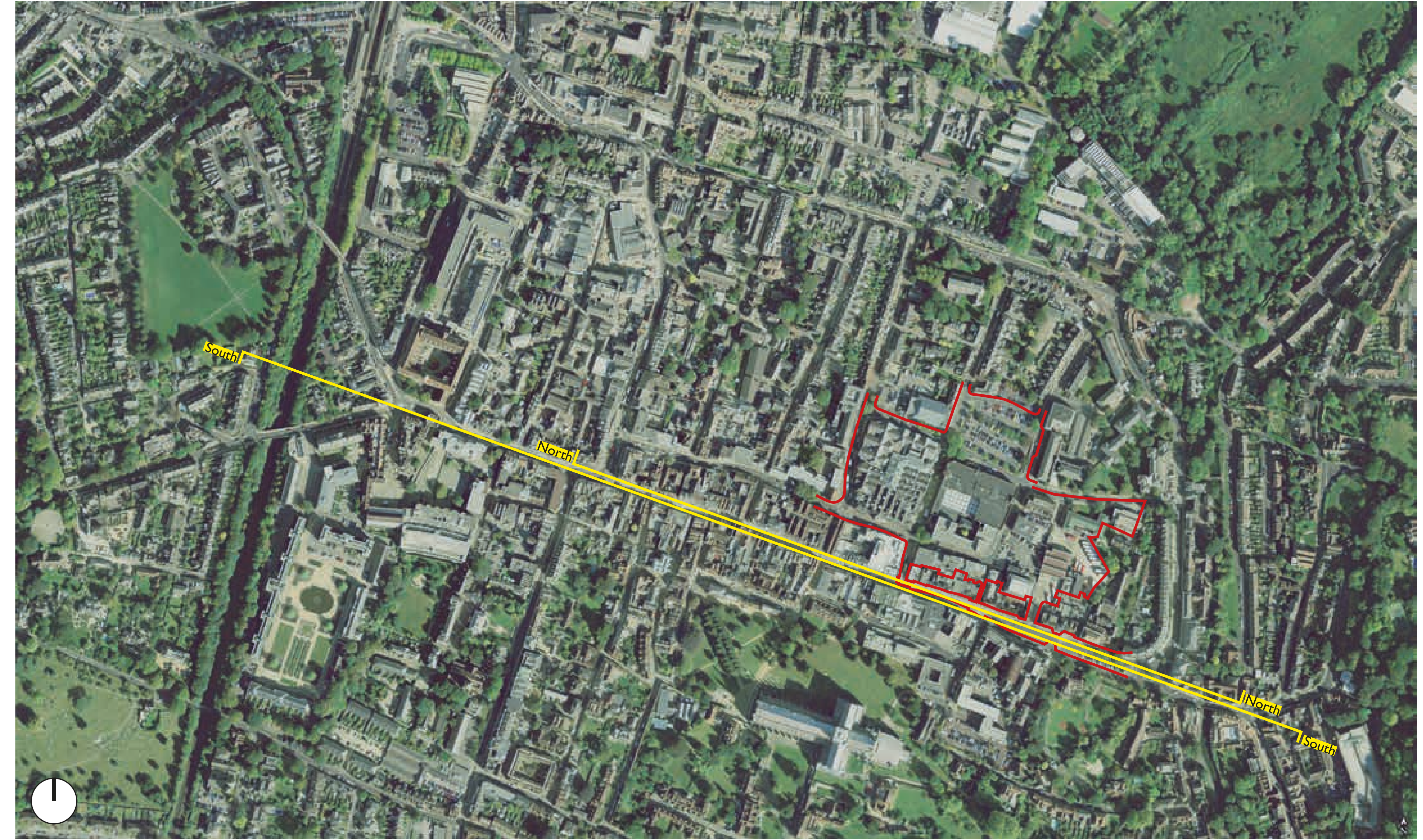


INTRODUCTION

Winchester City Council (WCC) has appointed JTP, an award-winning 'placemaking' practice of architects and masterplanners, to work with the Council and wider community to create a Supplementary Planning Document (SPD) which will set out a Vision for the future development of central Winchester through collaborative planning and consultation. Over the coming months JTP will organise and facilitate the participatory process across the City Council area.

THE SUPPLEMENTARY PLANNING DOCUMENT

The Supplementary Planning Document (SPD), to be adopted by WCC, will set out the type and layout of land uses that could be built on the central Winchester site and will help to ensure that the development is fit for the future and will rejuvenate such a prominent part of the City.



THE TEAM

jtp

LEAD CONSULTANT

JTP is a practice of architects and masterplanners. We are passionate about good buildings and the spaces in between. But we know that unless they answer the real needs of those who use them every day, they become inert, unloved and engage no one.

It is only when buildings and spaces respond to people's needs that they can truly be called a place.

And this is what we really care about creating – great places.



JTP's Community Planning Weekend at St Clement's Hospital, Bow, London

snug architects

URBAN DESIGN & CONSULTATION

Snug are Hampshire based architects known for a contemporary and contextual approach to architecture and urban design that is rooted in engaging public consultation.



Snugs's placemaking workshops in Farnham, Hampshire

**ubu
design**

LANDSCAPE & PUBLIC REALM

UBU Design Ltd is an innovative, design led Landscape Architecture practice based in Winchester, which combines high quality, contemporary design with an intimate understanding of sustainability and community involvement.

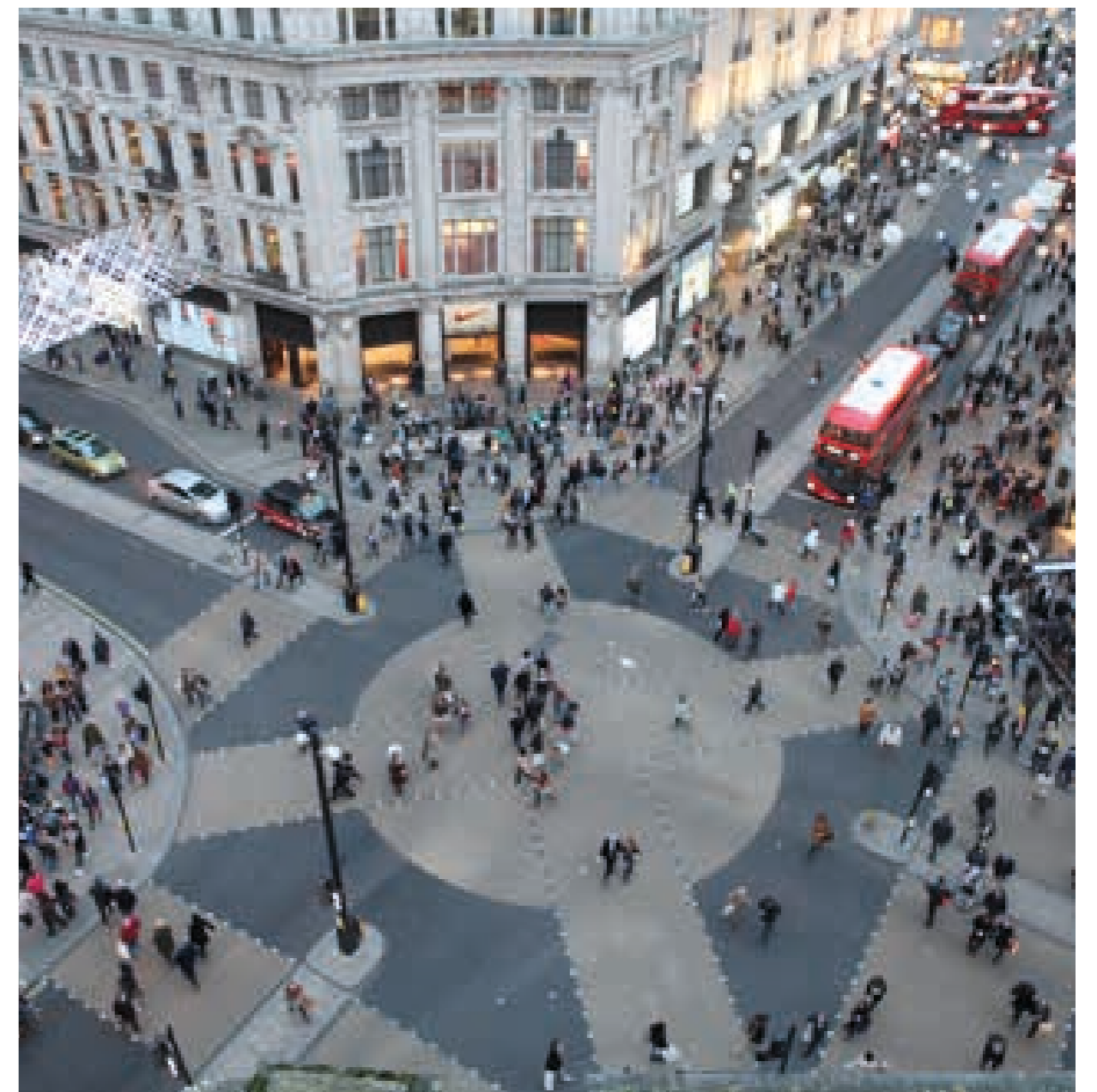


Ubu's Jubilee Square, a public realm scheme for the University of Southampton

ATKINS

MOVEMENT & SHARED SPACE

Atkins is one of the world's most respected design, engineering and project management consultancies. We build long term trusted partnerships to create a world where lives are enriched through implementation of our ideas. One of our three principal business sectors in the UK is Transportation, which provides strategic consultancy advice, as well as transportation design for local transportation, strategic highways and strategic rail markets.



Atkins' transformational Oxford Circus public realm scheme for The Crown Estate

Propernomics

PROPERTY RESEARCH

Propernomics was formed in 2010 to specialise in property research, market analysis and related economics for public and private sector clients.

- Government agencies and local authorities seek market intelligence and strategic advice on property issues for economic development, forward planning and policy making.
- Corporate clients, including occupiers and consultants, commission market research for feasibility studies, due diligence and strategic advantage.
- Developers, planning consultants and barristers seek help with changes of use, assessment of economic benefits, urban regeneration and socio-economic impacts.

