

## 6 KEYNOTE PROJECTS



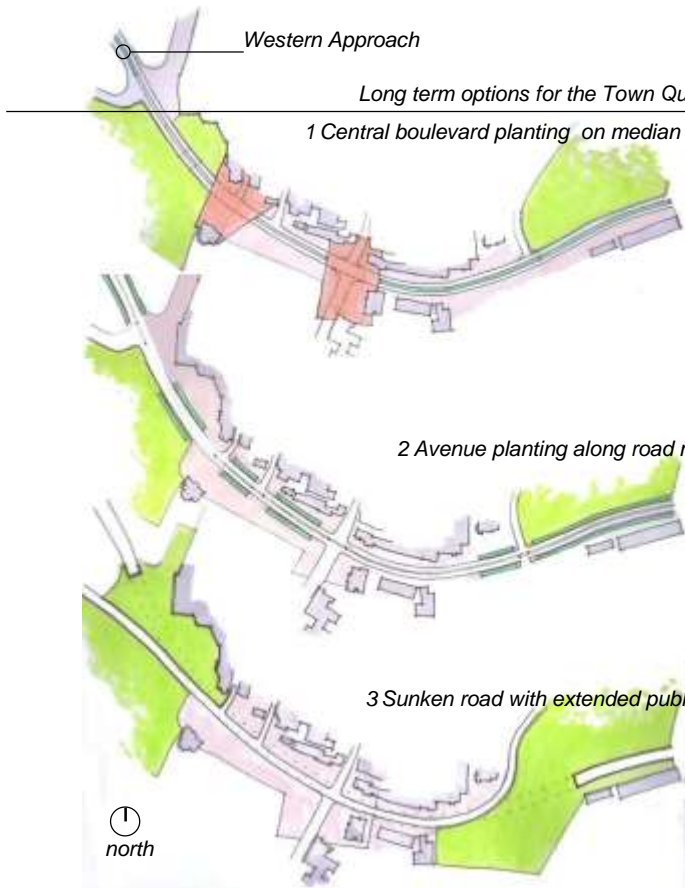
*The distribution of the keynote projects within the city centre*

A series of keynote projects are outlined for sites within the City Centre study area that are either currently identified for redevelopment or in need of significant regeneration. The projects present opportunities for both new buildings and new public spaces that should be considered as mutually important in the renaissance of the urban form.

The selected projects are:

- 1 The Central Station Environs
- 2 The Civic Centre Environs and Guildhall Square
- 3 Charlotte Place
- 4 The Above Bar Precinct and the Bargate
- 5 West Quay Phase 3
- 6 The Royal Pier and Town Quay

They have been selected to lead the implementation of the Urban Design Framework for the city. An outline development framework has been prepared for each site and a series of design opportunities are presented that illustrate the potential form that each development may take. These include opportunities to create:



- new pedestrian and vehicular gateways into the city centre;
- locations for new iconic architectural landmarks;
- improved pedestrian links across the city's core;
- strengthened connections to the Central Parks; and,
- the restructuring of the city's relationship with its greatest asset, the waterfront.

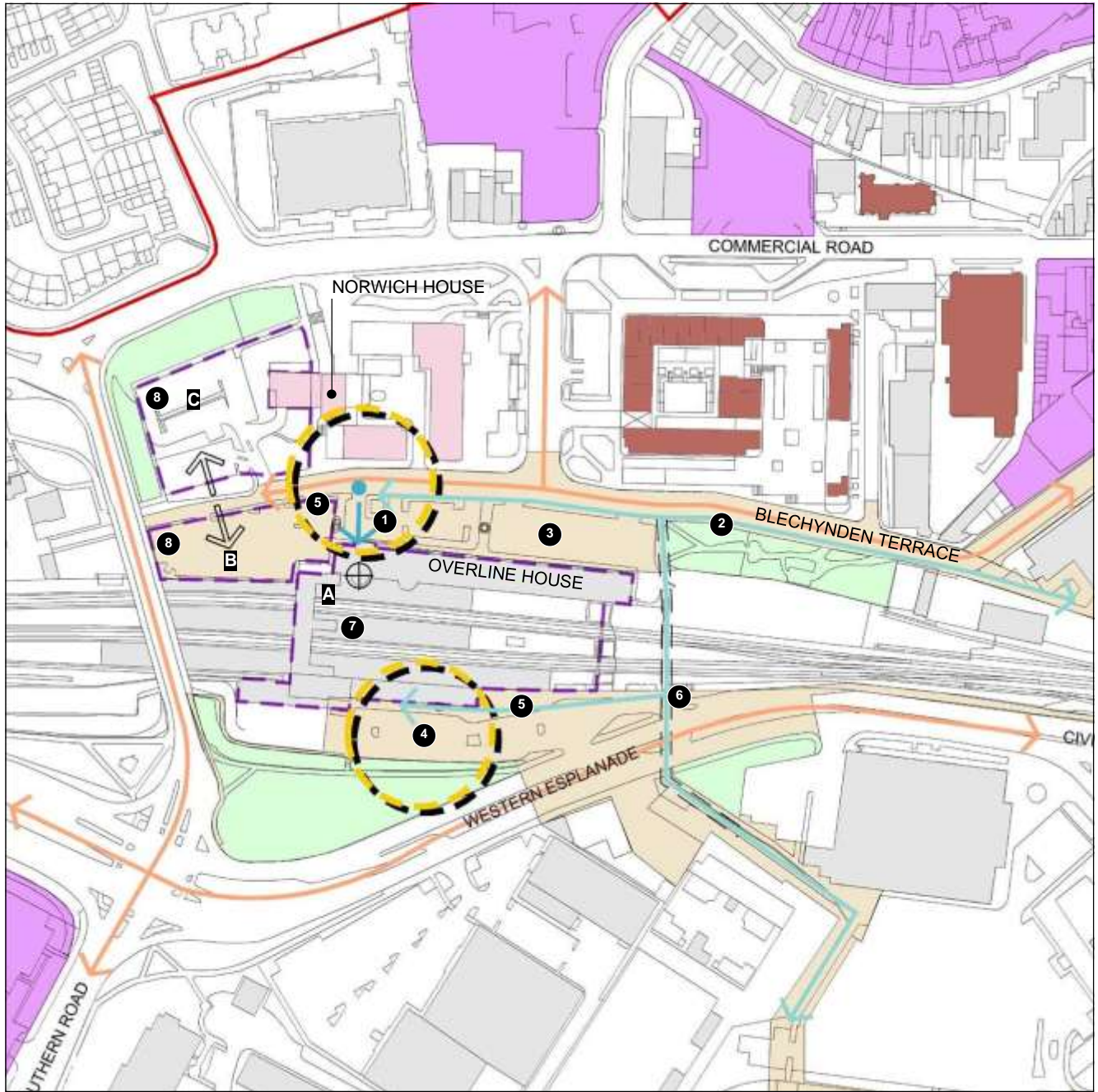
Based on the guidance presented it is suggested that development briefs, developer lead competitions or new City Council initiatives for these key sites will be prepared to guide the re-generation of each site.

