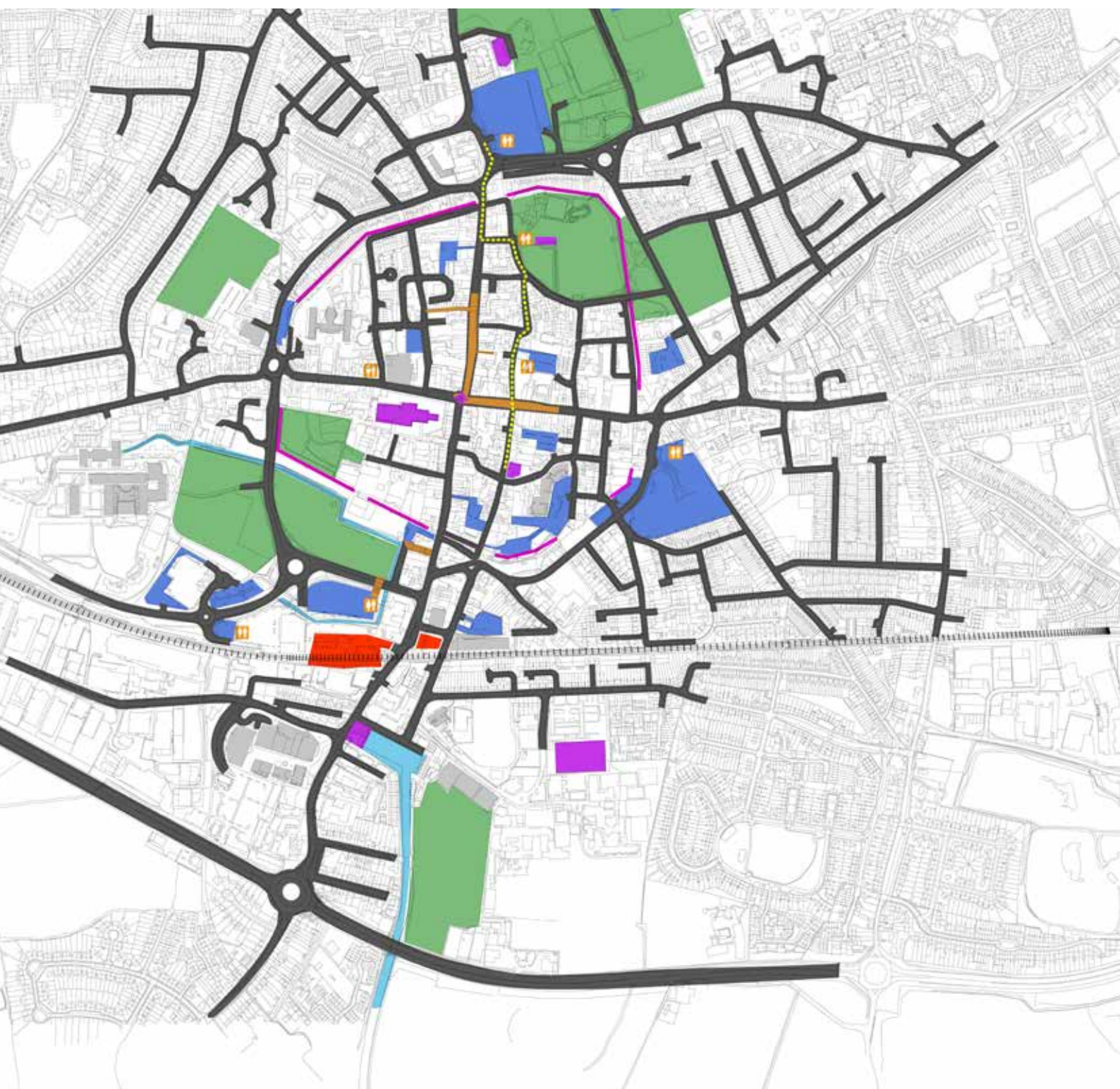


City Centre Audit

July 2016



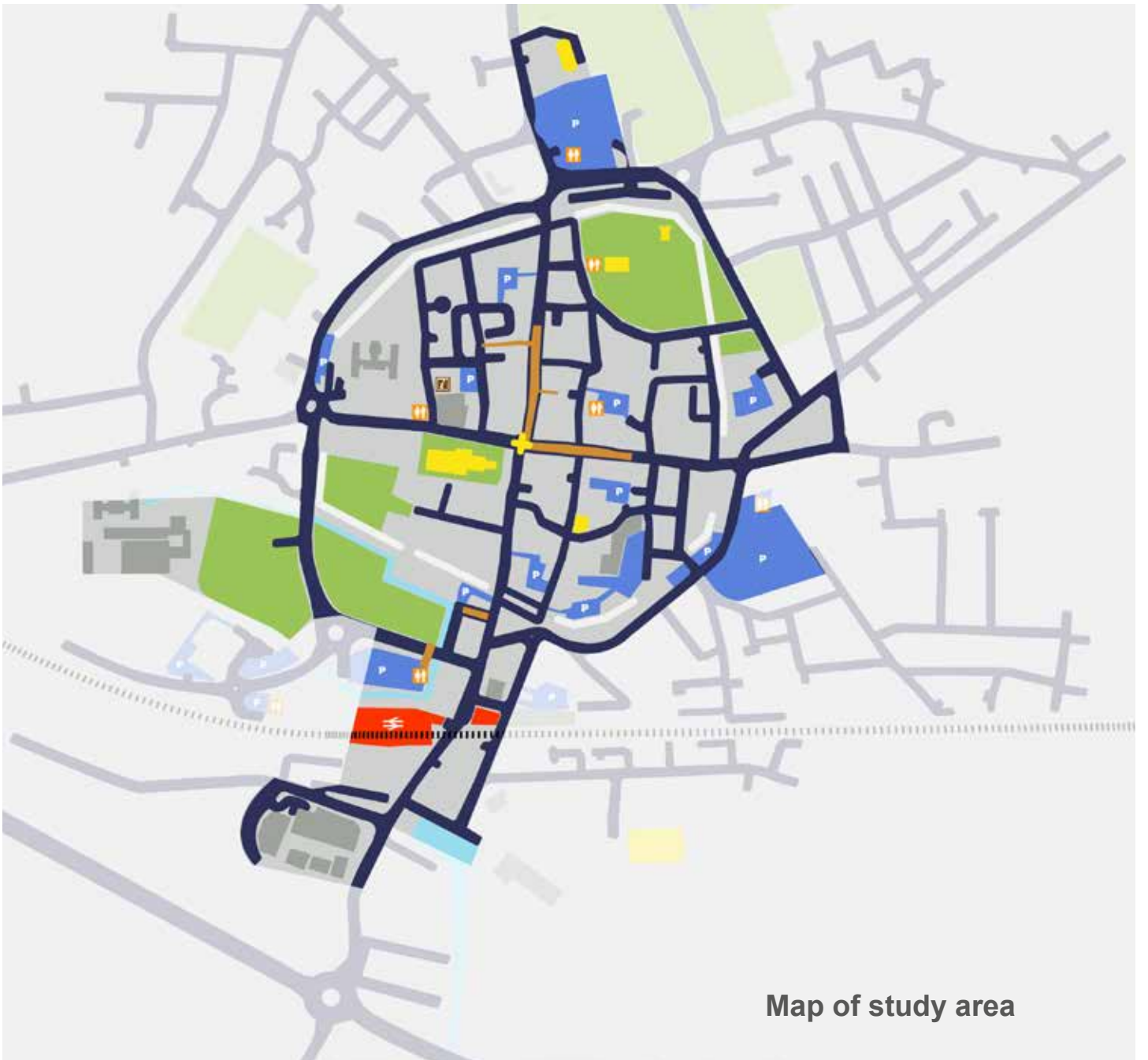
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Produced for Chichester District Council and the Chichester Vision Steering Group by BroomeJenkins Ltd

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Map of study area

Aims

Chichester District Council is committed to developing a strategic direction for the City that will help to inform Council policy for the next twenty years. To that end, a number of activities have been undertaken to gather insights and opinions to help develop initiatives that will ultimately form the basis of the Vision.

Although it is important to look forward to see how Chichester should respond to the needs of its future population and future visitors, it is important to start by establishing a base-line reference of the City in terms of its character and condition, the ease of access, physical assets and the diversity of its local economy. To do this an 'Audit' has been carried out and the results feature in this report.

Approach

Undertaken in May and June 2016, the audit is an independent observational study. Whilst it has made its own observations, it also refers to other relevant studies that provide a more in depth level of detail than is possible under the scope of this project. However, the audit was conducted by establishing a series of headings that cover the main aspects of the City. The information gathered aims to help identify specific priorities that will determine future initiatives as part of the Vision.

The area studied generally relates to the conservation area, which is the City Centre within the old walls, extending east to include St Pancras and the Hornet, northwards to include the Festival Theatre and University, westwards to include the College and southwards to include the Canal Basin and Chichester Gate.

Headings

To cover all aspects of the City, the scope of the audit was determined by agreeing the following headings:

Public realm and the built environment

Captures the overall character and condition of the study area, generally recording the mix of building types and architectural styles. In addition to buildings, the public realm and built environment encompasses all public areas including parkland, walkways and pedestrian areas, car parks, transport hubs. Public realm also includes amenities such as public toilets and street furniture.

Legibility and permeability

Legibility is concerned with the provision of information or wayfinding. It is generally more useful to visitors, whilst permeability affects both residents and visitors, and considers the streetscape, the overlap between different users (motorists, cyclists and pedestrians) and general accessibility.

Culture - arts and heritage

Considers Chichester's long history and wealth of heritage assets. Culture, including the visual and performing arts and heritage is central to the City and underlines Chichester's unique qualities, contributes to the quality of life and plays a significant role in defining a sense of place.

Business and commerce

The success of the City is directly linked to a vibrant local economy. The Audit has gathered information from local business groups including the Chichester Chamber of Commerce and Industry (CCCI) and the Business Improvement District (BID). In addition, a separate study has been commissioned to determine the impact (on the City Centre) of current and future trends in retailing, including the continued impact of the internet and increase in 'out of town' retail.

Population

Inevitable demographic changes will require strategies that ensure the city has capacity to adapt and respond to new demands in population growth and social change. The Audit has reviewed data available from the 2001 and 2011 Census for the four main electoral wards which extend beyond the city walls.

Method

The primary objective of the Audit is to gather observations by walking the study area repeatedly, and by consulting with special interest groups and partners in the vision process. Other information has been obtained from previous studies made available to the project team and by conducting specific research such as the retail study.

To provide informed opinions and insight, a number of consultees were interviewed and are listed in appendix 3.

The primary goal of the Vision is to make Chichester an enjoyable and prosperous place for residents and local business, as well as to support and attract tourism. It is therefore essential that, where necessary, the methods used in gathering observations take a user centred approach and considers different needs, motives and varying levels of mobility.

Through the creation of a series of walks based on typical user scenarios, it has been possible to observe and document the various aspects of the built environment and consider accessibility and how easy Chichester is to 'read' and understand as a place.

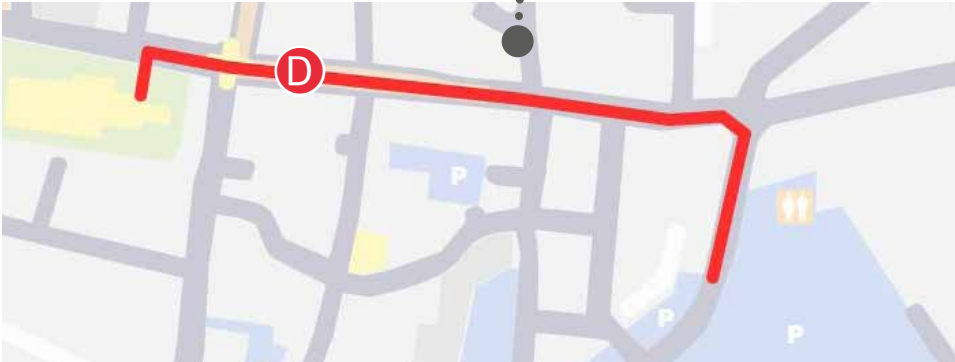
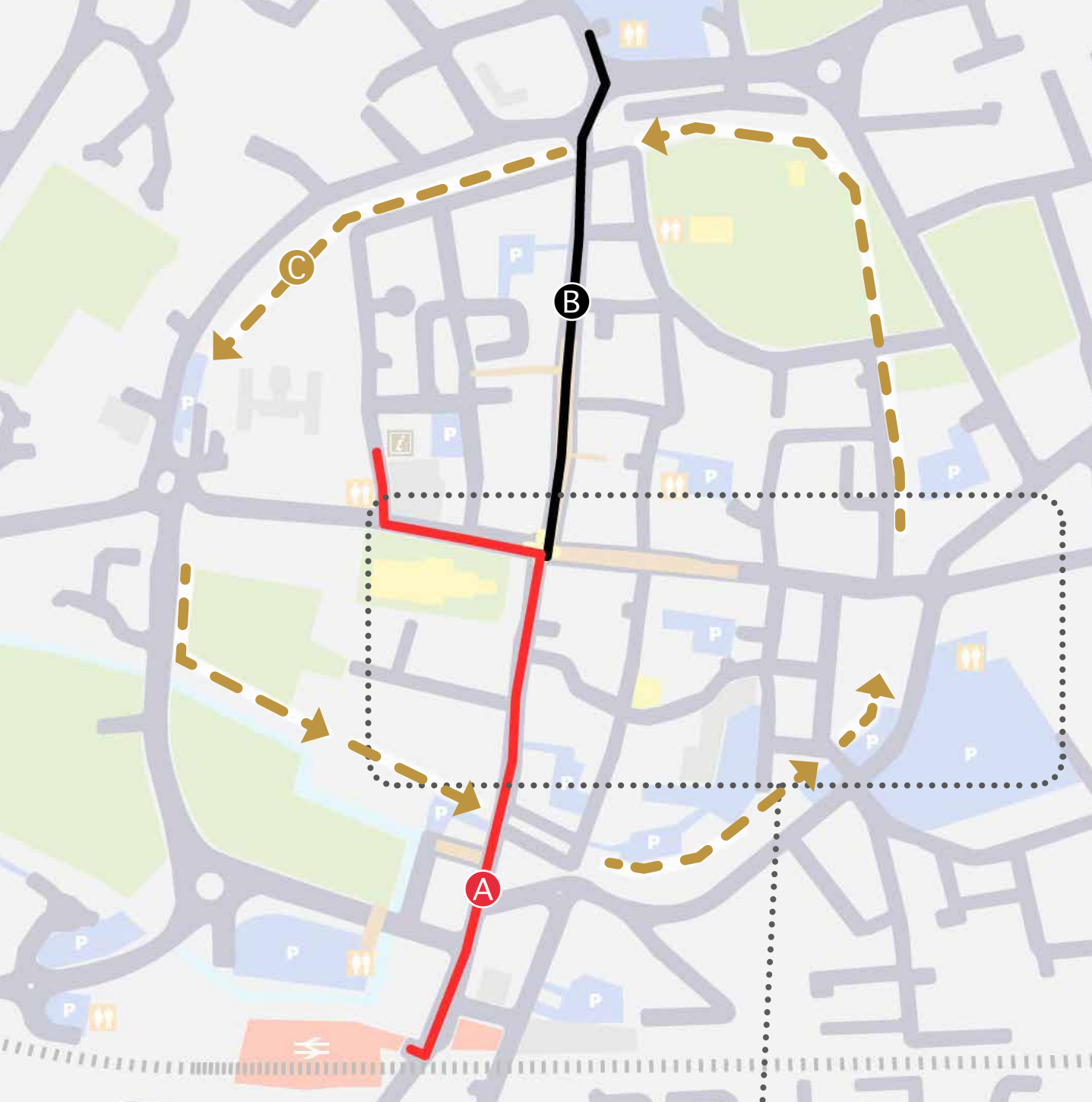
The scenarios that were applied are:

