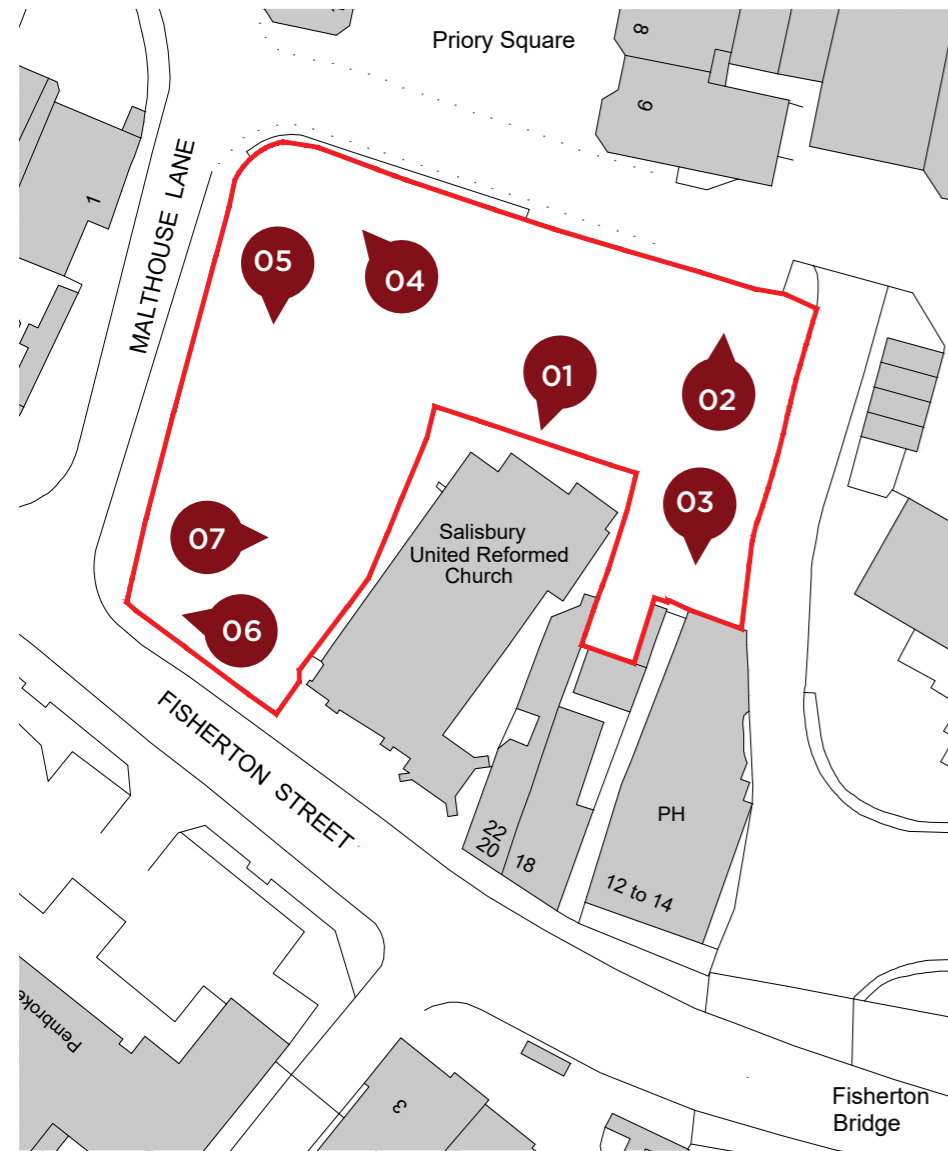
## SITE & CONTEXT DESCRIPTION

- The site comprises a vacant plot formerly occupied by a large retail and commercial building, housing amongst others, a British Heart Foundation shop (now relocated nearby) and a large factory shop outlet, with other commercial uses on the upper floors.
- The site is an irregular plot in a distorted L-shape of approx. 0.23Ha, measuring, at its longest, approx 60m east to west, and 55m north to south.
- Although the former buildings have been demolished, the site still retains the ground floor slab of the previous building, across most of the plot, and is therefore essentially flat at a level of circa. 47.30 AOD. (AOD = Above Ordnance Datum)
- The topography around the site falls along Malthouse Lane from circa. 47.30 AOD at the north to circa. 46.60 AOD at Fisherton Street, resulting in much of the southern section of the site being elevated approx. 700mm above the adjacent pavement and highway, with a small section of the site also being at this lower level.
- The eastern-most section of the site is also generally lower than the majority of the site, falling from circa. 47.10 AOD to 46.60 AOD
- The site has a boundary fronting Fisherton Street to the south, Malthouse Lane to the west, and Priory Square to the north. Its shorter eastern boundary runs along the bank of the River Avon.
- The site has internal shared boundaries with the United Reformed Church, which it effectively envelops on its south and east.
- The predominant building material is red brick and the building typology is traditional. Roofs are traditionally clay tile or natural slate. Other common materials include painted render, painted brick and some stone.
- Common features include: Brick and stone window heads, stone cills, stone surrounds, quoins, feature bands and cornices. Parapet eaves in many styles are common, as are decorated fascias and cornices. Sash style windows are common. Oriel bays are a distinctive feature occasionally seen in the vicinity.
- There are a number of existing trees on the site along the bank of the river.
- The site is within the Salisbury Conservation Area and is within the setting of a number of Listed Buildings.
- The site is within the Salisbury Town Centre boundary and in policy terms forms part of the Primary Shopping Frontage (to be confirmed by Planning Issues).