2 Avenue planting along road margins

These projects should be seen as strategic opportunities for the city to deliver the new urban design aspirations of quality and identity that have been defined at the outset of this report and should represent significant and growing change to the widest audience.

3 Sunken road with extended public realm

DEVELOPMENT FRAMEWORK FOR THE CENTRAL STATION ENVIRONS



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LEGEND

- |                                       |  |  |
|---------------------------------------|--|--|
| Urban Design Strategy boundary        | Development footprint (as at January 1999) | Reinforced public realm                              |
| Strategic view                        | Development access point                   | existing prominent buildings                         |
| Main vehicular link                   | Proposed architectural landmark element    | Reinforced landscape setting                         |
| Main pedestrian route                 | Potential bridge link                      | Existing historic / listed buildings                 |
| Potential development parcel boundary | Key public space                           | Reference to 'Design Opportunities' in report text   |
|                                       |  | Reference to 'Development Site Areas' in report text |

## 6.1 THE CENTRAL STATION ENVIRONS

### Project Site Area

- A The Central Station footprint = 7,900 Sqm
- B Car parking land on west of station = 2,000 Sqm
- C Potential development site to the west of Norwich House = 3,400 Sqm



*The present configuration of the Central Station Forecourt*

### Ownership

- Railtrack / Private
- Southampton City Council

### Strategic Objectives

- To define a clear gateway for pedestrians arriving in the city via public transport
- To create a bold new public realm frontage to the Central Station
- To improve pedestrian links to the Civic Centre and West Quay Shopping Centre
- To upgrade the bus interchange facilities
- To reorganise car parking, provide cycle storage and reduce their visual impact

### Proposed Uses

- Enhanced public realm
- Integrated public transport facility
- Commercial with small scale convenience retail
- Car / Cycle Parking

The environs to the Central Station require a comprehensive refurbishment plan that defines the area as a key pedestrian gateway into the city for those arriving on foot and by public transport. Adjacent tall buildings, including Norwich House and Frobisher House, should be

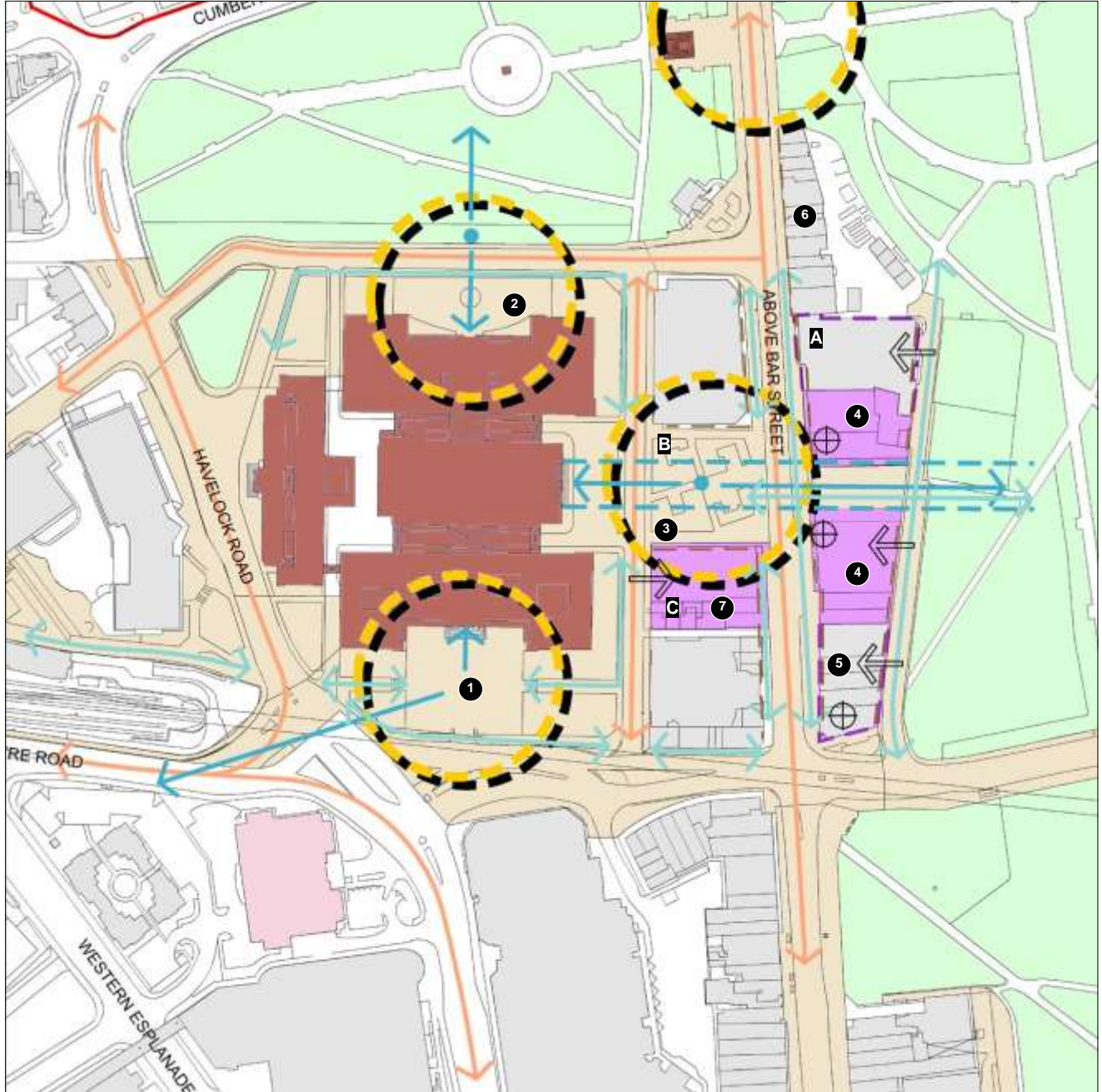
complimented with additional high rise development around the station where future redevelopment opportunities become available to reinforce the gateway identity and stature of the area.

Public transport facilities including taxis, the city shuttle to the waterfront, and bus routes to the city and Waterside should be co-ordinated to ensure passenger comfort and ease of use. Open space should be reconfigured to improve the sense of arrival, ensure that key pedestrian routes eastwards to the city centre and West Quay are clearly defined and crossings or conflicts with vehicular routes are minimised.