Rocmor

COMMERCIAL PROPERTY AGENT

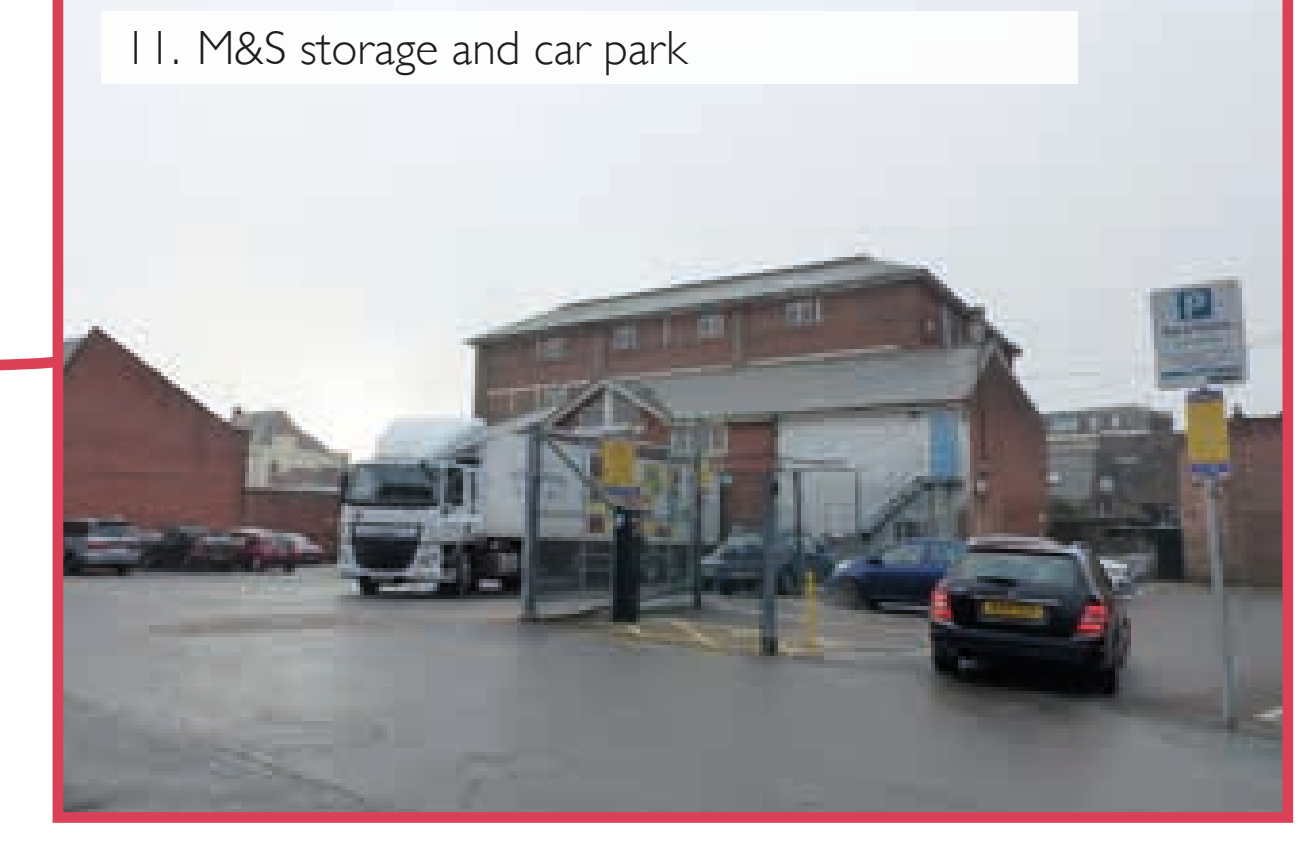
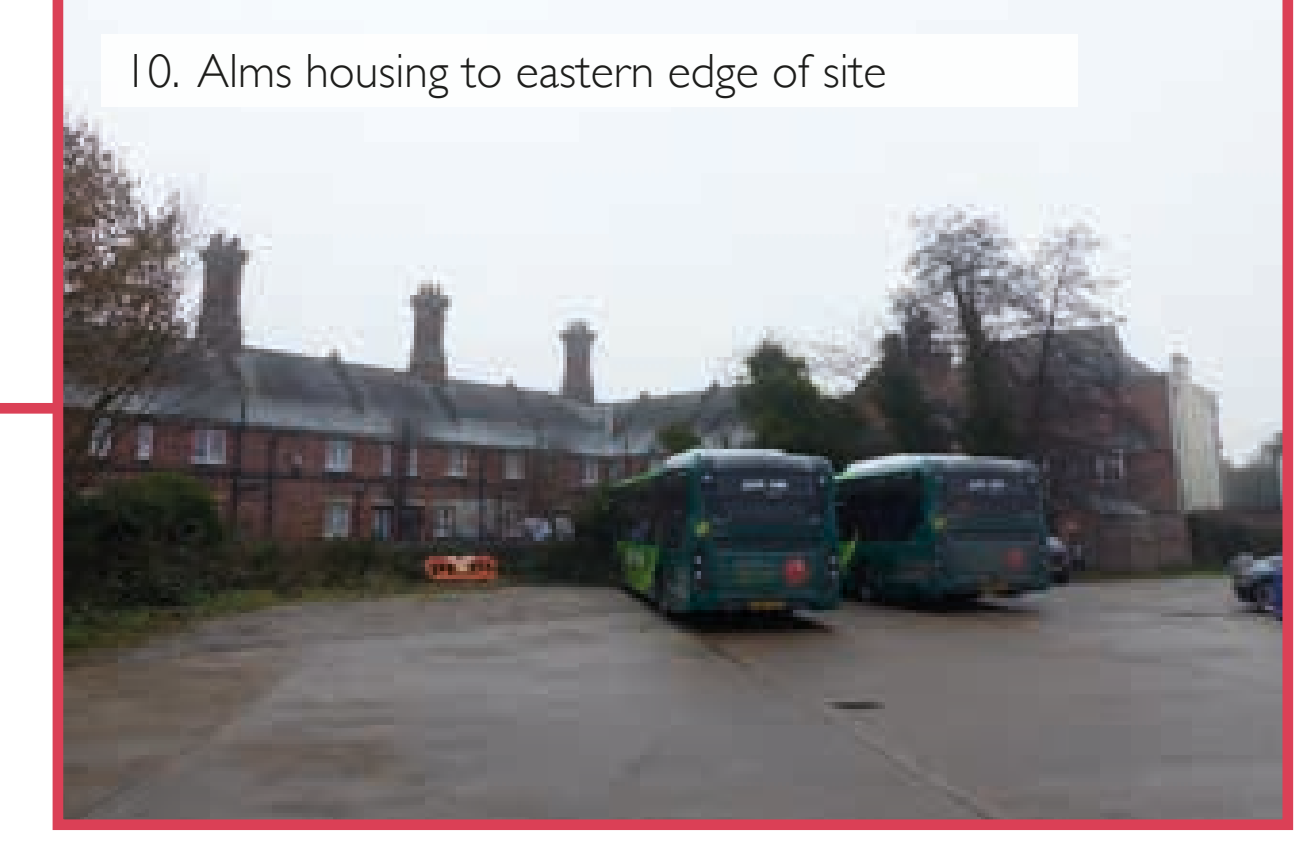
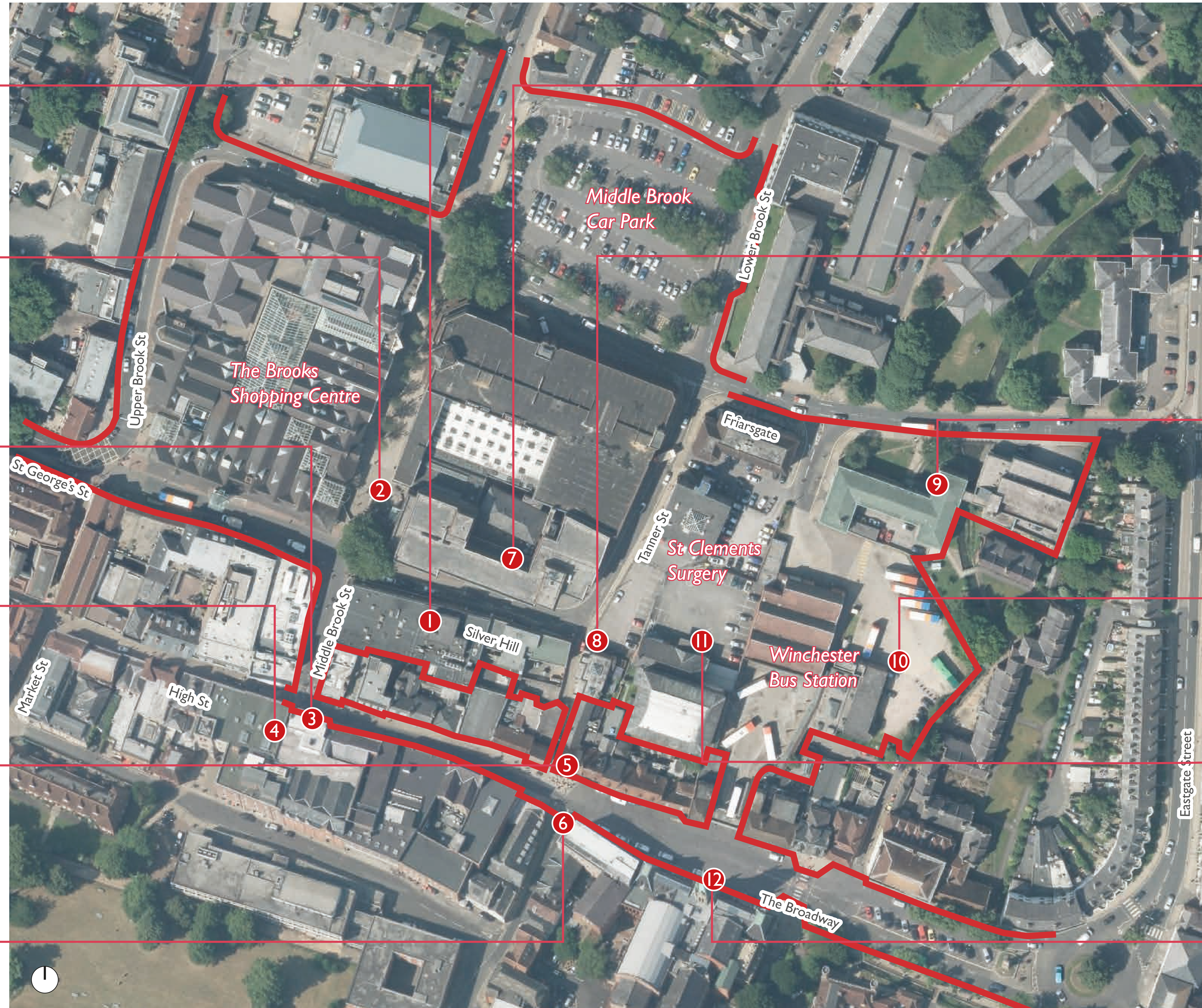
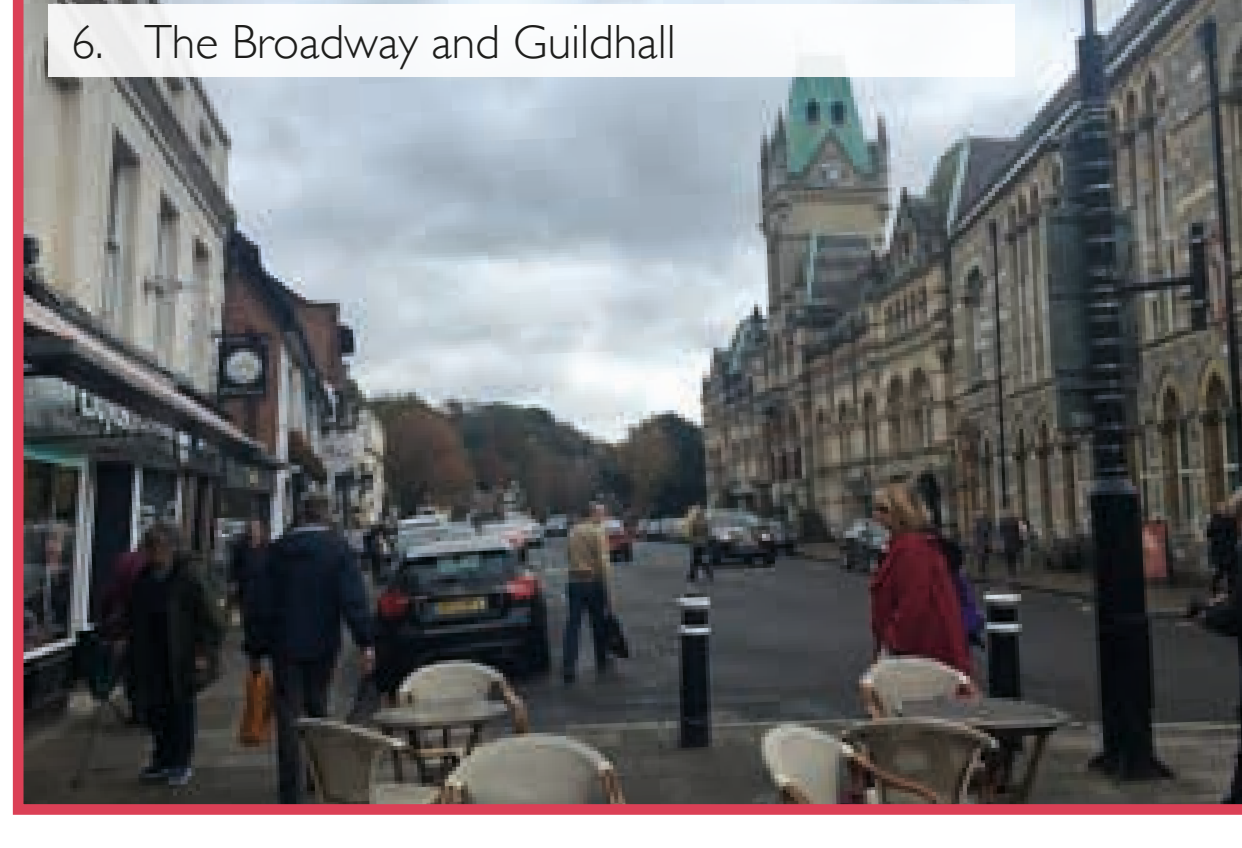
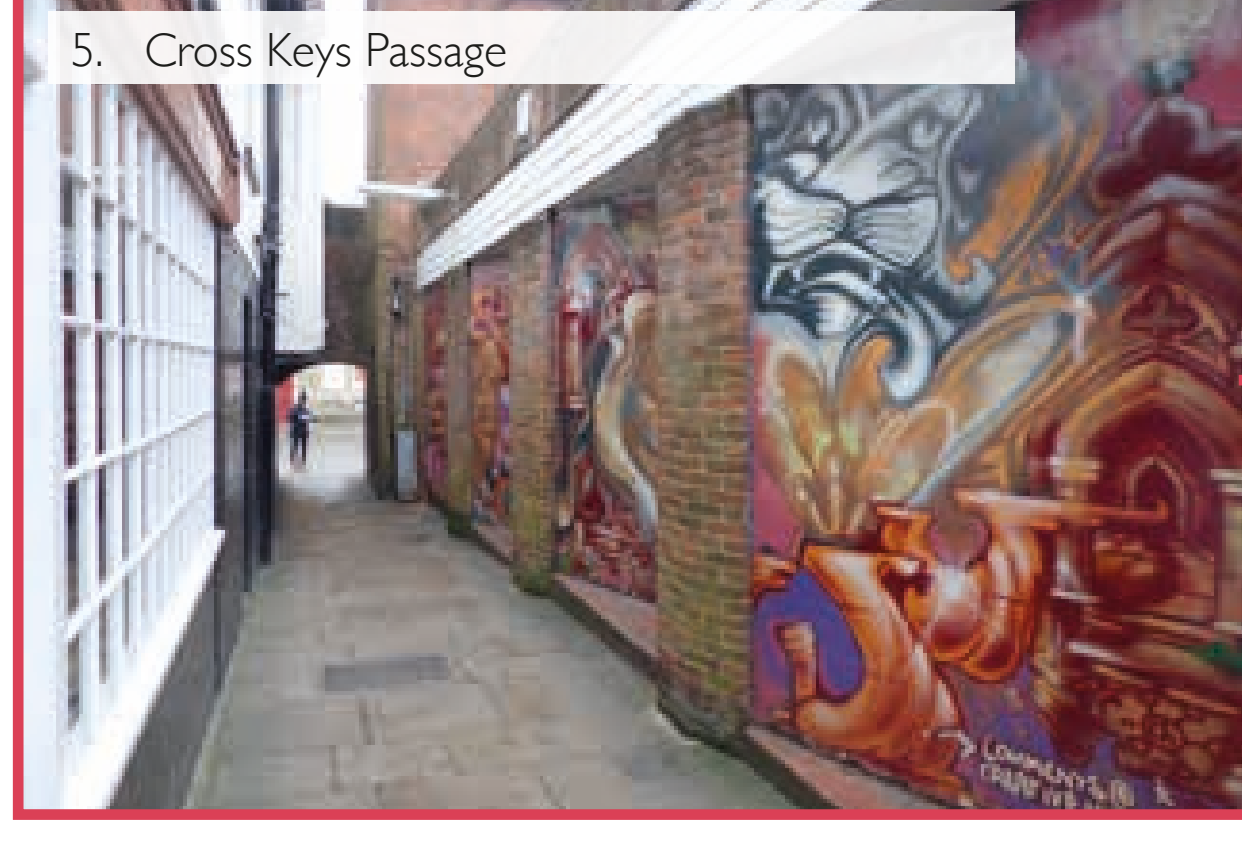
Rocmor is a niche commercial property consultancy founded in 2010 by Chris Aslin Bsc (Hons) MRICS providing high quality property advice tailored to the development sector.

**OSMOND
BROOKES**

COMMERCIAL PROPERTY AGENT

With over 40 years experience in the commercial property world, Osmond Brookes is now one of the leading retail agencies in South Hampshire, specialising in the letting, sale and acquisition of all forms of retail and leisure property.