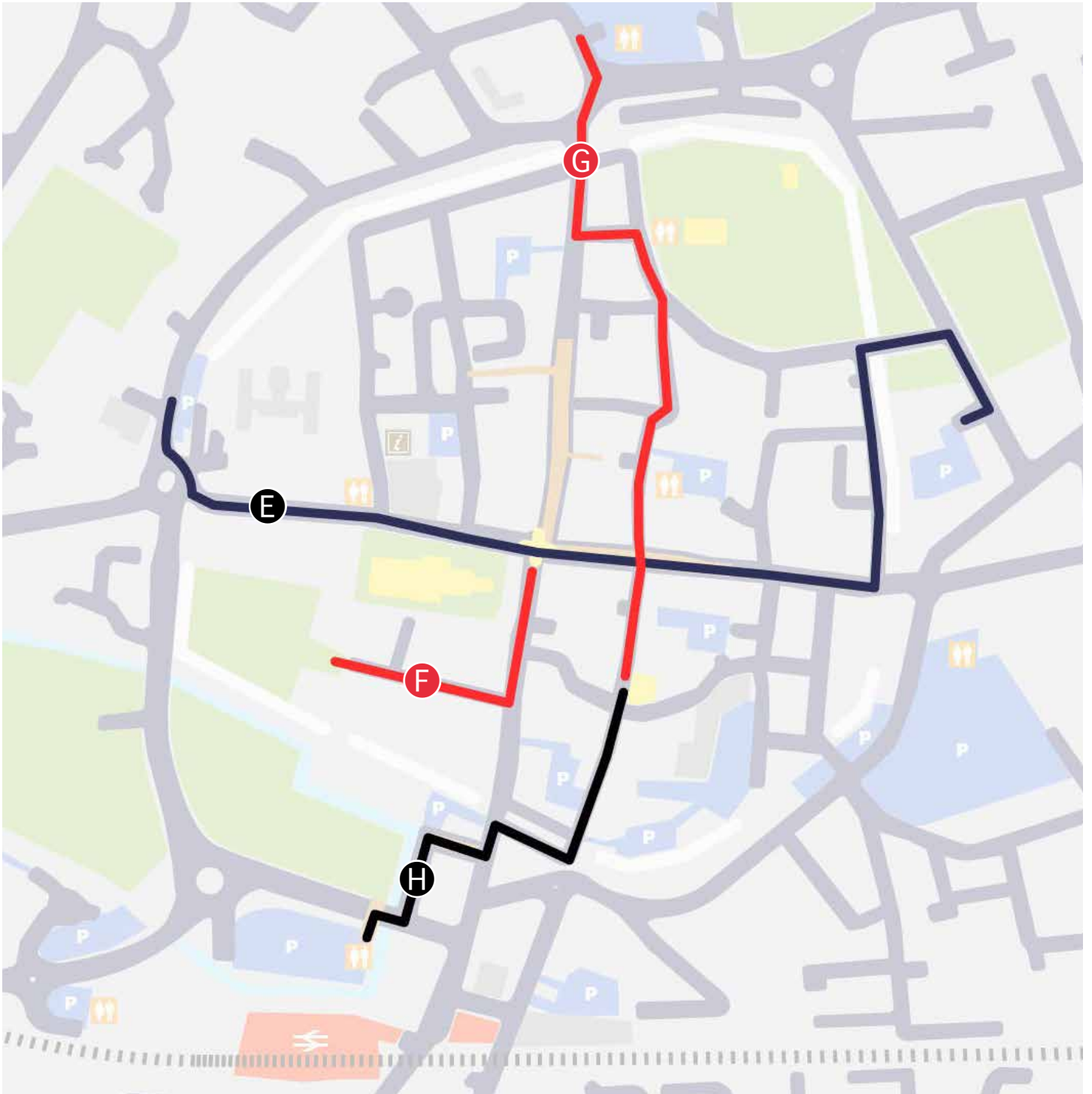
- The railway station to the Novium/Tourist Information Centre
- The Festival Theatre to the Market Cross
- The Cattle Market car park to the Cathedral
- Avenue de Chartres car park to Pallant House Gallery
- Finding the Tourist Information Centre
- Following the signs to the Pallant House Gallery from the Festival Theatre/Northgate car park
- Finding and walking the walls
- Finding Bishop's Palace Gardens
- Finding Priory Park
- Westgate car park to New Park Cinema

Each scenario has been walked and photographed. The survey notes that form the basis of this report are included in appendix 1.

All photographs used throughout this document were taken during the audit stage in May and June 2016. A selection of additional images are included in appendix 2.

Scenario maps





- A The railway station to The Novium/Tourist Information Centre
- B The Festival Theatre to the Market Cross
- C Finding and walking the walls
- D Cattle Market car park to the Cathedral
- E Westgate Car park to New Park Cinema
- F Market Cross to Bishop's Palace Gardens
- G Following signs to Pallant House Gallery from Northgate/Festival Theatre car park
- H Avenue de Chartres car park to Pallant House Gallery

Overview

From the observations made, it is clear that Chichester is an attractive city with a distinctive and diverse architectural character spanning more than 2000 years of habitation and development.

Positioned on a plain between the South Downs and the south coast, Chichester sits within a very attractive part of West Sussex, has a range of historic, cultural and religious buildings and hosts a diversity of events, including some that are internationally renowned. Furthermore, people are drawn to Chichester City by many other attractions including its proximity to the coast and to Chichester Marina, Fishbourne Roman Palace, West Dean College, and Fontwell Park Racecourse to name a few, plus a wide range of activities and events that take place on the Goodwood Estate.



Economically (although not immune from the effects of the 2008 financial collapse), Chichester is a reasonably prosperous city and, where some towns have seen their retail sector struggle, (resulting in empty shops and blighted high streets), Chichester has largely avoided the collapse seen elsewhere across the UK.

The economic environment we operate in is dynamic and the built environment needs regular care. But despite change being a constant reality, some people are resistant to it. It is therefore essential to manage change and not to be complacent. We need to take a balanced and proactive view in order to develop an approach that respects the past, whilst recognising that the future success of Chichester will require a Vision that is able to manage appropriate and necessary change.

This 'audit' reveals that improvements can be made in all aspects of the City starting with the point of arrival. We then need to consider the quality of the built environment and ways to better co-ordinate cultural activities and develop all forms of infrastructure.

Underpinning so much of how people experience Chichester is the impact of traffic and the management of the overlap between different users to make the flow around the City easy and safe. Although the centre of the City is largely pedestrianised, permeability is interrupted where pedestrian routes cross the north and south gyratory schemes, because priority is given to traffic. Due to the increase in through traffic and the effect of two level crossings (over the railway), traffic is frequently brought to a standstill causing widespread congestion and inconvenience. Although the northern gyratory includes a pedestrian underpass, the effect of the road layout around the city breaks vital linkages with locations outside the walls such as the station, canal basin, Festival Theatre and University. Solving these issues of pedestrian access will require compromise, but safe, simple linkages that suit different users are essential in making a place accessible and permeable. Consistent and easy-to-read information will then make the city easier to navigate for all users.

To that end, the pedestrian signage and legibility in Chichester is generally poor, due to the inconsistent use of maps, and too many conflicting signs creating a cluttered and confused environment. Whilst in parts of the City there is no signage at all, and the use of maps on smart phones is unreliable due to poor network connections, the combination of the City being flat and having an iconic street plan should provide the basis of a very legible and intuitive wayfinding scheme that uses landmarks more effectively to assist navigation. Improving the streetscape, access and permeability will help people move around unhindered and provide a better setting for the landmarks and historic buildings.

This page:

First impressions of Chichester at the railway station
 Congestion caused when barriers are down
 Examples of signage and map

Opposite page:

Cathedral from Bishop's Palace Gardens

Through the course of the Vision process it is possible to expose the core values of Chichester and articulate a unique and valuable sense of place that can strengthen Chichester's position as a quality destination. Therefore the Vision must by nature be strategic, but delivered through a series of tactical measures.



Audit

Public realm and the built environment

Clockwise this page:

- The Council House
- The Cathedral
- St Pancras Church
- The Library
- The Market Cross

Opposite page:

- The Pallant House Gallery



Character

In 2005 Chichester District Council conducted a detailed character appraisal of the Chichester conservation area, which includes the City Centre and extends beyond the walls in all directions. The conservation area is almost the same as the current study area. The character appraisal has recently been reviewed with consultation running to 3 June 2016.

The character appraisal provides an authoritative and in-depth reference in terms of Chichester's history, character and context and states that "the prevailing character of the Chichester conservation area is late 18th century". However, it could also be said that Chichester today represents the many periods of development from its time as a Roman settlement, through various changes following the Norman Conquest and middle ages, to being almost entirely rebuilt in the 18th century.

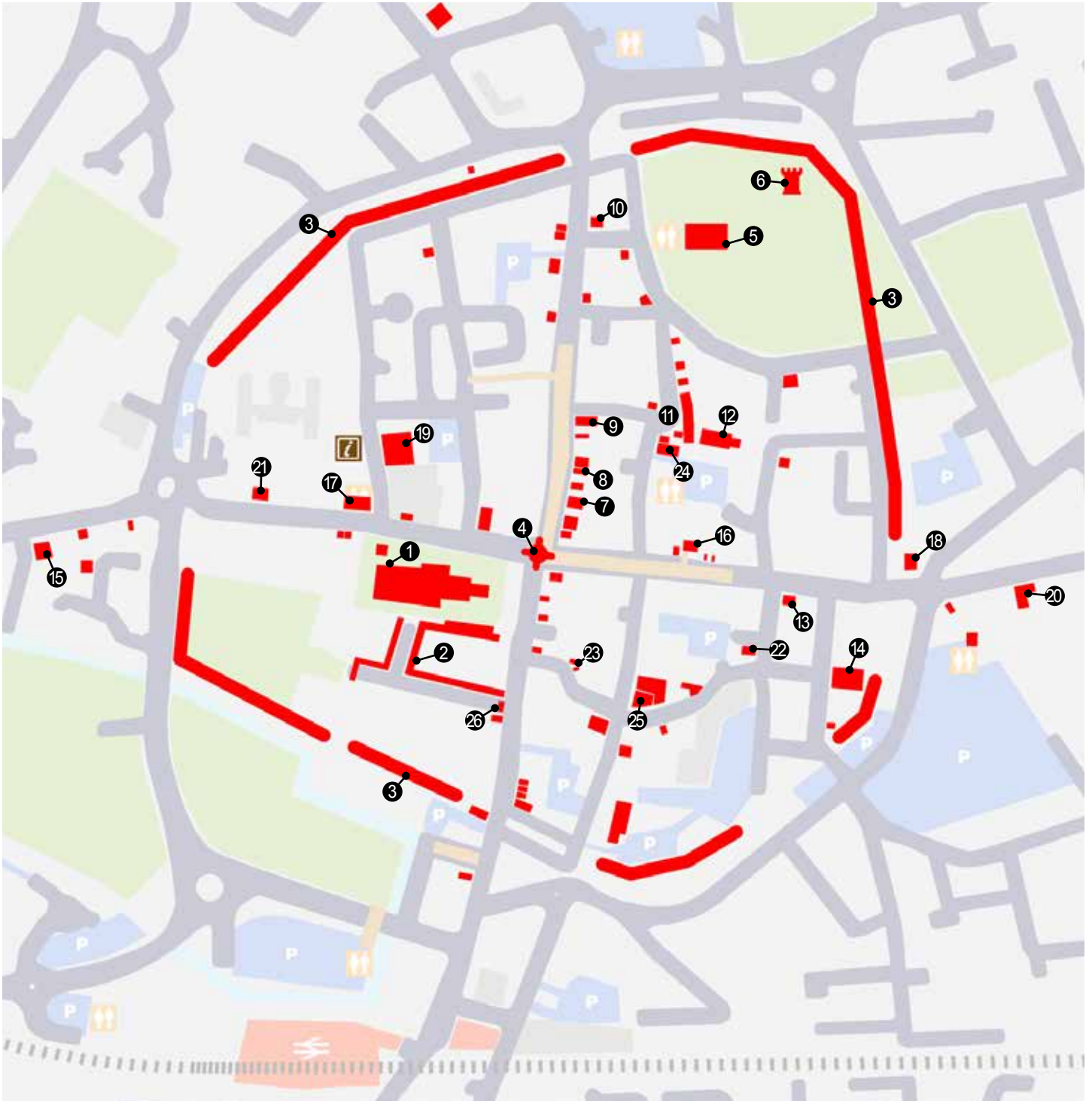
Evidence remains of Roman town planning that created two principle routes north/south and east/west, bisecting at the marketplace and thereby dividing the settlement into four quarters. Later the Saxons built a wall that creates the boundary of the city we see today. Although the four main commercial streets still exist, the market square marked since the 16th century by the Market Cross has been encroached upon with the building of houses (and later shops) along North, South and East Streets.