### Design Opportunities

- 1 A bold new public plaza should be defined for the northern frontage of the main station.
- 2 Pedestrian routes eastwards to the city centre along Blechynden Terrace should be more adequately proportioned to comfortably accommodate the volume of pedestrian traffic.
- 3 Car Parking facilities should be reconfigured to reduce its visual impact and restrict confusing crossing routes for pedestrians.
- 4 The public realm on the station's southern frontage should be enhanced to improve pedestrian links. The departure points for public transport to West Quay and the Waterfront should be clearly defined.
- 5 A clear separation between bus transport and taxi pick-up and set-down locations should be defined within the station forecourt.
- 6 A key connection across the Western Esplanade / Civic Centre Road should be defined. The opportunity to provide a striking pedestrian bridge to link key pedestrian routes to the Station and West Quay should be investigated.
- 7 The potential redevelopment of the Central Station should be explored to generate additional commercial development beyond that currently available within Overline House and provide a new landmark façade for the Central Station.
- 8 The opportunity to promote further high-rise commercial development on the western side of the Central Station is achievable through the integration of existing car parking provision with new buildings.

DEVELOPMENT FRAMEWORK FOR THE CIVIC CENTRE ENVIRONS AND GUILDHALL SQUARE



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LEGEND					
	Urban Design Strategy boundary		Development footprint		Reinforced public realm
	Strategic view		Development access point		existing prominent buildings
	Main vehicular link		Proposed architectural landmark element		Reinforced landscape setting
	Main pedestrian route		Key active frontages		Existing historic / listed buildings
	Development parcel boundary		Key public space		Reference to 'Design Opportunities' in report text
					Reference to 'Development Site Areas' in report text

6.2 THE CIVIC CENTRE ENVIRONS AND GUILDHALL SQUARE

Development Site Area

A Tyrrell & Green Extended Site = 6,725 Sqm

- B Guildhall Square = 2,125 Sqm
- C C&A Department Store = 1,600 Sqm

**Ownership**

- Southampton City Council



*The current condition of Guildhall Square*

**Strategic Objectives**

- To redevelop the Tyrrell & Green department store as a new landmark commercial building.
- To promote the stature of Guildhall Square as a key public space on the central spine of the city.
- To create a prestigious public realm setting for the Civic Centre.
- To reinforce a west east pedestrian link across the northern section of the city centre from the Civic Centre to the Central Parks.

**Proposed Uses**

- Commercial / Administrative
- Ground floor cultural, retail, bar / café uses directly associated with the public realm

The proposed regeneration of the Civic Centre Environs and Guildhall Square provides the opportunity to reinforce an important west-east link across the northern section of the city centre and readdress the relationship of the square with the Civic Centre and Central Parks. The potential redevelopment of the department store provides a significant opportunity to physically and visually unite the Civic Centre with East Park and create a new architectural landmark at the northern end of the city centre.

Reinforced public realm proposals for the Civic Centre and Guildhall Square should promote and support the cultural and ceremonial activities within this area of the city centre

and introduce a clarity and hierarchy of public environments and pedestrian routes.

**Design Opportunities**

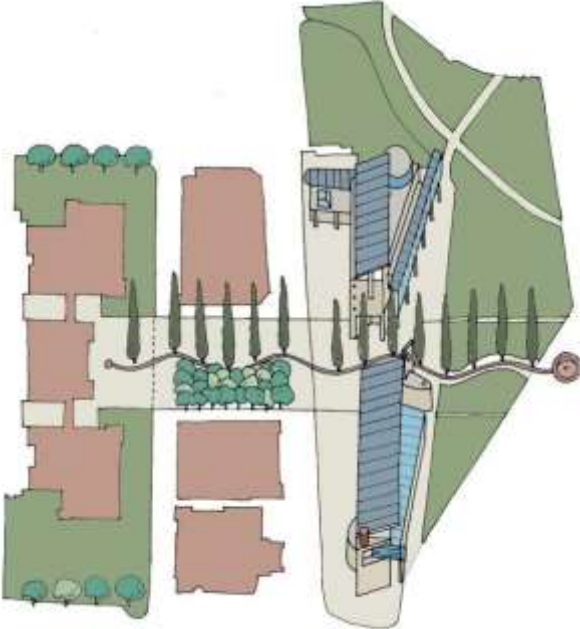
- 1 The existing parking and urban clutter on the southern frontage to the Civic Centre should be completely reorganised. The potential for a new public plaza in front of this municipal block should provide a forum for key ceremonial activities relating to the Civic Centre, including the reception of civic dignitaries and formal processions.



*New glazed pavilion architecture should provide dual façades that address both Guildhall Square and the Central Parks, New Credit Union, Seattle*

- 2 The relationship of the North Guild and Arts frontage of the Civic Centre with the West Park should be reinforced. The physical impact of the road should be reduced and the potential for creating small new cultural or arts pavilions within the park an on an axis with the Civic Centre's façade should be explored.
- 3 A classical, or formal, arrangement for Guildhall Square should be introduced to reflect the strong axis defined by the Guildhall and provide a clear pedestrian and visual link to the Central Parks. The square should project a bustling European character and include open air cafés on building frontages and be seen as a key west east pedestrian route.
- 4 The potential redevelopment of the former Tyrrell & Green department store with a new 4-6 storey building, reflecting a compatible scale with the Guildhall, to provide new commercial and cultural activities that can be set within a bold new architectural form defining a new gateway across the central axis of the Civic Centre.

Setting the commercial footprint back from the existing western façade of Tyrrell & Green would deliver additional public realm that could be animated with active frontages on both Above Bar Street and the Central Parks.



*Potential massing for a new commercial development for the Tyrrell & Green building that defines a direct relationship with Guildhall Square and the Parks*

At lower levels, new public facilities such as auditoriums, contemporary galleries, information and media centres should be included along with ground floor cafés and bars to underpin the civic and cultural character of the district and replace the shift in retail activity southwards towards the Above Bar Precinct. Commercial uses would include prestigious business and office premises along with the potential to centralise the City Council's administrative activities.

- 5 The redevelopment site should not be restricted to the existing footprint of the Tyrrell & Green building but extend southwards to the junction with New Road. Here a strong architectural element should mark the end of this city block.
- 6 The existing terraced row of buildings to the north should be retained in their current configuration to maintain the transition of scale and mass that leads down towards its junction with East Park.

- 7 The existing retail building that flanks the southern side of Guildhall Square (currently used by the C&A department store) may be redeveloped to provide additional commercial space in response to the southern movement of retail activity in the city. An active ground floor frontage should be maintained although its northern aspect onto the square may limit its value for café and open air eating facilities.