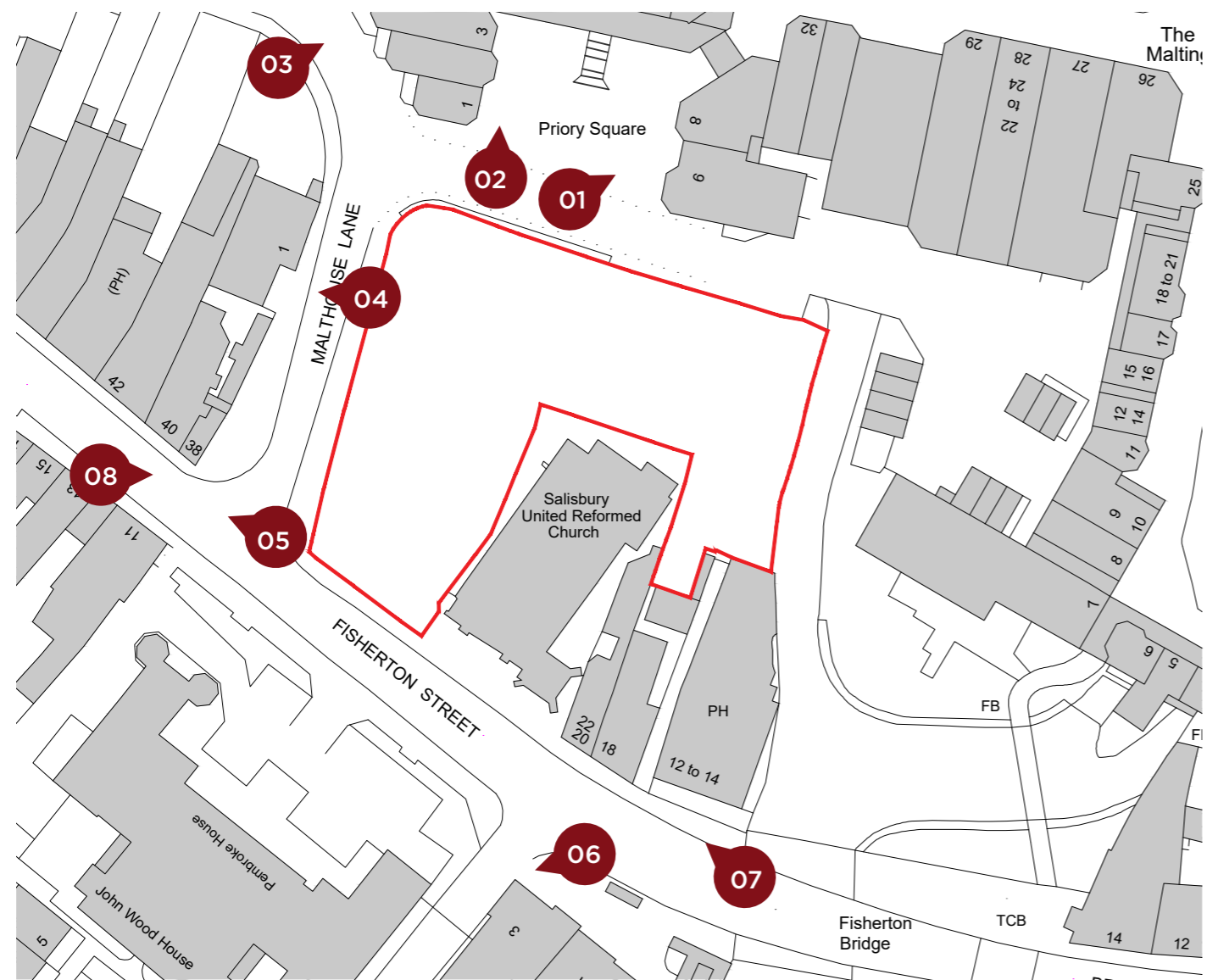
# SITE PHOTOS

THE IMAGES BELOW ARE VIEWS FROM WITHIN THE PROPOSED DEVELOPMENT SITE.