The conservation area was created because of the following:

- The survival of Roman and Saxon Walls
- Survival of Roman and Saxon Plan form
- High concentration of listed buildings
- Continuous good quality townscape
- Chichester Cathedral and its Close
- Priory Park with the Norman Motte and Greyfriars Church
- Surrounding parks, gardens and recreational areas

Being both the administrative centre for West Sussex and the centre of the Diocese, Chichester has enjoyed periods of importance and prosperity. The architectural evidence of its changing fortunes (over the centuries), can be read through a rich mix of building styles and many notable buildings including the Cathedral (1091), the Market Cross (1501), the Council House (1731) and others that are listed and have local significance. However, the character of Chichester has continued to develop through the late 20th century with the Courtroom (1940) the Festival Theatre (1962), Library building (1965) and into the 21st century with the Pallant House Gallery extension (2006) and the new Museum or 'Novium' of 2012.





- | | | | |
|----|--|----|--|
| 1 | Cathedral & Bell Tower | 14 | Church of St John the Evangelist |
| 2 | Buildings of the Cathedral & its Close | 15 | Church of St Bartholomew |
| 3 | City Walls | 16 | Church of St Andrew - Ox Market |
| 4 | Market Cross | 17 | Church of St Peter the Great |
| 5 | Chancel of the Church of the Greyfriars | 18 | Church of St Pancras |
| 6 | The Motte + Bailey Castle (Roman) | 19 | The Novium |
| 7 | The Butter Market | 20 | The Thatched Barn, The Hornet |
| 8 | Church of St Olav | 21 | John Edes House |
| 9 | The Council House | 22 | Baffins Hall |
| 10 | Ship Hotel | 23 | Church of All Saints & Toc H Meeting House |
| 11 | St Martins Square & St Mary's Almshouses | 24 | Ruined walls of St Martins Square |
| 12 | St Mary's Hospital | 25 | Pallant House Gallery (Dodo House) |
| 13 | The Corn Exchange | 26 | Canon Gate, South Street |







The buildings in the four main streets are domestic in design. Although they are primarily used as shops, they were developed in various vernacular styles rather than being 'planned' as part of a single co-ordinated design. The diversity of listed buildings, ancient monuments, buildings of 'townscape merit' and modern buildings all make a positive impact on the quality of the City. But whilst the underlying character of the City is 'historic' there is evidence of the inevitable conflict between modern infrastructure and modern retailing, and a desire to preserve the character and historic grain of the city. The need to provide service areas to facilitate deliveries to shops and the creation of central car parks has created gaps in frontages and removed gardens at the rear of some premises.



At street level the visual 'noise' created by shop signs and general street clutter imposes a generic layer on the streetscape that can result in creating 'clone towns' that lack distinction. Although this is partly the result of attracting leading retailers, the impact of generic design interventions, including shops signs and street furniture can detract from the quality of the setting. In addition previous public realm audits have identified that there is extensive damage to street surfaces and that a thorough overhaul is required. Throughout the study area many different materials are used for surfaces including Purbeck limestone and York-stone, concrete slabs and brick paviers.



As Chichester lies on a coastal plain, the most appreciably significant view of the City when approaching is from the north along Broyle Road passing the Festival Theatre. From the A27 to the east and west and further afield it is possible to see the Cathedral spire as a clear marker that Chichester is nearby. Within the City the spire can be seen from many locations, but the quality of the arrival varies considerably depending on whether arriving by road or rail.

This page:

Above

- Rear of Buttermarket
- The impact of retail signs and advertising

Below

- First impressions when arriving by train - no view of the city

Opposite page:

Top:

- Diversity of North Street

Bottom:

- South Street with an interesting mix of buildings but a very poor public realm

The area around the railway station is very poor, confused and with no direct view of the city or indication of where to go. All road routes are dominated by traffic and congestion due to the impact of the gyratory systems, volume of vehicles and the level crossings close to the station. In the 18th century congestion led to the demolition of the city gates. Today there is a similar need to make bold changes to ease congestion, re-establish pedestrian linkages and improve a visitors' first impression when arriving into Chichester.





Condition

The condition of the City can be considered in terms of buildings and public realm.

The need to overhaul the public realm was noted in the Conservation Area Character Appraisal of 2005, which also noted that a Streetscape Design Manual had been commissioned through Alan Baxter Associates. In addition West Sussex County Council engaged Building Design Partnership to carry out a similar exercise in 2006 resulting in a scheme that has been partially implemented in Eastgate Square with further evidence in North Street where sample sections of paving were placed for wear test and to gain public opinion. Neither schemes were implemented in full, but given the lack of a complete overhaul since both studies were completed, the advice given by these studies is likely to still apply.

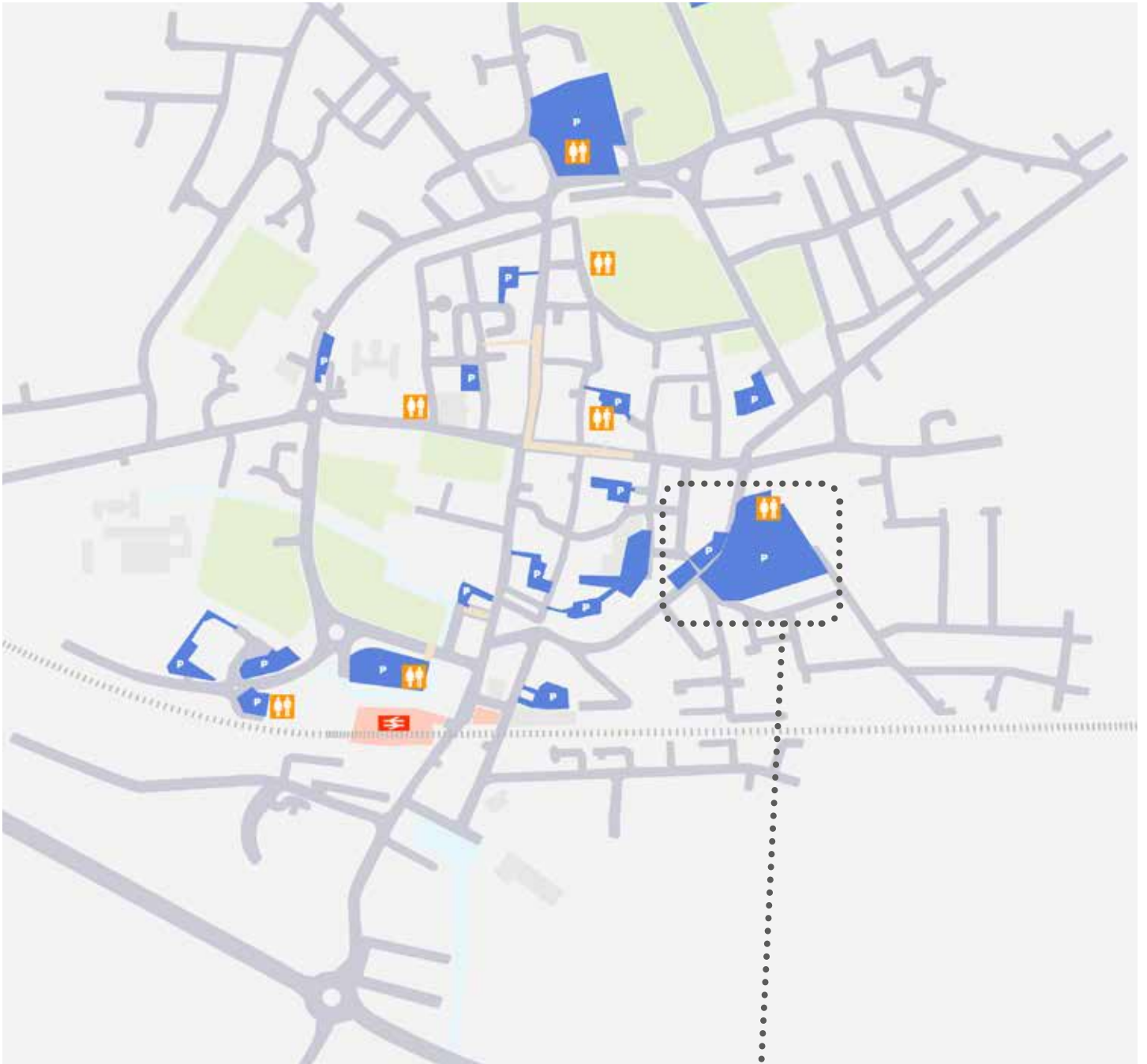
Since then the effect of further remedial work and the repair of below ground services has left the paving in some areas in a disturbed state. In addition, broken and mixed surface material (as noted previously) is evident throughout the study area. Existing street furniture including bicycle stands and benches have continued to deteriorate, and 'Zone E signs' signifying the start of the pedestrian zone have been installed. The lack of coordination has meant that the streetscape is cluttered and in places unattractive.

Although the pedestrian area is more accessible due to the lack of kerbs and level changes, where ramps and tactile paving has been used it is difficult to execute well, and in some places has disturbed older authentic paving. Examples of this can be seen at the junction of Canon Lane with South Street and again in South Pallant. Where pavements are narrow, the benefit of ramps has to be questioned as the pavement may be too narrow for a push chair or mobility scooter, therefore rendering the ramp useless, whilst introducing a trip hazard for pedestrians and damaging the paved surface.

Opposite page:

- Examples of dilapidations in the streetscape

It is possible to rationalise the streetscape by removing obstructions and improving the paving and level changes. However, it should be questioned whether the use of traffic calming ramps made of red brick actually work. With that in mind, it is possible to challenge established practice. Where and how street furniture and other amenities are placed in order to reduce obstructions, litter and potential anti-social behaviour should also be considered. In particular, the use of A-boards is a highly contentious issue as businesses may feel they depend on them to attract customers, especially if the business is located in a secondary street such as Crane Street, Cooper Street or Baffins Court. But are 'A' boards an effective way of guiding shoppers or are there more effective, less obstructive ways to encourage people to explore the side streets, whilst making the streetscape more presentable?



Public Toilets

Car park



Amenities

Throughout the City, amenities are provided in the form of car parks, public toilets, benches, waste bins and bicycle stands.

3546 spaces are provided by 14 car parks including one multi-storey and one underground. All but one are run by the local authority and compared to other similar locations, parking charges are low currently between 70p and £1.40 per hour. Parking has been the subject of review over the past few years in terms of provision, usage, charges and location.

Avenue de Chartres multi-storey car park is an award winning design. Built in 1990 it is open sided and airy and includes an integral pedestrian bridge that delivers pedestrians safely into Southgate.

The Little London car park is very popular as it is central and convenient for shops in North and East Street. It occupies a prime location with the ancient hospital building acting as a fine historic backdrop. But access to it is restricted and regularly causes significant tailbacks onto East Street. It is also used to service deliveries to Marks and Spencer.

There are five public toilets in the City all but one are in major car parks including The Cattle Market/Market Avenue, Northgate and Little London. Another is in Priory Park and one is in Tower Street. The WC in Little London is modern and provides unisex cubicles that open directly onto the car park. This configuration is designed to optimise provision across genders and avoids creating enclosed washroom vestibules that can encourage antisocial behaviour. There is a disabled WC and baby changing facilities at that location.

Other amenities such as street furniture are present throughout the city. There is no co-ordinated scheme although several attempts have been made in the past ten years to rationalise design. However, at present there are many different styles of bench in use including the 'Chichester bench' designed as part of the project undertaken by BDP, which are distributed around the city.

Unfortunately the 'Chichester' style bench is no longer available and has proved to require frequent maintenance. A new style bench has recently been introduced by Chichester City Council made of recycled plastic. It is the long term aspiration of the City Council to achieve continuity in the City Centre using this type of bench, but clearly that is some time away and until then a number of different style benches will continue to exist in the City Centre.



Cycling is a popular means of transport that requires provision of specific amenities such as cycle lanes and cycle racks. The station has installed two areas of stacking racks. They are space efficient, under cover and relatively secure. Within the City Centre, standard steel hoops are provided, some located close to seating. While there is a high demand for cycle parking in the City Centre they also create an obstruction. If the hoop is full then occasionally bicycles are locked to the adjacent bench. However, as Chichester's topography is flat, it is an ideal place to promote cycling. With increased popularity of cycling as a means of commuting, the need for dedicated amenities for cyclists is set to increase, requiring new ways to meet demand.

Separated and general waste bins are provided throughout the City and comprise different designs. Inevitably they require regular emptying and cleaning and can become a source of concern.