### 6.3 CHARLOTTE PLACE

#### Development Site Area

- Charlotte Place Island Site = 6,300 Sqm
- Southern Site (St. Andrew’s Road) = 12,000 Sqm
- St. Mary’s Road Site = 3,000 Sqm
- Compton Walk Site = 1,000 Sqm

#### Ownership

- Southampton City Council
- NHS/Community Health Services Trust
- Private



*The current condition of Charlotte Place*

#### Strategic Objectives

- To redevelop the existing car park within the gyratory as a gateway scheme that marks a key point of arrival to the city centre.
- To define clear links across from the Central Parks to the St. Mary’s Neighbourhood.
- To redevelop the southern, Andrews Road, site with new commercial and educational uses that have a clear presence onto East Park.
- To enhance the environmental quality of the area and improve the pedestrian friendliness of key routes.

#### Proposed Uses

- Commercial
- Hotel
- Medical / Healthy Living Centre
- Residential
- Education
- Community Resources

- Sports facilities

Charlotte Place is considered to be a key gateway development site that marks the north eastern approach to the city centre. Although seen primarily as a vehicular gateway, its role should also enhance the pedestrian arrival experience into the city and reinforce the townscape structure enclosing the north eastern boundary of the parks to establish a strong urban density.

The site provides a direct link towards St. Mary’s from the Central Parks and provides an important means to unite this area with the city. New public spaces should be introduced on the western and eastern boundaries of the site to enliven the public realm hierarchy of the area and improve the visual quality of the sites boundaries.

The design framework that has been prepared adopts the existing alignment of the highways and promotes a mixed use development strategy across the various development sites. It is essential to integrate a carefully defined series of community uses along the eastern boundary with St. Mary’s including proposals for the Healthy Living Centre and sports facilities. The economic potential of the entire regeneration project should be underpinned with large scale commercial office and residential uses with flexible floorplate configurations that face the Central Parks.

#### Design Opportunities

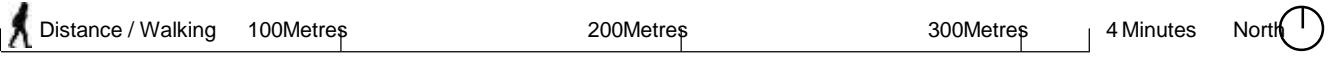
- 1 An essential component of the redevelopment of Charlotte Place and the surrounding vacant or underused sites is the need to reinforce both visual and pedestrian links through to St. Mary’s. A visual corridor must be maintained across the existing gyratory and enhanced with structure planting that should define a new green link across the existing vehicle dominated environment.
- 2 The Charlotte Place site provides the opportunity to develop a key landmark building. This should be punctuated with a gateway tower on its northern corner that relates in scale to the existing tall buildings on Brunswick Place and Dorset Street. The entire development should incorporate mixed commercial and residential



DEVELOPMENT FRAMEWORK FOR CHARLOTTE PLACE



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LEGEND					
	Urban Design Strategy boundary		Development footprint		Reinforced public realm
	Strategic view		Development access point		existing prominent buildings
	Main vehicular link		Proposed architectural landmark element		Reinforced landscape setting
	Main pedestrian route		Key active frontages		Existing historic / listed buildings
	Development parcel boundary		Key public space		Reference to 'Design Opportunities' in report text
					Reference to 'Development Site Areas' in report text



Potential massing for a new gateway development for Charlotte Place.

uses with parking on basement levels. The tower should be strategically placed to maximise views out towards the Central Parks and across the City and minimise shadow casting.

- 3 Proposals for a striking and innovative building for the Healthy Living Centre should be developed to mark the boundary to the St. Mary's district. The footprint of the building should be drawn back from the visual and pedestrian corridor that connects across to the parks and the façade should be set in relation to the axis with Oxford Avenue.
- 4 The junction with St. Mary's Road and Compton Walk should be enhanced with a stronger public realm setting and improved landscape structure

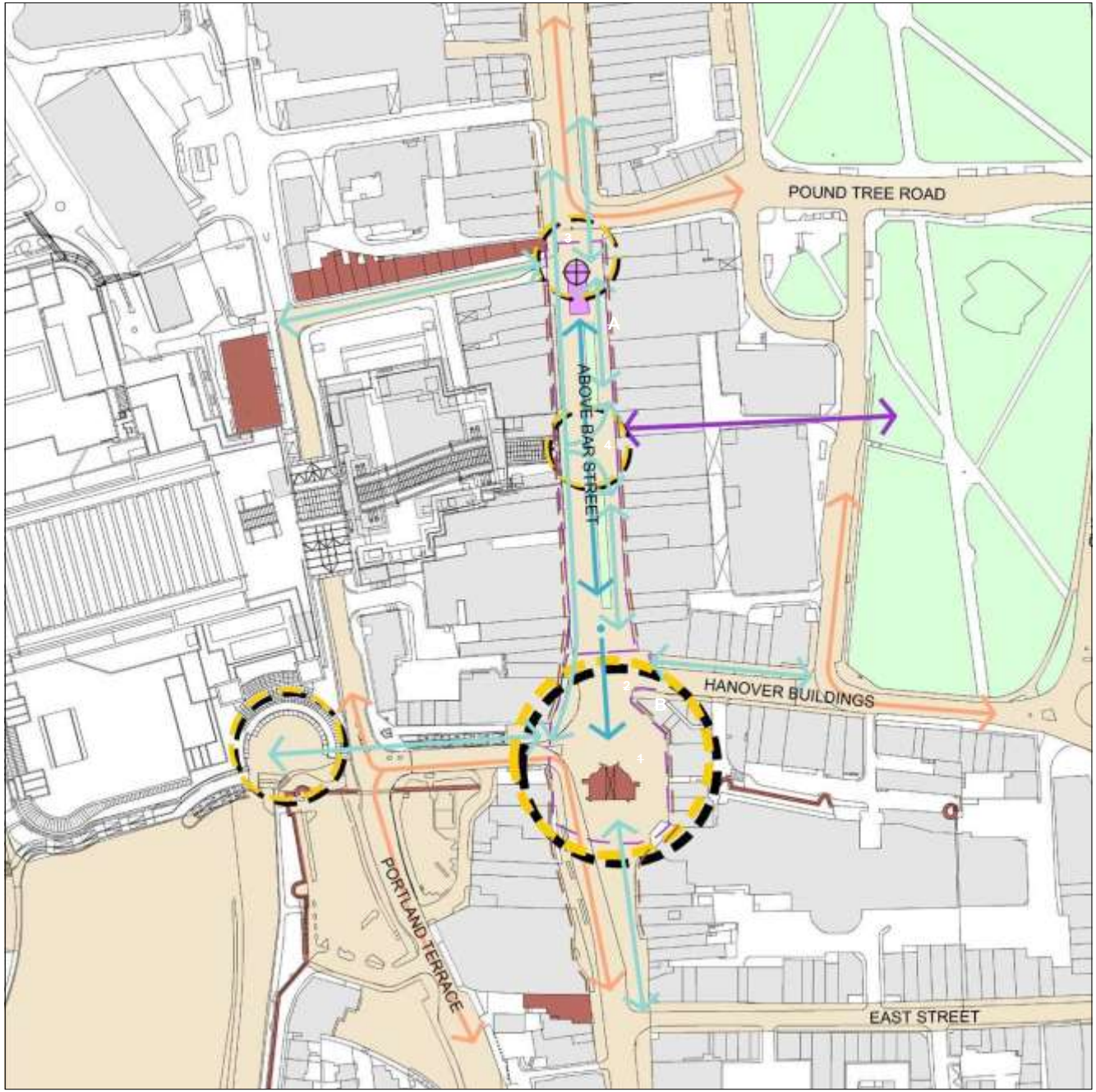
- 5 The western frontage of the existing Ambulance and Central Health Clinic site should include a series of commercial and educational buildings that face and distinctly mark the boundary with the Central Parks. They should increase in scale up towards the northern corner of the site from the existing Southampton Institute Buildings and compliment more recent architectural forms that have been constructed along East Park Terrace.
- 6 New open space and environmental improvements should be undertaken to enhance the quality of both the highways and pedestrian routes. These need to be particularly marked along the approach from Six Dials and reinforced by a strong new landscape setting for the Mosque.