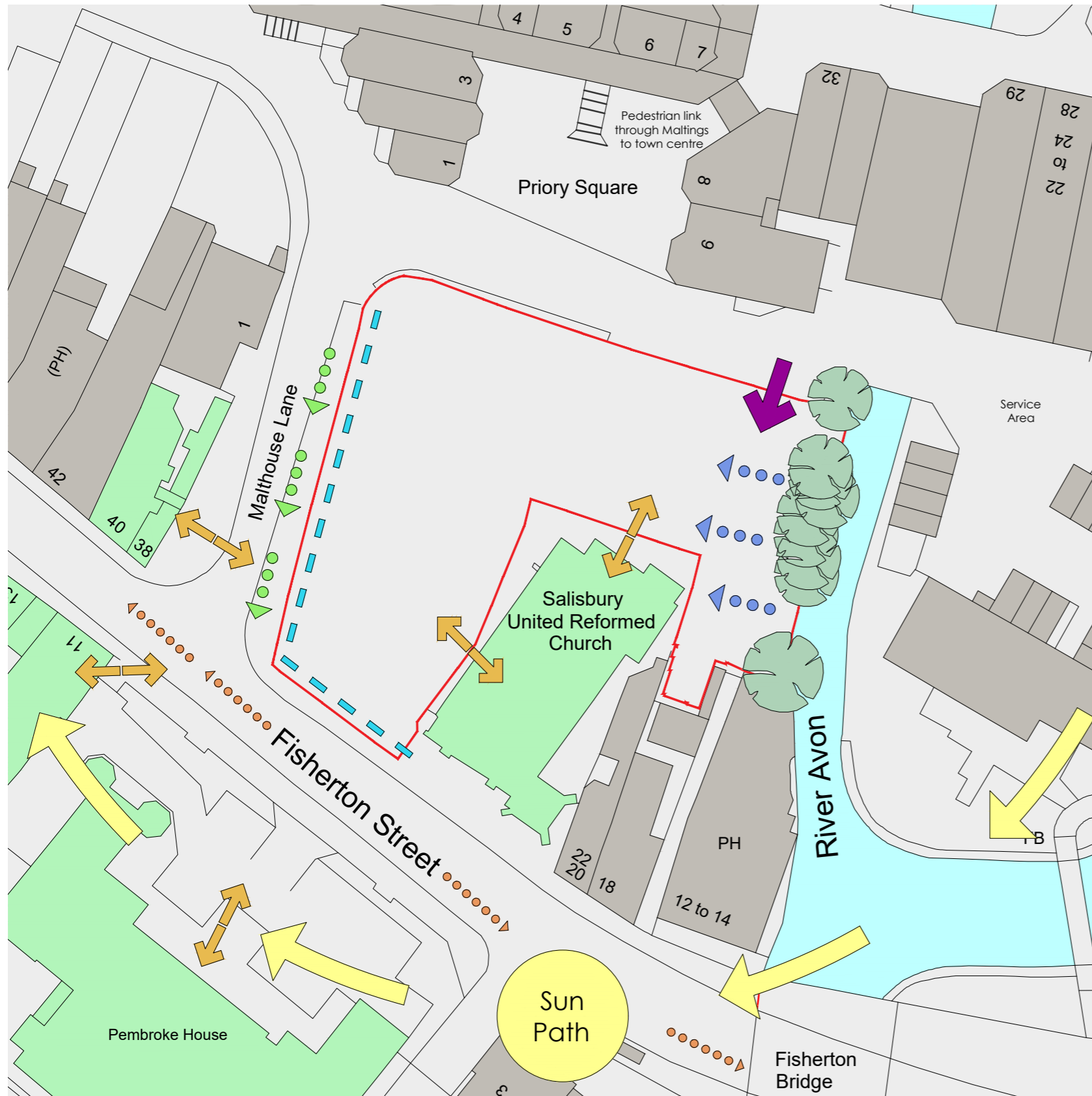


# CONTEXT

THE IMAGES BELOW ARE VIEWS OF THE STREETS AND BUILDINGS AROUND THE SITE.











# CONSTRAINTS



- The proposed development is on a site within a Conservation Area, and within the setting of Listed Buildings.
- The only viable vehicular access available is the existing gate from Priory Square at the north east of the site which leads to the previous parking and service yard in that section of the site.
- There are a number of existing trees on site located along the river bank, due care will be needed to assess and if necessary avoid encroachment into any relevant RPZ (Root Protection Zone).
- The site itself is generally flat and level within its own boundary, but along its western frontage the adjacent pavement and road falls from north to south. At it's southern end the site is therefore effectively elevated above the general street level at Fisherton Street.
- Fisherton Street is a busy shopping street and there are potential acoustic constraints associated with traffic noise which requires consideration.
- The developable area falls within Flood Zone 2. Possible future flood mitigation will need to be considered.
- The site is within a town centre location and it is anticipated that any future development on it will be required to provide a quantum of retail or commercial space at ground floor level.