THE STUDY AREA



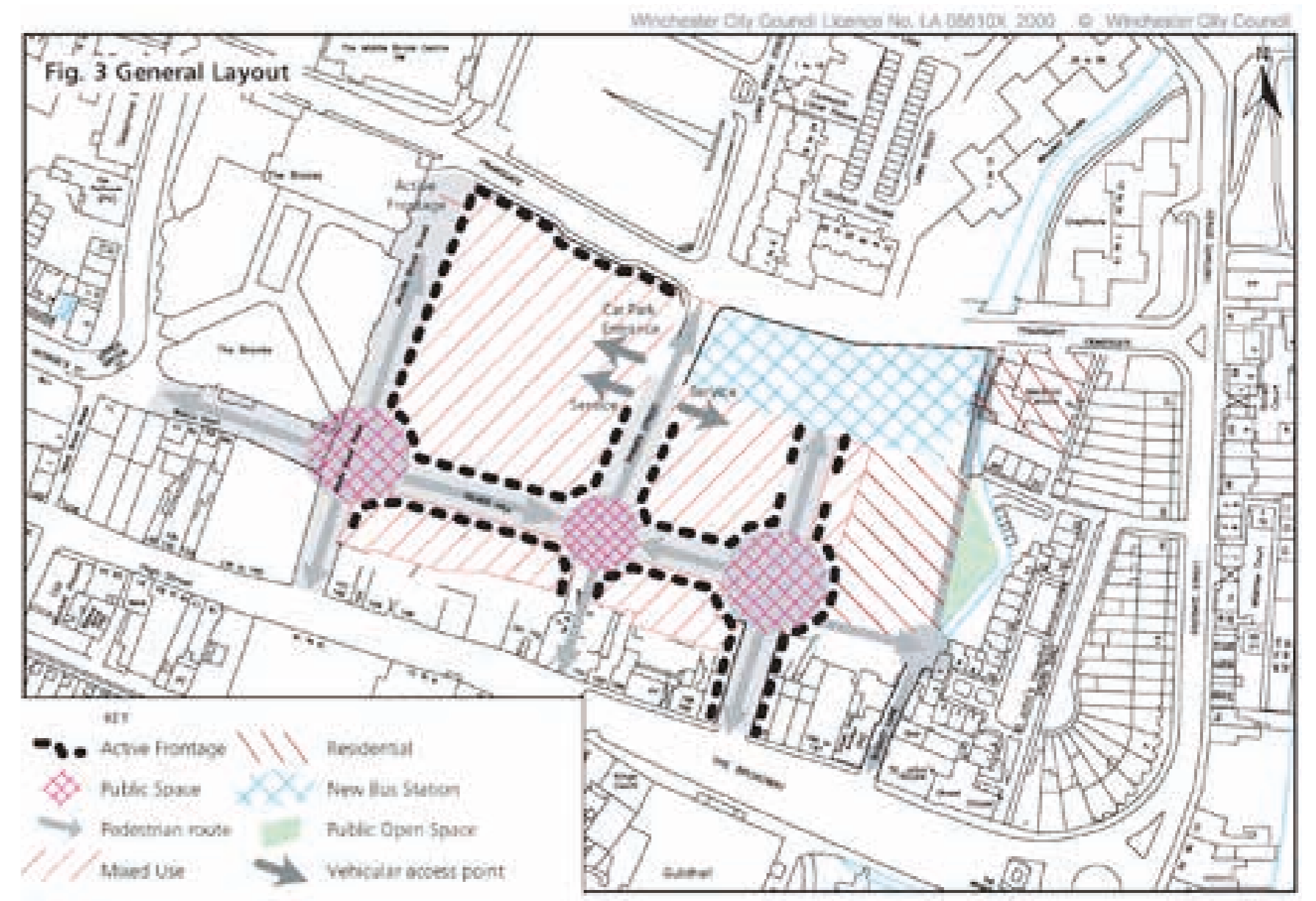
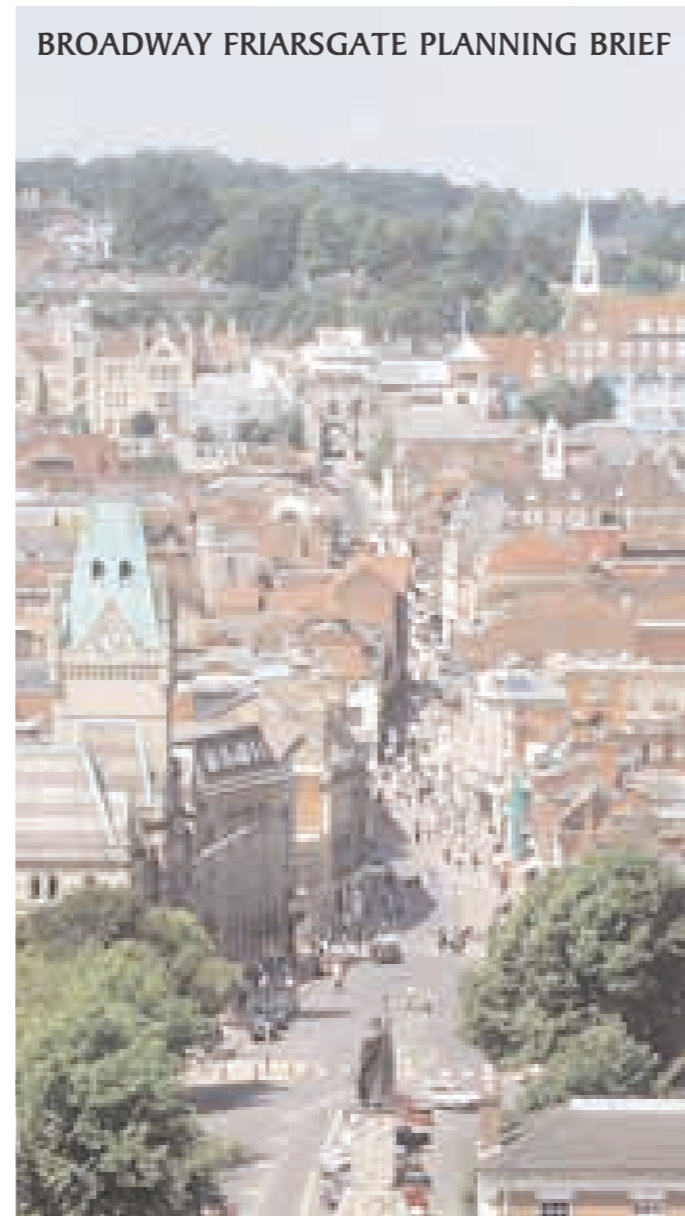
Aerial photo of central regeneration study area and surrounding context

PLANNING BACKGROUND

2003 PLANNING BRIEF

The Council's 2003 Planning Brief for the Central Winchester Regeneration Area required new development to achieve the following broad development aims and objectives:

- Image and local distinctiveness
- Appropriate urban form
- Enhanced environment
- A sustainable approach
- Involve the public

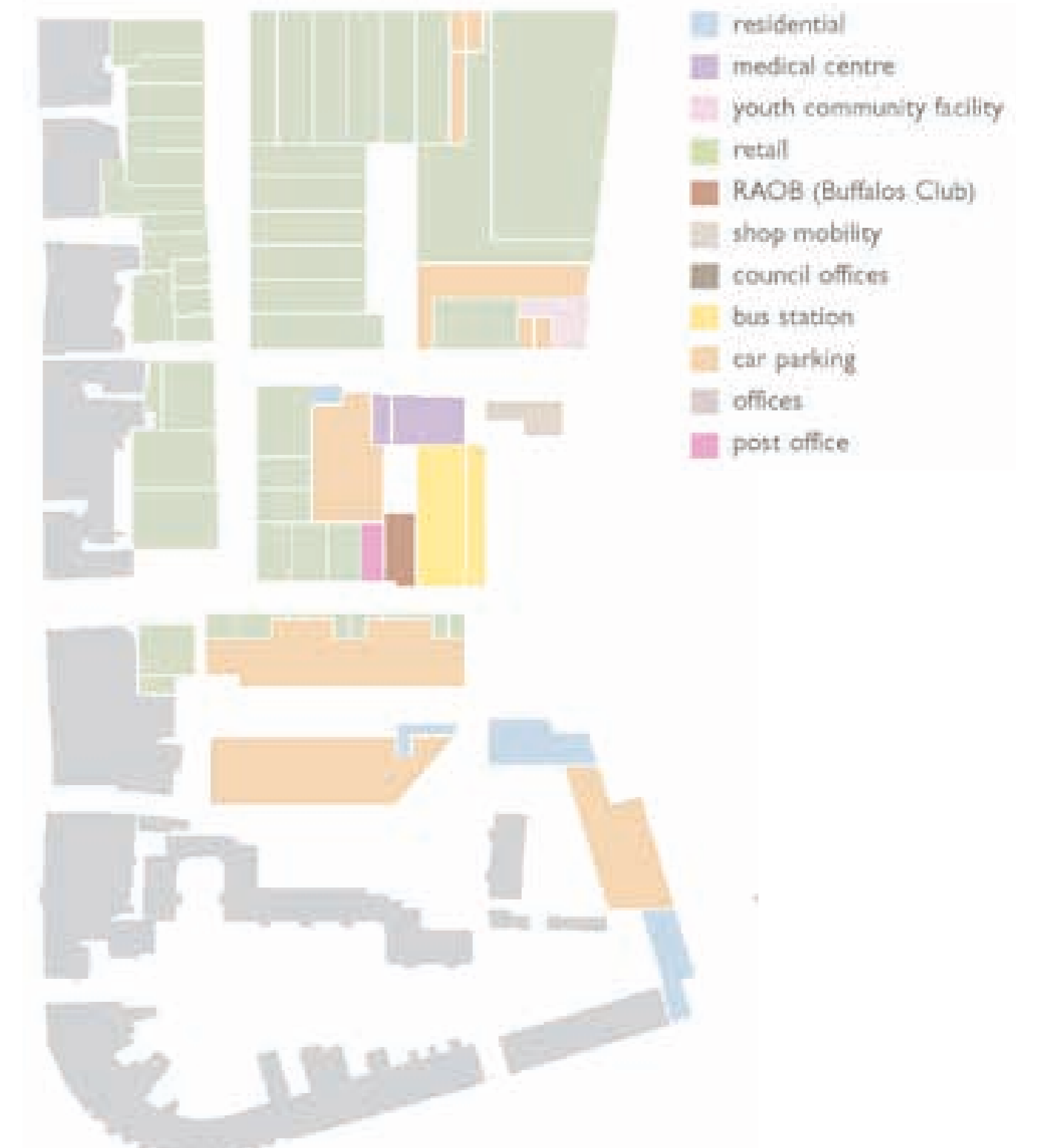
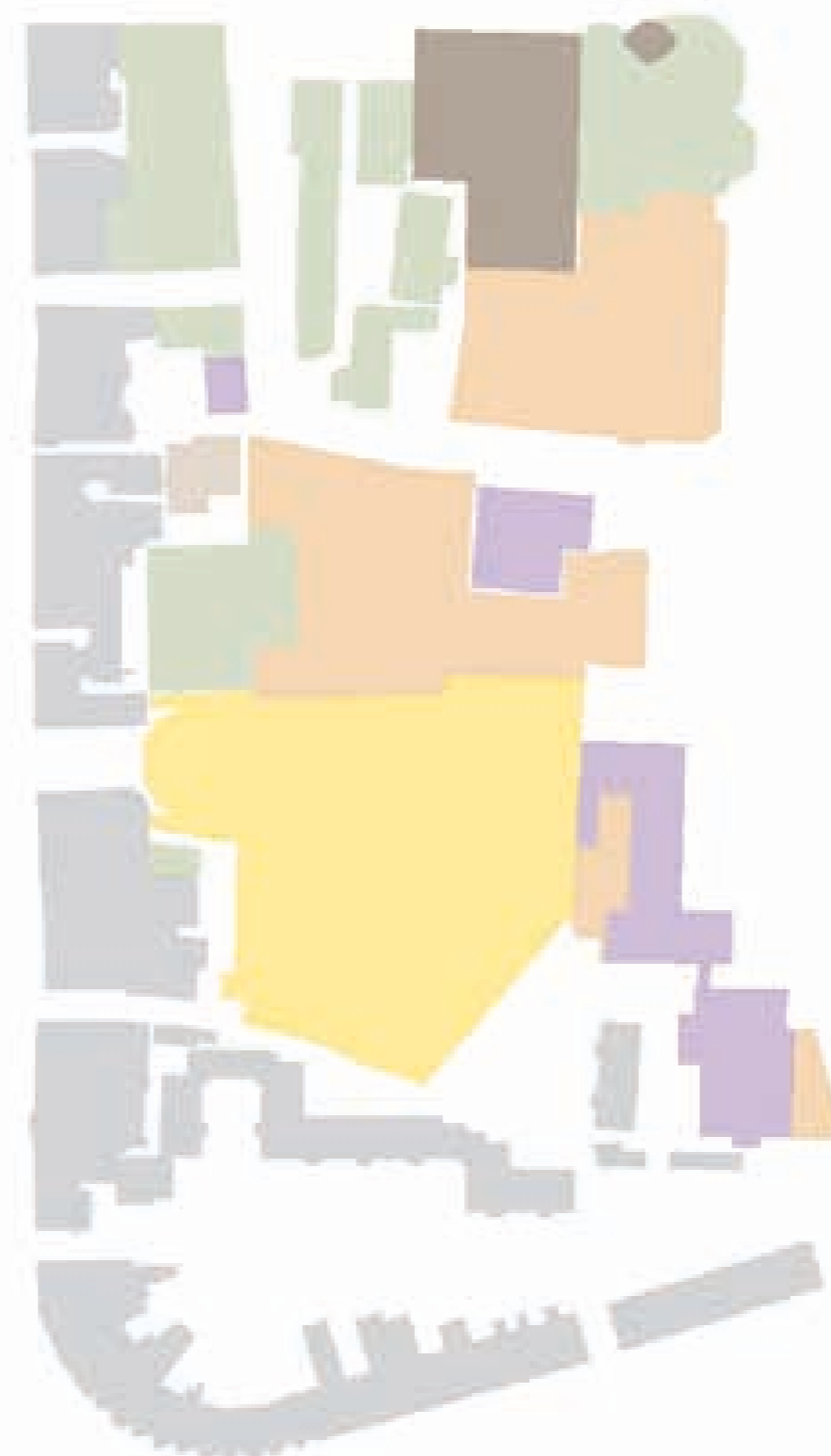


2009 PLANNING APPLICATION

Planning permission was granted in 2009 for the mixed use regeneration of the site at Silver Hill.

