

# // Southampton City Centre

## The Master Plan

A Master Plan for Renaissance

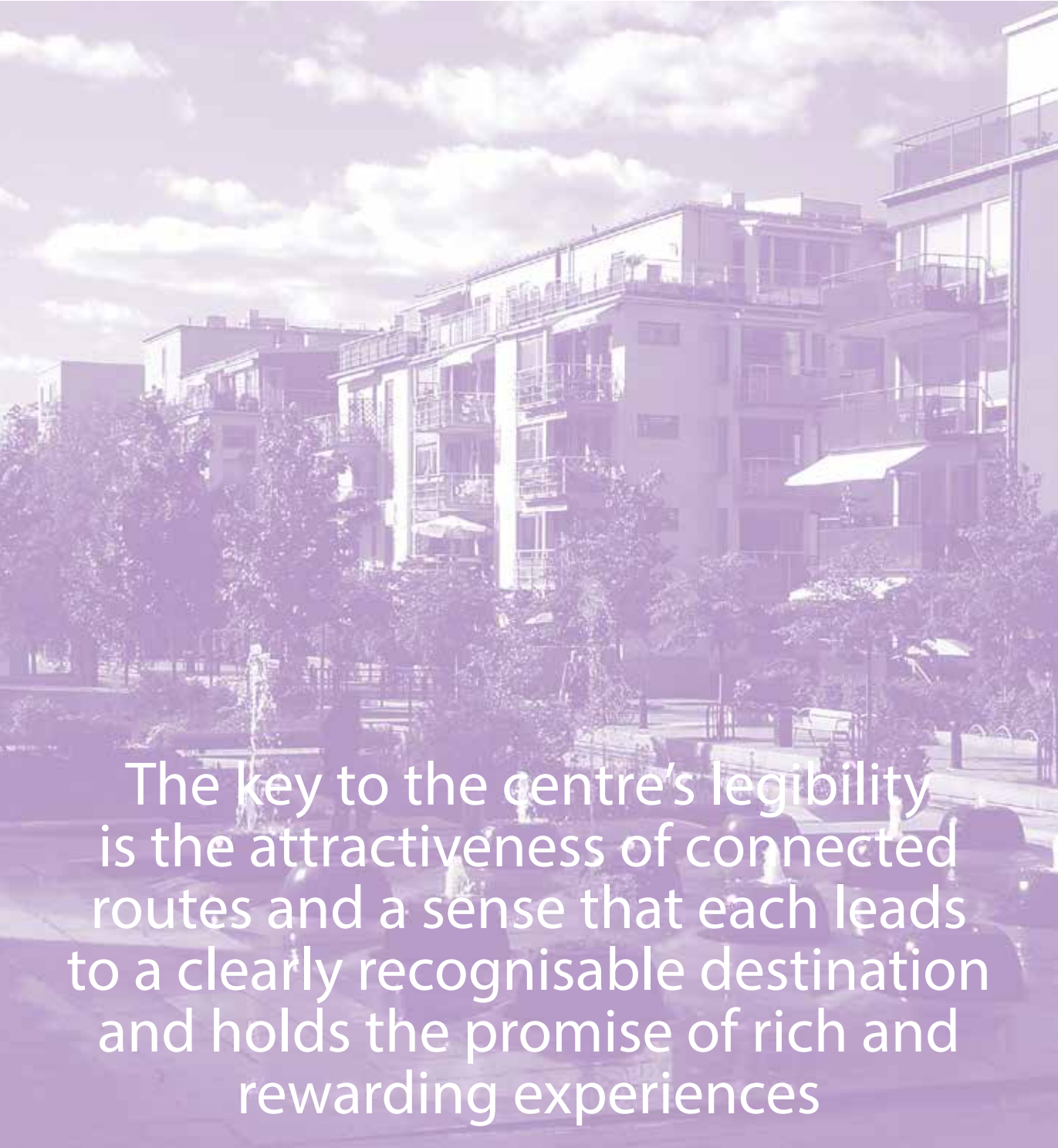
### Final Report

September 2013



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Town Planning and Urban Design





The key to the centre's legibility is the attractiveness of connected routes and a sense that each leads to a clearly recognisable destination and holds the promise of rich and rewarding experiences

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# // Executive Summary



## // PART ONE: BACKGROUND

### 01 Introduction

The Master Plan has been commissioned by Southampton City Council and prepared by a consultant team led by David Lock Associates. The Master Plan provides a non-statutory development and investment framework to guide growth of the city centre over the next 15-20 years. The main principles of the plan are informing the policies in the statutory development plan through the City Centre Action Plan (CCAP) which has been produced by the City Council in parallel with the Master Plan. **The Master Plan will be a material consideration in the determination of planning applications where it is consistent with the CCAP.**

It is now over 10 years since the City Centre Urban Design Strategy (CCUDS) was prepared for the centre and there is no current Master Plan to help guide decisions on the city centre. The new Master Plan aims to sustain the momentum achieved over this period, develop the centre's strengths and ensure it can secure major investments in an increasingly competitive national and international marketplace for investment.

The Master Plan has been prepared to:

- Help **guide investment** to and within the city centre **illustrating its potential**;
- Act as a vehicle to **raise the profile of the city centre** regionally, nationally and internationally;
- Provide guidelines on **how that potential should be realised** to contribute to the quality of the centre as a whole; and
- **Inform and support the statutory policy framework** through the City Centre Action Plan (CCAP).

The Master Plan is organised into five parts, as follows:

- **Part One** - sets the background to the Master Plan;
- **Part Two** - provides the vision, spatial concept and describes the 7 Very Important Projects (VIPs);
- **Part Three** - provides the main Themes for the centre;
- **Part Four** - provides guidance on each of the 13 City Centre Quarters; and
- **Part Five** - describes the framework for delivery of the Master Plan, including phasing.

## 02 Southampton City Centre

Southampton is at the heart of a prosperous region. The city centre serves a city population of some 236,700 people and a sub-regional catchment of around 850,000 people. The city is one of the fastest growing in the UK and has major strengths in banking, finance and insurance, as well as public administration, education and health sectors and emerging strengths in low-carbon technologies. It is also one of the UK's largest container ports and handles over 1 million cruise liner passengers each year. There are some 40,000 students at the city's two universities – Southampton Solent University is based in the city centre. There is already significant and sustainable growth being delivered in the city centre.

### The City Centre Today

The study has highlighted a number of major issues with the centre.

- The commercial **shopping core is limited** to Above Bar and the WestQuay Shopping Centre which opened in 2000. While highly successful, values outside the centre fall away considerably; several parts of the primary retail core are in need of renewal;
- **Retailing lacks diversity** and there are no high end or visitor based shopping serving the centre which might be expected given the scale of the customer base;
- There is **no concentrated business district** – Bedford Place accommodates many of the local offices but the city does not offer a well-defined office quarter capable of attracting national or international investment; much of the office space is secondary and in need of renewal to retain existing businesses in the city centre;
- The **leisure offer of the centre is dispersed** and caters for a narrow group of users; there is little to attract families or holiday makers to the centre; despite the significant cruise liner business this is not reflected in attractions and venues in the centre;
- Considerable progress has been made in making the centre **an attractive place to live**, and opportunities for new family housing as well as apartments can make the centre a more balanced community;



## The City Centre Today

- The centre itself is made up of several **poorly defined quarters** which are poorly related to each other; the ring road network separates surrounding communities from the centre and widespread car and bus access hinders creation of truly high quality spaces;
- Investment in the public realm is already bearing results with new investment along the QE2 Mile and at Guildhall Square; this momentum needs to be maintained and the **public realm network extended**;

- Despite the city having a strong maritime image, **access to the waterfront and river front is limited** to a few locations; the historic public waterfront at Town Quay/Royal Pier and Mayflower Park, which is the city's largest public space on the waterside and is in poor condition and in need of renewal;
- There is also **little access to the River Itchen** riverside, which remains largely industrial; the river has considerable character and some opportunities have been identified to begin to develop the area and relate it better to the rest of the centre.

The Master Plan has been prepared against the planning context provided by the sub-regional strategy prepared by the Partnership for Urban South Hampshire (PUSH). The strategy proposes development is directed to the city centres within the sub-region. The scale of growth is in the process of being reviewed in the light of the down-turn in the economy. The Plan provides a framework to ensure the city centre is well-placed to retain and attract investment as the market improves. This Plan identifies how the centre can grow to fulfil the Vision over the next 15 years and beyond.

## // PART TWO: VISION, CONCEPT AND VIPs

### 03 Vision

This is a plan for the future of Southampton's city centre - and the changes that will be made to deliver the following vision:

#### Southampton: International Maritime City

The city centre is the power house for the city and beyond - generating economic growth and new jobs within a low carbon environment. By 2026 new offices, shops, homes, cultural attractions and entertainment venues will be found across the city centre, notably in a new Royal Pier waterfront scheme, a Business District right next to the Central Station and in the upgraded and expanded shopping area. A variety of new residential areas will add to the appeal of city centre living. Distinctive new buildings, public spaces and walking routes will reconnect different parts of the city centre including its waterfronts, Victorian parks, medieval Old Town and Central Station and transform the whole city centre into a more attractive, walkable place with a buzz about it – a great place to do business, visit and live.

The **Vision** is supported by seven key themes which are developed within the Plan. These are A Great Place for Business; A Great Place to Visit; A Great Place to Shop; A Greener Centre; A Great Place to Live; Attractive and Distinctive Centre; and Easy to Get About.

### Spatial Concept

The spatial concept envisages a denser and larger centre, with new developments renewing and intensifying the core area, and new developments extending towards the waterfront which becomes a major 'international face' to the city. A new network of reinforced, pedestrian-friendly routes and spaces will connect the centre together with new parks, piazzas and waterfront promenades. The centre in 2030 will be larger, more vibrant, more attractive and have a distinctive identity which achieves national and international recognition.

The illustrative view on page 9 shows how the city centre could be developed. It is not a blueprint; but the evolution of the city centre will depend on further research and testing with key stakeholders over the next few years.

### 04 Very Important Projects (VIPs)

The VIPs are proposed to be the focus of the Plan for the next 15 years or more and involve major new development proposals, many of which are underway. These comprise:

- **The Station Quarter and Western Gateway** – upgrading the railway station, developing a new station and Station Square on the south side as a setting for a Central Business District, with offices, local retail, leisure and housing. This will create a new gateway to the city, and extend in due course to the Western Gateway with redevelopment of the City Industrial Park as a mixed-use quarter. Work is already underway with improvements to the station, and feasibility studies for new development and improvements to the public realm and transport interchange facilities;
- **Royal Pier Waterfront** – transformation of this underused asset to create the new international face of the city, with major new mixed use developments, new marina, shopping, offices, new homes and a relocated ferry terminal. Major improvements to Mayflower Park will enhance public access along the waterfront and improve pedestrian connections across Town Quay;



## The City Centre in 2030 Illustrative View



- Itchen Riverside and Town Depot** – creating a new residential and leisure-led development on the riverside with new homes, possibly an indoor ski-centre and water-sports uses. In the longer term the Plan envisages redevelopment of the aggregates wharves for a new riverside community and sports and recreation uses. A preferred developer has been appointed;
- Heart of the City** – is the core of the commercial shopping area; seven major development projects are proposed. Watermark WestQuay which is committed; at Above Bar West, Marlands, Asda, the car parks and street frontages are proposed to be redeveloped to create new multi-level shops and homes. The eastern side of Above Bar is proposed to be redeveloped along with the Bargate Shopping Centre and land west of the Bargate monument, and a new food superstore is proposed for the East Street Shopping Centre. In due course the Plan proposes the redevelopment of the West Quay
- Retail Parks** to allow integration of the Station and main shopping areas;
- Fruit And Vegetable Market** – this central site offers potential for new homes, business and retail uses fronting onto the High Street and connecting through to the popular Oxford Street restaurant area and Ocean Village; a developer for a housing scheme is already appointed;
- Cultural Quarter** – continuing to develop the Quarter as a major regional destination for the arts with new arts facilities and attractions and new business spaces; in addition to recent new offices, Guildhall Square and the SeaCity Museum;
- Southampton Solent University** – potential for new teaching space, support space such as sports and recreation, conference and student accommodation, as well as encouraging new businesses to benefit from co-locating with the University.

## // PART THREE: THEMES

### 05 A Great Place For Business

The aim is to transform the centre to become a regional destination for office-based employment and to be at the forefront of innovation and the development of sustainable industries.

The Master Plan proposes:

- Development of a new **Central Business District** as a regional office centre extending from Central Station through to the Royal Pier Waterfront;
- Encouraging delivery of existing major office commitments at **West Quay Site B** and **Mayflower Plaza**;
- Development of **offices for smaller companies** within mixed-use developments throughout the centre;
- Development of **managed business space** for smaller, creative and innovative start-up and fledgling companies, possibly related to the Universities and within the Cultural Quarter;
- **Upgrading of poorer quality office space** to retain local companies;
- Encouraging **low carbon industries** to locate in the centre, developing links with the Universities to attract new companies and help develop particular local value added services; and
- Developing a **Knowledge/Marine Innovation Centre** possibly associated with the existing Innovation Centre and Oceanography Centre at Ocean Village.

### 06 A Great Place to Shop

The aim is for the city centre to maintain its **strong regional position** as a major shopping destination, **diversifying the offer** and developing complementary leisure, cultural and arts attractions.

The Master Plan proposes:

- A more **rounded retail offer** and an **extended retail circuit** to take in a new and expanded retail offer;

- **Renewing and modernising older retail premises**, including Above Bar, with new development linking through to the Central Parks, redevelopment of the Bargate and East Street Shopping Centres;
- **Developing niche and speciality retailing** including high-end shopping to attract a wider and more diverse customer base including protection of shops at Bedford Place and East Street, and new opportunities at Royal Pier Waterfront and Cultural Quarter;
- Improving **local convenience** shopping including new food supermarkets to serve the growing city centre population; and
- Eventual **redevelopment of the retail parks** for multi-level retail and leisure developments.