## KEY

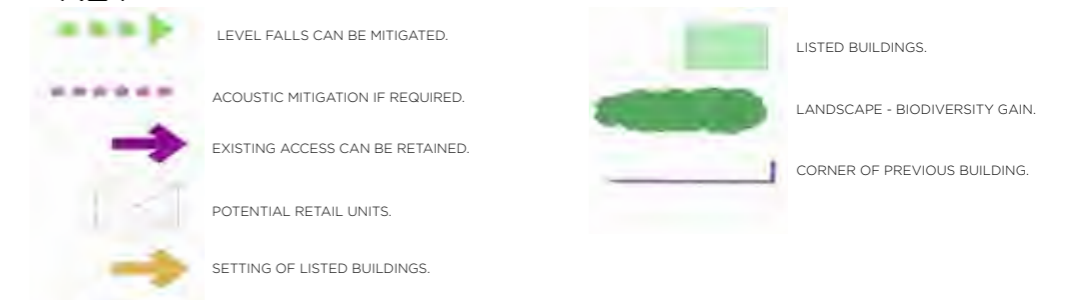
	SIGNIFICANT LEVEL FALLS ALONG THE STREET FRONTAGE.
	MAIN STREET - POSSIBLE ACOUSTIC ISSUES?
	EXISTING VEHICULAR ACCESS TO THE APPLICATION SITE.
	RETAIL UNITS REQUIRED AT GROUND FLOOR.
	EXISTING BOUNDARY TREES.
	SETTING OF LISTED BUILDINGS.
	LISTED BUILDINGS.
	POSSIBLE FLOOD MITIGATION.

# OPPORTUNITIES



- The site is previously developed land in a central location, providing an opportunity for redevelopment, and therefore reducing the requirement for further housing on greenfield sites.
- The site can accommodate an L-shaped building footprint providing a strong frontage to Fisherton Street to the south, Malthouse Lane to the west and Priory Square to the north.
- A smaller footprint than the previous building on site can leave more space around the Grade II Listed, United Reformed Church to the south and east.
- The building frontage facing Fisherton Street can be aligned to improve views and setting of the church.
- Ground floor levels can be set at an appropriate height based on a relevant Flood Risk Assessment and specialist consultant advice.
- There is scope for retail units to be included at ground floor on key frontages, with access doors at viable locations either directly from the street, or via suitable steps or ramps where there are significant level differences.
- New vehicular access can be provided at the previous site entrance.
- There is ample scope for on-site parking to serve the proposed development, and its residents and use will generate lower levels of traffic and car ownership when compared with general open market housing.
- The site provides an opportunity to enhance biodiversity with the introduction of some high quality landscaping. This will represent a net gain in comparison to the previous site which was almost entirely composed of buildings or hard surfacing.
- The site provides an opportunity to provide a high quality building which will enhance the setting of Listed Buildings and generally improve the character and appearance of the Conservation Area.
- Any potential acoustic issues with traffic noise can be mitigated by an appropriate glazing and ventilation design and specification.

## KEY



## CONSERVATION AREA & HERITAGE

The site is within the Conservation Area. It is also adjacent to and within the setting of a number of Listed Buildings, summarised below.

### **Nos. 38 -42 Fisherton Street.**

Grade II Listed Buildings, comprising late 19th Century brick frontage of 3 storeys concealing an earlier 16th Century timber framed building. The original building had two gables fronting the street, with the upper floors jettied. The rear wing was formerly the main house.

### **The Bull Public House.**

Grade II Listed Building. Mid 19th Century 3 storey stuccoed. Bands between storeys. Low pitch gable end slate roof. Shaped brackets and flat eaves, frieze with moulded bed. Chamfered quoins and plinth. 4 windows to upper floors, recessed sashes, architrave surrounds with chamfered heads and ornamental keystones, moulded cills in consoles. Ground floor has 3 windows articulated by pilasters with linked, arched architrave heads, flanked by former windows, now doors in pilaster frames.