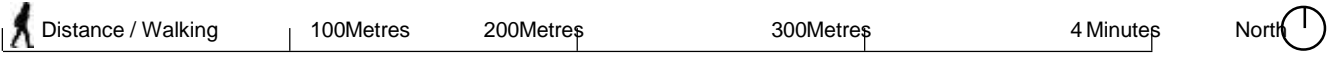
to reinforce connection with St. Mary's and the pedestrian link through to the Central Parks.  
Striking bridge link providing a strong gateway entry into the city centre, Hulme, Manchester

- 7 The existing subway pedestrian links connecting St. Mary's with the Central Parks are to be replaced with at-grade crossings. Proposals for a striking pedestrian bridge link across both sides of the Gyratory, emphasising this gateway into the city, should be actively explored in the future.

DEVELOPMENT FRAMEWORK FOR THE ABOVE BAR PRECINCT AND THE BARGATE



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- LEGEND
- Urban Design Strategy boundary
  - ← Strategic view
  - ← Main vehicular link
  - ← Main pedestrian route
  - Development footprint
  - Proposed architectural landmark
  - Key active frontages
  - Key public space
  - ← Potential future park link
  - Proposed tree planting
  - Existing historic / listed buildings
  - Project boundaries
- Reference to 'Design Opportunities' in report text  
Reference to 'Development Site Areas' in report text

**6.4 ABOVE BAR PRECINCT AND THE BARGATE Project Site**

- A Precinct Boundary = 4,200 Sqm
- B Bargate Boundary = 3,600 Sqm

**Ownership**

- Southampton City Council

**Strategic Objectives**

- To set the highest quality of public realm within the City Centre.
- To contribute to the hierarchy of spaces defined along the city’s north-south spine and to create a new key public space around the Bargate.
- To minimise the impact of vehicles crossing in front of the Bargate
- To support the functional activities associated with the busy retail core of the City Centre and new circulation patterns for the West Quay development.

**Proposed Uses**

- High quality public realm
- Street café facilities



*The existing configuration of the Above Bar Precinct*

This key project encompasses both the busiest pedestrian area within the city and the most important architectural icon of Southampton, the Bargate. Seen as central components along the north-south spine of the city, the Above Bar Precinct and the Bargate must represent the highest quality public realm design and detailing that sets the standard or benchmark for the city’s public spaces. Designs have been finalised for the Above Bar precinct that present a refurbished pedestrian realm of high quality that is simple, uncluttered and contemporary in form. Additional proposals are now required to extend these works southward to incorporate the Bargate and its setting.

**Design opportunities**

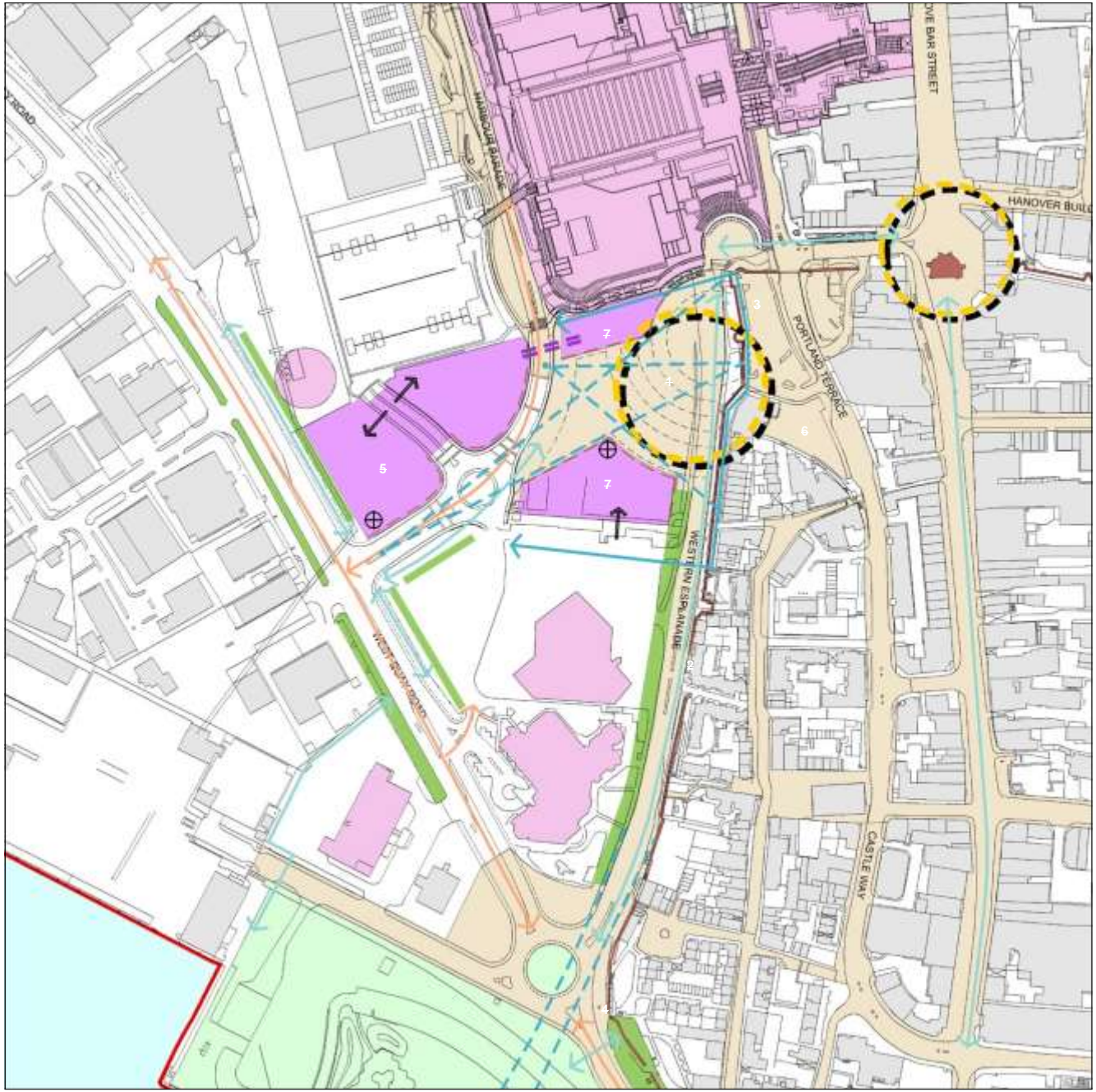
- 1 The existing public opens space around the Bargate should be re-designed to raise its stature and promote the space as the most important element along the north-south spine.
- 2 The impact and severance caused by vehicles, (in particular buses) along Bargate Street, Hanover Buildings and the High Street should be minimised or removed completely. The proposed new square for the Bargate should be perceived as a contiguous component of the public realm that follows on from the Above Bar precinct to achieve a continuity of public spaces.