### 07 A Great Place to Visit

The aim is to develop the potential of the city centre as a **unique and special place to visit**, with a variety of modern leisure attractions, new and inspiring cultural and arts developments, and unlock the inherent potential of the city's people, heritage and waterfront setting.

The objectives for **leisure** developments are to:

- Develop the centre as a **major place to visit and enjoy**, with new and enhanced attractions exploiting its accessibility, history and waterfront location;
- Develop **regional-scale attractions on the waterfront** that will provide a draw throughout the region and nationally;
- Enhance the offer of **restaurants and other food and drink** outlets to make the centre more attractive to a wider group of people; and
- Ensure leisure developments **help strengthen retail and cultural developments** and offer interrelated attractions.

Key to developing the centre for new leisure is the concept of the **International Maritime Promenade**, which brings together several attractions with new business, homes, hotels and open spaces along the water frontage.



The objectives for **cultural and arts** developments in the city centre include:

- Developing the centre as a **regional focus for cultural attractions** focusing on the Cultural Quarter and Guildhall Square;
- Evolving the cultural offer of the **Old Town**;
- Cultural developments and attractions along the **waterfront**;
- Developing improved **visitor, interpretation and educational facilities** including a City Discovery Centre;
- Bringing culture to the street with **entertainment and arts festivals**; and
- **Integrating the thinking of artists** and other cultural practitioners into major projects.

## 08 A Great Place to Live

The aim is to make the centre a great place to live **with a wide variety of sustainable, new and improved homes** attractive to a diverse range of people including families, with high quality supporting social infrastructure.

The **residential development** objectives include:

- Continuing to develop the city centre as an **attractive place to live**;
- Providing opportunities for a **variety of new homes**, including apartments and family housing; with prestigious and affordable housing;
- Exploring the **regeneration and renewal of the existing local authority housing** stock;
- Ensuring the provision of supporting social infrastructure including **health and community centres**; and
- Exploring the provision of a **new secondary school** within the city centre to improve its attractiveness for families.

The focus for new residential developments is proposed to be;

- Developments at **Ocean Village, Above Bar, Station Quarter and on the waterfront**;
- At the **Western Gateway** as part of a major mixed-use quarter;
- **Itchen Riverside** and **Town Depot**;
- Within The **Old Town** and through redevelopment of the **Fruit and Vegetable Market** area as part of mixed-use developments; and
- Exploring the redevelopment and renewal of the **existing local authority housing** stock and sites.

## 09 Attractive and Distinctive

The aim is to develop an attractive and distinctive environment with high quality buildings, streets and spaces, with a strong underlying landscape structure enhancing the special character of the city centre.

The proposals set a three-dimensional framework for development of the centre through an urban design framework, guidance on tall and landmark buildings and enhancing the centre's heritage. A number of further design principles are then set to ensure buildings respond to the framework, are sustainable and add to the character and style of buildings in the centre.

The objectives are to:

- Create an overall **legibility** to the centre through the relationship of its built form with gateways, and carefully sited tall and landmark buildings/structures;
- Create an overall **coherence** with clarity on the role and significance of key public spaces and buildings;
- Enhance existing **major city landmarks** to give them back, where appropriate, their prominent role;
- Ensure buildings contribute as appropriate to defining the overall structure by clearly identifying their **role** in the hierarchy;

- Ensure building design contributes **activity to the public realm** with active ground floor uses;
- Encourage **high quality architecture** and ensuring local building precedents and traditions are reflected in new buildings; and
- Ensure buildings are **environmentally sustainable** and adaptable to allow change over time;

## Urban Design Framework

The **Urban Design Framework** provides the overall visual structure of blocks and spaces, identifies the major areas of change and how individual sites fit within an extended network of gridded blocks and streets. Major gateways are identified along with locally prominent building features and the extended structure of major spaces and routes.

The **Tall Buildings Framework** identifies locations suitable for tall buildings to enhance the centre. Tall buildings as *clusters* are proposed at the Station (western gateway), Charlotte Place (northern gateway) and Eastern Gateway, with permeable *edges* to the Central Parks, and points at key places on the waterfront and leading back to Central Station.

The already significant **heritage** provides a context and foil for new development and can play an important part in contributing to the sense of place. Opportunities to enhance and reveal the centre's heritage should be taken through high quality new developments – such as opportunities to open up the magnificent Town Walls through redevelopment of the Bargate Shopping Centre, and at the Fruit and Vegetable Market, and the opportunity to bring back to life waterfront commercial buildings for instance.

A number of overall **design principles** are put forward that aim to ensure that buildings are designed to reinforce the permeable block and street structure. They also ensure buildings contribute to street life; buildings are well-mannered; adaptable to change; incorporate 'living roofs'; help develop a Southampton city-style; are fit for the future including incorporating sustainable features; and facilitating energy production.

## 010 A Greener Centre

The aim is to develop the environment and infrastructure which will help the centre **respond to the challenges of climate change** – with a rich and accessible green infrastructure, comprehensive flood risk and water management strategies, and provide for an extended sustainable energy network to serve the growth of the centre.

While the centre has the magnificent Central Parks, these can play a greater role in adding value to new development, and large parts of the centre are devoid of any meaningful open space. The **Landscape Framework** provides a basis for conserving and extending the pattern of green open spaces within the centre. The aim is to ensure the existing green spaces fulfil their full potential and are connected via high quality routes to each other and to new spaces within the VIP areas.

The key proposals are to create a green network of **green pedestrian-friendly streets**, which will be tree-lined connecting routes to **new urban spaces** which include:

- Station Square and boulevard;
- Royal Pier Waterfront and Mayflower Park;
- Itchen Riverside (including Town Depot);
- Brunswick Square at the Fruit and Vegetable Market;
- Geothermal Square;
- Civic Square – fronting the Civic Complex;
- Watermark West Quay Plaza;
- Albion Place;
- Western Gateway - Square and Linear Park; and
- Stadium (Saints) Square.

Proposals encourage green roofs and walls, and encourage natural design within new green spaces and along the waterfront.

The **Blue Network** explores the opportunity for water spaces throughout the centre as amenity features and as part of a sustainable urban drainage system as well as improving access to the waters edge itself - this will make water, in many forms, a feature of the centre.



The draft **Flood and Erosion Risk Management Strategy** proposes a range of measures to defend the city centre against rising sea-level which would otherwise see about half the centre flooded by 2115 in a 1 in 200 year flood event. The design options include for a series of linked flood risk management measures set within the public realm, including walls, embankments, land raising (including raised streets), de-mountable structures, as well as building design and other resistance or resilience measures in combination. Flood gates will allow continued access to the operational port, while also allowing the gates to shut the water out. Dock/marina gates may also be necessary to protect Ocean Village.

The **renewable energy strategy** identifies how the existing district energy network could be extended to serve much of the centre, based on energy provider Cofley's plans, and identifies the opportunity for a wide range of measures to generate energy through new development.

## 011 Easy to Get About

The projections of growth in trips to the city centre to serve the built development indicate that a shift to more sustainable modes than the car is required, otherwise a major increase in road space and parking will be required which will exacerbate many of the issues that currently affect the quality of the centre.

The Plan proposes an **access hierarchy** that prioritises walking, cycling, buses and rail travel over cars. Access to the port will remain high quality. Significant investment will be required in developing these modes to ensure development can be well-served.

These include:

- **Modernising Central Station**, with short term improvements followed by a new Station Square and station building on the south side, taxi, bus and cycle interchange facilities; improved pedestrian links to the station and a greatly improved environment;

- **Transforming the ring-road to City Streets** – which will enhance their use for walking and cycling and reduce the barrier to movement across the routes to the communities in the rest of the city. It will also connect the centre together better for pedestrians and cyclists;
- **Considerably enhancing the walkability of the centre** – creating a network of strong pedestrian routes across the centre extending from the spine of the QE2 Mile to link from the Station to the Itchen Riverfront, and from Bedford Place/Cultural Quarter to Royal Pier Waterfront;
- **Extending the bus network** to serve the growth of the centre outwards, with enhanced corridors and interchange facilities and freeing-up parts of the centre as growth takes place to improve the pedestrian environment;
- **Coach Station** – in due course relocating the station to make way for new development, possibly to a location alongside the Central Station;
- **Developing strong cycle routes** – across and to the centre with cycle-stands and clearly way-marked safe routes;
- **Making parking efficient** – by improving the use of existing spaces, rationalising public parking provision and developing private spaces, and developing new accessibility-based parking standards; and
- **Developing transport partnerships** - with transport and parking providers to develop the strategy to respond and facilitate growth over the plan period.

## // PART FOUR: QUARTERS GUIDANCE

### 012 Quarters Guidance

The Quarters guidance provides more detailed plans and proposals to guide development of each of the 13 city centre quarters, with proposals for potential land uses, design requirements, connections, public realm improvements, and identifying major projects and the key agents for delivery.

- **Station Quarter** – developing a framework for the comprehensive redevelopment of the land south of the Station to create a Central Business District for the city, access across the Station and improvements to the northern side, and measures to integrate the Station effectively with Above Bar, Cultural Quarter and Western Gateway;
- **Western Gateway Quarter** – proposals for the comprehensive redevelopment of this important area as a new mixed-use quarter extending the CBD at the Station and joining with the Royal Pier Waterfront;
- **Royal Pier Waterfront** – setting a framework for the redevelopment of Southampton’s international waterfront, creating a mixed-use district with business, retail and leisure, housing, marina and relocated ferry terminals and a major improvement of Mayflower Park;
- **Heart of the City Quarter** – major new projects to redevelop and enhance the shopping core of the city including completion of the Watermark WestQuay development, redevelopment of the Bargate and East Street Shopping Centres, and future projects to redevelop Above Bar, and in due course redevelopment of the retail parks for more intensive uses;
- **Cultural Quarter** – continued development of the northern area of Above Bar for cultural and arts developments including completion of proposals around Guildhall Square and improvement of connections with Above Bar and across the parks to the University;
- **Southampton Solent University Quarter** – proposals for development of vacant park side sites for university uses, development of sites released by remodelling of Six Dials Junction and completion of Charlotte Place;
- **Itchen Riverside Quarter** – with major development proposals for a residential and leisure-led redevelopment of the Town Depot site, increased access to the riverside and setting a framework for further redevelopment of the aggregates wharves, should they be released from safeguarding in future;
- **Ocean Village Quarter** – completion of remaining development sites, including the Millennium Hotel site and remaining housing site, and identifying potential to develop as a knowledge/marine quarter;
- **Holyrood/Queen’s Park Quarter** – opportunities for selective redevelopment including development of the Fruit and Vegetable Market as a residential-led mixed-use area;
- **Old Town Quarter** – conservation-led investment in developing the Quarter as an attractive place to live, visit and work;
- **St. Mary’s Quarter** – continued investment in regeneration of this Quarter and improved linkages with the Heart of the City and linkages to the Itchen Riverside;
- **Bedford Place Quarter** – continued investment in maintaining the vitality of this mixed-use quarter, retaining the balance of uses; and
- **Central Parks** – conservation-led improvements to the magnificent Central Parks.





The Quarters

## // PART FIVE: DELIVERING THE MASTER PLAN

### 013 Delivery

The Master Plan proposals will generate some £2.7 billion in new investment and generate in the order of around 23,000 new jobs. The Plan envisages development of around 250,000 sq. m of new offices, 180,000 sq. m of new retail and leisure developments, around 5,000 new homes and 2,000 new hotel bedrooms, with new cultural, visitor and community facilities, as well as significant renewal of the existing stock of buildings.

The Master Plan will be delivered by the City Council working in close partnership with local businesses, University, Port, Network Rail, Solent Local Enterprise Partnership, voluntary and residential groups and others. It will be the local authority's role to lead the process, coordinating and directing investment to ensure that each development adds value and makes progress to fulfilling the vision and strategy.

The scale of change proposed is considerable. The City Council will need to ensure it has the right organisational structure and can commit the necessary resources. A 'business plan' is required which will co-ordinate city council responsibilities to deliver the plan.