### **No.13 Fisherton Street.**

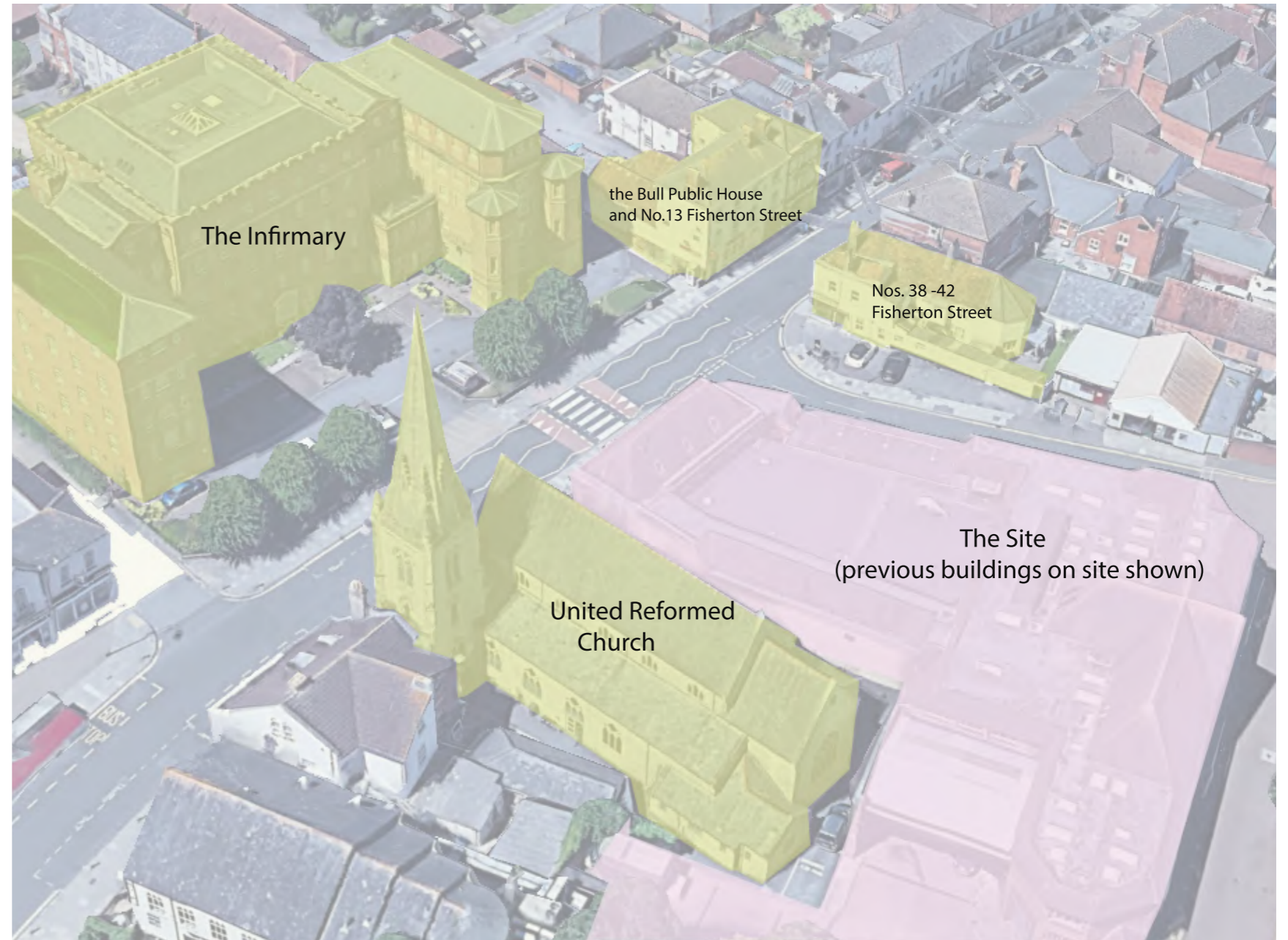
Grade II Listed Building. Mid 19th Century - 3 storey painted brick with chamfered stucco quoins. Bands between storeys. Moulded frieze and cornice. Stucco parapet and coping. Tri-partite sash windows to first and second floors.

### **United Reformed Church.**

Grade II Listed Building. 1879 by Tarring & Wilkinson. Assymetrical - Style of circa 1300. Stone rubble and Stone dressings. Tower with corner buttresses and pinnacles. Stone spire with canopies in broaches. Large gable end to nave - large south window of 5 lights with quatrefoil tracery to arches and colonettes dividing. 3 pointed lights below with curved steps. Lean to with gable doorway to left. Main entrance in foot of tower, 3 centred moulded arch set in elaborately carved, diamond patterned gable with finial.

### **The Infirmary - Pembroke House.**

Grade II Listed Building. Main block built in 1767-71, enlarged 1845 and 1869. Original centre block was 4 storey red brick. Stone cornice, original crenellated. the main frontage has 7 windows with recessed sashes. Low broad centred doorway with engaged doric columns. The building height was later increased to 5 storeys and the wings of 1845 & 69 have half octogan bays, hipped slate roofs. The south frontage retains a crenellated parapet. Most glazing has been altered at some stage.