Key elements of the approved scheme were:

- New bus station replacing existing facility; with two way traffic on Friarsgate
- 110,000 sq.ft new retail space
- 287 residential dwellings
- 35% affordable housing
- 129 private parking spaces, 330 public parking spaces



2014 PLANNING APPLICATION

The 2014 planning application sought to expand upon the 2009 planning permission, and proposed:

- Replacing the bus station with bus stops and associated facilities along Friarsgate
- 150,000 sq.ft new retail space, with space suitable for a larger store of up to 60,000 sq.ft
- 184 residential dwellings
- Off-site provision of affordable housing (up to 40%)
- 180 private parking spaces, 279 public parking spaces
- Including two replacement buildings on the High Street



Computer generated images of the 2014 scheme



2014 proposed masterplan model

COMMUNITY ENGAGEMENT PROCESS

JANUARY 2017



INTRODUCTORY MEETINGS

Central Winchester Regeneration Group and Winchester Town Forum

10 FEBRUARY 2017



STAKEHOLDER MEETINGS & COMMUNITY PLANNING WEEKEND LAUNCH

Collaborative Planning Process Launch in
Central Winchester with invited stakeholders

5-10 MARCH 2017



COMMUNITY PLANNING ROADSHOWS

Sunday 5 March, Winchester Sunday Market
Thursday 9 March, Alresford and Winchester Station
Friday 10 March, Winchester Station and Bishop's Waltham

MARCH 2017



COMMUNITY OUTREACH

Meetings with stakeholders, community groups and individuals
Schools and young people workshops

24/25 MARCH 2017



CENTRAL WINCHESTER REGENERATION COMMUNITY PLANNING WEEKEND

Walkabouts, workshops and hand-on planning to create
a Vision for Central Winchester

4 APRIL 2017



REPORT BACK PRESENTATION

APRIL - JUNE 2017



PRODUCTION OF DRAFT SPD

Further community participation and submission to WCC

JULY - SEPT 2017



ADOPTION OF SPD

Consultation on draft SPD and adoption by WCC

KEY VIEWS

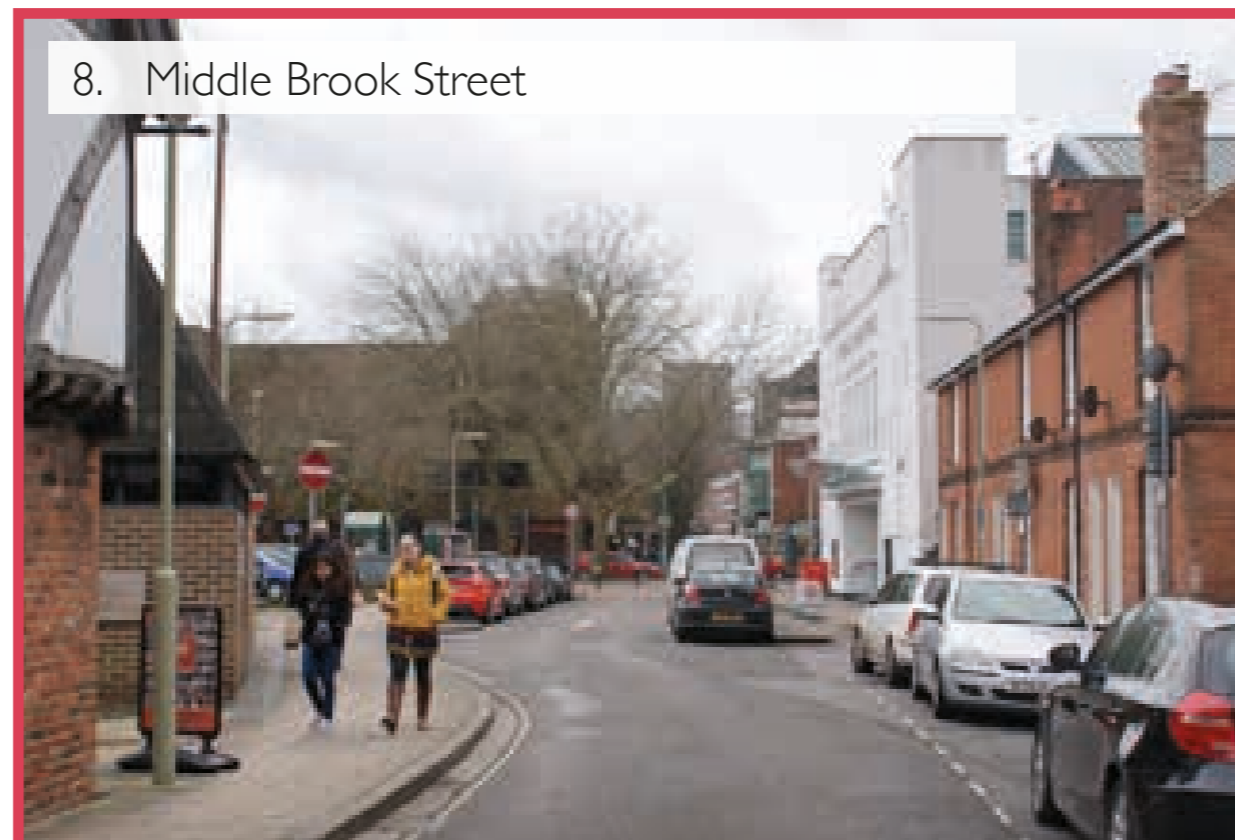
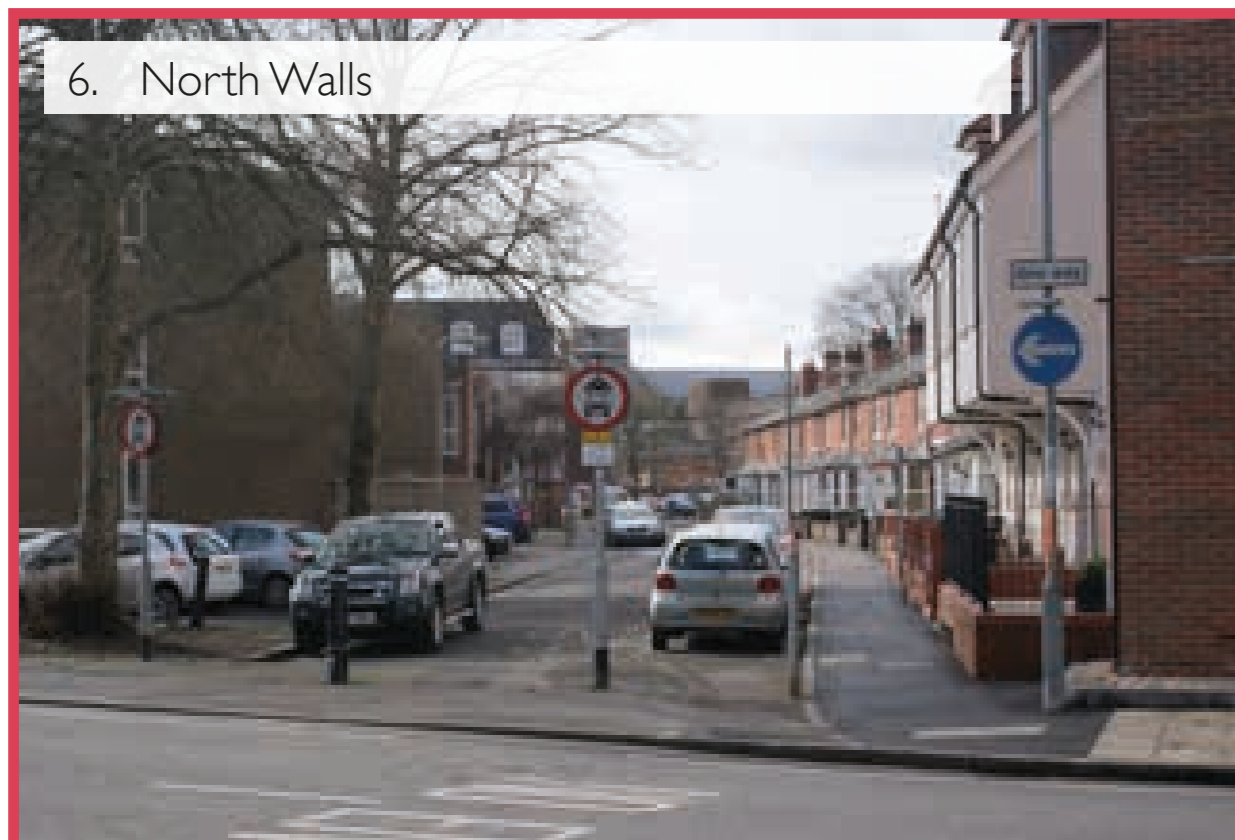
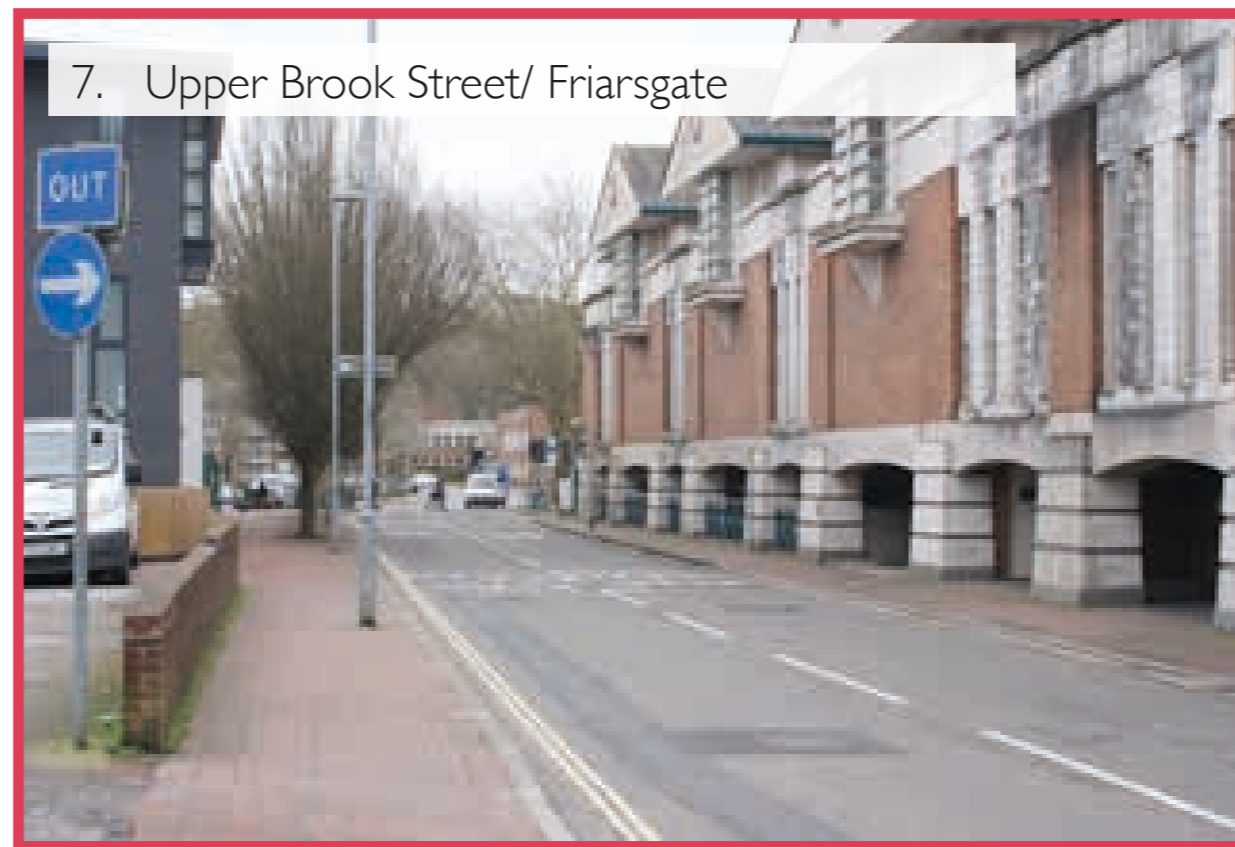
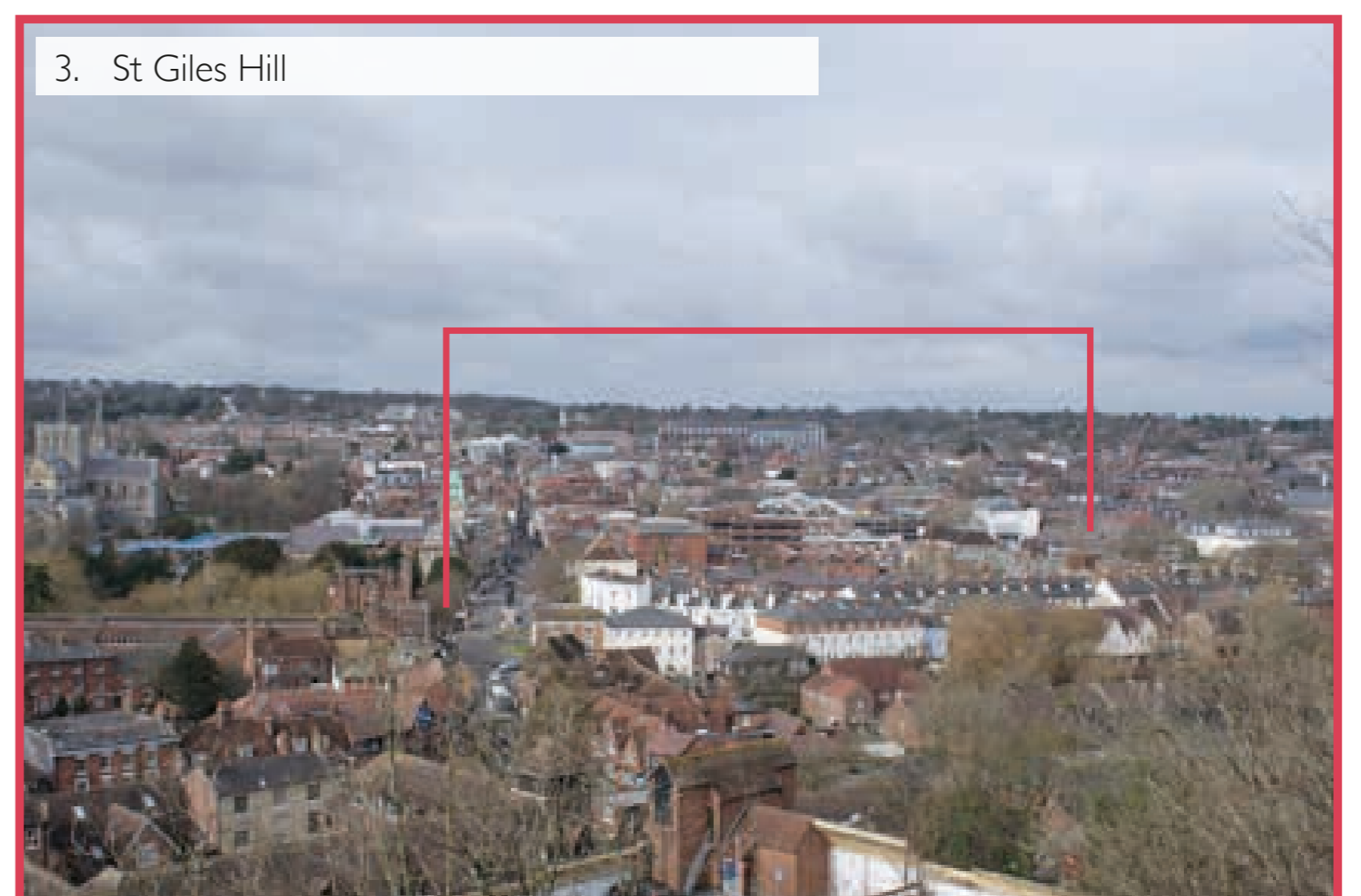
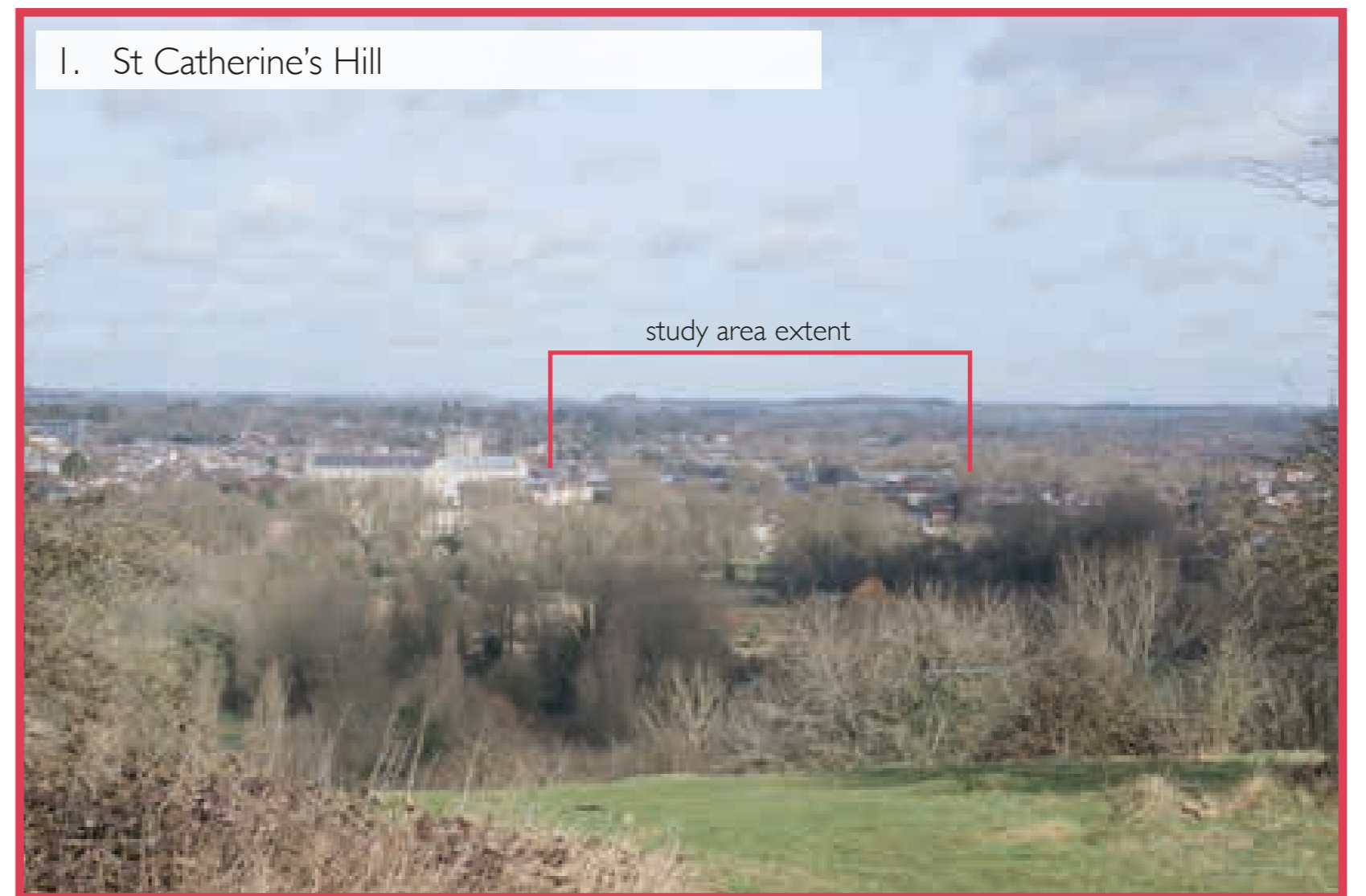
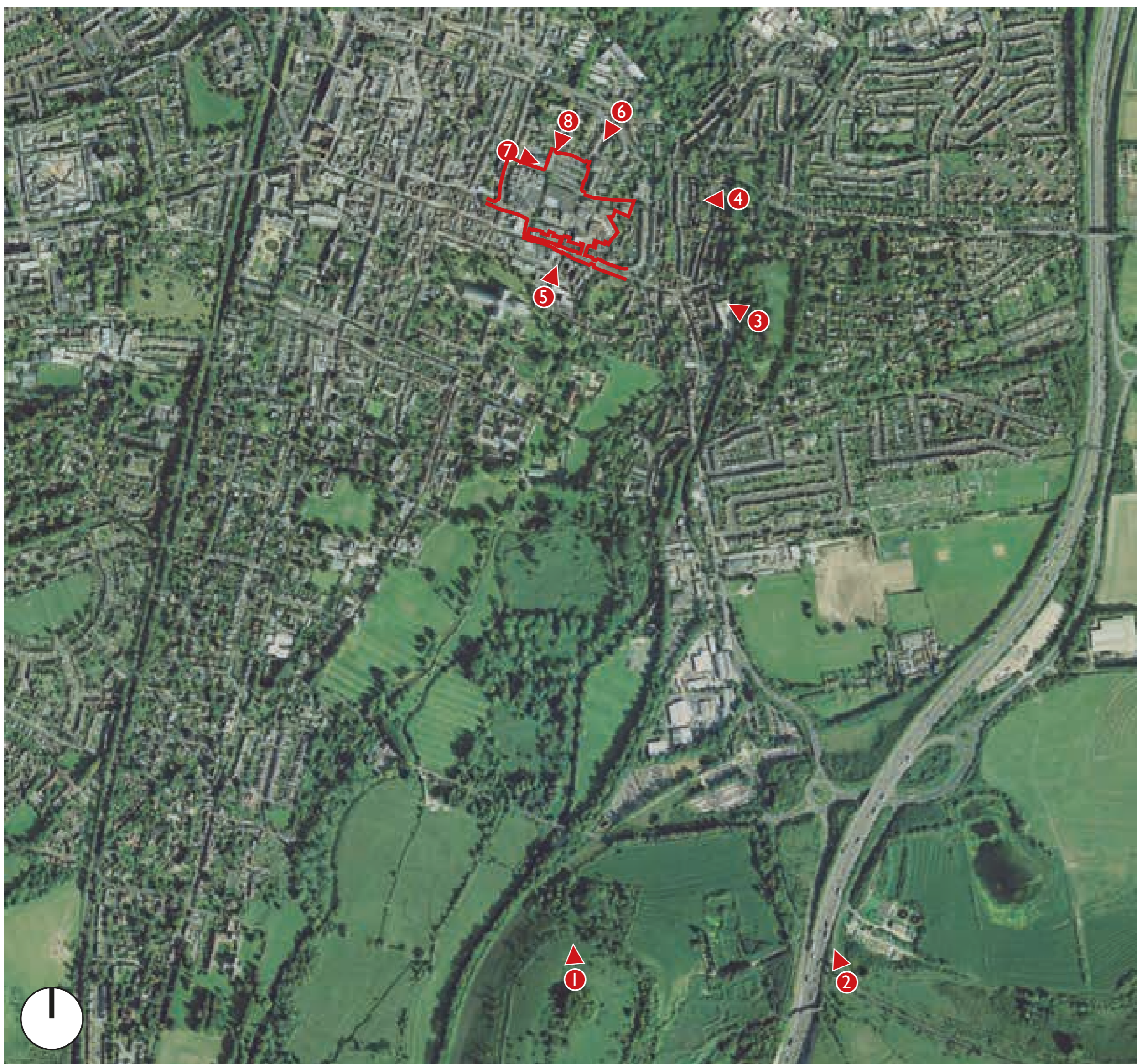
Key views towards the Central Winchester SPD study area include views identified in the 2014 planning application (Views 1-6) and views within the study area identified within the Council's 2003 Planning Brief.