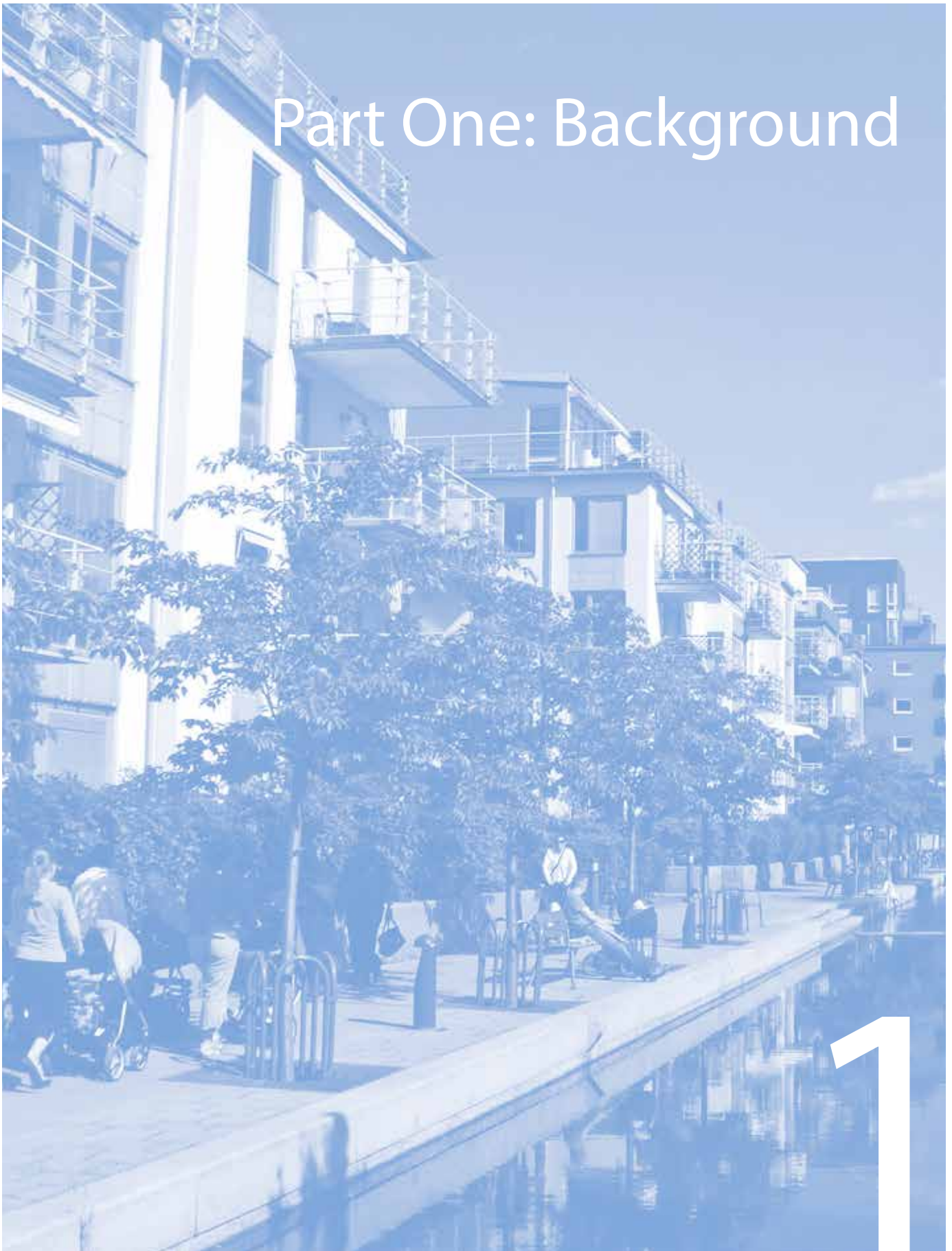
Delivery of the Plan will need to orchestrate a variety of funding sources to ensure investment happens. The funding arena is evolving away from direct government investment to incentives and borrowing against future revenue streams. The council will need to consider the most effective funding and delivery structures available to it to bring schemes forward, including using its ownerships and Compulsory Purchase Orders to support complex projects.

## Phasing

The pattern of phasing envisages:

- **Early Projects** (within the next 5 years) Royal Pier Waterfront, Cultural Quarter and Bargate/East Street Shopping Centres, and Fruit and Vegetable Market, Watermark West Quay;
- **Mid-term Projects** (within 5-15 years) Station Quarter, Royal Pier Waterfront later phases, University, Town Depot, Cultural Quarter later phases;
- **Longer Term** (within 15+ years) Portland Place (Above Bar West), Above Bar Parkside, Western Gateway, West Quay Retail Park, Itchen Riverside.

# Part One: Background



# 01 // Introduction

This report presents the final Master Plan proposals for Southampton City Centre, following public consultation in January 2011. The report was prepared to help guide investment to and within the city centre by illustrating the potential. It also has informed the preparation of the City Centre Action Plan which is to be adopted in 2014 and will support the Plan as a material consideration.

The Master Plan is a non-statutory development and investment framework for the city centre over the next 15 years and beyond. The main principles of the plan are informing the policies in the statutory development plan through the City Centre Action Plan (CCAP) which has been produced by the City Council in parallel with the Master Plan. The Master Plan will be a material consideration in the determination of planning applications where it is consistent with the CCAP. Specific aspects of the Master Plan will need further testing through the CCAP policies.

The Master Plan has been prepared by a team led by David Lock Associates Town Planners and includes Peter Brett Associates advising on accessibility, energy and flood risk management, and Strutt and Parker, property market advisors. The Plan has also developed with specific inputs from an architectural design team including Gehl Architects, Scott Brownrigg Architects, Proctor and Matthews Architects and MJP Architects.

Stage One of the Master Plan considered the existing performance of the city centre and sets a baseline position against which to consider change. The detail of that stage is not repeated here but available as a separate report. Stage One identified a number of major issues and potential for the city centre which have informed the proposals presented in this report. Stage Two presented the draft outline plan which forms the backbone of this Final Master Plan report.

## The Need for a City Centre Master Plan

It is now over 10 years since the City Council published the City Centre Urban Design Strategy (CCUDS), the city's first central area design framework since post war redevelopment of the centre. That plan provided a spatial vision and framework to guide the development of the city centre and was instrumental in securing major new investments. At that time WestQuay Shopping Centre was due to open. The city centre is now well-established as one of the country's most successful shopping locations. The city centre is a location for the arts and leisure, and is an attractive place to live with several successful housing developments. But many new challenges have arisen. The city competes nationally and internationally for investment – its ability to compete is strongly influenced by the success and attractiveness of the city centre.

The role of city centres is changing. Over the last decade or so, improvements in transport and technology suggested that city centres were one amongst a number of choices for potential investors – motorway business parks and out of town shopping centres began to challenge for investment as city centres struggled to adapt to demands for accessibility and convenience.



Central Parks



WestQuay Shopping Centre and Town Walls

It is apparent however that city centres offer unique qualities that derive from the close inter-relationship between uses, and this inter-relationship generates further activity which itself gives rise to new markets and opportunities. The historic reason for the centre – as a place for interaction and transactions - is as relevant today as it ever was. Moreover, the city centre can also address the need to live more sustainable lifestyles, and the critical mass of activity they generate supports higher order cultural and specialist activities that cannot be supported elsewhere. These qualities attract and support the best qualified people and the most innovative businesses, that drive change and wealth creation.

Southampton competes against other cities with stronger centres. The success of the city and the sub-region it serves depends on the ability of the city centre to attract new investment. Sub-regional planning strategies envisage major shifts in the location of new investment from the city's edges to its centre, creating new markets, and establishing the city centre as a regional, national and potentially international destination.

The city can use this process to develop those sectors where it already excels; in maritime industries and research, in engineering technology, its universities, in sustainable technologies and in many service sectors. As one of Europe's premier cruise liner home ports, there is a huge opportunity to make the city more appealing to visitors and develop a waterfront befitting

its reputation as a successful maritime city. There are considerable opportunities for new and diverse shops, homes, leisure and cultural attractions, and with fine new public spaces and pedestrian-friendly streets the centre can become an attractive, civilised and sustainable place.

The challenge the plan sets is to significantly improve the centre through intensification and growth – to accommodate major changes in joined-up ways that ensures the centre succeeds as a whole rather than in disparate parts. This creates a virtuous cycle of investment and success; to make the centre more accessible, attractive and sustainable, and offer a high quality of life for those choosing to live, bring up families and work in the centre, while respecting the city's fine history and also developing a powerful and compelling new sense of place.

## Role of the Master Plan

The Master Plan has four key roles, it;

- Helps guide investment to and within the city centre by illustrating the potential;
- Acts as a vehicle to raise the profile of the city centre, regionally, nationally and internationally;
- Provides guidelines on how that potential should be realised to contribute to the quality of the centre as a whole; and
- Informs and supports the statutory policy framework through the City Centre Action Plan (CCAP).

## How the Master Plan is Organised

The Master Plan is in five main parts:

### Part One : The Background

Describes the context for the plan and Southampton city centre today.

### Part Two : The Vision, Concept and VIPs

Sets the high level aspirations for the centre that will drive the process over the 20 year plan period and beyond and describes the spatial concept for how the centre will develop in the plan-period.

Summarises the Very Important Projects (VIPs) which will contribute to the renaissance of the city centre.

### Part Three : The Themes

The key themes that will drive the process.

### Part Four : Quarters Guidance

Guidance for each of the 13 city centre quarters.

### Part Five : Delivery of the Master Plan

Outlining the key requirements for delivery of the proposals including the priorities and sequencing of investment.



New housing and the marina at Ocean Village

## What the Master Plan Proposes

The Master Plan sets out proposals to:

- Revitalise and extend the retail and leisure core, gradually redeveloping ageing buildings and developing new multi-level mixed use buildings, diversifying the retail offer by attracting high-end and speciality shops;
- Develop a new Central Business District focused on a redeveloped and modernised railway station with prestigious offices, residential, retail and leisure uses and develop a Western Gateway Quarter transforming a low density employment area to a vibrant new quarter with offices, retail and leisure developments, housing, new parks and pedestrian routes leading to the waterfront;
- Develop a new mixed use city waterfront celebrating the city's special maritime setting with a range of exciting new attractions, with new parks, promenades and piers;
- Revitalise the Old Town, retaining its intimacy and character and introducing greater activity to make it once again a thriving and intriguing part of the centre;
- Enhance the centre as a place to live;
- Develop a sustainable access strategy to prioritise walking and cycling, modernise public transport and rationalise car parking, serving to improve accessibility and unite the centre;
- Shape the design of the centre to make it legible with attractive, coherent and sustainable new developments;
- Transform the ring road system with a network of elegant, civilised city-streets with development frontages which encourage walking and cycle into the centre connecting in surrounding communities;
- Radically improve pedestrian accessibility throughout the centre connecting key developments and open spaces together allowing the city centre to grow as one place; and
- Address the issue of long term flood risk in the city centre and establish Southampton as a leading 'low carbon city', exploiting opportunities to participate in the growth of the green economy to the full.

We start in the next section by outlining the context for the Master Plan, and then outline the Master Plan proposals.

# 02 // Southampton City Centre

The city administrative area has a population of some 236,700 and it supports a sub-regional catchment of over 850,000 people who look to the city for shopping, work and leisure. The city has excellent links to the national motorway network via the M271 and M3, and London is 80 minutes away by train.

Southampton is the 5th fastest growing city in the UK in terms of economic and population growth, and skills of residents. The city has a working age population of 167,701 and a current workforce of 117,000, across a variety of sectors with particular strengths in banking, finance and insurance as well as public administration, education and health sectors <sup>(1)</sup>.

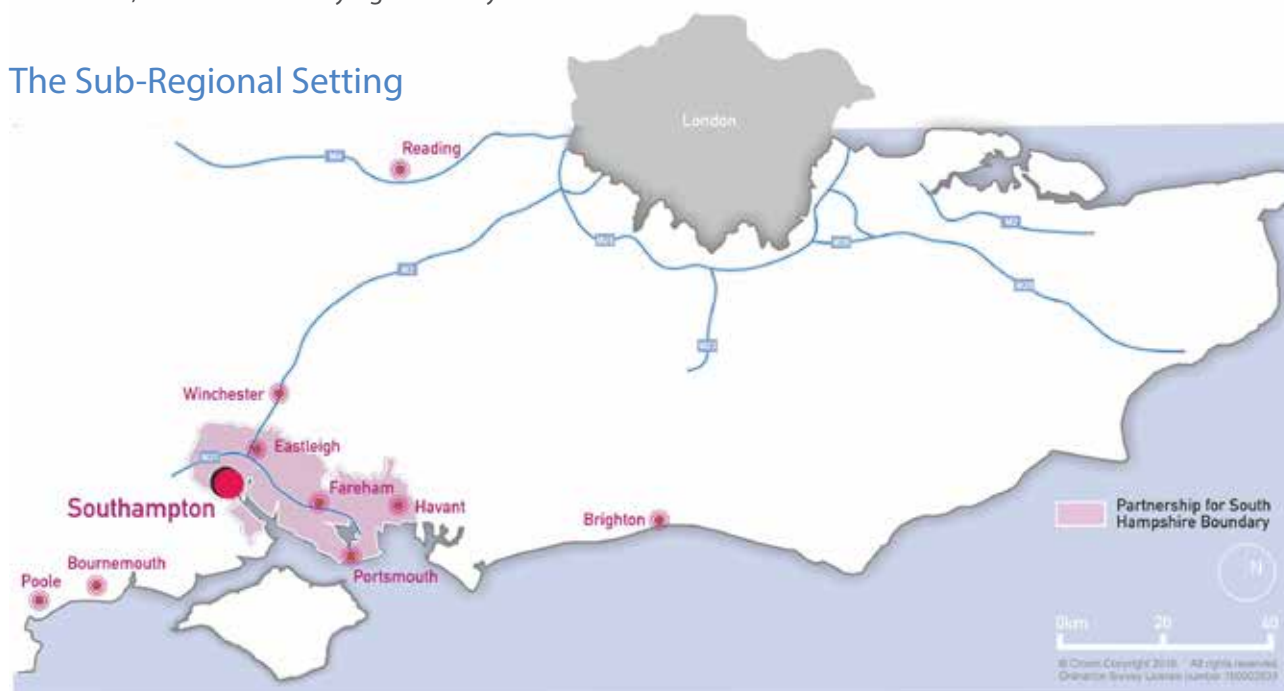
The city is also one of the UK's largest ports and the largest cruise-liner home port (in terms of passengers handled) in Europe. The city handles over one million cruise liner passengers per year. 41 million tonnes of freight passed through the Port of Southampton in 2008 and it is the second largest UK container port. It is also a principal centre for marine dredged aggregates for south east England. Southampton is in many ways the country's premier International Maritime Gateway.

The city is home to two strong universities with complementary specialisms in engineering and maritime science, and the arts and humanities. There are over 40,000 students studying in the city.