Street lighting is generally the responsibility of West Sussex County Council. The current provision was contracted out in 2010 to SEE for a 25 year supply, maintenance and renewal contract. In addition the City Council have assisted the County Council in a city wide lighting survey. Within the City the length of time lighting is on has been the subject of review. Being left on through hours of darkness is thought to reduce street crime. City Centre residents however, have been against this favouring a partial black-out. Recently a scheme has been completed in the Pallants and elsewhere in the City to install 50 wall mounted street lamps that have an historically sensitive design.

Opposite page:

Clockwise from the top:

- Avenue de Chartres car park
- Cars queuing for Little London car park
- Selection of benches

This page:

- South Street new bench with recycled planks next to post



Close to main traffic gyratory schemes, railings are provided. While they provide protection to pedestrians they impact the aesthetic quality of the streetscape as they are obtrusive and become dirty and damaged. At the end of East Street a brick and stone block defines the footpath and prevents pedestrians crossing the road at that point. It improves safety and is also used as a seat. It is an effective architectural response.

Amenities and street furniture aim to benefit the public and should enhance the setting or public realm. But all amenities attract a maintenance liability and can deteriorate very quickly through neglect or misuse. This is evident in the city. The position of street furniture and a consistent design language important in unifying the public realm. This approach will create a co-ordinated streetscape free of unnecessary obstructions, thereby improving the setting for other landmarks as well as making it more appealing to users.





This page:

- Map and segregated refuse bin - East Street
- Cattle Market bus stop and shelter
- Tourist information panel - Northgate car park
- Cattle Market ticket machine and sign
- Public realm around canal basin

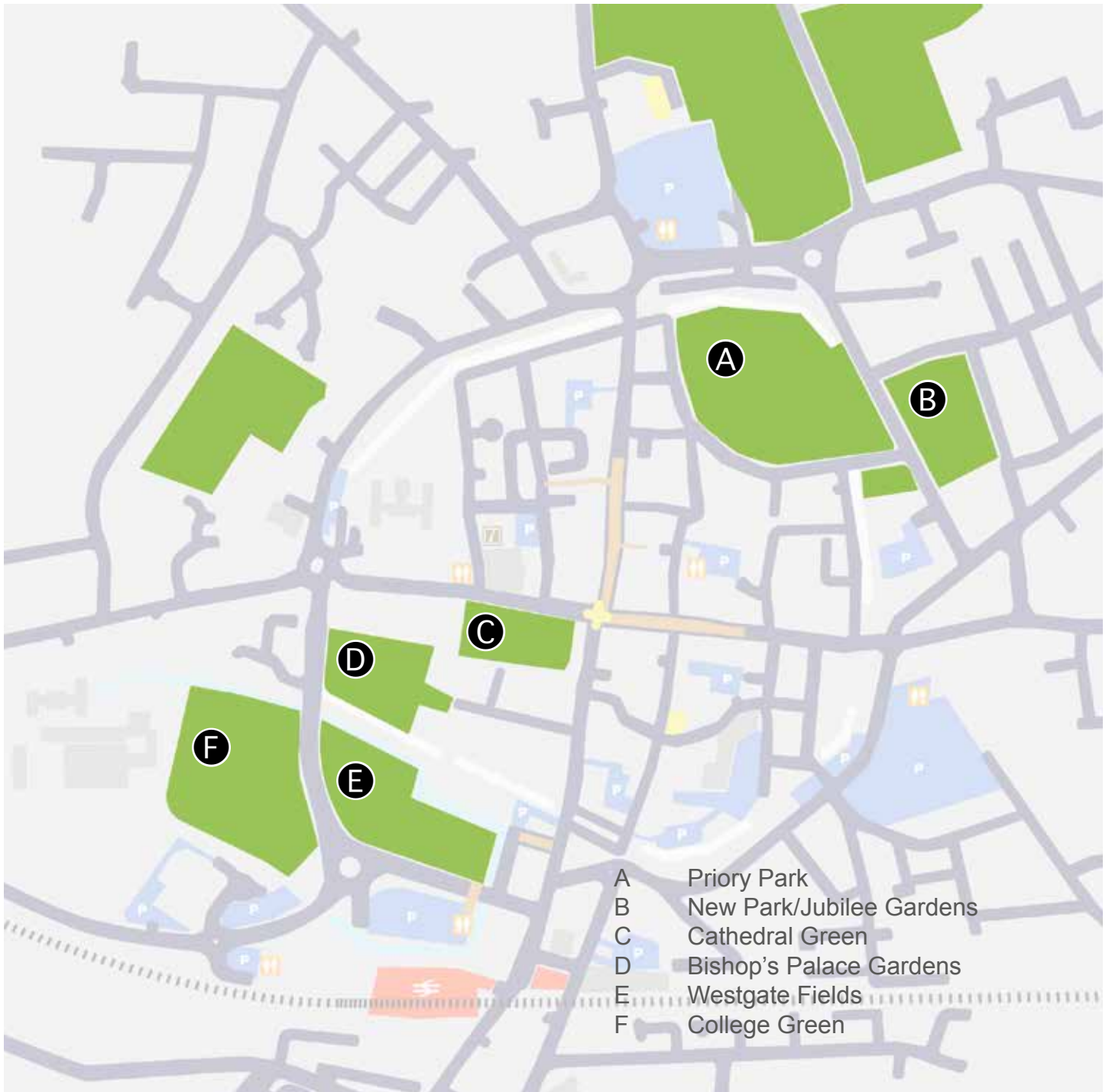


Opposite page:

Clockwise from the top:

- Stacking bicycle rack at the railway station
- Bicycle rack in East Street
- Bicycle rack at the library
- Railings at Southgate
- New street lighting in the Pallant
- Brick and stone structure in East Street





Green space and planting

Green spaces make a positive impact on the City with Priory Park, Bishop's Palace Gardens and Cathedral Green providing city centre open spaces. If entering from the A27 west of the City, Westgate Fields and views of the Cathedral create a positive impression of the City as does Jubilee Garden if entering from the east. However, the four main streets in the City Centre are not tree-lined, although the planting of trees is a popular idea and was noted in the Vision produced by the City Council in 2009. It is technically challenging and had been given full consideration as part of the BDP study. At present, trees exist in South Pallant close to Cawley Priory car park, along Jubilee Gardens, on Cathedral Green and along the walls and Oaklands Way.

Other low level planting exists around the City although the current planters used are generic and lack design context. The planting is often municipal in style and at times poorly maintained. Planting does not appear to have been considered in terms of the wider streetscape and quality of the public realm.



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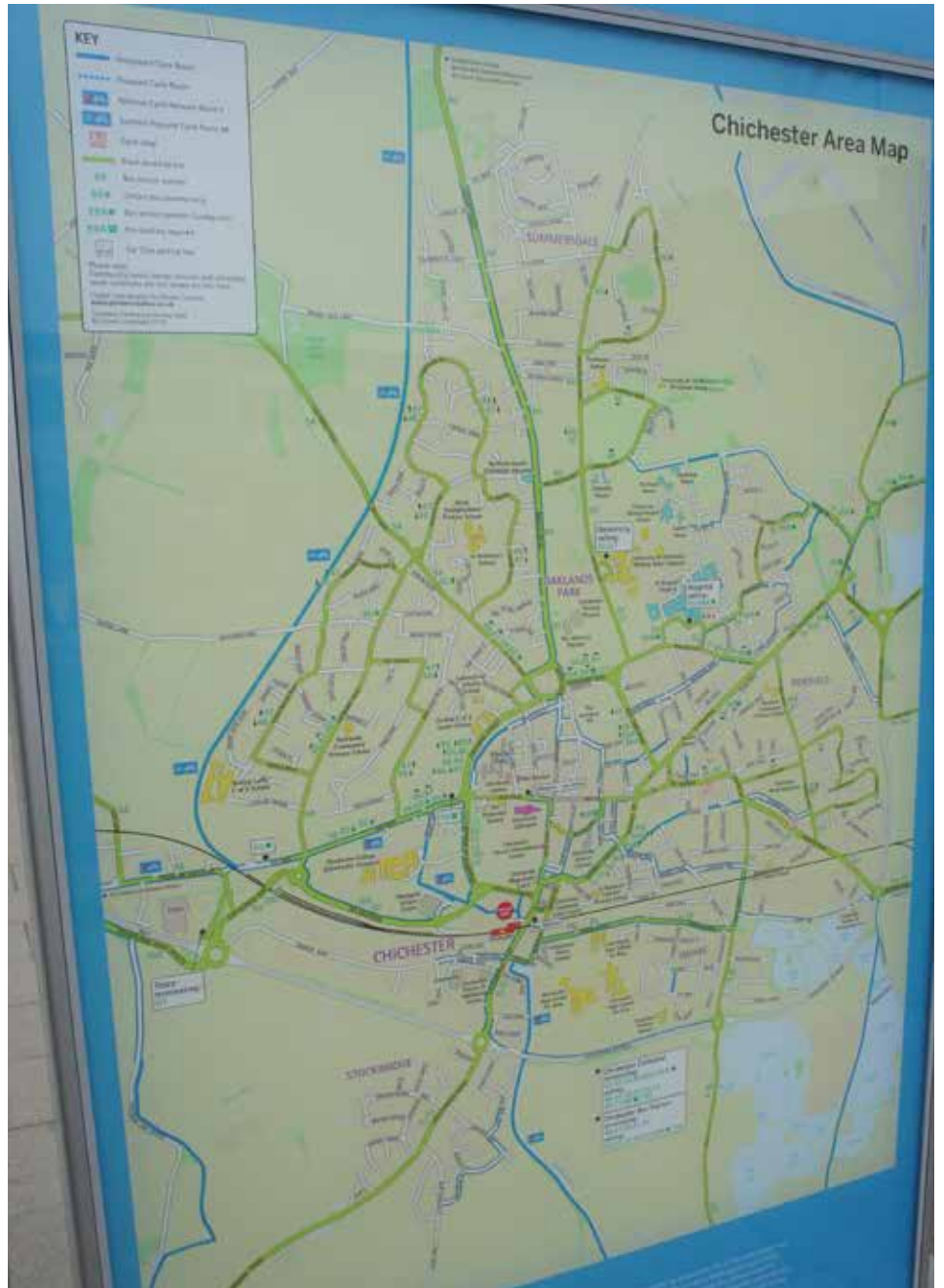
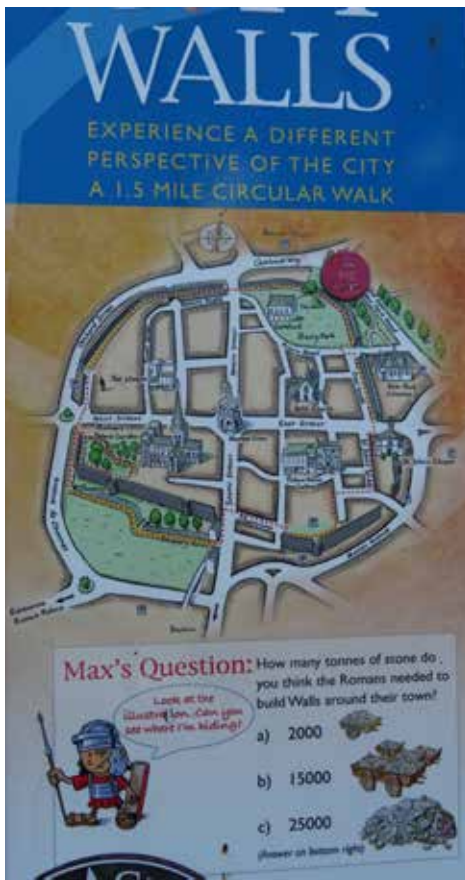
- The Cathedral from Bishop's Palace Gardens
- Jubilee Gardens

Opposite page:

- Priory Park

Audit

Legibility and permeability



Clockwise - opposite page:

Too many styles of maps used:

- Walls walk map
- Large area map - note poor contrast between colours used
- City map used on reverse side of area map - lack of consistency
- City map at the Cathedral
- Paper version of city map dispensed at car parks

This page:

Multiple signs on same post



Like many other towns, Chichester has a streetscape that is crowded by many different signs and information panels aimed at different users including motorists and pedestrians. Permanent and temporary information often shares the same means of support creating a jumble of conflicting information, lacking coordination or hierarchy.

The combined impact of road planning and the associated traffic signs, coupled with a lack of a coherent and co-ordinated wayfinding programme, means that (to the visitor) Chichester lacks legibility.

Although there is evidence of this throughout the City, starting at the bus and rail stations it is clear that the primary information and guidance required is poorly displayed and potentially missed due to the proliferation of other types of signs. Crucially there is no real sense of arrival and although within the rail station at both north and south exits a 'welcome to.....' sign is displayed, physically the immediate environment does not reflect the true character or quality of Chichester and fails to make a good first impression or lead the visitor in the right direction. As the City is flat, topography does not provide a useful view of the City. Furthermore the tourist information centre (or TIC) is located at the Novium. It may be central, but it is not close to the main points of arrival and is not easy to find.

At the railway station pedestrian information exists in the form of one monolith structure on either side of the railway close to the station. Provided by the Business Improvement District (BID) the monolith has a map on one side showing the City Centre with a photographic directory of attractions and landmarks. On the other side of the monolith there is a map of a wider area. It is drawn in a completely different graphic style and uses a mix of colours that lack contrast. Legible user-friendly wayfinding relies on consistency and clarity. Using two styles of map at the same location is inconsistent and the use of shades of light green and yellow lacks contrast and clarity. Therefore they will be hard to read in certain light and for people with some forms of impaired vision. The colours will also fade in direct sunlight.

Although the City Centre map has a higher level of colour contrast and attempts to identify key landmarks, the information content could be improved by including navigational aids as used in wayfinding programmes in other cities such as icons of landmarks placed in situ on the map. As part of the map scheme provided by the BID, dispensers are located at all car parks in the City. They are well positioned and contain a printed version of the City map with a landmark directory. They are useful and well placed.