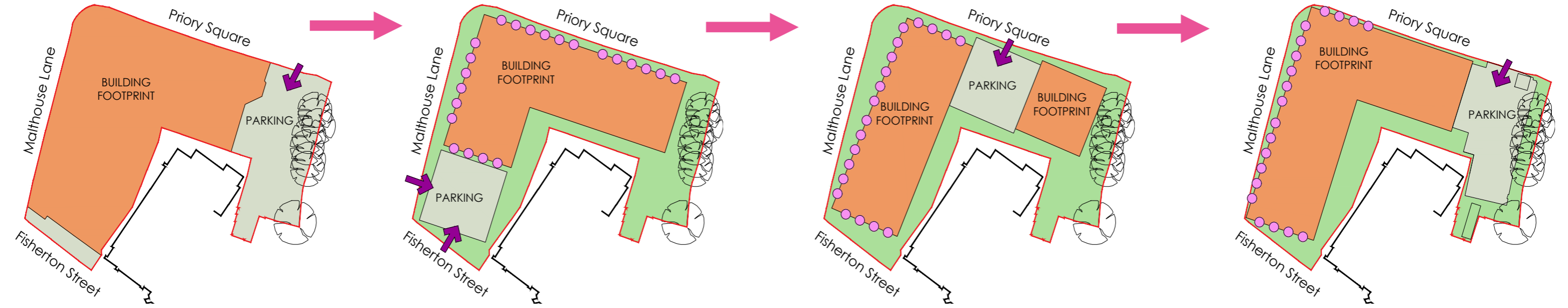
AERIAL VIEW FROM NORTH-EAST (COURTESY GOOGLE EARTH), HIGHLIGHTING THE APPLICATION WITH ADJACENT LISTED BUILDINGS.



# DESIGN EVOLUTION

## BUILDING DISPOSITION & PARKING LOCATION

In order to find the most suitable urban solution for the site, studies were undertaken to ascertain the most appropriate building footprints on the site, and the best location for car parking, and amenity areas around the buildings.



### PREVIOUS SITE LAYOUT

- ✗ The large footprint dominated the site and tightly enclosed the adjacent church.
- ✗ No soft landscaping.
- ✓ Parking at eastern end of site in viable location.

### PARKING AT SOUTH END

- ✓ Parking at south end would reveal much of the church.
- ✗ However parking at south end would be impractical in terms of viable access.
- ✗ The enclosure and continuation of the shopping frontage with shops directly facing Fisherton Street would be diminished.
- ✓ The site can support the required building width for the proposed development.