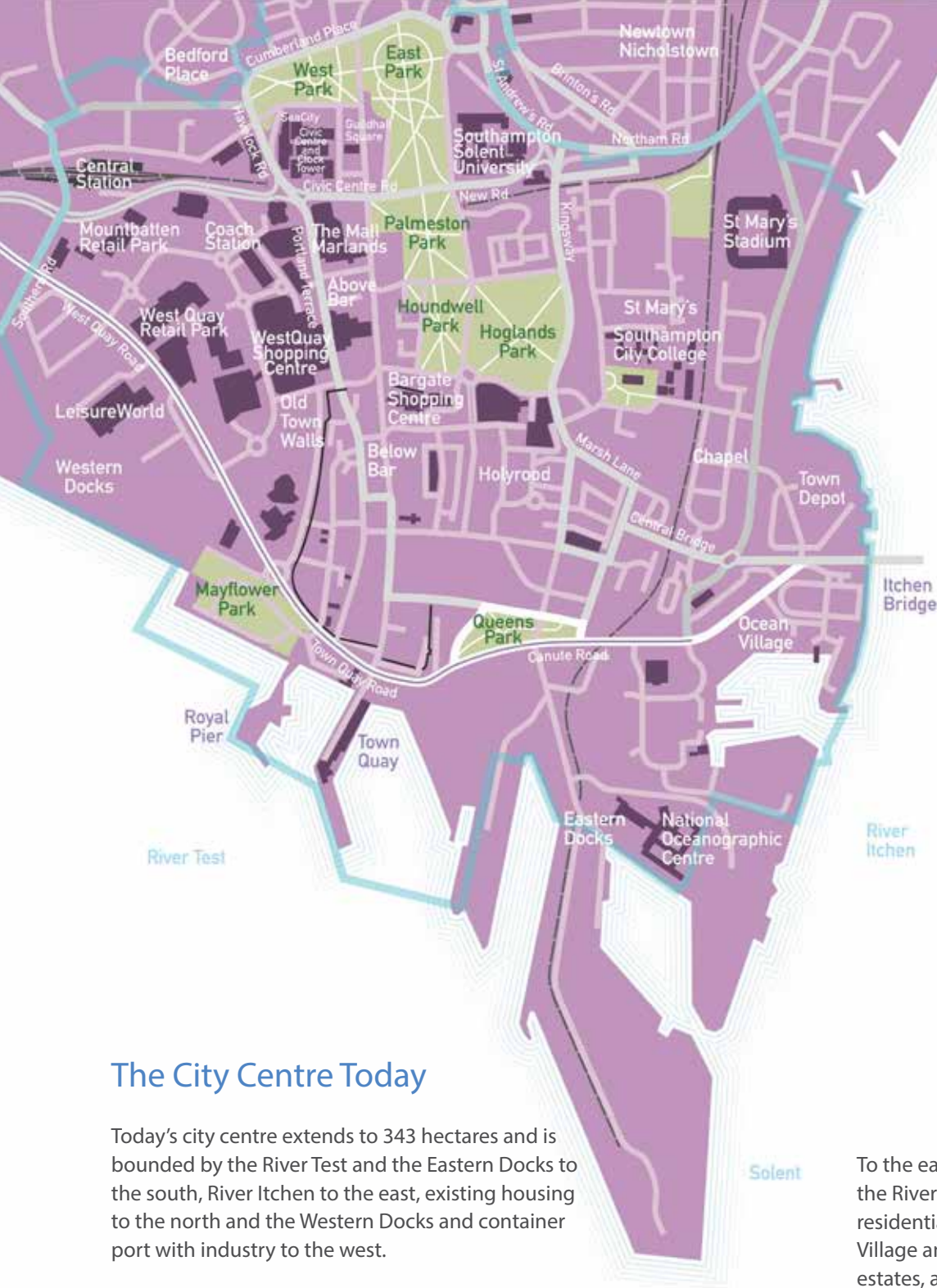
Southampton is at the heart of a prosperous region. However amongst this relative prosperity are some areas of significant deprivation within the city itself.



## The Sub-Regional Setting



(1) Solent Local Enterprise Partnership (2011) Regional Growth Fund Bid Submission



The Extent of the City Centre

## The City Centre Today

Today's city centre extends to 343 hectares and is bounded by the River Test and the Eastern Docks to the south, River Itchen to the east, existing housing to the north and the Western Docks and container port with industry to the west.

The modern city centre is located on a broad peninsula of higher ground, which slopes towards the River Test. Large areas of land to the west were reclaimed in the early 20th century, originally for the port but now in a variety of industrial and retail uses, and are low lying below the medieval Old Town.

There is high quality road access into the centre via the A33 Western Approach which connects to the M271 motorway, and which also serves the operational port from the west. The inner ring road system then circuits the central area with eastern access across the River Itchen at the Itchen and Northam bridges.

To the east, the centre stretches to the River Itchen, and there are new residential communities at Ocean Village and Chapel with industrial estates, aggregates and waste wharfs along the river itself.

Despite colossal damage during the Second World War, the city centre retains a rich heritage, including the longest surviving stretch of medieval walls, towers and gates in the country, a fine grain of streets and spaces, and many notable listed buildings and conservation areas. The historic core is the Old Town, the extent of the medieval town defined by the line of the town walls. The city centre also accommodates an extensive and expanding district heating system and was one of the first geothermal systems implemented in the UK, with plans to extend the system throughout the city centre.





Old Town

The core of the commercial city centre is found at Bargate and Above Bar most of which was re-developed in the post war reconstruction. Above Bar is partially pedestrianised. The market place is currently to the south of the Bargate.

The focus for retailing is the WestQuay Shopping Centre. The centre was completed in 2000 and has become one of the most successful in the country. It links through to Above Bar Precinct, and is served by both a podium car park and multi-storey car park to the rear. A major IKEA store was opened alongside WestQuay in 2009. Planning permission has also been granted for a leisure led extension to WestQuay, known as Watermark WestQuay. Beyond the car parks are two retail parks, West Quay Retail Park and the Mountbatten Retail Park, both with extensive areas of surface parking. There are local and speciality shops at Bedford Place in the north of the centre and along East Street south of the Bargate. The railway station is located in the west and is disconnected from the city centre. To the south are industrial estates with showrooms and warehousing, and the Leisureworld entertainment complex, with the Western Docks beyond.

In the north of the centre is the burgeoning Cultural Quarter centred on the impressive 1930s Civic Centre with the clock tower city-landmark. New development in the Quarter includes the Mayflower Theatre and BBC Regional Studios. The Quarter includes a refurbished Guildhall Square, with a new route through to the

Central Parks; new offices and the recently completed SeaCity Museum. The QE2 Mile, connecting Guildhall Square to the waterfront has also been the subject of major public realm improvements in recent years.

The Central Parks are an impressive feature of the city centre and major destinations in the city. The parks are busy with activity and crossed by major pedestrian routes linking the east, west and north of the city centre.

The waterfront to the River Test remains mostly in port operational uses, with access limited to the Royal Pier, Town Quay and Mayflower Park which are sandwiched between the Western and Eastern Docks. Royal Pier itself is now derelict. Mayflower Park and the surrounding car parks host the annual International Boat Show, the largest on water in Europe.

The city centre also comprises several growing residential communities, placing increasing pressure on local schools and infrastructure. The Old Town is a mixed neighbourhood with historic buildings and recently several notable infill developments mostly for housing. Neighbourhoods at Kingsland, Holyrood and St Mary's are relatively deprived residential communities. The Bevois ward (which covers part of the City Centre) was the second most deprived community within Southampton in 2007. Successive regeneration initiatives, including the Local Neighbourhood Renewal Action Plan for Bargate and Bevois wards, have been tackling deprivation in these areas over several years.

Ocean Village in the east of the centre is centred on the dock basin which is now a marina and has seen several successive phases of development since the 1980s. It was one of the country's first major waterside regeneration schemes. New city-living apartments, bars and restaurants have been developed alongside the marina and business park, making the area an attractive place to live and visit, as well as work. The National Oceanographic Centre, a major research institution and part of the University of Southampton, is south of Ocean Village within the secure operational port. A new Innovation Centre opened at Ocean Village in 2010.

## Growing the City Centre

The Economic Development Strategy commissioned by the Partnership for Urban South Hampshire (PUSH) sets the context for considerable growth of the sub-regional economy, and a shift in the geography of investment concentrating on the urban areas and particularly the city centre: the “cities first” approach. The Council’s own adopted Core Strategy for the city as a whole has incorporated the growth targets and set targets for the city centre. The city centre is identified as playing a major role in transforming the economy of the sub-region.

Household growth is projected to increase, with the overall population of the city projected to grow by 53,600 by 2033. Almost one third of the new housing for the city to 2026 is proposed in the city centre (source: Core Strategy 2010).

process of growth and ensure the city is best placed to compete for the right type of investment. The newly formed Solent Local Enterprise Partnership is well placed to lead in achieving this economic regeneration.

Alongside the city centre growth are the Associated British Port’s plans to significantly expand its operations over the next 20 years. The port envisage a doubling of cruise liner passengers and ship visits from 702,000 in 2005 to 1,917,000 in 2030, and have plans to develop a further cruise liner terminal to add to the four existing terminals. Recent growth in cruise traffic has already exceeded these predictions.

The ambition is to continue the momentum created by developments in the Cultural Quarter and transform the centre into a place of real quality and presence, equal to similarly-scaled European and domestic competitors – a place that is attractive to business, a place to shop, enjoy and visit, and a place with thriving communities.



The PUSH plan forecasts increases in GDP over the plan period to 2026. It was prepared in more optimistic times and targets are being reviewed in the light of the recession. However, economies go up and down and the plan provides a framework to help capture major new investment for the city centre when the economy begins to grow again. The scale of ambition in Southampton is clear, however it may take longer than previously anticipated to deliver the targets. The Master Plan aims to create conditions to accelerate the



# Part Two: Vision, Concept and VIPs

2

# 03 // Vision

The vision and supporting themes provide the high level direction for the Master Plan and drive the implementation process. They provide the overall requirements for the plan and the specific objectives for development envisaged through the plan over its lifetime of 20 years and more.

## Vision

This is a plan for the future of Southampton's city centre - and the changes that will be made to deliver the following vision:

### Southampton: International Maritime City

The city centre is the power house for the city and beyond - generating economic growth and new jobs within a low carbon environment. By 2026 new offices, shops, homes, cultural attractions and entertainment venues will be found across the city centre, notably in a new Royal Pier waterfront scheme, a Business District right next to the Central Station and in the upgraded and expanded shopping area. A variety of new residential areas will add to the appeal of city centre living. Distinctive new buildings, public spaces and walking routes will reconnect different parts of the city centre including its waterfronts, Victorian parks, medieval Old Town and Central Station and transform the whole city centre into a more attractive, walkable place with a buzz about it – a great place to do business, visit and live.

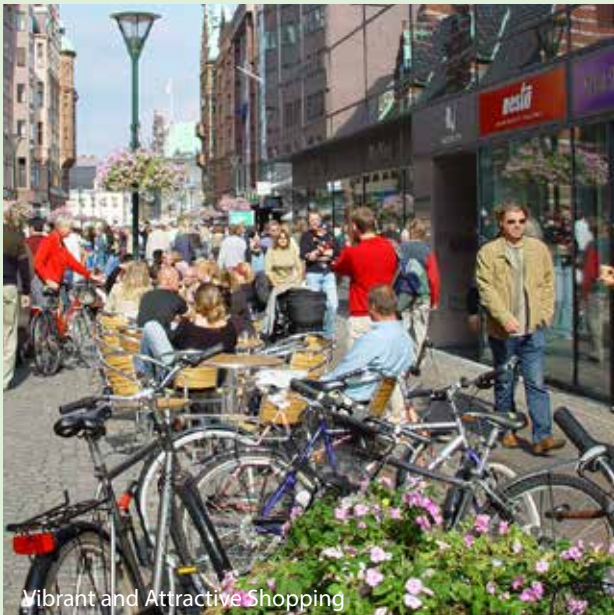
This vision will be delivered through action across seven cross-cutting themes:

## A Great Place for Business



The city centre will offer a highly attractive environment for businesses, attracting major national and international companies, and growing local companies. The city centre will continue to be a focal point for driving economic prosperity, competitiveness and job growth across South Hampshire. The city centre has strong potential to support growth in retail, leisure, financial / business service and green economy sectors. Businesses will be attracted by the high quality transport provision, a skilled labour force, the buzz of city life and the high quality environment. The city's new prestigious business district, with major office floorspace located right next to the Central Station, will create opportunities for expansion and inward investment. New and expanding companies on a variety of sites will create additional jobs across the city centre.

## A Great Place to Shop



With more shops and a greater diversity of types of shopping, with completion of the next phase of the successful WestQuay Shopping Centre, renewal of ageing shopping at Above Bar, Bargate and East Street Shopping Centres, and protection of vibrant smaller scale local and speciality shopping at East Street and Bedford Place. The existing shopping area will be improved and will expand westwards when the need is demonstrated, with the eventual redevelopment of the retail parks for high density shopping and leisure.

2

## A Great Place to Visit



More shops (including the next phase of the successful WestQuay centre), new and greater choice of leisure and cultural attractions, restaurants and bars, and regular events will mean that the centre is used during the day and evening by residents, visitors and workers of all ages and cultures. The existing shopping area will be improved and will expand westwards when the need is demonstrated. The Cultural Quarter, already including the art gallery, library, Guildhall and Mayflower Theatre will grow to include the SeaCity Museum and new arts complex facing on to the recently refurbished Guildhall Square.

3

## A Great Place to Live



New and existing communities will flourish in attractive, safe, neighbourhoods, having chosen the excitement and convenience of city centre living. There will be a range of different house types, sizes and tenures, local services, community facilities, open space and employment opportunities. Local shops and services dotted across the centre, and particularly in Bedford Place / London Road and St Mary Street, will continue to meet the day to day needs of city centre residents, employees and visitors. Residents will feel safe, and have a sense of belonging to a place which celebrates its cultural diversity. There will be improved connections between the city centre and surrounding communities, and measures to enable residents to benefit from the new job opportunities in the city centre.