From the station the Cathedral spire can be seen, but there is no clear view of the City Centre and the immediate environment does not suggest an obvious direction to follow. A first time visitor is therefore entirely dependent on good directional information. But once the tangle of roads and traffic signs has been understood and South Street is reached, then the City begins to reveal itself as a simple compact street plan - largely pedestrianised, that is easy to navigate on foot using the Cathedral spire and Market Cross as two very useful way markers, providing they are recognised by the user.



Throughout the City, maps have been recently replaced by the BID featuring the same City Centre map found at the station and on the printed leaflet. But as noted earlier, this is not the only map used and other styles of map appear on signs placed at the exits to the car parks. In addition the Walls Walk also uses a different style of map. If a fully co-ordinated approach to wayfinding were adopted then it is ideal to combine heritage interpretation signs, directional signage and other information to establish consistency and reduce the number of structures required.

The map content, use of colours and legibility are important, but so too is the location and position of the sign. Generally, the maps are placed in the most useful locations but the orientation of the map can also enhance or confuse the information it is displaying. Adjacent to the Cathedral near the junction with South Street the map uses the convention of north to the top. But the map is displayed on the north side of the panel and so the user is facing the Cathedral. Crucially this reverses the information as it appears. For some this may not be intuitive to understand and interpret directions. This is a common problem with map reading, where the user may rotate the map to match what they see. Digital satellite navigation devices orientate the map in the direction of travel to make the information easier to interpret and apply. It is possible to use the same approach with static maps using a 'heads-up' approach, matching the map to the view. This would however require a dedicated map per location rather than one single map that uses the 'north to top' convention.



A modern wayfinding scheme can be digital and accessed directly from a smartphone or other mobile device. Providing there is good wireless connectivity, digital systems are more dynamic than conventional maps and fingerposts. They can be designed to filter specific information, translate into other languages and meet the needs of different user groups such as the visually impaired.

Throughout the City there are many 'heritage style' finger posts providing directions to pedestrians. This is a generic approach to pedestrian signage and therefore familiar to users. However, the common problem with this type of sign is that they can be made to carry too many fingers making them confusing to read and, as the columns are circular, they allow fingers to point in any direction. Whilst this may be seen as a flexible solution, it also leads to a lack of clarity and the potential for the fingers to be easily moved, so that they point in the wrong direction altogether.

This page:

- Top - Views of the Market Cross make an effective way-marker
- Finger post with too many fingers

The wayfinding system that exists at present has not been developed specifically to make navigating Chichester intuitive by using a combination of passive wayfinding elements - (buildings, street plan, landmarks) as well as active elements - (signs, finger-posts and maps).



The primary navigational aids that exist as a permanent feature of the city include the four main streets, the Cathedral spire, the Market Cross and the city walls. All can play a passive role in making Chichester more legible and permeable. But the combined effect of the road network and volume of through traffic, plus the deteriorated streetscape, makes access difficult in some areas.

The partial pedestrianisation of the centre and how the demise is managed at its ends, leads to confusion and conflict between users. It also means that multiple surface finishes are used that interrupt paving and create level changes.

Crossing the different gyratory systems creates obvious breaks in pedestrian movement. The width, quality and condition of pavements presents challenges for some users. There are a number of points around the City where a simple link has been broken by the existence of road or rail that must be addressed including:

- The Festival Theatre and Northgate Car park
- The Canal Basin and Chichester Gate
- The railway station and South Street
- The Hornet and St Pancras with East Street
- Walking the walls, crossing from East Walls to West Walls over North Street
- Crossing Market Avenue to South Pallant



However, one good example of how design and planning can ease conflict and improve access is the footbridge linking Avenue de Chartres car park with Southgate. Considering the car park is a primary point of entry for those arriving by car, the integral route into the City Centre is safe, accessible and provides good views of the City, the Cathedral and Westgate Field.

Legibility and permeability require a co-ordinated approach and must be user centred.

This page:

- Managing the demise between zones

Audit

Culture - Arts and Heritage



The Pallant House Gallery and Chichester Festival Theatre (CFT), both of which are internationally renowned for their respective buildings and programmes, drive Chichester's cultural arts offer, and the Novium is custodian of the history and heritage of the City and District.

Celebrating modern British art, Pallant House Gallery has a significant permanent collection and curates a range of exhibitions drawing national critical acclaim across the art world. The Festival Theatre is equally celebrated for its winter programme and summer repertoire season giving rise (under its first artistic director – Laurence Olivier in 1962) to the 'Festival' and hence the 'Festival Theatre'.

With its distinctive 1960's Powell and Moya designed building featuring the first 'thrust stage' to be built in England in 500 years, the CFT, like the Pallant House Gallery is not provincial in its ambition and approach, yet values its origins in Chichester, its locality and connection with the community.

The Pallant House Gallery, run as an independent trust in partnership with Chichester District Council, has a robust and diverse range of income from sponsors, sales revenue and grants. It runs a rich programme of exhibitions that promote high quality modern art and design by establishing strong local context and connections, as in the recent John Piper exhibition - The Fabric of Modernism. The exhibition marked the 50th anniversary of the installation of Piper's celebrated Chichester Cathedral tapestry. This not only celebrated Piper's standing as a significant modern British artist, but also demonstrated the link Piper had with Chichester through the tapestry.

Both the Theatre and Gallery have undergone recent development. Since the completion of the extension in 2006, the standing of the Gallery has increased nationally and visitors have increased from 25,000 per annum to 60,000 in 2015. The extension has therefore had a positive impact, as well as providing a library and extra space for temporary exhibitions. As accessibility and learning are central to the Gallery, it was also possible to include facilities for community engagement projects.

Following a £22m restoration, the Festival Theatre completed its 'Renew' programme of rebuilding and re-opened in July 2014 with a season including performances of Amadeus. The three-year programme was funded through a significant grant from the Arts Council plus funding and donations from local business and local authorities, as well as 12,000 individual donations from the public.

With the work complete, the Theatre has increased its capacity to 1,300 with improved seating and sight lines, improved visitor and back stage facilities and systems to improve energy efficiency.

This was essential work to improve physical infrastructure, but when considering financial sustainability, the quality and creative excellence of programme content is vital as it produces audience appeal. Running successful cultural programmes will inevitably benefit the City economically. Impact studies have been done that show how Chichester directly benefits in two ways from cultural attractions. The first is that people attending events and visiting attractions will also spend in the City. The second is that the profile of Chichester is raised through the media attention created by the Gallery for an exhibition, or by the Theatre for a production.



With the Cathedral in the centre of the City, Chichester has a spiritual and historic landmark that is a keen supporter of the visual and performing arts. For many years it has encouraged creative talent by enabling and commissioning works. Today, it is a cultural venue as well as a place of worship. In addition to its calendar of religious events and educational programme, the Cathedral develops a rich season of recitals and concerts, installations and exhibitions to connect with a wide community beyond the congregation. The Cathedral is a centre of excellence for music, and with the absence of a concert hall in Chichester, it is the main music venue in the City.

Notwithstanding the high quality of arts in Chichester, it could be said that it is 'supply' rather than 'demand' driven. The main venues or organisations are high quality and well respected and they already collaborate with each other (to some degree) to develop and promote events. However, there lacks a culture and tourism strategy connecting the cultural offer as core components of Chichester as a destination. Uniting the City and cultural sector behind a bid to secure UK City of Culture status would not only be central to the future Vision, but would also be a strategic aim, demanding a programme that would strengthen the cultural offer and improve both the physical and cultural infrastructure of the City.



This Page:

- Street Art
- Festival Theatre

Opposite page:

- Pallant House Gallery extension

In addition to the creative and performing arts, heritage is also central to Chichester. It is an historic Cathedral City benefiting from a physical setting that evidences a rich past preserved in its buildings, street plan and historic landmarks. Street names such as Needlemakers and Woolstaplers, record Chichester's important social history and commercial activity since the 13th century. As custodians of the local museum collection, the Novium Museum adds implicit values to the culture of the City in particular, as well as the District as a whole, serving residents and visitors alike.



Whilst it is generally agreed that arts and culture are vital to one's sense of well being, it is also important to have access to heritage in a way that is authentic and imaginative, and to recognise that heritage is constantly evolving over time. To that end, the work of the Novium Museum is making full use of a valuable publicly owned collection to ensure the stories, artefacts and landmarks that define Chichester are accessible, and that they underpin Chichester's identity. With a collection starting with Boxgrove Man and the Bronze age remains of the Racton Man, through to the forthcoming exhibition to celebrate astronaut Major Tim Peake, the Novium can literally celebrate Chichester "from cave man to space man".

Physically the Novium Museum has no capacity for future expansion, and while it may be effective to place Tourist Information within the museum, the current lack of adequate wayfinding and heritage interpretation within the City, means it is hard to find. The position and design of the building is defined by the Roman ruins that occupy the significant part of the ground floor gallery. However, a dedicated retail space or cafe were not included in the original design. Increasingly, retail spaces have become essential features of heritage attractions as they enhance the visitor experience and generate much needed revenue. The Novium Museum has addressed this by using the entrance space as a shop and by creating an impromptu cafe. However, the result of this is that tables and chairs now occupy the primary view of the ruins.



But the biggest challenge across the arts and cultural sector is establishing financial stability. Since 2014 with the introduction of free entry, visitor numbers have increased to 49,000 per annum. Crucially this unlocks the ability to secure external funding and sponsorship to stage events and initiate out-reach programmes to ensure community-wide engagement and access. Recent changes have led to the Novium Museum and its staff winning awards and nominations. Ultimately success in terms of funding and sector recognition should help secure its future. But independence as a trust, much like the Pallant House Gallery, may be a practical if not inevitable future goal, as well as considering its role in a future tourism or destination strategy.



Opposite Page:

- The Novium - museum
- Roman Week

This Page:

- Litten Gardens War Memorial
- Walls walk directional way marker
- Various commemorative plaques
- Needlemakers

The City is very compact and flat with attractions in close proximity to one another. This is a great advantage in terms of destination branding and management. But although the Vision is concerned with the City Centre, in terms of cultural tourism visitors may not be so concerned by geographical boundaries. The Vision may therefore wish to consider that visitors may be attracted to the District as a whole, to visit the range of other cultural activities and locations outside of the City Centre.



Whether considering the City or District, local context is important. As Chichester is a market town surrounded by farming and food production, food is an important cultural component. At the time of writing there are 59 eateries in the City, three national food retailers and others of varying size either just outside the City or very close by. A farmer's market is held in North and East Street on the first and third Friday of each month, selling produce from within a 30-mile radius of the City. Seasonal food events also take place at West Dean College and The Weald & Downland Open Air Museum. But unlike other towns such as Whitstable with its Oyster Festival, or closer to home, Emsworth (until recently) with its food festival, in Chichester food is treated as a retailing activity rather than a regional cultural event. This could change, by celebrating regional specialities and Chichester's heritage as a market town that gave rise to local businesses like Shippams.



A policy is required that develops culture, heritage and tourism as a central part of the Vision. A broad approach for the City Centre must also establish links to events and attractions outside the City, and especially with Goodwood. It has been known for a while that the benefits to the City from events at Goodwood are limited. The Festival of Speed, Goodwood Revival and Glorious Goodwood are all world class events attracting thousands of visitors. However, information supplied by the Chichester BID shows that footfall in the City drops by as much as 8% when the events are on. Anecdotally this may be because locals stay away due to the inevitable increase in local traffic. These events provide a ready made opportunity to attract people into the City. The drop in footfall (in association with events at Goodwood), is one example that emphasises the need for greater co-ordination across the broad range of cultural attractions and events close to Chichester City Centre.

The arts and heritage organisations in and around Chichester City are high quality and world class. Events and programmes are developed that attract large audiences as well as international critical acclaim. In doing so they raise the profile of Chichester and impact the City economically. As a result, the return on national and local funding that helps to support Chichester's Gallery, Museum and Theatres is worthwhile. Considering the size of Chichester, the combined output of the main attractions as well as events run by the Goodwood Estate, the Cass Foundation and others help Chichester to culturally 'punch above its weight'. Yet the high profile (created by individual attractions) is underused in terms of the collective marketing of Chichester as a destination. The quality of its street

This Page:

- Shippams clock - local landmark revealing the City's connection with food processing
- Farmers Market

scape and legibility is below expectations and needs to be improved to make the City more accessible to a broader demographic and to support the main attractions by ensuring the spaces in between are attractive and accessible.

To that end, it is vital to improve the type of infrastructure that would enable cultural programmes to flourish. The main deficiency here is a lack of a concert venue. Although both the Theatre and Cathedral have staged music events, neither venue is ideal. Then we must also consider the type of infrastructure that ensures easy access to the cultural events and visitor attractions that take place in Chichester. This could mean better pedestrian links between the Festival Theatre and Northgate, or between the Canal Basin and the City. It might even mean more hotel accommodation and better train services to and from Chichester. This is a particular concern for the Festival Theatre, given their need to frequently accommodate touring companies of artists and technicians for each production they staged and to also enable audiences to be drawn from further afield and stay overnight.



This Page:

- Canal Basin

With regards to the Canal Basin, it is Chichester's historic link with the sea. Opened in 1823, it once formed a transport route between London and Portsmouth as part of the Portsmouth and Arundel Canal. When fully operational, ships of over 100 tons transported coal, wool and gold into the City. Canals declined with the advent of the railway, and so commercial traffic on the canal ended in 1906.

Today the Chichester Ship Canal is run as a charitable trust that is responsible for maintenance and restoration. The Trust also runs a series of boat trips, charters and other activities including canoeing. It is a popular, tranquil waterfront destination, despite being cut off from the City by the railway. To the south the canal provides a pleasant towpath for walkers, as well as being a designated cycle path linking Chichester with places south of the city beyond the A27.