LONG VIEWS

In long views towards the study area, the upper floors and roofscape of the site will be visible alongside the existing townscape.

SHORT RANGE VIEWS

Short range views from streets connecting into the study area reveal parts of the site or frame views towards landmarks such as the cathedral.

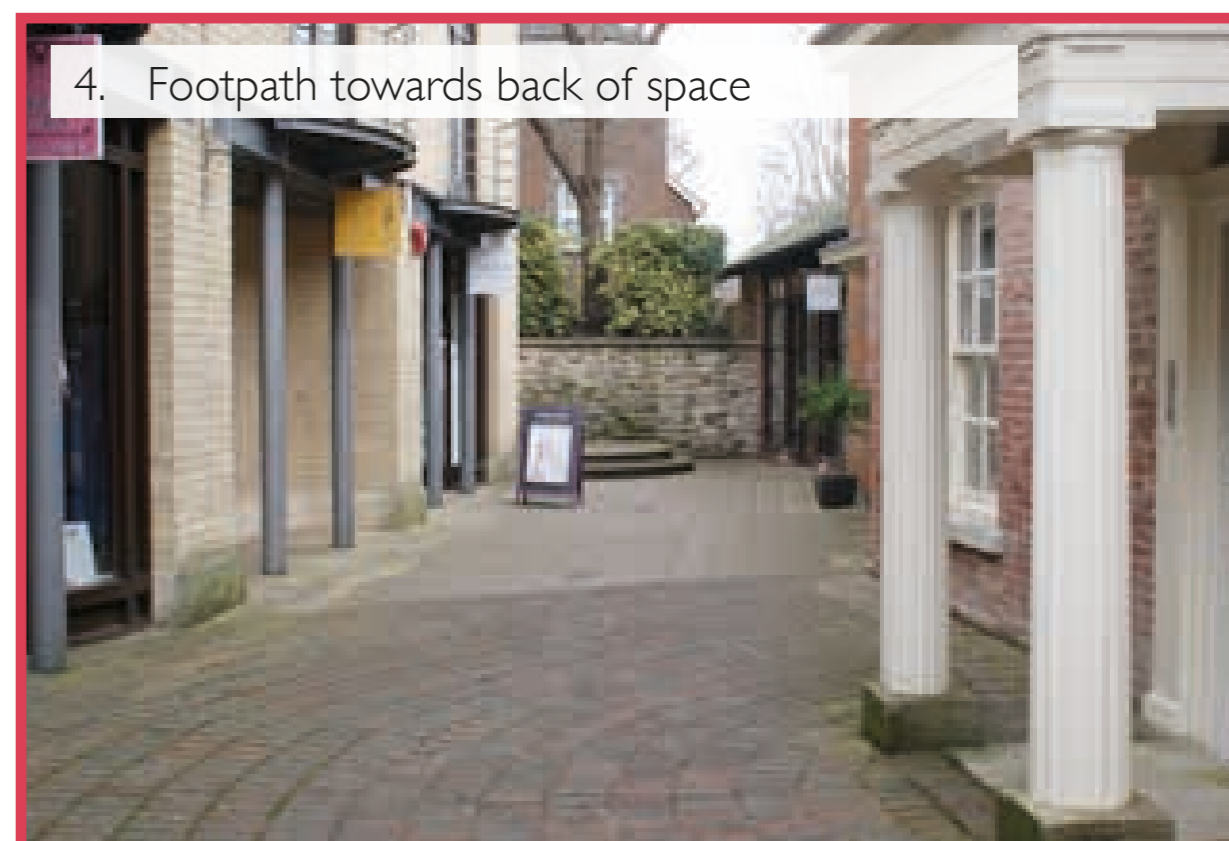
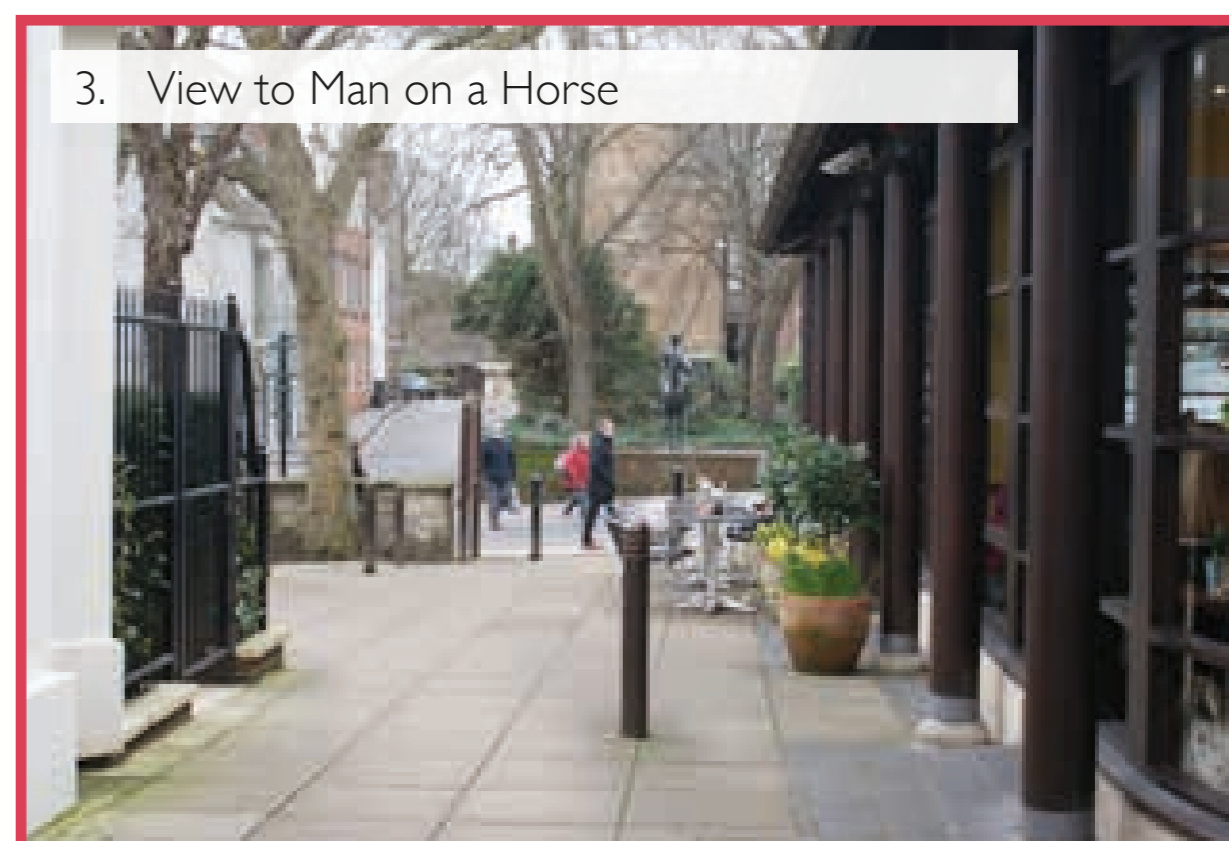


TYPICAL WINCHESTER SPACES

A QUIETER SPACE

WALCOTE PLACE

- Listed buildings alongside contemporary architecture.
- Buildings enclosing space are up to 3 storeys.
- Large mature trees help to enclose the spaces.
- Footpath route connects through the space.
- High quality, subtle public art.
- Outdoor cafe seating.