4

## Attractive and Distinctive



A new structure of high quality streets, pedestrian – friendly routes, parks, civic spaces and views of the water and port activity will knit together the whole of the city centre from Bedford Place to the waterfront and from the station to Ocean Village and the River Itchen. Water channels, water features, trees and other planting will reflect the city’s maritime identity and extend the influence of the parks through the centre. The city centre will be characterised by high quality parks, civic spaces and public realm and innovative modern architecture which will respect, enhance and maximise the potential of Southampton’s heritage including the Old Town and Victorian parks. New shops, jobs, homes, cafes and other attractions in mixed use developments, coupled with an extensive public realm, will create interest and activity at street level, marking out the centre as a great place to be.

5

## A Greener Centre



Green and Attractive Spaces

The low carbon approach will deliver renewable and sustainable energy (particularly through the existing extensive Combined Heat & Power network), a reduction in the use of natural resources, and greener design for new buildings including green roofs and walls. There will be many more jobs in the green economy; creating and delivering renewable energy, retrofitting current building stock, or developing and applying green technologies. More people will walk, cycle and use public transport to get about, which, coupled with respect for the natural environment and biodiversity, will promote physical and mental wellbeing as well as reduce carbon emissions. A coordinated, realistic approach to managing flood risk will give confidence to investors that Southampton is addressing climate change and is a place for long term growth. Changing work practices and high quality broadband connections will reduce the need to travel.

6

## Easy to get about



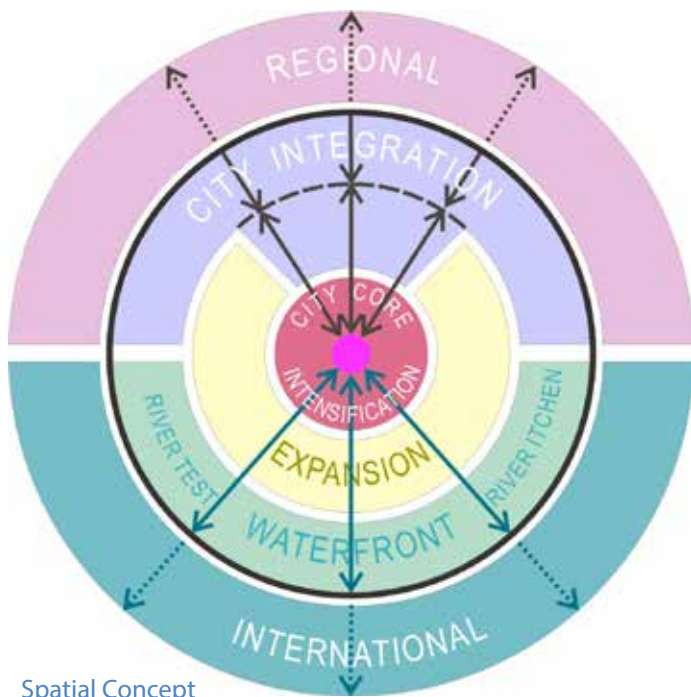
Sustainable Travel

A network of well – signed, attractive routes which are accessible for all people, together with views of individual landmark buildings, gateway developments, the water, cruise ships and port activity will make it easy for people to find their way about. It will encourage people to spend more time in the city centre and promote walking, cycling and use of public transport. The Central Station will be significantly enhanced as a transport interchange enabling easy access to improved bus services and facilities. Improvements to the highway network will create a network of streets which are easy to cross, and are attractive to pedestrians, cyclists, bus operators and taxis whilst still providing efficient access to new and existing businesses such as the international Port, and the retail and leisure/ entertainment sectors.

7

## Spatial Concept

Achieving the ambition for the city centre will be delivered through upgrading the existing fabric, accommodating significant new development through intensification and re-modelling, improving connections throughout - connecting the city centre to the wider city and its waterfront - thus generating greater levels of activity.



Spatial Concept

The core extends westwards growing the retail heart of the centre towards a new Station Quarter (which is the focus of a new business district) and connecting this to new intensive retail and leisure re-developments which will eventually replace the retail parks. The core of the retail area would be redeveloped with attractive modern retail units extending through and fronting onto the Central Parks, with offices and housing enjoying parkland views. Improved links northwards connect in the Cultural Quarter and beyond to Bedford Place. Developments will extend the pattern of city centre activity to the west, with prominent new gateway developments and long-term redevelopment of the City Industrial Parks as a new 'western gateway' for a mix of new leisure, offices, hotel, and residential and ancillary retail uses leading to the waterfront.

A stronger core extends to revitalise the Bargate area and activity will flow down the QE2 Mile making this a street lined with activity and interest, and a prominent

route to the waterfront. The Old Town should retain its mix of uses to restore its vitality and bring its heritage to life. Redevelopment of the Fruit and Vegetable Market and then possibly in the longer term, the Holyrood Estate, will increase activity and restore the finer-grained pattern of buildings and spaces.

The centre should extend to reunite the city with its waterfront and create a fitting celebration of the city's maritime identity. The waterfront will be a major new place to visit, enjoy, and to live and work. It needs to be linked to the centre and easily accessible. An improved and extended Mayflower Park and new waterfront promenades and piers provide opportunities to access the water, and to walk along the water's edge. Potential to link in the City Cruise Terminal with adjacent areas to create a major waterfront focus for development needs to be explored with ABP. This might include a major arena, conference and exhibition centre with hotels and business space on the Royal Pier Waterfront. Waterfront attractions must aim to establish Southampton as a principal visitor destination on the south coast.

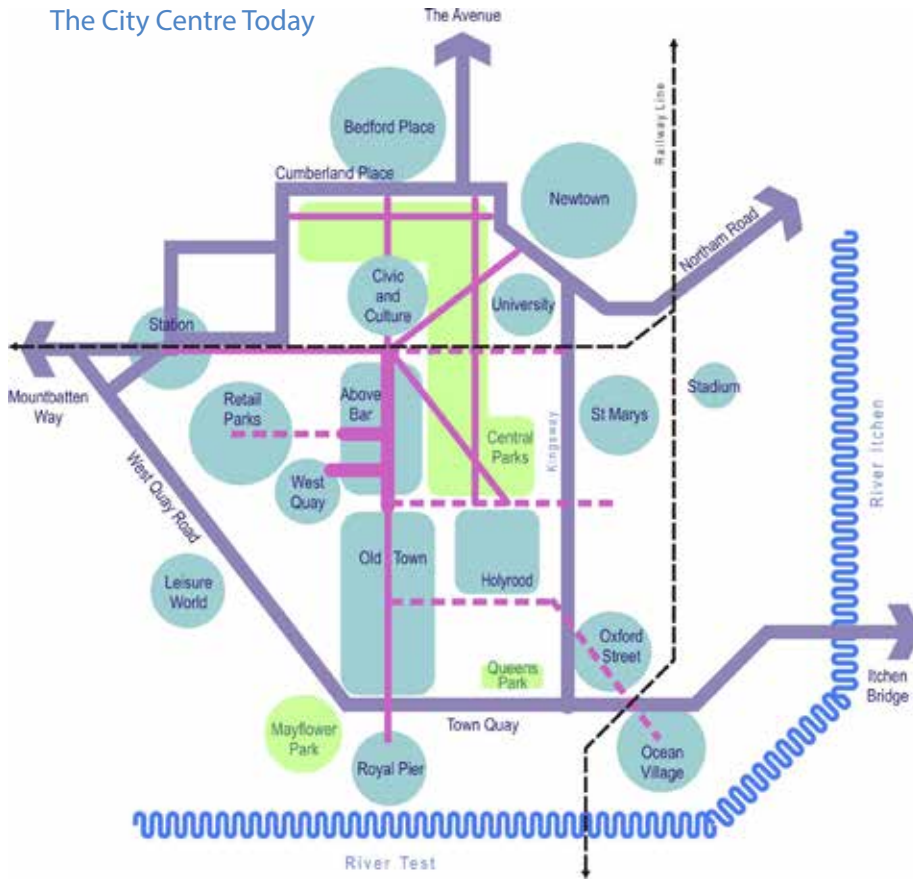
New developments should continue to re-enforce Ocean Village as an attractive, prestigious location to live, and as the role of the Quarter changes the potential to develop and focus new knowledge-based business can be explored developing on the expertise of the National Oceanographic Centre, and allowing companies to develop on from the Innovation Centre. Leisure-led mixed-use development is being considered for Town Depot. Subject to further investigation, a new flagship maritime academy located on the Itchen Riverside might provide the focus for secondary education in the city centre.

In the long term and possibly beyond the plan period, new waterfront communities may be created along the Itchen if industrial wharfs can be developed elsewhere. The stadium becomes a focus for new riverside leisure uses. The water's edge becomes a new public parkland margin with walking and cycling, new leisure uses, with piers and jetties generating new activity on the river.

New investment within existing communities will ensure they are attractive and well-served places to live. Their identity is enhanced and they are connected in to the centre so that their communities benefit from the new jobs and other opportunities created.



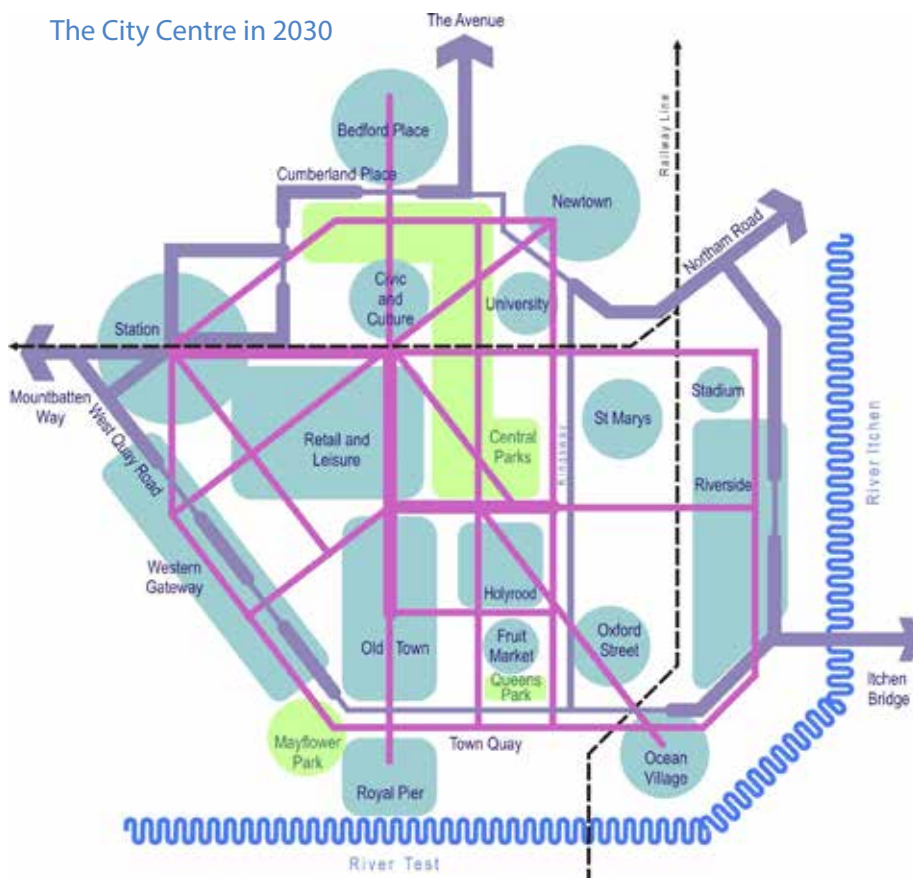
## The City Centre Today



The new development is facilitated by a network of strong pedestrian-friendly connections – new and improved streets with new squares and parks which join the centre together and encourage movements between the Quarters. New tree-lined city streets cross the centre with generous footways lined with shops and places for people to sit. The core of the centre is characterised as a network of high-quality pedestrian streets and squares.

To achieve this new routes overcome the barriers of the ring road with generous crossings. Road space is modified to provide easier movement for pedestrians, cyclists and public transport. New enhanced bus routes and super-stop interchanges will provide fast and frequent bus access throughout the centre making public transport an easy option. Over time car drivers will find it easier to park at city centre gateways and walk across the centre, and with the station as the focus of a network of routes it becomes a major node of activity in the structure of the centre.

## The City Centre in 2030



As development progresses a new identity for the centre and the city is created. Modern offices, new retail and mixed-use buildings define the park edges, and activities spill out onto the city streets. Balconies, terraces and roof gardens exploit park side and waterfront views and roof gardens and feature green walls create new greenery throughout the city centre. Landmark buildings help define this new identity for the centre as a place that is forward thinking, creative and confident.

We outline the key framework structure for this in the next section and then describe the proposals for each of the city centre's quarters.