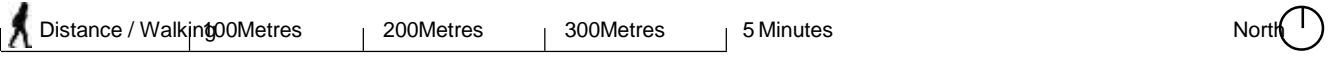
*The central zone of the Above Bar precinct could be enlivened with a unique cafe building, Brindley Place, Birmingham*

- 3 With careful design, an architectural landmark potentially housing a café pavilion, should be located at the northern end of the Precinct. This should be set at the threshold to the precinct and within the passive central ‘island’ of the street to provide seating and associated passive activity on the south facing, sunny side.
- 4 A linear tree planting strategy should be introduced to enhance the green identity, summer shade and provide a clear visual link to the Bargate. Paving materials should primarily be drawn from a natural stone palette. The main lighting should be mounted on buildings to minimise clutter within the public realm. Opportunities to improve the floodlighting of the Bargate and highlight the new trees should be proposed to add drama to the night time scene.
- 5 The potential opportunity to provide a new link from the mid point of the pedestrian precinct across to the Central Parks should be promoted when future redevelopment permits to enhance the permeability of the precinct and reinforce connectivity with the parks.

DEVELOPMENT FRAMEWORK FOR WEST QUAY PHASE 3



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LEGEND					
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	Strategic view		Development access point		existing prominent buildings
	Main vehicular link		Proposed architectural landmark element		Reinforced landscape setting
	Main pedestrian route		Key active frontages		Existing historic / listed buildings
	Potential bridge link		Key public space		Reference to 'Design Opportunities' in report text

**6.5 WEST QUAY PHASE 3 AND THE WESTERN ESPLANADE Project Site**

- Phase 3 Project Boundary = 32,000 Sqm
  - Western Development Parcel = 3,900 Sqm
  - Central Development Parcel = 2,700 Sqm
  - Eastern Parcel / Open Space = 18,200 Sqm
  - Northern Pavilion = 1,600 Sqm
  - Southern Pavilion = 3,900 Sqm
  - Open Space = 12,700 Sqm
- Western Esplanade Link = 6,000 Sqm

**Ownership**

- Southampton City Council



*The current condition of the West Quay Phase 3 Site*

**Proposed Uses**

- Mixed Use: Retail / Leisure

**Strategic Objectives**

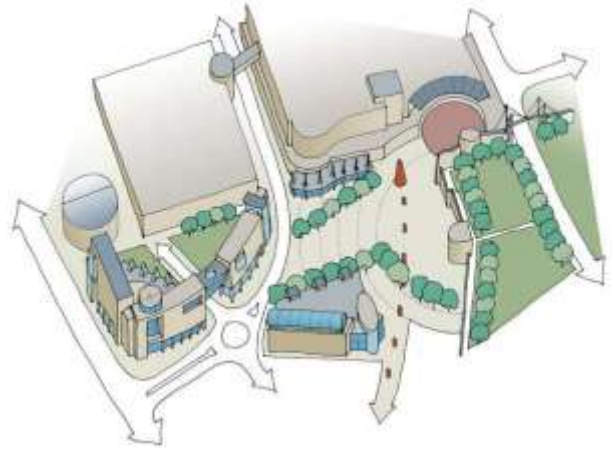
- The creation of a new flexible and vibrant urban space providing a key 'destination' within the city and a central hub that connects to main pedestrian routes and activities.
- To enhance the connectivity with the waterfront via Western Esplanade and Mayflower Park and provide an improved environmental setting for the Town Walls.
- To develop the western section of the Phase 3 site in response to the size and fragmented nature of the land parcels and the location of service roads.
- To define a clear physical and aesthetic relationship between the open space and the surrounding architecture.

*Potential development massing and open space configuration*

Due to the fragmented nature of the site it is proposed that the western parcels are developed through to the

- Commercial
- Hotel / Residential
- Flexible / Active public realm

The West Quay Phase 3 site offers Southampton the opportunity to expand and enhance the structure and variety of public open space that currently exists in the city. With the Central Parks and Mayflower Park, Southampton is well endowed with green open space and it is therefore proposed that the West Quay Phase 3 land should project the character of an urban plaza, appropriate examples of which are illustrated on the



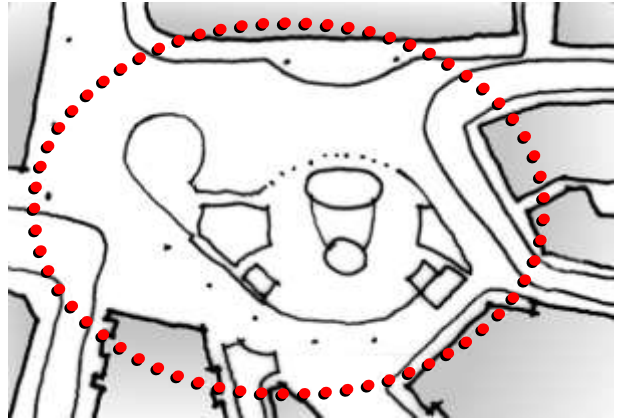
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frontage with the western approach. The new public open space should have a clear and integral relationship with this adjacent architecture through both its design and use. The new buildings and pavilions should have clearly defined and animated frontages with retail, leisure and café activities.