CITY CORE

BUTTERCROSS & THE SQUARE

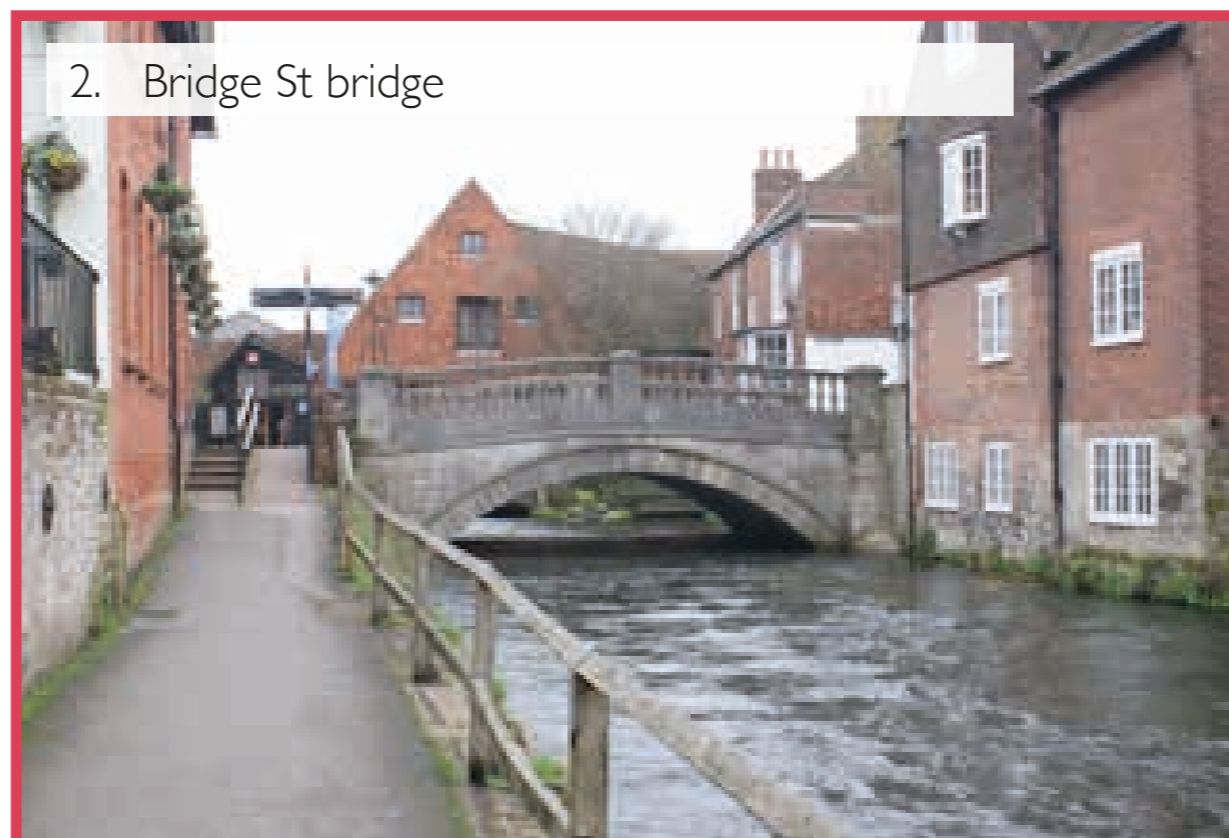
- Restricted views lead through a sequence of intimate spaces.
- Narrow passageway opens into intimate space and on to The Square.
- Buildings enclosing spaces are up to 3.5 storeys.
- Outdoor cafe seating.
- Trees provide a backdrop to The Square.
- High quality paving.



WATERSIDE

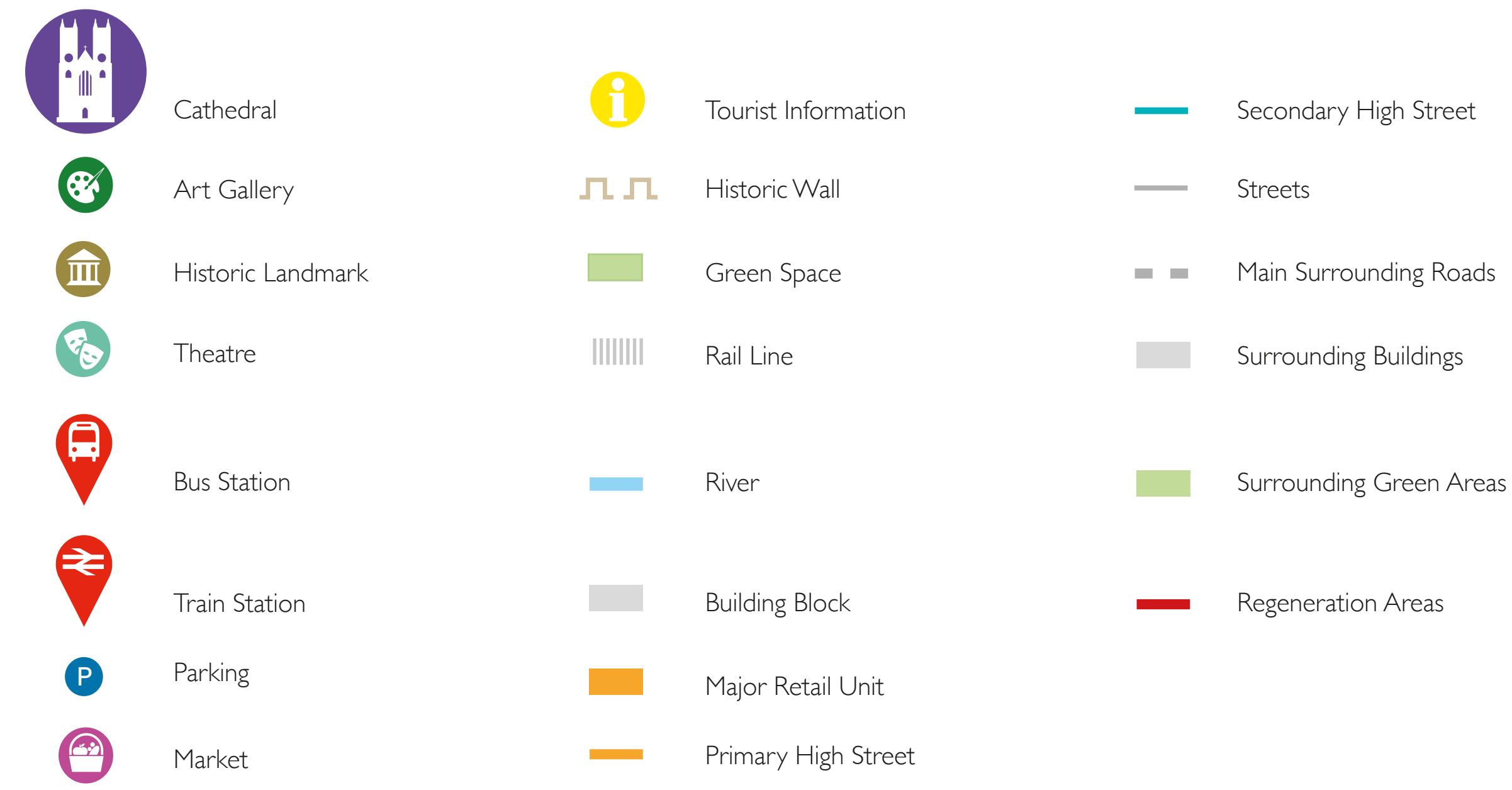
BRIDGE STREET & THE WEIRS

- Buildings generally have side elevations towards the water, or occasionally bridge over the river.
- Buildings alongside river up to 3.5 storeys.
- Footpath runs along the waterside.
- Bridge over river with open stone parapet walls provides views to the water.
- Trees form regular features along the river.
- Secluded pocket park connected by steps to the waterfront.



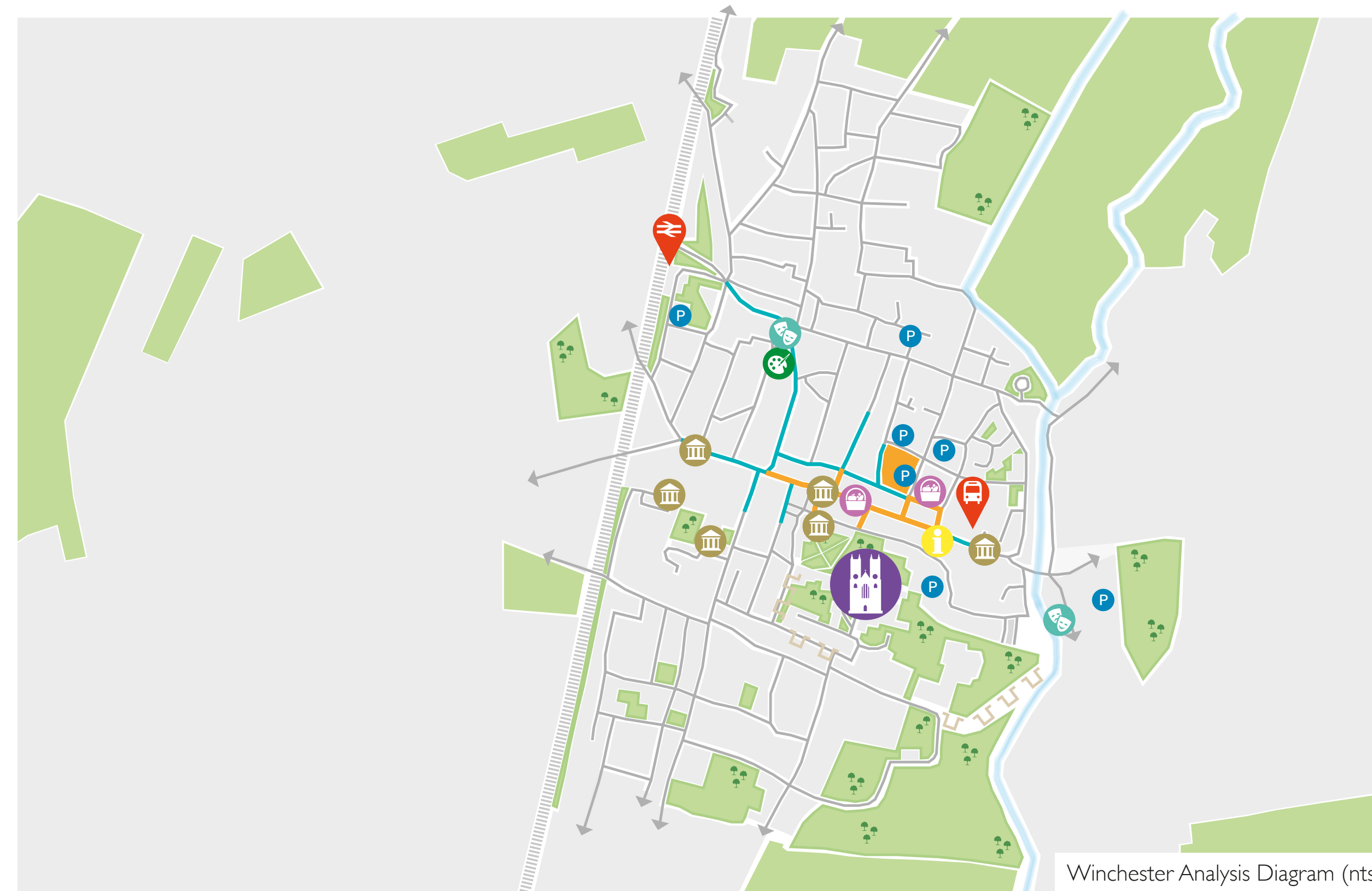
LAND USE

These diagrams illustrate the range of different cultural opportunities found in Winchester and a range of similar sized cathedral towns. The number and location of key land uses are indicated, allowing useful comparisons to be made between Winchester and Chester, Salisbury, Chichester and Canterbury.



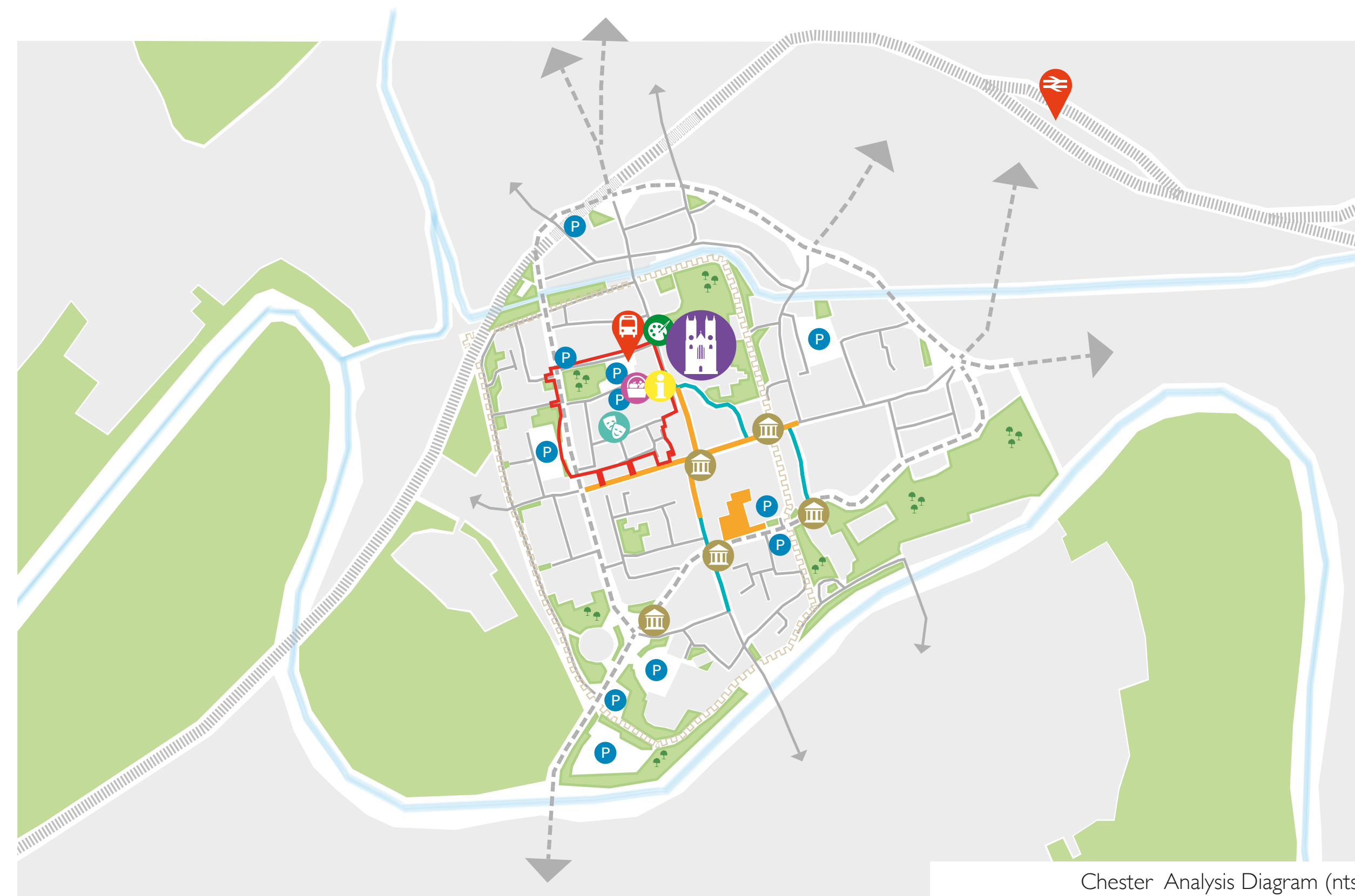
WINCHESTER

• POPULATION: 45,148 (Census 2011)