The condition of the canal basin and activities run by the Trust is a good example of how volunteer organisations can sustain attractions and amenities that may otherwise struggle to survive, if run on an entirely commercial basis. But despite its growing popularity with visitors, the presence of a canal may be unknown to many who use and visit Chichester. There is a need and an opportunity to improve physical links with the rest of the City. The Southern Gateway Masterplan should exploit this opportunity without compromising the dedicated work of the charitable trust.

Overall, Chichester has great potential to improve and add to the rich mix of heritage and culture it has today. Thanks to the individual work of the main attractions it also has the makings of a great profile. But Chichester fails to completely leverage this potential and profile, and does not provide the physical environment in all areas to match. A potential bid to secure UK City of Culture status, would require the impetus to unite Chichester's cultural ambitions.

Audit

Business and Commerce

Scope

This audit is restricted in its geographic scope to the primary retail and commercial centre i.e. North, South, East and West streets plus the secondary streets, St Pancras, Hornet etc. This is principally the area defined by the BID (Business Improvement District).

Sectors

In order to give a broad impression of the current commercial feel of Chichester City Centre, three sectors have been identified; retail, eateries and commercial/professional (a sector which includes business to business providers).

The approach has been to differentiate between those businesses operating as chains or multiples on a national level whose control is outside Chichester and those local, independent businesses that might be said to contribute to the special nature of the City Centre.

Excluded are local government locations and services as well as the courts, other government offices, the Cathedral, the Theatre, Pallant House Gallery and the Novium. District and County Council provides the single largest form of employment and occupy the single largest commercial premises.

Method

The principal business information data was provided by the BID, a partner in the Vision. To this was added a physical walkabout to confirm current data and resolve any anomalies such as vacant premises and changes of use. This physical data largely confirmed the BID data along with some additional desktop research.

Definition and qualification

The audit looked at business activity rather than the number of business premises e.g. some commercial properties are multi-tenanted. On the other hand BID data identifies individual rateable property including car parking spaces, as individual entries or hereditaments, and these were excluded. In all, a sample of 444 businesses were subjected to closer analysis. Every effort has been made to test the available information to produce a result that can inform Vision work accurately at this stage of the programme.

Results

Retail = 269 (61%)	55% Multiples	38% Independent	7% Charity Shops
Eateries = 59 (13%)	45% Multiples	55% Independent	
Commerical Businesses = 116 (26%)	26% Multiples	74% Independent	

Behind the results

There are few surprises in the retail sector, the multiple retailers dominate the primary high occupancy-cost areas spreading out from the Cross, independent retailers are clustered in the secondary areas. The Hornet and St Pancras area contains mostly micro niche businesses. There is certainly a cloning effect in the centre due to the presence of national retail chain stores. However, the impact is disguised to a degree, as shop fronts are varied and modern parades of shops have been discouraged through the planning process.

Changes to the high street over the past few years have impacted on the Chichester independent food provision sector severely. Where once there were butchers, bakers, a fishmongers, game shop and greengrocers, these have been whittled down over recent years and latterly there has been a failed bakery and delicatessen. Public sector intervention attempts at the Buttermarket and at the former Tourist Information Centre have failed as market forces have prevailed.

But recent years have seen a significant rise in the number of eateries; Chichester has become a target for a number of major chains. Surprisingly, given the population profile, there is no fine dining establishment in the centre. The number of independent eateries slightly exceeds the multiples.

The commercial and professional sector lends itself to further sub divisions. There are 11 banks, all the major banks are represented including a smaller foreign bank. There are 18 estate agents, some of which are recent breakaways from established firms. There are 14 financial/wealth consultancies, some are branches of national organisations that have chosen to base an operation in the City. There are 7 firms under a general heading of construction/planning consultants. There are 11 solicitors firms and a barristers chambers in the City, but there is some concern that if the courts close, the number of law firms may decline as a result.

There are some 12 businesses in the creative sector, in the fields of design, digital, marketing and publishing. Some years ago when 'design' was seen to have potential for growth a concerted effort was made to develop the sector. It showed that there are many creative businesses and high profile people within the District, but typically the creative sector is dominated by SME's. It is known that within the Chichester District many creative professionals work from home and collaborate via the internet with other freelance professionals on a project by project basis. Therefore these types of businesses are not very visible and have no real physical presence within the City. It is difficult to know therefore whether this sector is growing, declining or remaining static.



In the past, Chichester saw itself as a centre for, amongst other professions, accountants and architects. Current evidence suggests there has been some change. There are now only 2 accountants remaining in the BID area and only 1 significant architectural practice. The greater Chichester area still hosts 11 accountants and 11 architectural practices, a significant number. Anecdotally it appears a lack of suitable car parking provision and suitable office accommodation to support expansion is a contributory factor to this drift to the periphery.

Similarly, CCCI membership in the area under review has fallen dramatically in the last few years to a level where Chichester City Centre membership is only 22% of the total membership. Indeed, there are only 4 members in the retail sector all of whom are independents. There are no members in the eateries sector. There are 25 in the commercial sector of which 22 are independents. There is a belief that the decline coincides with the advent of the BID.

Enterprise and Entrepreneurship

There is evidence that Chichester is rich in business start-ups and has been for some years. It is above average for West Sussex and the South East. The commercial sector is well represented, which includes banks as well as the professions such as accountants, solicitors, architects, other creative businesses and estate agents. In property terms the sector is, in the main, well served in serviced office accommodation from Metro House and Forum House through to a number of other landlord managed locations spread around the centre.



There is also an active market in shared office accommodation, 'rented desk' space, for those 'in the know'. Attempts have been made in the past to bring cohesion to this 'hidden sector' by bringing property owners and potential tenants together, but with little success.



General feedback acquired at one-to-one meetings, membership organisations and a large focus group, is that Chichester is considered a good place to visit, live and work. This helps to retain staff and there is an overall wish to maintain the quality of the environment. High housing costs have an impact on the filling of junior grade jobs but this is not an issue with qualified staff who command higher salaries.

Some professions, notably accountants and architects, have moved out of the City due to traffic congestion and car parking charges suffered by clients and staff alike, as well as finding suitable office space. However, there is some recent evidence of new business start-ups in the professional sector returning to the City Centre.

This Page:

- Drapers yard - pop-up retail
- TK Max in former Sadlers Walk

The BID Annual Review 2015 confirmed that retail and eateries form the bulk of City Centre businesses. Flude Commercial reports that Chichester has a finite stock of retail units and because of limited development opportunities in the City Centre its compact nature means the demand for shops has remained fairly constant. At the time of the report (April 2016) the vacancy rate of retail in the City Centre was 1%, well below the national rate of 10.5%. 'Over 30% of completed (rental) transactions involved a retailer relocating within Chichester.' This situation remained the case until the start of the EU Referendum campaign when economic uncertainty began to take hold. Following the result there is early evidence that investors are holding back and the period of uncertainty is expected to continue.

However, the retail sector is relatively poorly provided for in the 'start-up' category even more so since the change of use at the Boardwalk and the alterations to Little London Walk, formerly Sadlers Walk. Fludes do report that these changes also had a positive effect on the City Centre in that some occupants at these locations were able to relocate to existing vacant premises in more prime locations.

There has been an attempt to provide stalls in St Martins Lane, but nothing is operating yet. Interventions have been made in the past to stimulate start-ups in the industrial sector particularly at St James Industrial Estate; ways to stimulate and support the fragile independent retail sector would have a positive impact on the character of the retail centre.

Drapers Yard in the Hornet is an example of the private sector attempting to meet this demand and shows what can be done by an imaginative and determined individual in exploiting a business opportunity.

Commercial property agents tell us that maintaining our position as a lifestyle City supported by high-end employers carries a challenge to the City in maintaining a steady supply of commercial property. The supply needs to support all stages of business growth from renting desk space, through serviced offices to modern premises for 50+ employees, with the necessary technology and connectivity to compete with other cities. Once established, businesses need to know that they can expand further in the locality. The uncertainty engendered by possible relocation is not conducive to good employee relations, business stability and growth.

The so called 'CEO lifestyle' is one that Chichester, by its geographical location and cultural offer is well placed to deliver. Active steps could be taken to market the City to business leaders who already visit .

Attracting larger multiple branded retailers has long challenged Chichester City Centre due to the small retail premises and the proliferation of listed buildings. M&S operate over two sites as does Next. There is a perception in some circles that there has long existed a planning presumption against larger units or malls as this would significantly alter the character of the City Centre.

There is continuing pressure from some multiples to establish a presence at outer-city retail sites. Although there are genuine concerns that edge of town retail parks can adversely affect town centres, with regards to Chichester, out of town retailing does provide the shopper with greater choice, retailers with more efficient stores and help to preserve the character of the City Centre. The challenge is to ensure existing retailers remain where possible and new businesses move in when premises become vacant. This may mean that financial support is given through grants as well as small business rate relief to support the independent sector or encourage non-retail businesses into the centre. To that end, Chichester seems to value its mix of multiples and independent retail outlets. Younger shoppers relate to 'brands' and mature shoppers look for more 'niche' retail experiences.

All of the above requires some active intervention. Recent loss of retail and other commercial use to residential development has a negative impact on maintaining the City as a thriving commercial centre for a diverse spread of independent retail and professional businesses. Interventions are usually led by local government but work better in partnership with the private sector.

Audit

Population

Chichester City

In Chichester City the population is 26,795, just over 1 in 5 (5885) of these are over 65 which equates to 22.0%. The predominate ethnic group within the City is White British at 88.8%, with almost 7 out of 10 people being economically active (68.7%). There are 3,029 full time students in the City, which equates to 48.3% of the entire full time student population of Chichester District. Generally, Chichester District has the highest number of students in whole of West Sussex.

The study area

Within the study area however, the statistics are estimates derived from eleven output areas; these are the lowest form of geographical boundaries that Census 2011 data captures. The boundaries do not cover the study area exactly but provide a good level of insight nonetheless. The study area replicates Chichester City with a trend of high density of people aged over 65, with 28.4%. Fewer people in the study area are economically active compared to Chichester City as a percentage with 47.9% and student numbers are also lower as a percentage. However, there are some areas with significant differences and fluctuations. For example student density is almost 6 out of 10 (57.4%) in the north east area close to the university campus, compared to 2.2% in the south east area south of Market Avenue. Ethnicity is another theme that compares very similarly to Chichester City with 86.3% of residents classing themselves as White British.

General

In terms of employment, the Ward Profile compiled from the 2011 UK Census by West Sussex County Council, shows that Chichester District has the highest number of self employed in West Sussex at 14.5% and that overall around 59% of the workforce are either professionals, managerial or skilled, some of these people working in the study area.

It is difficult to precisely apply the same data to the study area, but reasonable to assume that the City is a reflection of the District. An estimate based on an area approximate to the study area concludes there are 2,139 dwellings with a population of 3,730.

Residents are widely distributed through the study area although the northwest quarter has the greater concentration with other residential areas existing just outside the walls to the east close to the University and Hospital, and then extending from the Hornet to the A27.

Within the City student accommodation is provided on campus at the university complex (reflected in the figures stated earlier) and within halls south of Chichester gate. Other students are distributed in private rental properties. But student retention is very low, recent figures suggesting that 100% of graduates have left the City within two years of graduating.

Apart from space within the area covered by Southern Gateway Master Plan, there is little scope for new residential properties to be developed within the City unless vacant space above retail premises is converted. However, in the past ten years there have been new homes built as part of the redevelopment of the Shippams factory site on East Street, within the wider Eastgate Square and New Park Road development, as well as other isolated developments such as the Print works in St Johns Street and around the canal basin.

The largest impact on local population is the result of two extensive developments close to the City to the north, including the former Roussillon Barracks and the site of the former Graylingwell Hospital. So far 400 homes have been built and occupied at Graylingwell, but when complete will total 800, including 40% affordable (to buy) housing, 20% affordable (to rent) housing and 20% shared-ownership.

As a city, Chichester supports the hinterland, drawing in people for work, shopping and leisure from communities across the District and neighbouring counties. The City provides a mix of employment including local government, professional services, retail and leisure, providing jobs for the population along the south coast and further afield. According to data collected by Noggin, for a day in June 2016, 46,000 people came into the City Centre, and given its position relative to the coast, there are seasonal variations of tourists, holiday makers and second home owners to consider as the population that use Chichester City Centre.

The footfall camera that records the daily number of people using the City, shows that when Goodwood host events, footfall in the City drops. Anecdotally, this may be because local people avoid the City due to the increase in traffic. But interestingly, an event at Goodwood does not increase City Centre activity, resulting in a fall of 8% when the Festival of Speed and the Revival are on and 3% when Glorious Goodwood is on. However, conversely City Centre markets such as the bi-monthly Farmer's market increases the footfall by 11% and 17% during the Garden Market.

Chichester is not entirely unique in terms of activity relative to population, but is unique in terms of size and character. Knowing how retail activity may change or whether non-retail businesses choose to remain in the City will bring about new opportunities. Increased City Centre living may be one way to respond to change and to re-utilize existing buildings, rather than always resorting to building new homes on areas that increase the urbanisation of the surrounding rural and coastal districts.

Audit

Conclusion

Chichester is fortunate to be located in a great position between the South Downs National Park to the north and the coast to the south. Whilst the on-going issues related to the A27 may compromise links with road traffic, Chichester has rail links with London, Gatwick and the rest of the UK and ferry links to the continent through Portsmouth and Southampton. It has a wealth of distinctive architecture and heritage attractions within the City and it has a strong local economy.