## The Changing City Centre Structure



The City Centre in 2030 :  
Illustrative View



Holyrood

St Marys

Itchen  
Riverside

Town  
Depot

River Itchen

Old  
Town

Fruit and  
Vegetable  
Market

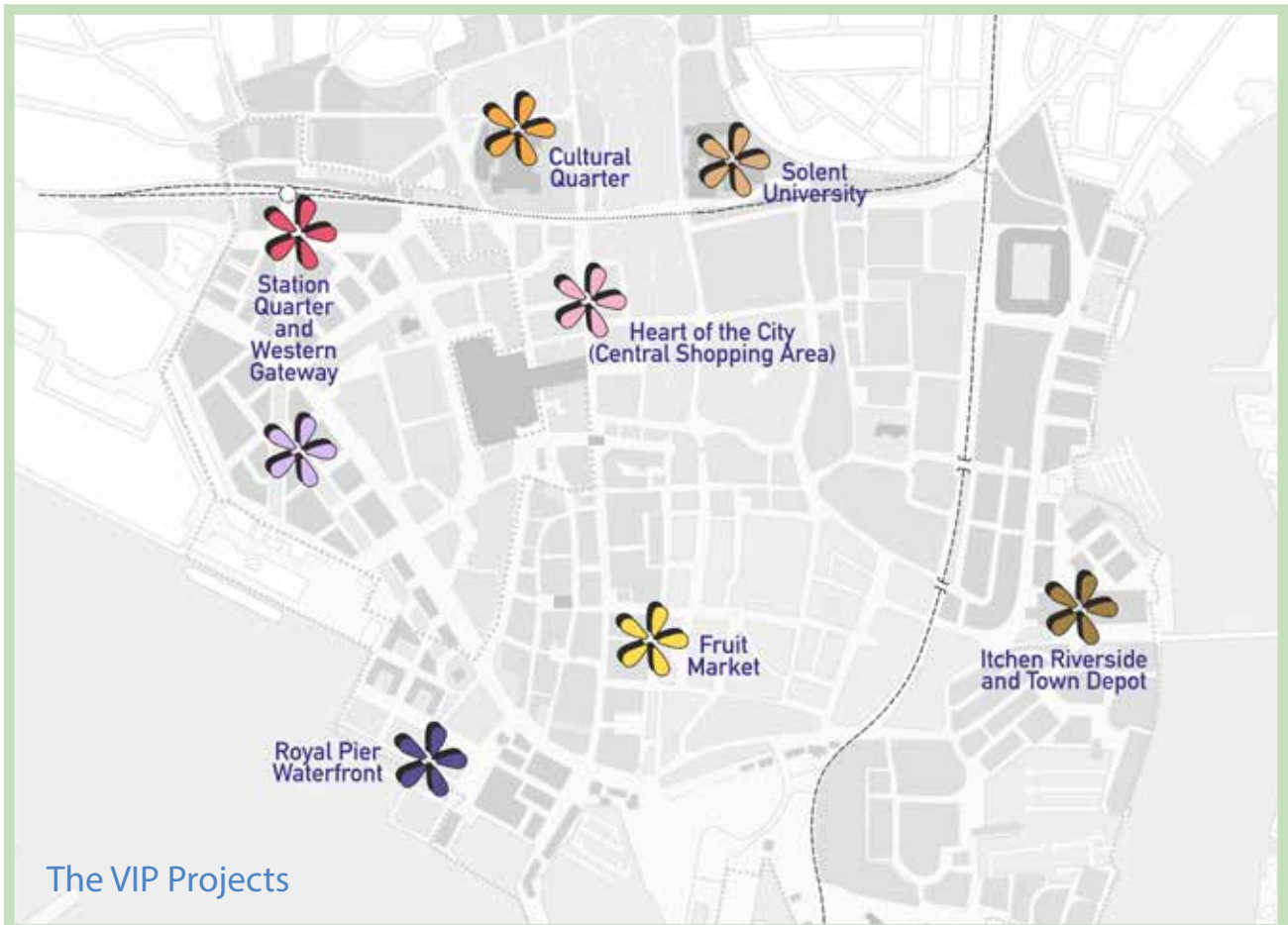
Town  
Quay

Queens  
Park

Ocean  
Village

# 04 // Very Important Projects

The Master Plan focuses on seven areas of major change which are proposed to be transformed over the next 20 years. We call these the Very Important Projects or VIPs – because their delivery is central to the renaissance of the centre.



The VIPs concentrate on reinforcing the strength of the centre, making it attractive and competitive, developing an exciting and creative place to be throughout the day and throughout the year. Projects can intensify the existing heart at Above Bar, extending the success of West Quay and building a diverse and exciting range of high street, specialist and up-market shops, and providing new offices and housing that open up the waterfront.

The major projects comprise:

# 1

## Station Quarter and Western Gateway



Reinforcing the sense of arrival at the Sub-Regional Centre

Redevelopment of the southern side of the station to create a new Central Business District for offices, homes and new shops, cafes and bars and ancillary retail uses, centred on a major new station square and public transport interchange drop-off with improvements to the north of the station and new car parking, and in due course extending to the Western Gateway with further offices as part of a major new mixed use quarter.

# 2

## Royal Pier Waterfront



Exciting and Attractive New Waterfront

Redeveloping the international face of the city into a place to live, work and enjoy. The waterfront will be reshaped, ferries relocated, a new and extended Mayflower Park created with a marina, speciality shops, offices, leisure uses, apartments and waterside attractions, with pedestrian promenades and piers – a celebration of the city's maritime spirit.

# 3

## Itchen Riverside including Town Depot



Homes and Leisure on the River Itchen

The redevelopment of the Town Depot on the Itchen riverside could see a new waterside community created with leisure uses including a real-snow ski centre. In due course redevelopment of the aggregate wharfs may extend this waterside community.

# 4

## Heart of the City



Vibrant New Shopping Areas

The Heart of the City offers major new development opportunities in addition to Watermark WestQuay:

- **Above Bar West** – the redevelopment of Above Bar towards the station with a new multi-level shopping and leisure complex. This will include offices and new homes and provide new routes through to the Station Quarter and West Quay;
- **West Quay Retail Parks** – redevelopment of the extensive retail parks and surface parking for multi-level shops and parking. This will be created around a framework of new streets and spaces; and
- **Above Bar Parkside and Bargate Area** – comprising blocks adjacent to the Central Parks and Albion Place, as well as the Bargate and East Street Shopping Centres; with redevelopment for new high street shops, food supermarket, leisure, bars, restaurants and cafes overlooking the park, with housing above.

# 5

## Fruit and Vegetable Market



### Mixing Homes and Businesses

This key site provides the link between the main retail core (via the Old Town) and Ocean Village (via Oxford Street). Its redevelopment will create new homes and businesses that reflect and respect the Old Town whilst bringing activity, interest and vitality to this part of the city centre. Street planting along Queensway and a new open space will extend the green link from Hoglands Park to Queens Park.

# 6

## Cultural Quarter



### Always Something to See and Do

The city's vibrant Cultural Quarter will be further developed to include a new arts complex, restaurants, cafes, a hotel and speciality shops alongside Guildhall Square and overlooking the beautiful Central Parks. Buzzing with activity, this will provide a focal point for arts and culture in the city for residents and visitors alike.

# 7

## Southampton Solent University



### A Hub of Knowledge and Creativity

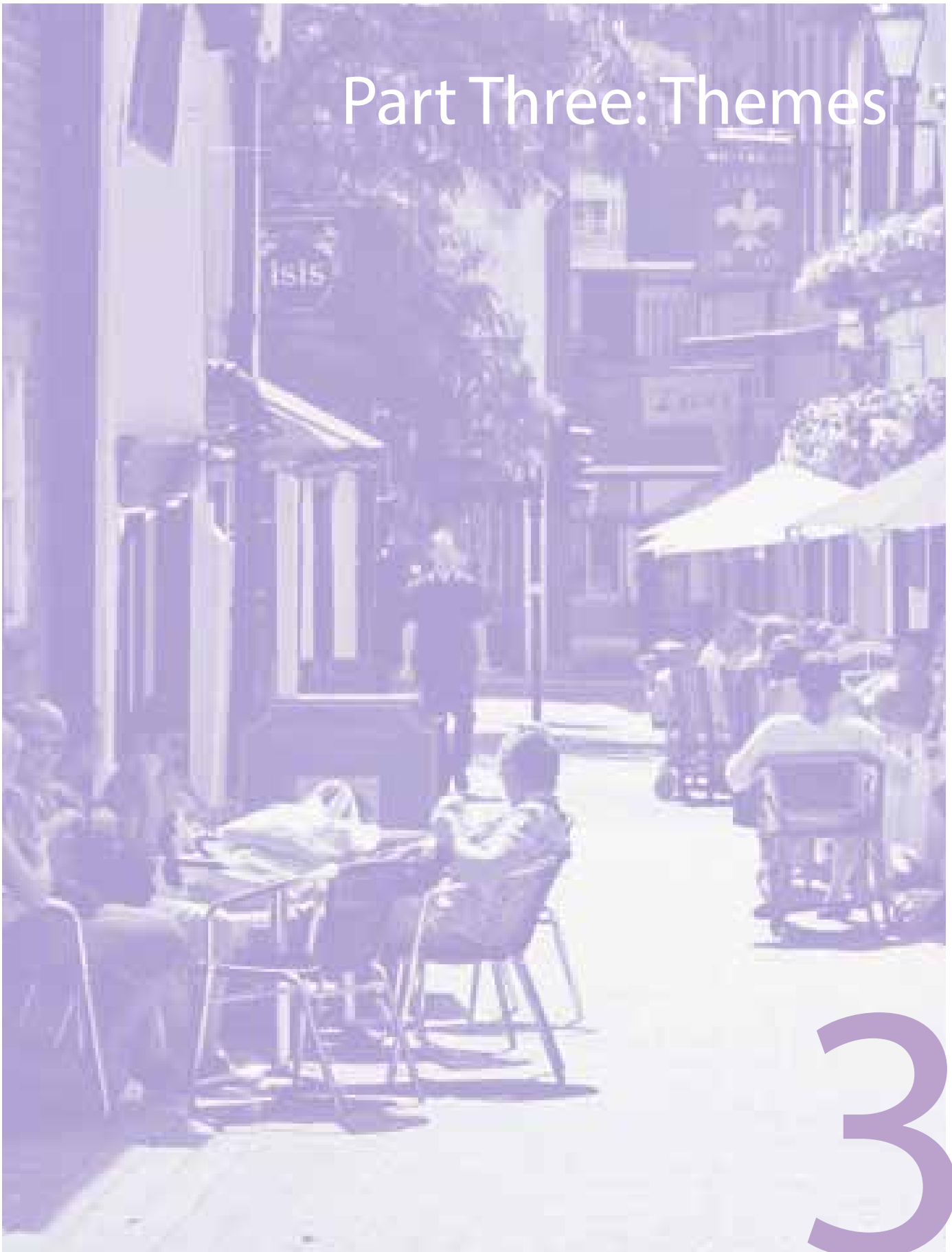
The university has a very prominent location overlooking the Central Parks with opportunities to grow and provide additional space for teaching, sports and recreation, conference and student accommodation. There is also the potential to encourage new businesses to benefit from co-locating with the university.

The seven VIPs are the focus of the Master Plan. Together they can transform the character of the centre, making it a more intensive, larger and stronger. These seven areas are the priority for the next 20 years.

In the next section we describe the seven city centre-wide themes that will drive the Master Plan process.



# Part Three: Themes



# 05 // A Great Place for Business

The aim is to transform the centre to become a regional destination for office-based employment and to be at the forefront of innovation and the development of new sustainable industries.

Major new offices will help drive the future economy of the centre. The city and its sub-region have enjoyed strong office development over the last 10 to 15 years. However much of this growth has been at the Solent Business Park at Junction 9 on to the M27.

While the scale of office-based employment has been affected by the recession, Southampton is identified in the sub-regional economic strategy as being a principal location for new offices and needs to plan for major growth. The centre has had notable successes; Carnival HQ and the recently opened One Guildhall Square and proposals at Mayflower Plaza near the station demonstrates that given the availability of well-located opportunities then investment will follow.

Alongside major new HQ development there is likely to be continued growth in local companies, some of which will look to upgrade their current space and expand and it is important their demands for modern accessible office space are met.

## Objectives

The objectives for new employment space include:

- Development of a new Central Business District as a regional office centre which links Central Station via attractive pedestrian friendly streets with a link to the waterfront at Royal Pier and to the central shopping core;
- Encouraging delivery of existing major office commitments at West Quay Site B (next to the Carnival HQ);
- Development of offices for smaller companies within mixed-use developments throughout the centre;
- Development of managed workspace or 'Business Centres' to encourage small, creative and innovative businesses possibly developing relationships between the universities and local companies, including those in the creative, arts and cultural and low carbon industries; and
- Upgrading of better quality grade B space for local companies, but as new offices come on stream also looking to convert more marginal space to other uses, which may include residential.



The New Station Square



## Office Strategy

The Master Plan aims to see a considerable increase in new office development in the centre, with development of a regional office destination. New offices will be concentrated at the station, Royal Pier Waterfront and in due course expansion into the Western Gateway, as well as renewal and enhancement of major offices at the Cumberland Place area and Ocean Village and development of smaller scale offices throughout the centre. The office strategy provides for development of up to 250,000 sqm net additional office space in the city centre.

## Central Business District

A major new Central Business District is proposed in the west of the centre focused on the railway station. This provides at its core at least 50,000 sq m of new offices and should be located close to the existing retail core with access to the railway station. The new CBD would have major buildings of the order of 10,000sqm HQ offices and offer Grade A quality space and environment. The focus for the development is a new Station Square. Improved links across the station will help integrate existing development to the north into the Quarter. Further offices would develop out from this core towards the water frontage as part of the Western Gateway Quarter along a central axis.

## Secondary Office Renewal

Potential also exists for the refurbishment and redevelopment of secondary office space within the centre. Office development could be a feature of developments at Above Bar and the Cultural Quarter within the proposals for retail renewal, and can be an element combined with the westwards expansion of the retail core.

## Replacement Uses

Some existing offices however may not be appropriate for refurbishment and re-use and will have outlived their usefulness. This presents the opportunity to convert the buildings to new uses, or for the buildings to be redeveloped. This may particularly be the case in the more marginal locations on the city centre fringes. The Government's proposed changes to the planning system may allow changes to occur without planning permission, but the Council needs to ensure that replacement space is available to ensure that there is no net loss of space and that the important employment role of key locations, such as Bedford Place is not undermined.



A Focus for New Office Investment



The New Station Square

## Small Business Developments

The potential to stimulate small business growth particularly in the growth sectors identified by PUSH (marine, financial and business, environmental technologies, creative industries, and health care) sectors has been identified and development of business centres or managed workspace developments can assist in this. The council can use its own landholding to stimulate development of smaller business premises to support local companies. Smaller workspace schemes could be included within the VIPs such as within the redevelopment of the Fruit & Vegetable market site to help retain and stimulate the Old Town/Queens Park area as a place to work, and in the Above Bar area.