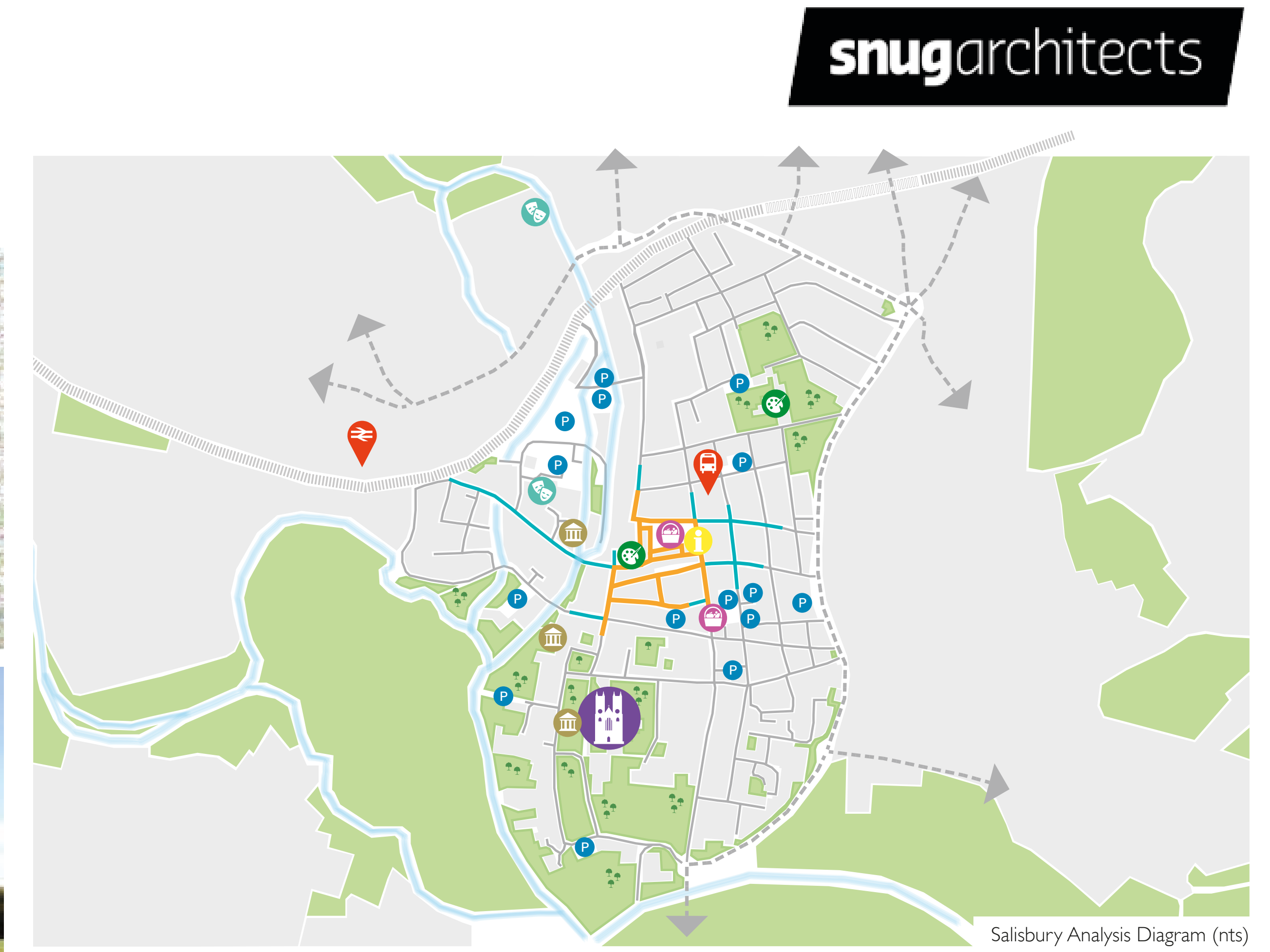
CHESTER

• POPULATION: 81,340 (Census 2011)



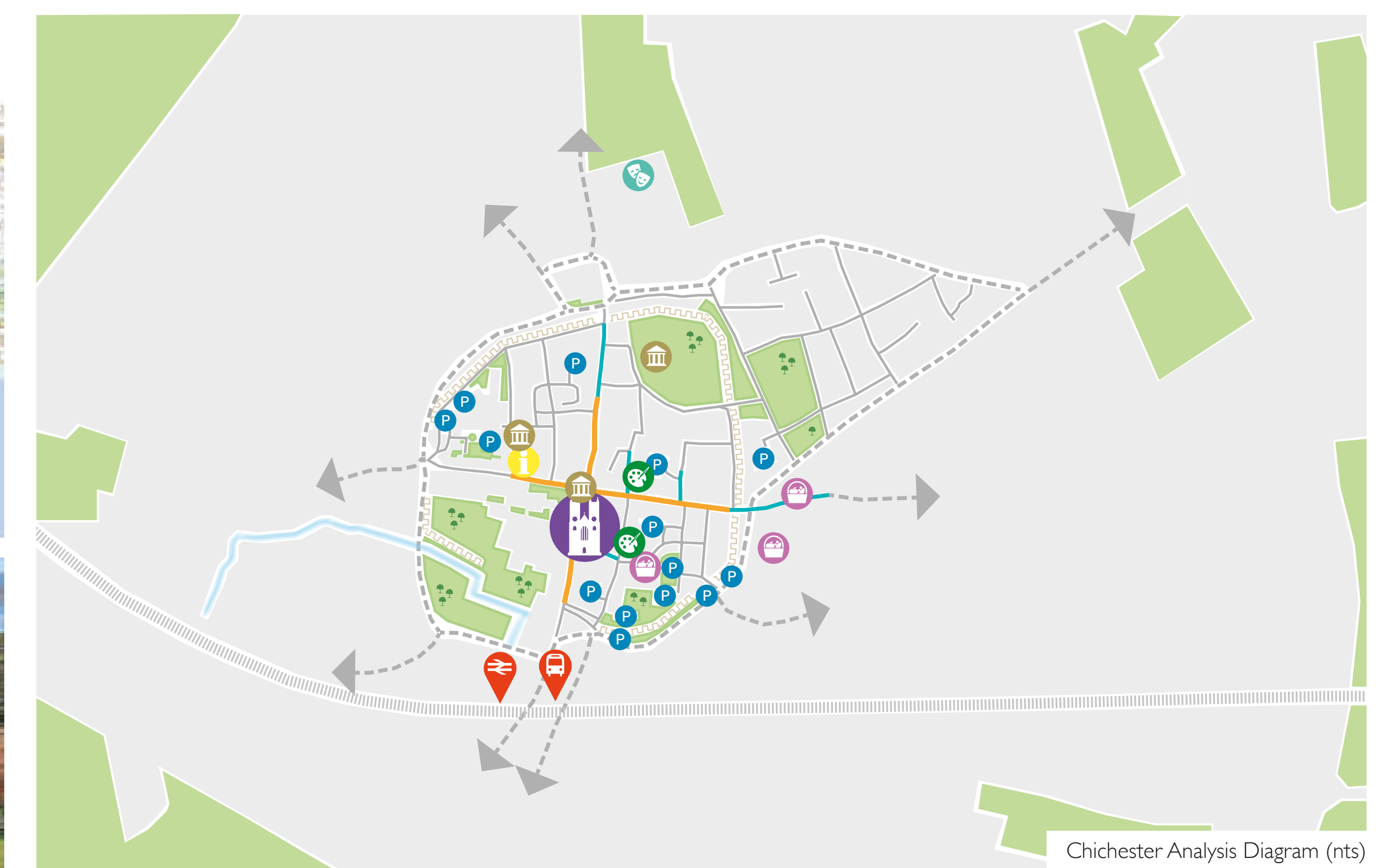
SALISBURY

• POPULATION: 40,302 (Census 2011)



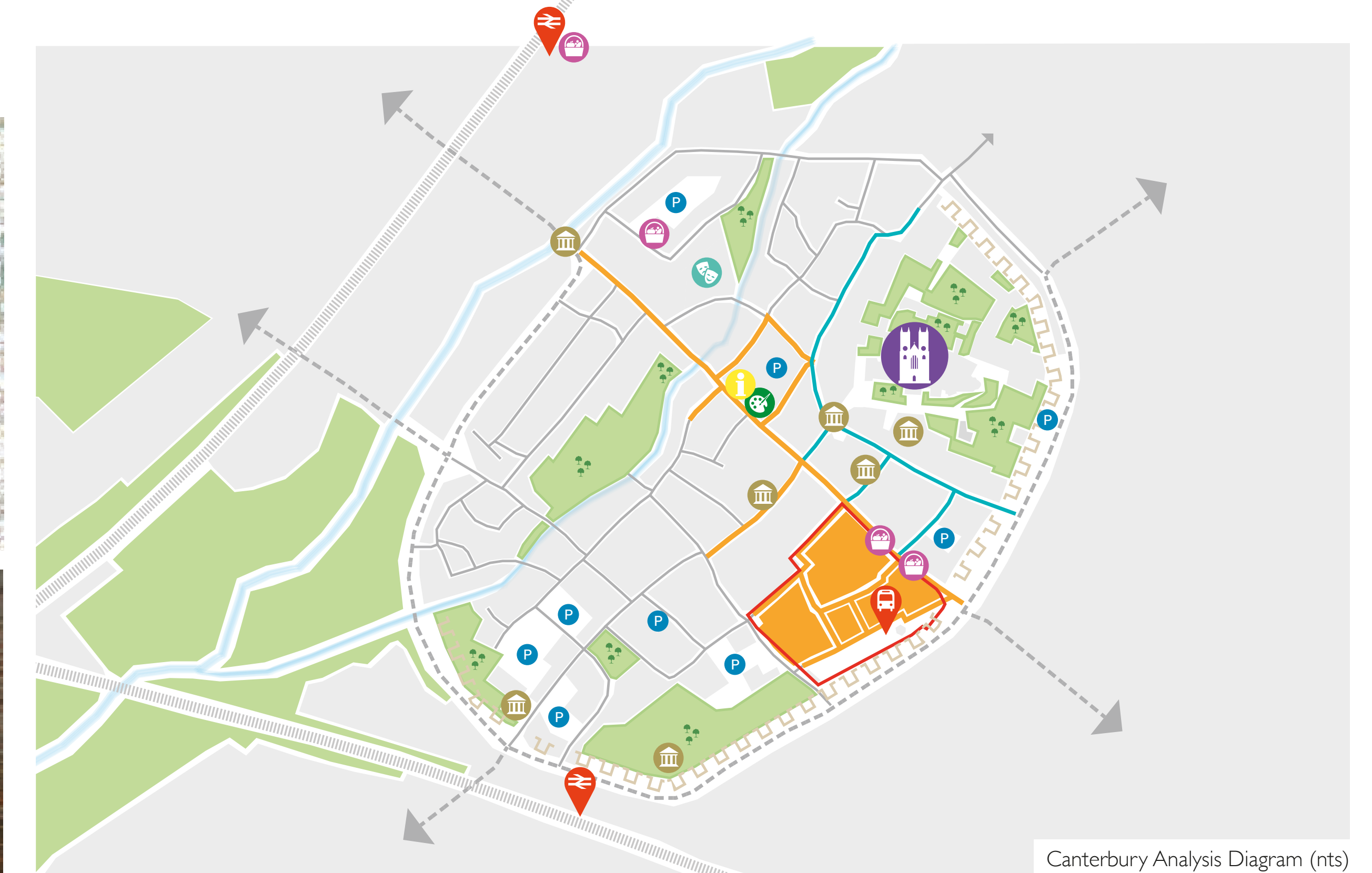
CHICHESTER

• POPULATION: 26,795 (Census 2011)



CANTERBURY

• POPULATION: 55,240 (Census 2011)





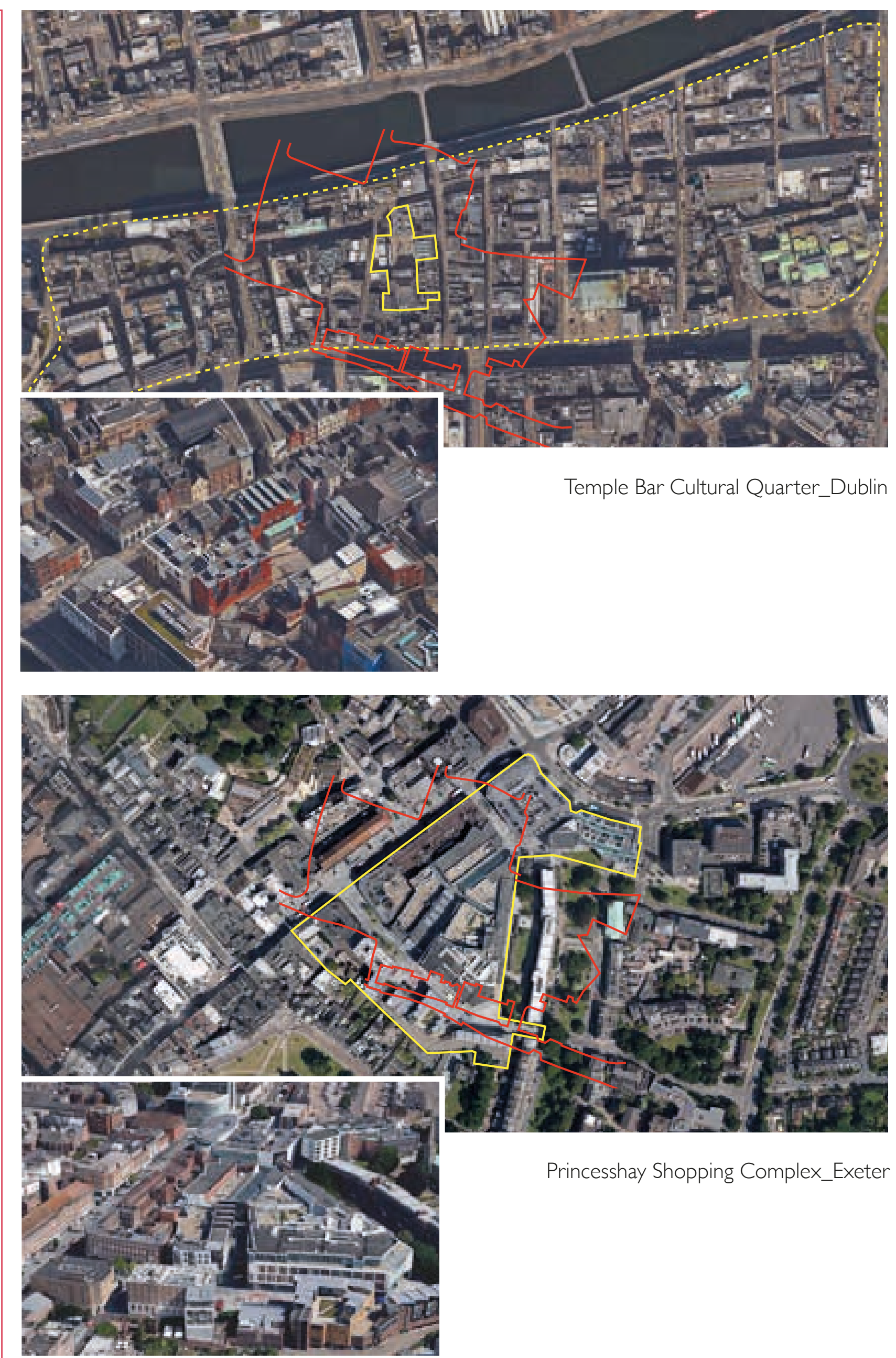
SCALE COMPARISONS

It is important to understand the scale of the site and how this compares to other, well known locations. These diagrams illustrate how the site compares to well known neighbourhoods and building typologies, with similar uses and scale to those that might be considered for the site. Also indicated are long sections through both the site and High Street, indicating the height of buildings in the city centre. Together, these help to inform what scale of development might be appropriate on the site.