Although the Vision is looking towards the next 20 years, the audit has captured the condition of the City in 2016 and has identified a range of issues to address. So without pre-empting the proposals the Vision will recommend, the audit concludes that the following topics need consideration:

- **The Southern Gateway and transport hubs** - this area of the City is run down, dominated by traffic and creates a poor first impression on arrival.
- **The north and south gyratory schemes and general traffic planning** - due to traffic and general traffic planning, parts of the City are disconnected and at times very congested.
- **The streetscape** - a general overhaul and rationalisation of the public realm would be beneficial to reduce street clutter, improve amenities and paved areas and extend the pedestrian zone.
- **Permeable City** - improve linkages between the City Centre and public transport hubs, the Festival Theatre, the Canal Basin and the Hornet. Take a broad approach to improving access in the main streets and side streets. Integrate cycling and access for cyclist as a viable means of transport. Manage potential conflict between different groups of users.
- **Legible City** - undertake a strategic project to develop an integrated wayfinding scheme that supports permeability and improves legibility and heritage interpretation, as well as reduce street clutter by rationalising the use of signs.
- **Green City** - find opportunities to increase City Centre green and open public spaces and improve the planting of flowers, shrubs and trees in consideration of the architectural context. Consider the green city in terms of environmental sustainability to improve air quality in the City and promote better energy efficiency in the street scape and among businesses.
- **Waterfront and canal strategy** - recognise the heritage and leisure importance of the canal as a a waterfront and a defining element of Chichester's sense of place. Develop a strategy that will connect it to the City Centre as a valuable amenity. To secure its future, build on the work of the volunteers who have restored the basin and developed it as a popular tourist attraction. Explore the possibility of completing the restoration to make it fully navigable, so that services could run from the City to the sea.

- **Cultural strategy** - enhance existing cultural assets and capability through a cultural strategy. Aim to provide a comprehensive programme that works to leverage existing resources and develop new infrastructure. Promote financial sustainability that makes efficient use of a mixture of revenue including sponsorship, donations, grants and retailing. As a strategic goal, aim to bid for future UK City of Culture status (probably 2026).
- **Destination strategy** - closely linked to the cultural strategy, develop an approach that works towards building Chichester's identity and profile as a well managed and well promoted cultural destination.

The audit has observed and documented the condition of the city and summarised the above topics as priorities. It is known that master-planning is due to take place for the Southern Gateway and that an application has been made for funding as part of a commitment by Chichester District Council to regenerate this part of Chichester. West Sussex County Council have also completed a study into the traffic problems Chichester faces.

If both initiatives mentioned above were implemented a significant step towards addressing many of the issues identified in this Audit would be achieved. In addition, a number of the same issues were raised in the Vision produced by the City Council in 2009 and again during participation events held in March 2016 involving partners of the Vision process, local interest groups and local businesses. The Audit will therefore not be a surprise to those who know and use the City. Conducted at this time as part of the Vision process, it is hoped the Audit will both inform and validate future proposals.

Appendix 1

Observation notes

The station to the Novium



- Less than welcoming environment .
- Dominated by taxi rank, bike rack and smokers.
- No welcome sign or clear indication of where the town centre is?
- Other amenities include post box and ATM with associated graphics.
- General car park environment is cluttered and creates a poor first impression.
- A jumble of signs – a mixture of directional and general information signs plus additional graphics for businesses sited in the car park as well as road markings, cycle path etc. How effective are they?
- General information confusion so that the benefit to pedestrians of the route into town designated cycle path is lost.
- External condition of station poorly maintained and cleaned. Litter and general detritus is a problem.
- Whilst cycle rack is a useful amenity and a good use of space it is neglected. Theft is an issue.
- Map – is a recent addition but it is in the wrong place and graphically is not very legible using colours on the smaller scale map that are chromatically too similar and therefore provide very little contrast for the visually impaired.
- The information content is biased towards the position of retailers and generally doubtful.
- From the south side exit the vista is better, but it is not immediately clear where to go and where the city centre is – although signage inside the station is clearer.
- The exterior is grubby and tatty, with various applied signs. Although the bench and tree surround is an attempt to improve the environment there are signs of dilapidations. But the biggest problem is the barrier and foot bridge.
- Views from the footbridge shows a very low quality environment including the bus station to the east and the car park to the west. It further contributes to a poor first impression.
- The presentation of the retailers in the bus garage is very dominant and low quality with KFC sponsorship of the phone box being very dominant.
- The entrance to the station car park on the north side is a confused environment for pedestrians. This is due to the proximity of the level crossing, the way cars approach at speed (not wishing to get caught by the crossing barrier). In addition, a general conflict between different users and a presumed priority for vehicles over other road uses. The sign information is confusing with the finger post lacking clarity.
- Moving north past the Foundry pub, pedestrian access is acceptable with a relatively wide pavement in reasonable condition.
- Further signs aimed at cyclist, but the cycle path ends very abruptly.
- The area has a general low quality feel despite the listed court room building and is evident in the condition of control box for the pelican crossing and barriers on the corner outside the job centre.
- Further confusing signs outside the court and at the junction of Avenue de Chartres and South Street.
- Conflicting use of signs for the Pallant Gallery exhibition, with no follow through also sign for city centre hotels is misleading.
- Entering South Street pavements narrow significantly and highway and walkway surfaces show signs of dilapidation with different paving used in small area.
- The band of red brick on the highway signifies the 20 mph zone ‘E’ displayed on a post with a ‘gothic arch’ style support – how clear is this? But the many surfaces-finishes and poor condition detract overall from the quality of the built environment.
- The affect of traffic, narrow pavements, and a confusing array of traffic detracts from the underlying nature of first section of South Street.
- The finger post at the entrance to South Street is ambiguous.
- Is it necessary to permit traffic to enter Old Market Avenue?

- Deanery Farm Lane is generally poor and uninteresting, whilst Cathedral Courtyard provides a small enclave of independent retailers and the Fountain pub with outdoor seating.
- Generally however, South Street has promise with a mix of different types of retailers and an interesting mix of building styles.
- Moving north along South Street the pavement finishes become patchy – possible due to freehold issues as pavement lights suggest there are basements that extend beyond the building demise.
- In addition to general street cleaning and building maintenance issues the impact of the smoking ban has created a problem outdoors with waste bins used specifically for smokers becoming an area of associated debris.
- Looking above shop front level some buildings are not well maintained – (Entertainment Exchange), plus there are three charity shops in close proximity.
- Confusing signs outside the court and at the junction of Avenue de Chartres and South Street
- Conflicting use of signs for the Pallant Gallery exhibition, with no follow through also sign for city centre hotels is misleading.
- Entering South Street pavements narrow significantly and highway and walkway surfaces show signs of dilapidation with different paving used in small area.
- The band of red brick on the highway signifies the 20 mph zone ‘E’ displayed on a post with a ‘Gothic arch’ style support – how clear is this? But the many surfaces-finishes and poor condition detract overall from the quality of the built environment.
- The affect of traffic, narrow pavements, and a confusing array of traffic detracts from the underlying nature of first section of South Street.
- The finger post at the entrance to South Street is ambiguous.
- Is it necessary to permit traffic to enter Old Market Avenue?
- Deanery Farm Lane is generally poor and uninteresting, whilst Cathedral Courtyard provides a small enclave of independent retailers and the Fountain pub with outdoor seating.
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- Moving north along South Street the pavement finishes become patchy – possibly due to freehold issues as pavement lights suggest there are basements that extend beyond the building demise.
- In addition to general street cleaning and building maintenance issues, the impact of the smoking ban has created a problem outdoors with waste bins used specifically for smokers becoming an area of associated debris.
- Looking above shop front level some buildings are not well maintained – (Entertainment Exchange), plus there are three charity shops in close proximity.
- Although there is a lack of consistent and useful pedestrian signage, given that South Street is straight with a clear view of the Cross – one of the most characteristic buildings in the City, the clear vista is not used to guide visitors and the pedestrian signs that are present simply confuse.
- In the centre section of South Street the highway needs repair although the pavements are in reasonable condition with traditional well worn paving.
- The entrance to Canon Lane features a stone arch that forms an entrance to the Cathedral Cloisters. The signage is well designed and is a well-considered mix of contemporary and ecclesiastical, but there seems to be a random use of tactile paving that has a ‘municipal’ appearance.
- At the junction of South Street with West Pallant and again with Cooper Street the red brick pavers signify the start of the pedestrian zone.
- Again there is a proliferation of signage and street clutter that needs to be rationalised.
- The planters are poorly maintained and the design of the box is generic and lacks context.
- The surfaces north of Cooper Street are in reasonable condition and good well worn traditional stone slabs.
- The highway adjacent to the Cross at the corner of South and West Streets, presents a confusing situation as the surface is red – which may be understood to be for pedestrian priority, yet it is a busy bus route and used by delivery vehicles to service the businesses. Given the physical limitations, the conflict between different users and the proximity to the Cathedral, should this area be pedestrianized?
- At the Cross there is a lack of information to indicate the direction of the Novium. A fingerpost close to the Cathedral signs the Novium, but again the information whilst accurate is confusing. One finger is broken.
- The map in front of the Cathedral uses the convention of north to top, but is facing in the opposite direction so could cause confusion.
- The north side of West Street has an impressive selection of buildings used as a department store, bar, post office and other retail.
- Opposite the House of Fraser Store there is the first brown sign indicating the Novium.
- With the Cathedral and impressive façade opposite and the Market Cross at the end of the road, West Street is an attractive street.
- The first brown sign is at junction of Tower Street, which leads to the Novium. It is narrow with narrow pavements yet used by buses.
- On arriving at the ‘Novium’ the word museum has been added – for clarity.
- Imposing modern building but with a cluttered entrance.

Avenue de Chartres car park to the Pallant House Gallery



- Avenue de Chartres Car park is a distinctive award winning building, and (as far as a car park can) creates a good first impression.
- Exiting the car park on foot on the first floor connects directly to a pedestrian bridge that allows safe passage to Southgate affording views of the Cathedral, Bishops Palace Gardens and the playing fields.
- The bridge acts as a very simple 'passive' way finding element leading the visitor to naturally follow reducing the need for signage.
- The immediate vistas along the foot bridge westwards are generally attractive and create a good first impression.
- There are also several map dispensers funded through the Business Improvement District (BID).
- The pedestrian bridge descends via a ramp to the South Gate Car Park – (privately run) complete with the small 'pavilion' style retail unit used as a sandwich shop.
- The car park is generally well kept and the road leading to it is well planted and generally acceptable – despite being the rear access for the shops on South Street.
- There is a very clear simple sign at the end of the bridge ramp directing pedestrians towards the city centre and another large map close by.
- However, at this point it is unclear which way to go. There is no indication that the Southgate 'precinct' is just beyond the car park and the natural route to follow is Deanery Farm Lane to South Street, which is not very attractive.
- Entering South Street and looking for a clear direction to the Pallant Gallery, there is a jumble of signs at the corner with Old Market Avenue – a blue sign displays Festival Theatre and Chichester University to the right. The 20 MPH Zone E sign obscures the finger post, which lacks clarity and with no mention of the Pallant House Gallery. This is a very untidy location.
- The obvious route to follow (although not clear) is Old Market Avenue.
- The pavements and highway are narrow and it does not feel entirely safe for pedestrians. Traffic should be more aware of pedestrians forced to use the highway.
- At the end the road bears left following a very tight obscured corner. The road surface and tree planter are damaged and the pavement reduces further to a kerb!
- Crossing the road to the east side of South Pallant is the entrance to Cawley Priory Car park. The Car Park signage is good and clear forming part of the BDP street scape study conducted in 2005. However, the map on the car park sign is very small and the 'you are here' marker is in the wrong position. The finger post nearby indicates the direction of the Pallant House Gallery but shows the two conflicting directions to reach the 'Pallants'.
- Moving north along South Pallant a good view of the Cathedral spire can be seen across South Pallant car park. Along South Pallant the pavement changes width and rises on the eastern side. Along past the Masonic Hall the paving varies and the stone used is prone to becoming slippery when wet. At the junction with East Pallant the road and pavement need repair and the use of a small ramp section, tactile paving and a mix of material is untidy and may be difficult to negotiate. Paving outside of the Pallant Gallery is broken and slippery.

Northgate car park/Festival Theatre to the Market Cross



- General environment within the car park is good although difficult for pedestrians for pedestrians to move due to moving vehicles and lack of designated pedestrian zones.
- There is a BID map at the pedestrian exit.
- Attached to the side of the WC building is a blue sign giving directions to City Centre via subway.
- Help point mounted to WC – not sure who runs this service and whether it works, how often is it used?
- View of the Cathedral is a familiar indicator and positional guide.
- Map and 'welcome to Chichester' displaying the Novium but map is very small and Festival Theatre car park is not on it.
- Entrance to the underpass is acceptable, views across road to Northgate are encouraging.
- Underpass is graffiti free, well lit and clean and in reasonable state of repair – as underpasses go it is good although one passer by did suggest it could be 'livened up' – she was smiling as she said it.
- Metro House is very tired and isolated from the rest of the town as it forms the centre of a traffic island.
- South towards the City Centre the primary views of North Gate are good with impressive classic buildings on both sides of the road.
- The Boardwalk shopping arcade is almost empty – awaiting redevelopment and so detracts from the generally pleasant surroundings.
- Close to the entrance to the underpass is another map.
- Start of retail area and running towards pedestrian precinct.
- No clear direction of where to go apart from blue sign noting 'Pedestrian precinct'.
- Highway features short section of cycle path with green surface.
- Moving south towards North Walls/Priory Lane, closed and boarded Board Walk is very dominant. Finger post shows directions for Pallant House Gallery directing towards Priory Park and St Martins Lane.
- Signs for Zone 'E' starts. Guildhall Street – is one-way.
- Fingerpost opposite Crane Street – first since Northgate, plus benches and bicycle rack – old style could be replaced with 'Chichester bench'.
- Entrance to Crane Street now features new Crane structure (developed by the BID in support of local traders) opposite Sussex House with mural.
- Although the lower part of South Street continues to feature many distinctive buildings including the Meeting Rooms and Butter Market, and despite being pedestrianised has many different surfaces and drainage gulleys that denote actual freehold of buildings. Close to the Crooked S the trial paving area installed in 2006/2007 as part of the BDP Streetscape project adds to the lack of consistent surface, with the redbrick finishing close to the Market Cross.