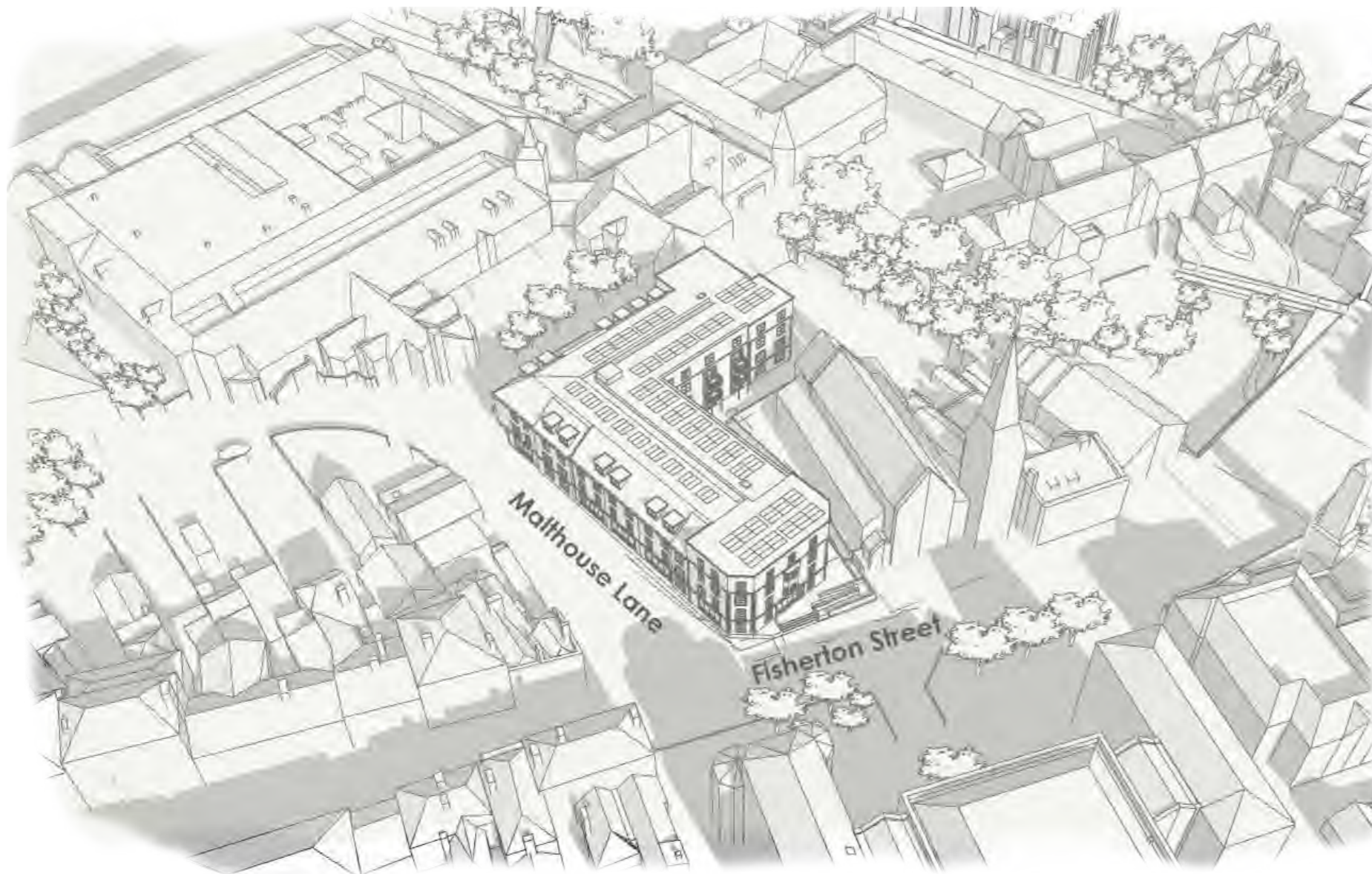
### TWO BLOCK DEVELOPMENT

- ✓ Parking and access is possible mid-way along Priory Square. - however...
- ✗ A development split into 2 blocks is not an efficient strategy for a Churchill Retirement Living development
- ✗ The eastern block will potentially impact on root protection zones of trees.
- ✓ Introduction of soft landscaping.

### L-SHAPED - PARKING TO EAST

- ✓ An L-shaped block presents a cohesive shopping frontage along Fisherton Street and Malthouse Lane.
- ✓ A smaller footprint than the previous building and a set-back frontage at the southern end give an improved setting for the church.
- ✓ The access and parking is most efficiently located at the eastern end.
- ✓ Introduction of soft landscaping.

## PROPOSED DESIGN



- New vehicular access from Priory Square at the north east uses an existing access point furthest from the public realm.
- On-site car parking is therefore discretely positioned away from main townscape views and visual impact is minimal.
- The owners communal lounge will be positioned facing the street onto Priory Square providing an active frontage along the northern elevation.
- The development will reflect and reference the architectural character, building materials and design details of historic and modern buildings in Salisbury.
- The setting of nearby Listed Buildings will be respected by a high quality building of appropriate scale and massing.
- Building floor levels will be set at a height to mitigate against predicted potential future flood events.
- The ground floor retail units will be accessed directly from the street, with steps or ramps provided where there are significant level differences.
- An attractive landscaped garden area will be provided within the central courtyard area.
- The site layout and building positioning responds to both the physical shape of the site and the urban grain of the area.
- The 4 storey building height is appropriate in relation to other nearby buildings and the general character of this part of Salisbury.
- The proposed development will extend the lively shopping frontages of Fisherton Street, linking them along Malthouse Lane towards the Maltings to the north of the site.