Space planning for the heart of the open space should be seen to provide a clear flexibility to ensure that the site may be used for a variety of organised and agreed activities. These may include elements of the International Boat Show, small-scale public events, concerts, fairs, and the potential for seasonal street markets that could be set out throughout the Phase 3 site and along the Western Esplanade. These activities would evoke the spirit of the historic trading activities that occurred along the original Esplanade when it was part of a bustling waterfront.



Paved and planted urban space with central fountain feature  
Victoria Civic Square, Birmingham

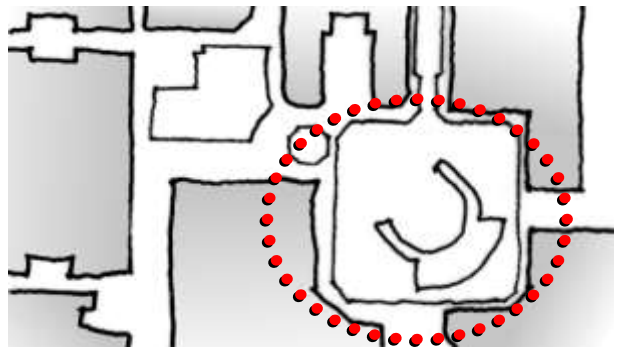


Victoria Square, Birmingham

@1:2,000

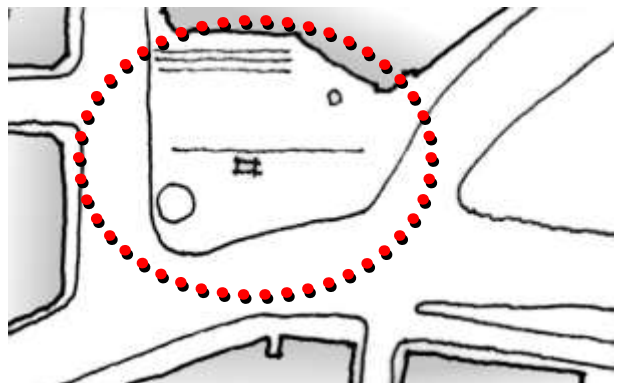


Central event space capable of staging seasonal activities  
Broadgate Square, City of London



Broadgate, London

@1:2,000



Sankt Hans Torv Square, Copenhagen

@1:2,000



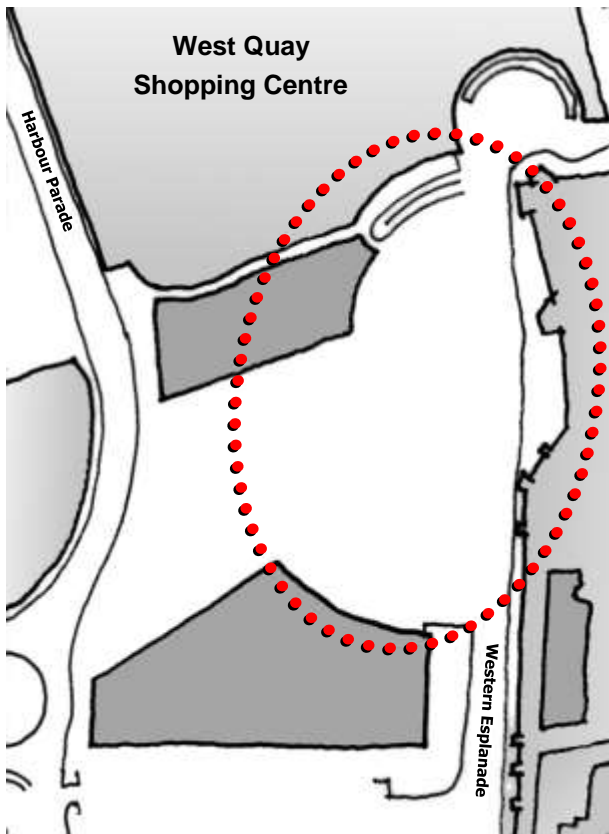
Large urban plaza providing a venue for public events  
Sankt Hans Torv Square, Copenhagen



Street cafes provide an animated edge to the central plaza  
Sankt Hans Torv Square, Copenhagen

## Design Opportunities

- 1 A central open space, measuring approximately one hectare in size, is proposed within the heart of the eastern parcel of the Phase 3 site and should be carefully proportioned to accommodate defined uses and provide an identifiable relationship and linkage to Arundel Circus. Essentially, the site should be seen both as a destination in itself supporting a variety of activities as well as an attractive and safe place to pass through on the way to adjacent locations within West Quay and on to the waterfront.



Potential West Quay Phase 3 Plaza @1:2,000

Key pedestrian and cycling routes should be defined within and across the site to ensure that it is regularly used. The public space should be seen to support a wider public realm role in the city by providing additional space for large-scale events that are currently held in Mayflower Park.

Potential uses currently proposed for the open space include:

- Temporary Exhibitions & Markets
- Horticultural & Craft Shows and Fetes
- Performing Arts & Historical Pageants
- Musical concerts (lunchtimes & summer evenings)
- Small scale Fun Fairs & Radio Roadshows

- Community Group & Charity initiatives
- Vehicle Rallies



The staging of regular summer concerts - at Plaza Park, San Jose, California



Annual food festivals and markets - held at West India Quay, London



Seasonal pageants and events - as staged at University Square, Tromsø

The central open space should be primarily seen as a hard paved city plaza that will provide a robust and flexible setting capable of supporting the varied range of activities proposed. On the edge of the core and along the western esplanade there is also the potential to incorporate structural landscape elements.

These may include avenue and ornamental tree planting to define key access and circulation routes and provide a transition of scale from adjacent



architecture. In addition, grassed areas should be proposed for small scale areas of passive recreation and may also provide the location for potential installations and exhibitions. Public art should be incorporated at the outset of the detailed design exercise and the potential for incorporating a sculpture walk along the western esplanade should be explored.



- 2 A new Western Esplanade Park should be included within the design framework for the site to maximise the linkage and relationship with the waterfront and create a single unified public realm component. Pedestrian routes from the Bargate, Arundel Circus and through to the Western Approach and Mayflower Park should

also be reinforced to feed the activity focused on the central public space.



Central paved plaza surrounding marine exhibit - Cutty Sark, Greenwich



Pedestrian routes with opportunities for passive recreation



Structural grass lawns - Centennial Park, Atlanta



Public art underpins a sense of identity - Plaza Tower One, Denver

- 3 Key views towards the Town Walls from the Western Approach and Harbour Parade should be maintained and protected along with those westward towards the waterfront and south across Mayflower Park.
- 4 A clearly defined pedestrian crossing should be provided at the junction with West Quay Road to improve pedestrian access across to Mayflower Park and the Royal Pier and maintain a continuity of the public realm environments.