## Low Carbon Businesses

The City Council is encouraging the growth of low carbon technology businesses to locate in the city and city centre. The Solent area has key economic assets in the form of around 600 environmental technology and service firms, with around 11,000 employees already and annual sales turnover of £1.4 billion. The University of Southampton's world-leading Sustainability Research Group has significantly more researchers (266) and PhD students (188) working in sustainability than any other UK university.

The city can build on existing strengths such as access to the port and in renewable energy, and develop strong networks between its research capability and development industries. While manufacturing operations may need to be located elsewhere, the centre can accommodate R&D and smaller scale businesses and office functions – and the 'green character' and 'carbon-change ready' capability of the city centre can help promote a strong and green identity for the centre.

## Knowledge / Marine Innovation Centre

The Ocean Village Innovation Centre (OVIC) has been developed at Ocean Village and a network of business space models might be developed from that hub to develop a cluster of related companies. There may also be synergy with the low carbon sector such as marine energy and wave/tidal energy. The existing office park at Ocean Village for instance could be re-branded for maritime/marine companies and the OVIC increasingly specialised as a marine innovation centre focused at the National Oceanography Centre. This requires further detailed analysis and assessment. A related feature of this knowledge-based cluster could be a proposed maritime academy as a focus for secondary education and could also provide a range of facilities to serve the local community and businesses.

# 06 // A Great Place to Shop

The aim is for Southampton city centre to maintain its strong regional position as a major shopping destination, diversifying the offer and developing complementary leisure, cultural and arts attractions.

## Shopping

Southampton is the 13th largest retail centre in the UK. The city centre is a success as a mainstream retail location, but this success is highly concentrated and lacks diversity. There is a considerable fall in value and quality from WestQuay Shopping Centre to the rest of the centre, which reflects its poorer performance but also its potential for growth. The large retail parks beyond WestQuay represent an inefficient use of land, and present a poor image for the centre as a whole.

Attractive and convenient shopping is important, bringing in visitors and expenditure and creating local jobs. Attractive shopping is also important to support new residential and office developments. New retail developments need to be planned with care to ensure that the success of the centre is maintained and new developments complement the role of the existing shopping areas.

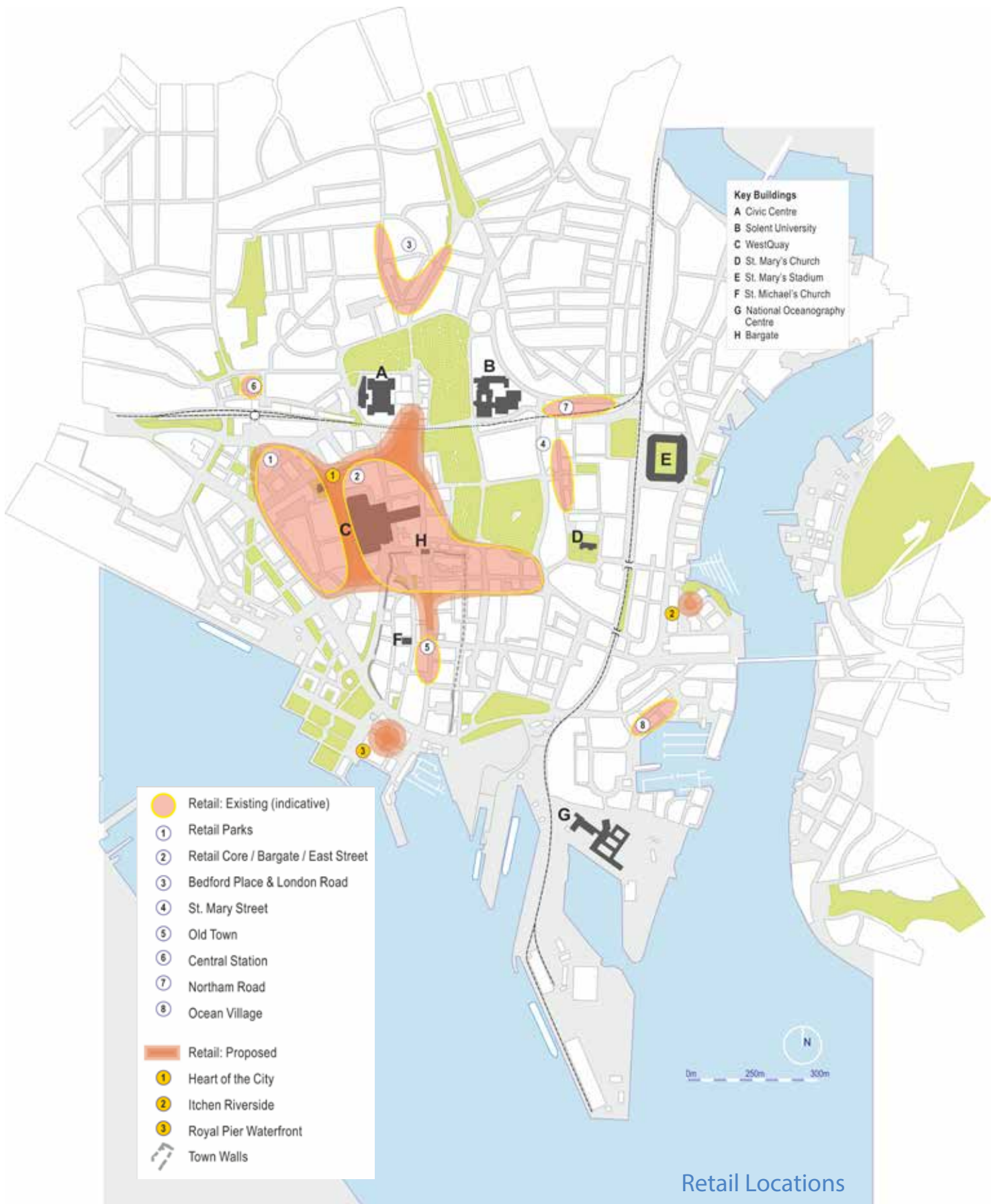
## Objectives

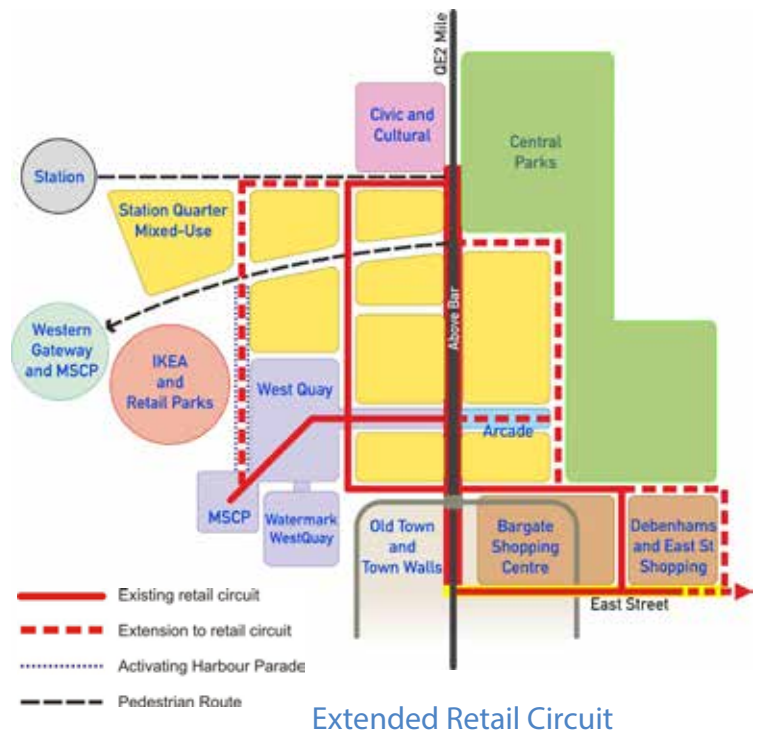
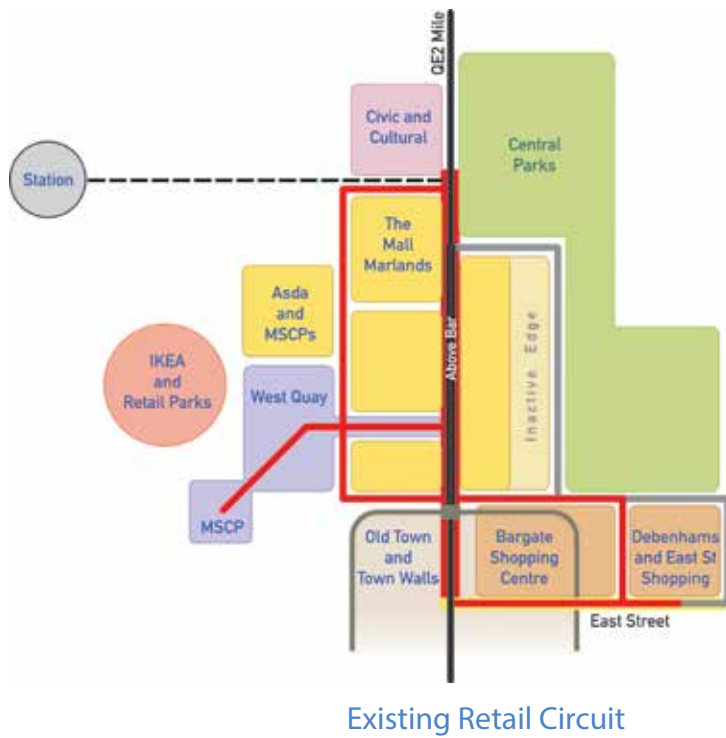
The shopping objectives are to:

- Transform the retail offer of the city centre to establish a more rounded and diverse retail circuit;
- Upgrade and when appropriate expand the retail core of the centre, renewing and modernising the retail offer;
- Develop niche and speciality offers, including a high-end shopping offer to attract a wider and more diverse customer base; and
- Transform the local convenience food offer to support the growing residential and business communities.



Modern Attractive Shopping





## Retail Strategy

The strategy is to consolidate, renew and expand the retail core in that order, ensuring that the committed scheme at Watermark WestQuay and proposals for the redevelopment of the Bargate and East Street Shopping Centres, are brought forward successfully. The retail core is proposed to be renewed with redevelopment of Above Bar and longer term expansion of the centre westwards towards the Station Quarter. In due course redevelopment of the retail parks is envisaged with new retail, business, leisure and residential uses to integrate closely with the core of the centre. A transformation of the retail provision in the city centre is anticipated, with a revitalised and exciting retail offer. Less reliance on one single centre (WestQuay) will result, and the retail offer will be both richer and more diverse. Retail uses, as part of mixed use developments will foster and reinforce connections within the city centre. Redevelopment of Above Bar could also include new park-fronted development to the east. In addition new speciality shopping opportunities might be appropriate at the waterfront, within the Cultural Quarter and the new Station Quarter in addition to the established areas at Bedford Place, East Street, St Mary Street and Old Northam Road and these will need to be assessed further when these schemes come forward. Convenience retailing could be provided by large scale, high quality development located in the eastern and western halves of the city centre (linked to the shopping areas), with existing local shopping areas within existing communities protected and further provision to serve new communities.

## High Street Retailing

The main retail focus will remain at Above Bar and WestQuay and be extended further to meet the gaps in the high street offer. This includes further department stores and large format stores, so that the centre is able to continue its success as one of the major retail destinations in the UK. The proposals envisage:

- Delivery of the Watermark WestQuay proposals with shopping, cinema, restaurants, hotel and housing;
- Improvement of the shopping experience including possible redevelopment at the Bargate Shopping Centre, and the East Street Shopping Centre;
- Redevelopment of the eastern side of Above Bar Street (Above Bar Parkside);
- Potential to improve or redevelop Above Bar West including the Marlands Block, Asda site and car parks for new shopping leading to the Station Quarter; and
- Redevelopment of the retail parks in due course for new mixed use city-centre scaled developments, including new retail stores.



## Convenience Retail

Growth of the centre will generate further needs for convenience shopping. It is proposed to meet this need through:

- Up to two major convenience supermarkets serving the eastern and western sides of the city centre (linked to the shopping area);
- Smaller convenience stores serving residents and businesses throughout the centre, located on the main frontages; and
- Improvement of existing centres at Bedford Place and St Mary's Street.

## Redeveloping the Retail Parks

The retail parks represent an anomaly in the city centre – extensive use of land for parking and single storey shed-type development that creates a poor pedestrian environment and poor integration with the rest of the centre. They trade successfully largely because of adjacent parking and while they will remain within the short term at least, they are incompatible with the vision and objectives of creating an integrated, pedestrian friendly, vibrant and diverse city centre. The Master Plan envisages the phased redevelopment of the retail parks.

The northern retail parks at Mountbatten and Toys R Us fall within the proposed Station Quarter and we expect them to be redeveloped for new offices and ancillary retail uses;

The West Quay Retail Park also offers a long term opportunity for intensification with multi-level retail redevelopments.



Diverse Places to Shop



## Speciality and Visitor Retailing

Speciality and visitor retailing will help to diversify Southampton's attractiveness and extend its catchment for retailing. The centre lacks speciality and high-end retailing in the centre to complement the existing largely mainstream offer. The potential includes:

- Retention and consolidation of Bedford Place as a speciality shopping area;
- Retention and development of East Street, the High Street (Below Bar) for independent retailers and markets;
- The development of new high quality shopping, convenience stores and cafes associated with the Station Quarter;
- Expansion of existing successful, regular, seasonal and temporary markets;
- New visitor-orientated leisure and shopping provision at Royal Pier Waterfront and the Cultural Quarter; and
- High quality shops through the redevelopment opportunities at Above Bar.