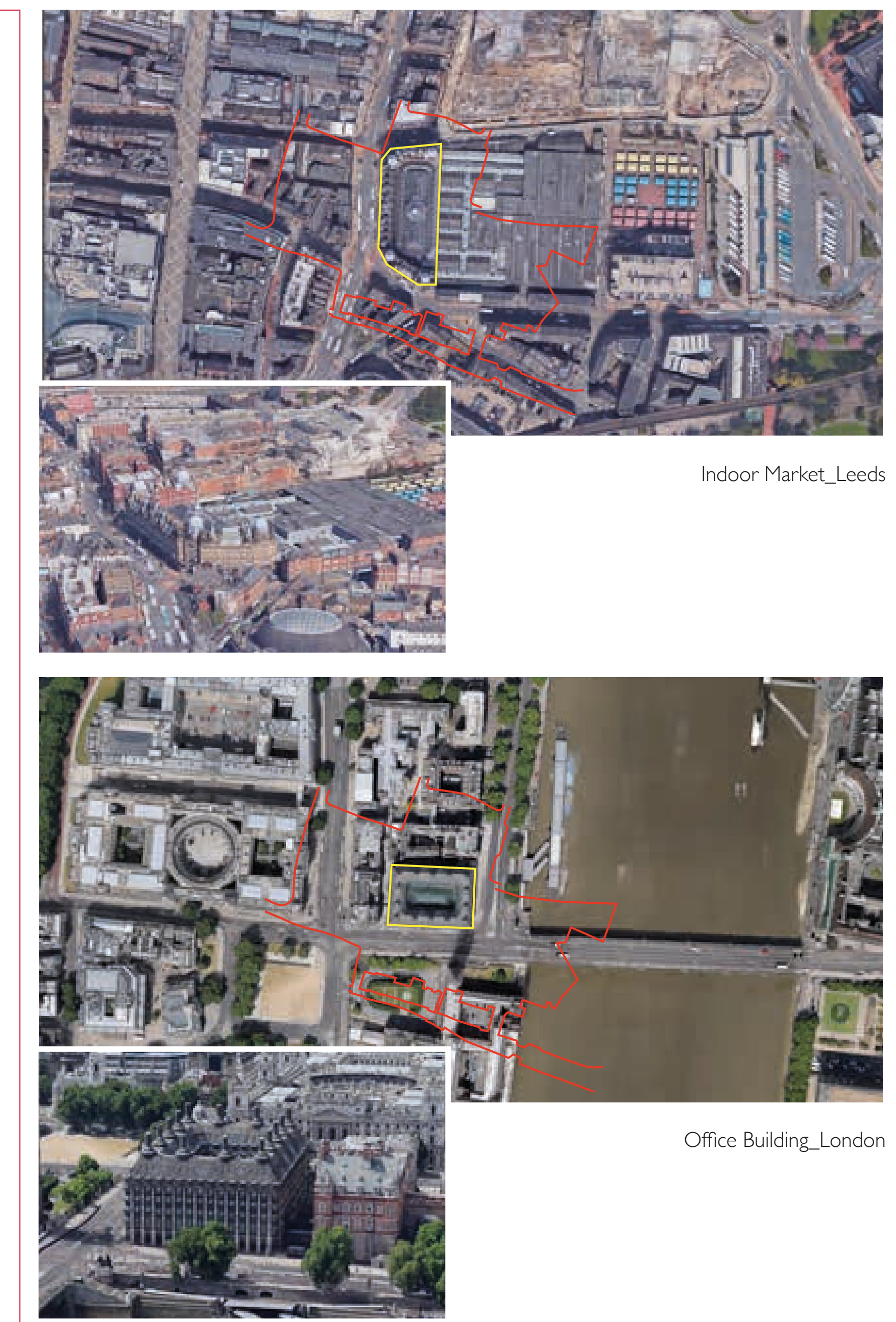
THE SITE



NEIGHBOURHOOD



PERIMETER BLOCK



COMPONENTS



SITE SECTIONS

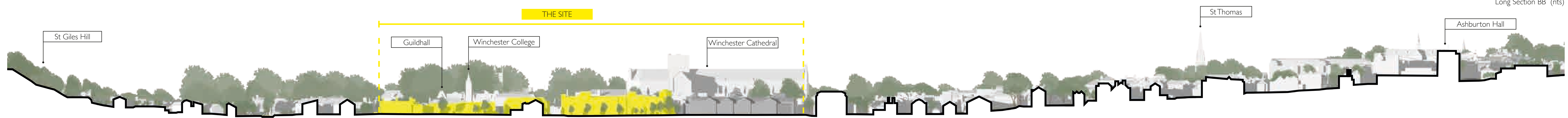
AA



BB



CC



GENERAL TRANSPORT

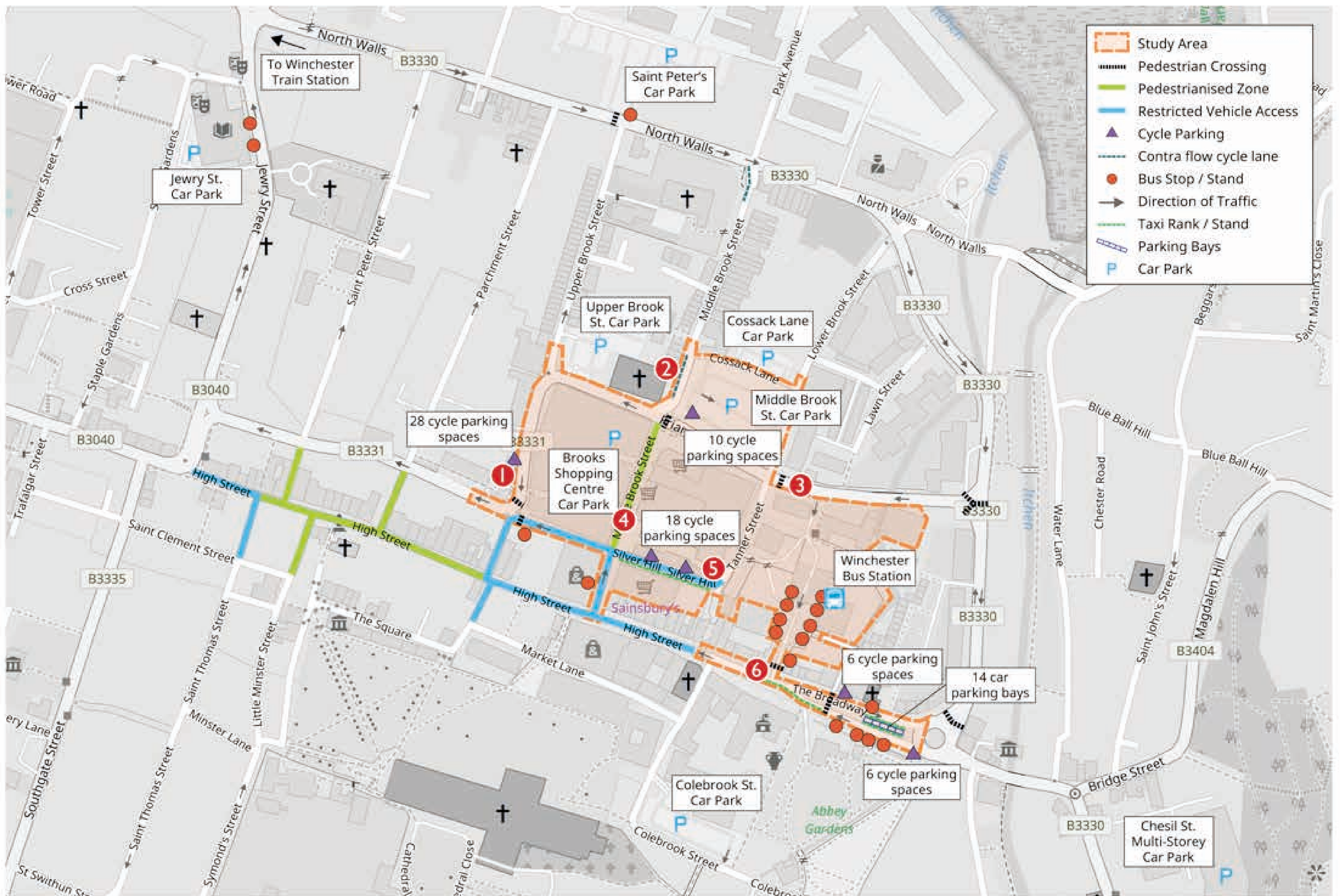
ATKINS



There are approximately 70 on street cycle parking spaces within the study area although some areas are underutilised.

There are limited facilities for cyclists and those that exist like the Middle Brook Street cycle lane are isolated, not forming part of a safe and comprehensive network.

The one-way system is 'efficient' in terms of traffic capacity but can involve long or convoluted access routes. It can be unattractive and intimidating for pedestrians and cyclists with a limited number of crossing points.



Significant pedestrian priority areas provide refuge from vehicles and associated air and noise pollution as well as providing an appropriate setting for the High Street.

Silver Hill and other connecting streets have a back street 'feel' and incorporate accesses for servicing and deliveries.

The Broadway presents a significant expanse of carriageway which is not easy to cross and does not provide an appropriate setting for the Guildhall.

PUBLIC TRANSPORT

ATKINS



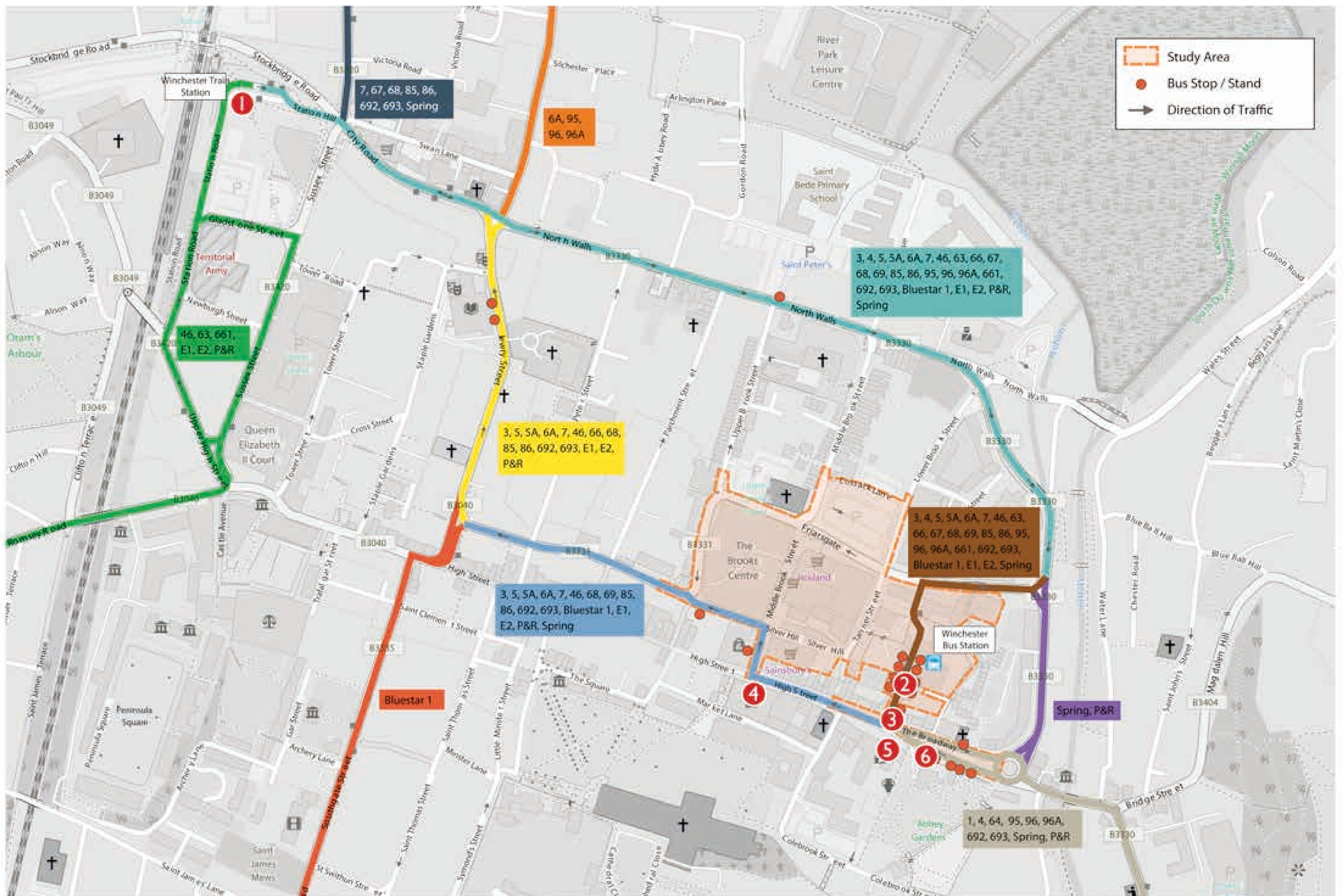
South West Trains and Cross Country services to London, Weymouth, Portsmouth Harbour, Newcastle and Manchester (and others) are available at Winchester Station where buses also call at the stops on the forecourt.



The bus station has a 'tired' and dated appearance.



The bus station is not 'pedestrian friendly' with lengths of guardrail giving enclosed and narrow footways with no dropped kerbs or tactile paving.



Buses queuing at the stop outside M&S and turning from the High Street conflict with pedestrians walking up and down the High Street.



Buses leaving the bus station need to give way to vehicles on The Broadway and pull forward across the pedestrian desire line / footways.



There are bus stops on The Broadway and some coaches and buses U-turn here, which together with the car parking in the centre of the carriageway, results in large areas given over to moving or stationary vehicles.