Cattle Market car park to the Cathedral



- Market Car Park pay machine – BID Map dispenser (currently empty).
- Market Car Park, no safe exit for pedestrians.
- Cathedral visible from the car park.
- Brick flooring is in general good condition. The limited pavements have kerbs which could be difficult for wheelchair access.
- Market Car Park main exit. Novium promotional sign including Tourist Information.
- Market Car Park Office at the main car park exit adds character but is in disrepair.
- Pavement outside main car park exit is wide, in general good repair but patched.
- Pedestrian exit at north of car park includes the bus stop, telephone box and Council sign, pavement is new and in excellent condition on all corners of the junction.
- Brown tourist sign on south pavement of East Street, shows image of a bed, has no meaning.
- BID map located on the south pavement at the end of East St, positioned directly behind a bin, is orientated incorrectly. Shows a clear straight line between East Street and the Cathedral.
- Contemporary bench seating, in good condition.
- High quality flooring stops and acceptable, repaired, flooring returns.
- Sign for cycling and the train station, points cyclists towards the no-cycling pedestrian pavement and in an illogical direction for the station.
- Section of East Street between East Walls and Baffins Lane is disjointed from the higher quality feel of the East St/St Pancras and The Horner junction and the pedestrian part of East Street.
- Church sign and Friary sign includes Parking directions.
- Little London Car Park traffic congestion.
- Disabled parking zone west of Baffins Lane and Little London is disjointed and causes narrow pavements.
- Finger sign does not include the Cathedral but the Cathedral is partially visible at this point.
- Start of the pedestrian paving on East St. Uneven flooring including sunken drain.
- Seating/bike racks/no entry signs – obstructs the view down East St, encourages groups of smokers.
- East Street pedestrian zone is wide and inviting.
- Pedestrian paving includes excessive numbers of access points to drainage and services.
- The thriving Farmers Market is an active part of the community.
- Finger sign at the East St and North Pallant junction includes Pallant House Gallery but not the Cathedral, although the Cathedral is partially in view.
- East Street planting is very poorly kept and the planters have no relevance to the city.
- The approach to The Cross have a change of flooring, there are multiple poor quality repairs.
- Views from The Cross: West, South, North, East.

Market Cross to Bishop's Palace Gardens



- Finger Post on West Street outside Russell & Bromley does not mention the Gardens.
- BID map – is the orientation correct? The map includes the Gardens.
- Cathedral sign adjacent to the BID map does not include the Gardens.
- Walking into the Cathedral, signage includes the Gardens in text only.
- Cannon Lane South Street entrance does not mention the Gardens.
- Inside the South Street entrance the Gardens are shown on the map in text only.
- The Archway signage is text only.
- Immediately prior to entering the gardens there is an illustrated information sign .
- The Bishop Palace Gardens are excellent quality, widely used by the community.
- Avenue de Chartres, West entrance. Internal illustrated signage.
- Signage at the end of the walkway immediately prior to entering the Gardens.
- Street level signage, wall mounted, discreet.
- West Street junction with Avenue de Chartres, finger sign includes the Gardens.

Westgate car park to New Park Cinema



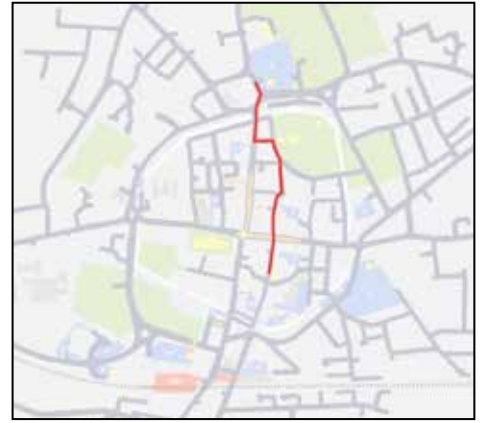
- Finger post.
- West Street, the pavement is in acceptable condition and is wider than average.
- West Street is architecturally preserved and interesting, including Edes House.
- BID map, initially missed. Question the maps positioning and orientation, especially considering the location of the car parking on Orchard Street.
- From the map the route to New Park Cinema can be determined as West St/East St/East Walls.
- West Street, Brown Sign indicating the Museum.
- Flooring at the Cathedral courtyard entrance is poor quality.
- West Street planting is better kept than East Street.
- Tree surrounds are a trip hazard.
- Flooring, plant growth between tiles causes unevenness.
- Display plinth is currently empty, it is also a trip hazard and a missed opportunity for art within the community.
- East Walls, no signage.
- East Walls street view, Walls walk on the right hand side and well kept flooring on the left hand side.
- Green tree lined street .
- East Row junction with East Walls has no signage followed by a narrow pavement.
- East Walls junction with Priory Road has no signage, New Park Cinema is out of view.
- Toilet block is unused despite being included on the BID map.
- New Park Cinema has no signage on the north facing wall.
- Jubilee Park is excellently kept and welcoming.
- New Park Cinema name and icon is positioned out of view.
- New Park Cinema sign at entrance.
- New Park Cinema building.

Finding and walking the walls



- The Walls Walk can be joined at several points.
- Due to the four city gates having been removed and subsequent road building, the walls walk relies on way markers and interpretation panels to re-establish it. The way marker uses a 'Gladius' (a short Roman sword) to point the way.
- We joined the walls walk at the south east section in East Pallant car park and followed the short section that rises and falls within the car park.
- The wall is in reasonable condition but the path and adjacent green space is not. It is overgrown with weeds.
- Leaving the car park the walk is marked by round way markers set in the foot path and supported periodically with interpretation panels and maps.
- Interpretation panels are well placed and informative.
- The wayfinding system is however inconsistent with different styles for the three elements, the ground markers are cast in brass, other information panels that are wall mounted are cast in aluminium and painted and interpretation panels are wood with printed information in colour.
- The route is directed towards South Street along Theatre Lane.
- In South Street there are two conflicting way markers, one pointing south and the other pointing north. I assume this is to ensure a user will be directed towards Southgate car park. The information is not clear and the user is left to meander across the car park towards Prebendal Playing Fields.
- Close to the foot bridge a finger post point west - 'Walls Walk', although it is hidden by a tree.
- Walking along the footpath between the river and playing field the south west section of the wall becomes apparent, but inaccessible.
- Leaving the footpath on Avenue de Chartres, a way marker points north.
- An interpretation panel is placed to show a long section of the wall and the cathedral.
- Joining West Street a way marker directs the user across the road, but it is not clear how to access the south west section although it is accessible in Bishops Palace Gardens. A way marker may have been missed.
- Way markers are not always visible as the patinated finish blends into the colour of the surrounding paving.
- Crossing West Street the route leads towards North Walls and the North West section which is long and easy to access. It is a long uninterrupted section and shows views of housing and the rear of the County Council's offices. It is generally pleasant, although a bench or two would be useful.
- At the end of this section it ramps down to Northgate where way markers direct the walker towards Priory Lane and Priory Park.
- Entering Priory Park the walls walk enters its best section with views across Priory Park, with the Guildhall and Cathedral.
- Leaving this section it is possible to see the East walls although access is by steps only. This section is not very interesting and eventually ramps down to Eastgate Square.
- Way markers direct the walker along East Street to St John Street and into East Pallant Car park to complete the circuit.

Following signs for Pallant Gallery from Northgate



- A finger post signs the way for Pallant Gallery at the junction of Priory Lane with North Street.
- It points eastwards towards Priory Park.
- It is the only sign pointing in this direction, there are no others along the route and so the pedestrian is left to meander past the park and towards St Martins Lane to enter East Street.
- The route is simple and pleasant but lacks any sign to confirm one is heading in the right direction.

Appendix 2

Observation photographs

Arrival





Arrival





East



South

Surfaces



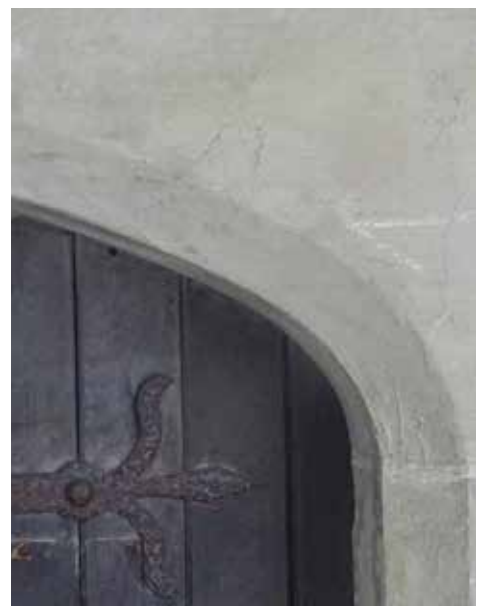
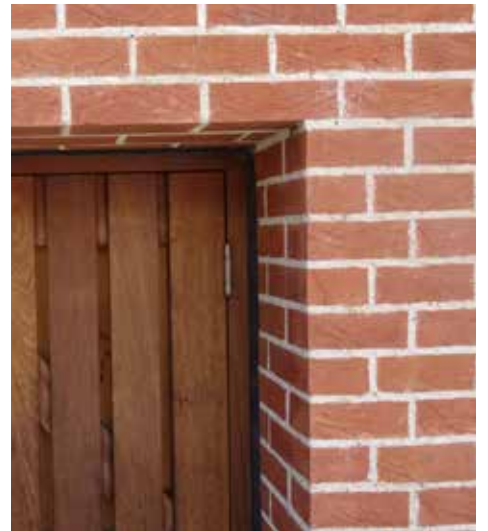
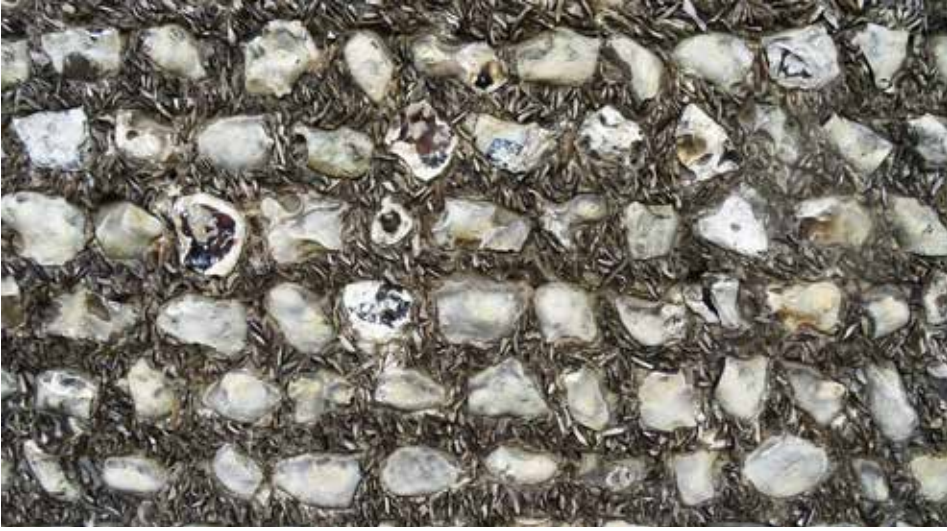


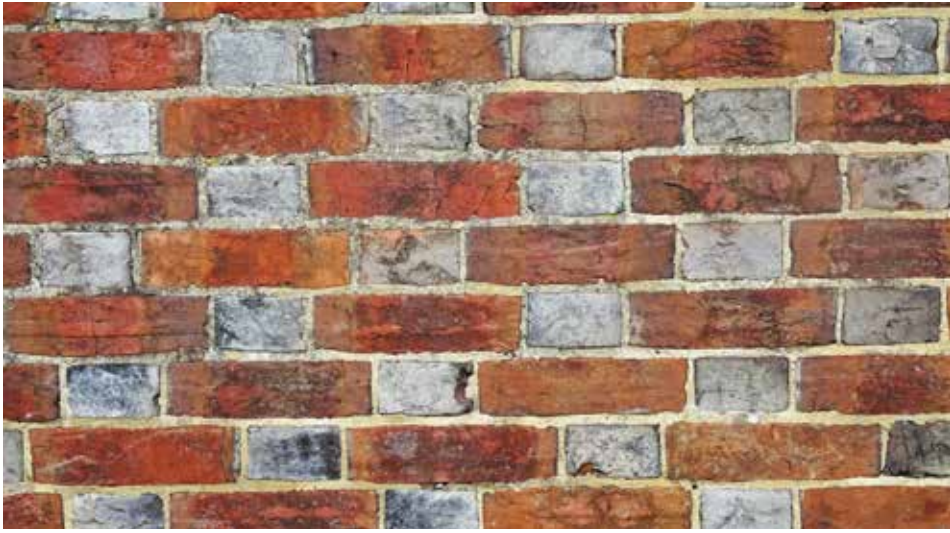
Surfaces





Textures





Signage





Street furniture





Walls Walk





Retail area





Appendix 3

References Sources and Acknowledgements

Contributors and consultees:

Colin Hicks - Chichester BID
David Coulthard - Chichester Cathedral
Andrew Churchill - Pallant House Gallery
Cathy Hakes - The Novium Museum
Lucinda Morrison - Chichester Festival Theatre
Rodney Duggua - Chichester City Council
Sven Latham - Noggin
Sebastian Martin - Flude Commercial
Dudley Pound - Chichester Ship Canal Trust
Steve Oates - Chichester District Council

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Lindon Homes - Graylingwell

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