*Defining a clear development edge to the Western Approach Alcoa Centre, Pittsburgh*

- 5 Development on the western side of the Phase 3 site should define a clear frontage with the proposed boulevard along Western Approach. This will be enhanced to provide a new structural spine for the western area of the city. Buildings, of at least six floors, should be developed to reinforce the architectural stature and impact of this boulevard spine and reflect the scale of West Quay Phase II Shopping Centre.

Uses and activities should be encouraged that bring additional life and associated activity to the site and avoid the creation of a sterile space. This may include commercial and residential uses on higher levels and a variety of mixed uses, leisure and recreational activities including cafes, restaurants, cinemas, further sports facilities or retail uses at ground and first floor.

- 6 The redesign of the existing parking and shopmobility facilities on the top of the walls should be proposed to provide a new flexible paved urban space. This may then provide additional event space for the city and a new location for a regular street market.



*Pavillion style architecture - Landau City Library, Landau, Germany*



*Glazed facades mark a permeable frontage to open space Metreon, San Francisco*

- 7 Pavilion-style development on the margins of the central open space should be proposed to deliver life and activity and animate existing dead frontages and boundaries.

The light weight northern pavilion should be set against the lower facade of the Shopping Centre and may incorporate the high level walkways. Where necessary the structure may need to bridge utility runs. The southern pavilion should mark the interface with the Swimming and Diving Centre and could have a series of leisure or sport uses on the ground and may incorporate commercial uses on up to three upper floors.

DEVELOPMENT FRAMEWORK FOR THE ROYAL PIER AND TOWN QUAY



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<b>LEGEND</b>					
	Urban Design Strategy boundary		Development footprint		Reinforced public realm
	Strategic view / visual corridor		Development access point		existing prominent buildings
	Main vehicular link		Proposed architectural landmark element		Reinforced landscape setting
	Main pedestrian route		Key active frontages		Existing historic / listed buildings
	Development parcel boundary		Key public space	Reference to 'Design Opportunities' in report text	

**6.6 THE ROYAL PIER AND TOWN QUAY QUAY Project Site**

- Royal Pier Project Boundary = 50,200 Sqm
- Mayflower Park Extension = 17,200 Sqm
- New Western Pier = 10,800 Sqm

**Ownership**

- Southampton City Council
- Associated British Ports
- The Crown Estate



*The current vehicle dominated frontage to the Royal Pier and ferry terminal*

**Strategic Objectives**

- To guide the regeneration of Royal Pier with a new landmark development on Southampton’s key area of public waterfront.
- To improve the environmental quality of Town Quay and the setting of the Town Walls through reducing the impact of vehicular traffic and improving pedestrian circulation.
- To reorganise the Red Funnel Ferry activities operating from both piers and consider their future relocation.
- To improve pedestrian access to all areas of the waterfront and to expand the role of Mayflower Park and improve its ability to accommodate large public events and water related activities.

**Proposed Uses**

- Mixed Use: Retail / Leisure / Entertainment
- Cultural / Tourism
- Commercial
- Residential
- Hotel
- Public realm frontage to waterfront

The present configuration of the waterfront fails to realise or maximise on the potential value of the Royal Pier / Town Quay area. A clearer relationship with the adjacent Mayflower Park and the Old Town needs to be defined and the creation of a pedestrian friendly and visually accessible waterfront can be achieved. The impact of vehicles passing along Town Quay and accessing the ferry terminus should be minimised and the existing configuration of car parking should be radically redesigned.

The redevelopment of the Royal Pier and Town Quay waterfront area provides the opportunity to create a striking landmark destination for the city at its most important, and historic, connection with the waterfront. With the inclusion of Mayflower Park, this area provides a primary point of public access to the water and should reinforce the city’s relationship with its marine traditions, activities and services. The main development site around the existing Royal Pier must be seen to increase the diversity of this waterfront experience, promote it as a primary destination and regain a sense of ‘ownership’ of the waterfront for the city.

**Design Opportunities**

- 1 The full development potential of the Royal Pier can be significantly enhanced with the partial infilling of the central section between the two piers. With a re-engineered water frontage and improved deep water access to the piers an expansion in the range of marine uses and activities can be achieved from both piers. With a diverse mix of uses for new development to include commercial, residential, hotel, retail, leisure and tourism activities there is a clear potential to create a key regional tourist destination and leisure experience for Southampton. Buildings, include tall iconic architecture at the pier ends should be massed towards the waterfront to maximise views and their economic potential.



*The Royal Pier could provide a new destination for the city incorporating retail and leisure activities with pedestrian access to the entire waterfront*

*Pier 17 Pavilion, New York*

- 2 In the short term it is proposed that the existing vehicle ferry operation should be retained within the existing project boundary although longer term options to relocate the facility should anticipate rising land values. The existing foot passenger services to Hythe and the Isle of Wight should be retained to maintain marine activity and the traditional gateway experience into the City that the piers provide. An efficient reconfiguration of the existing ferry parking and vehicle servicing should be defined on the eastern side of the development to centralise all ferry activities. This would in turn release land along the Royal Pier for
  - substantial new development and reconfiguration of the public realm.
- 3 A landmark building that brings both highlight and accentuates the architectural impact of the waterfront from both land and sea should be proposed. It may house a key visitor destination for the city, potentially with a marine themed leisure activity, in conjunction with additional tourism and recreational uses.
- 4 Extending Mayflower Park southwards is proposed to enhance the stature of the central green space, maximise its potential for large public events including the Boat Show's temporary marina



facility. Public access to entire waterfront should be maintained to visually and physically connect Royal Pier, Town Quay, and with with the existing transport and leisure waterfront activities of the wider waterfront.

*Potential massing and configuration for the redevelopment of the Royal Pier*

- 5 There is the potential to construct new residential and commercial development adjacent to the western boundary of the park. This would offer the opportunity to define a new pier frontage for the city and enclose the waterfront to the Park providing additional marine based leisure activities. Car parking facilities for both the development and the park should be integrated and visual connections should be maintained westwards from Mayflower Park and the Old

Town/Town Walls and Town Quay Road/Western Esplanade.

- 6 An enhanced public realm is proposed for Town Quay with expanded pedestrian links both along the frontage to the town walls and across to the Royal Pier and Town Quay. New public spaces should be clearly defined for the frontages to both the existing landmarks of the Waterside House and the Pier Pavilion.
- 7 The visual connection towards the waterfront from the Old Town should be protected and in particular the key visual corridor along Bugle Street across the entire redevelopment site should be maintained.