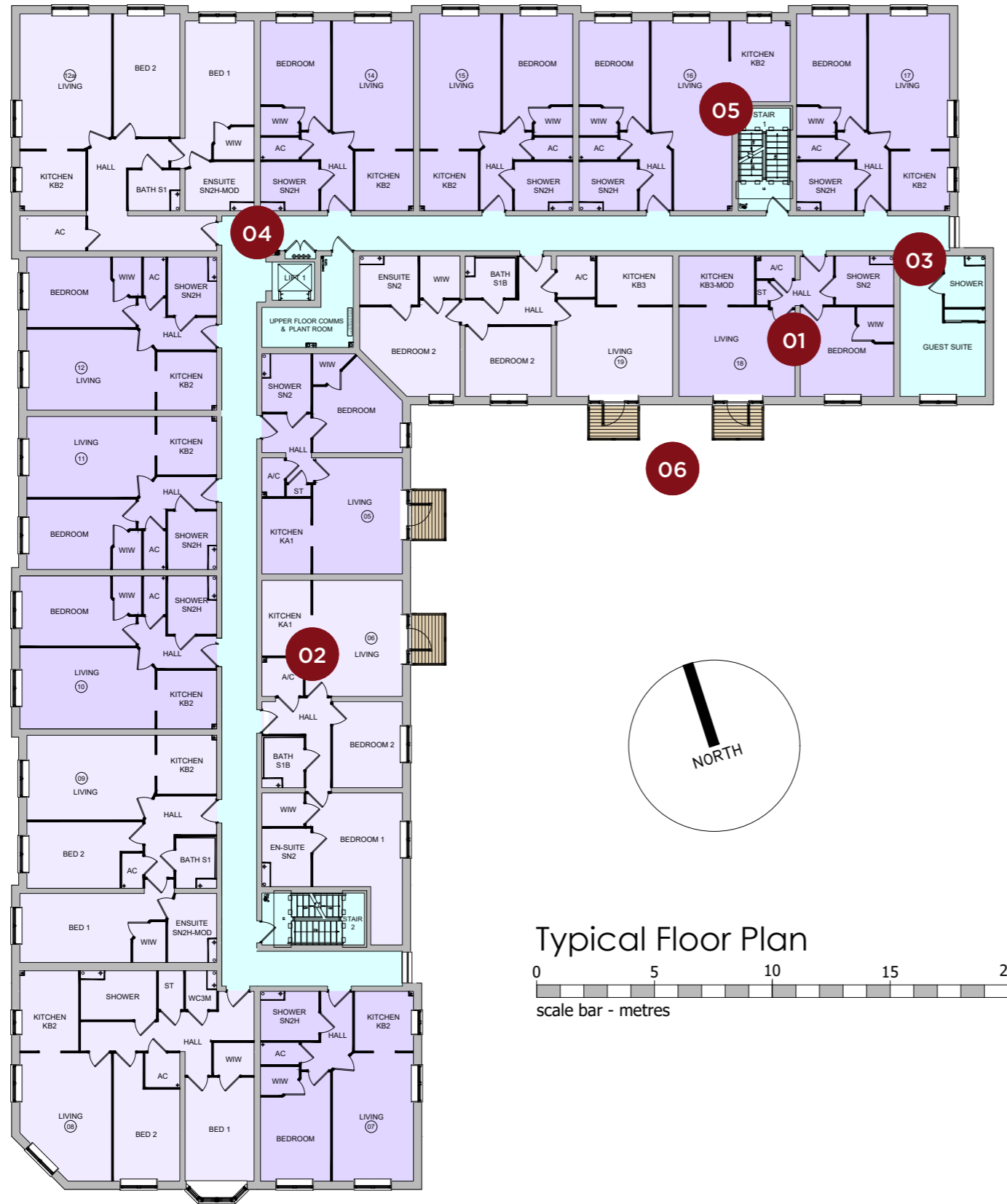


# PROPOSED SITE PLAN



- 01 One bed apartment
- 02 Two bed apartment
- 03 Communal / Circulation
- 04 Fire fighting stair within 18m of highway/furthest point of building within 45m of dry riser outlet
- 05 Internal refuse store
- 06 Car parking spaces (external)
- 07 Car parking spaces (under-croft)
- 08 Commercial / Retail Unit
- 09 Soft landscaping
- 10 Hard landscaping
- 11 Balcony
- 12 Riverside terrace

# PROPOSED TYPICAL FLOOR PLAN



- 01** One bed apartment
- 02** Two bed apartment
- 03** Communals / Circulation
- 04** Lift core
- 05** Staircase
- 06** Balcony

Typical Floor Plan  
 0 5 10 15 20  
 scale bar - metres

## PRELIMINARY MODEL MASSING VIEWS



View from corner of Priory Square and Malthouse Lane



View from Priory Square



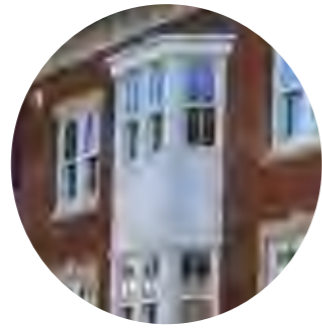
View from corner of Fisherton Street and Malthouse Lane

# INFLUENCES AND PROPOSED MATERIALS

Below are examples of materials and detailing that have been used in the local area that are intended to be used as part of the proposed development.



Chamfered building corner



Oriel window bays in single or multiple storeys



Simple parapeted building eaves



Stone window surrounds



Stone window heads and cills



Flat top dormer windows on slate roof



Red brickwork window heads



Rendered ground floor, with brick upper floors



Traditional timber doorcases & surrounds



Quoin details at building corners



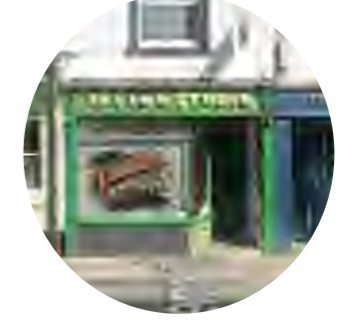
Projecting building corners over chamfered ground floor



Projecting building corners over chamfered ground floor



Traditional shopfront designs with stallrisers and transoms and mullions



Traditional shopfront designs with stallrisers and transoms and mullions

## INDICATIVE SOUTH ELEVATION - facing Fisherton Street



# INDICATIVE WEST ELEVATION - facing Malthouse Lane



## INDICATIVE NORTH ELEVATION - facing Priory Square



## NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of this site on Fisherton Street, Salisbury, your time is appreciated.

We would be most grateful if you could take the time to put any comments or questions you may have into the feedback form on the website.

Feedback received online will be considered by Churchill Retirement Living and where feasible inform further development of, or changes to the design and layout of the proposed scheme.

A full Planning Application is anticipated in June 2024 (to be confirmed).

Once again, thanks for your time.