# 07 // A Great Place to Visit

The aim is to develop the potential of the city centre as a unique and special place to visit with a variety of modern leisure attractions, new and inspiring cultural and arts developments, and unlocking the inherent potential of the city's people, heritage and waterfront setting.

Over the last 10 years the city centre has become a more attractive place to visit with food and drink offers and nightspots in the centre, and the Leisureworld attraction on West Quay Road includes cinema, nightclubs and bars. Ocean Village includes the city's largest marina and the Harbour Lights and Cineworld cinemas. But for a city of this scale the centre lacks contemporary and innovative attractions that might extend its visitor catchment, and there are limited attractions that fully exploit the waterside location. There is a need to modernise the offer and exploit the setting of the city, its history and culture, whilst improving connections between attractions.

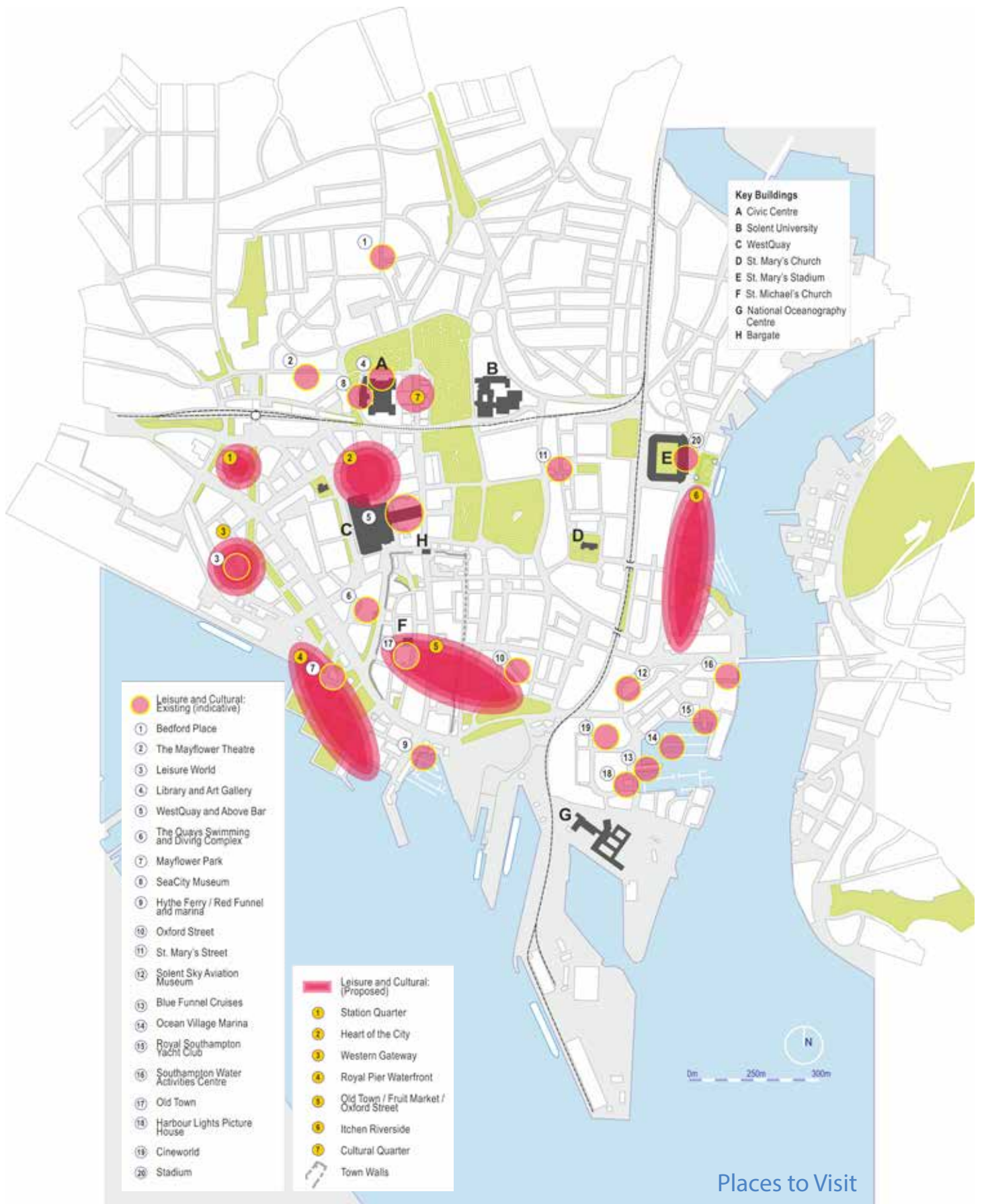
## Objectives

The leisure development objectives are to:

- Develop the centre as a major place to visit and enjoy with new and enhanced attractions exploiting its accessibility, history and waterfront location;
- Develop regional-scale attractions on the waterfront that will provide a draw from throughout the region and nationally;
- Enhance the offer of restaurants and other food and drink outlets to make the centre more attractive for a longer period of time to a wider group of people, including the reinforcement of the success of the Oxford Street restaurant area; and
- Ensure that leisure developments help strengthen retail and cultural developments and offer integrated attractions, with improved connectivity between them.



Bringing Streets and Spaces to Life



## Strategy

The Master Plan envisages a significant increase in visitors to the centre to enjoy a wider range of attractions. The strategy sees major new leisure attractions brought forward as part of new developments, particularly on the Royal Pier waterfront, Town Depot and in the Western Gateway, as well as improvement of existing attractions, with development and improvement of food and drink and other offers that help extend the length of visits. Leisure developments can also complement the Cultural Quarter. The Master Plan provides for development of some 80,000 - 120,000 sqm of new leisure uses and several major new attractions.

## Leisure and Retail Developments

Major commercial leisure developments can be closely integrated with retail expansion of the centre and there will be opportunities for supporting leisure related uses such as health and fitness and cinema attractions within the retail expansion areas. New leisure developments are a strong feature of Watermark WestQuay and the proposed developments at Royal Pier Waterfront and Town Depot and the potential to develop a sports village at Itchen Riverfront.

This may also stimulate leisure based development on the northern end of High Street/Holyrood Place where there are already a number of restaurants and the Dolphin Hotel.

## Waterfront and Riverfront

The key opportunity for regional or national scale attractions is at the Royal Pier Waterfront. These provide a major anchor and draw to the waterfront at the southern end of the QE2 Mile and would complement major development at the Cultural Quarter in the north.

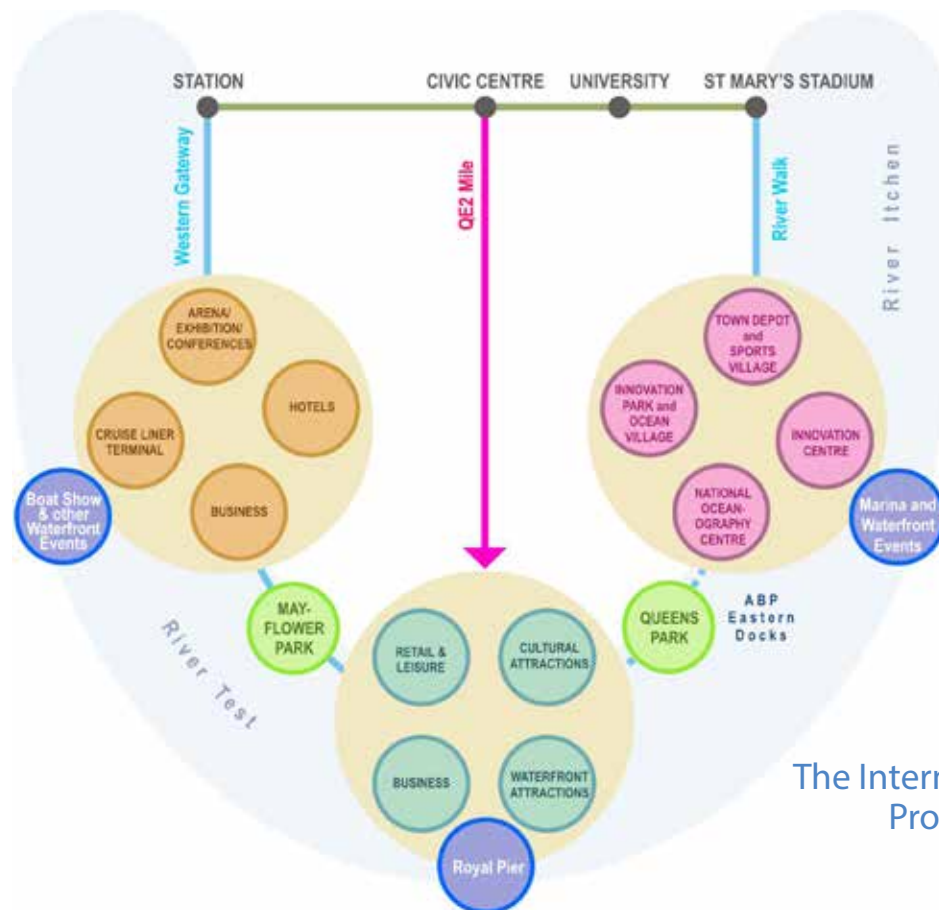
## Restaurants, Café and Bars

The existing concentrations of bars and restaurants should remain and cater for different sectors of the market. The range includes:

- Upper Above Bar for pubs, clubs and restaurants;
- High Street restaurants at Holyrood Place;
- Entertainment focus at the Cultural Quarter;
- Restaurants, bars and clubs at Bedford Place;
- Restaurants at Oxford Street that might extend to Queens Park once traffic has been removed;
- Further bars and restaurants at Ocean Village;
- Provision of a broad range of cafes, bars and restaurants as part of broader mixed use proposals.



Attracting People to the Centre Throughout the Day and the Year



The International Maritime Promenade Concept

## The New Waterfront International Maritime Promenade

The Southampton waterfront lacks a coherent structure or identity and as new parts of the waterfront are developed there is a need to tie the waterfront together as a single coherent concept.

One possible concept is that of the International Maritime Promenade which can bring together several attractions, cultural, visitor and business uses within a continuous waterfront park, which aims to achieve a cohesive overall structure for the waterfront and promote a unique identity for investors. This might include sea and water related attractions such as a sea sports centre or aquarium, ecology centre, water gardens and park, marine and oceanographic training and research, the maritime innovation park together with waterside apartments, floating attractions, hotels and offices. The promenade is envisaged as a 'string of pearls' along the waterfront –sharing a common identity and infrastructure. Further work will be required to develop the concept further.

## Arena, Conference, Exhibitions

Potential may also exist for a major arena/conference and exhibition complex as part of the Royal Pier Waterfront redevelopment. As well as a large covered exhibition/arena hall the development could include hotels, business centre/offices, retail and leisure uses. The facility would provide a year-round attraction, and help stimulate major business investment in the city and provide a permanent home for the International Boat Show. It might also offer potential to link into the City Cruise Terminal at Berth 101, which might open up more of the waterfront and provide shared facilities, and this will be subject to further discussions with ABP.

## Sports Village

The St. Mary's Stadium is the largest in the south of England outside London. The potential exists to provide a focus for opening up the Itchen Riverfront and adjacent sites to develop a particular sports focus. This might include indoor training arena/rackets centre, health and fitness, sailing and other water sports, which can help fully develop the potential of the Stadium within the centre. This is likely to be towards the end or beyond the current horizon for the plan due to the safeguarding of the adjacent aggregate wharves until other sites are available.



A Place for the Arts

## Culture and Arts

The centre is the focus for culture and the arts and the ongoing development of the Cultural Quarter will see much enhanced provision. The City Council and businesses commitment to investing in the cultural offer of the city centre has been highly successful to date. The Mayflower Theatre was refurbished in 2003 and new facilities added in 2010. The new SeaCity Museum opened at the Civic Centre in 2012 and new arts and cultural developments at Guildhall Square, including a new arts complex incorporating gallery, film, media and performance spaces opening in 2014, will see new facilities for arts and cultural organisations and businesses. New developments such as museums, galleries and exhibitions can form an important part of the cultural offer of the city. Local people, artists and other cultural practitioners need to be engaged in better expressing the culture of the city in developments and through street festivals and events enhancing the life of the city.

### Objectives

The objectives for cultural and arts developments in the city centre include:

- A city-wide regional focus for cultural attractions at the Cultural Quarter and Guildhall Square;
- Evolving the local cultural offer at the Old Town;
- Cultural developments and attractions on the waterfront;
- Developing improved visitor, interpretation and educational facilities possibly including a new 'City Discovery Centre';
- Bringing culture to the streets with entertainment and arts festivals reflecting the cultural character of the city; and
- Integrating the thinking of artists and other cultural practitioners in major projects. Opportunities are diverse and include artistic input to architectural design, design of public spaces and public art.

## Strategy

The Master Plan aims to continue to develop the focus for culture and the arts in the Cultural Quarter while also encouraging new attractions on the waterfront and within the Old Town area, and exploring opportunities for greater cultural animation throughout the centre with street festivals and events.

### Cultural Quarter

Cultural Quarter should remain the primary focus for many cultural and arts based developments and will be strengthened by developments currently underway.

### Royal Pier Waterfront

The opening up of the waterfront for new development will also present opportunities for new cultural, arts and leisure opportunities including galleries and exhibition spaces. The waterfront might provide a new base for floating attractions such as historic ships and planes.

### City Discovery Centre

There is a need to significantly upgrade the quality and visibility of the city visitor /tourist information centre which might expand its role, possibly as a 'City Discovery Centre', combining its visitor functions with educational and interpretation facilities. This could become a major destination in the city centre and a place for visitors to orientate themselves by. As well as providing a new home for the visitor information offices, it could include other exhibits and information on the city and its developments, and possibly provide an interactive visitor attraction on the history and future development of the city.

### Events

Events such as street performances, outdoor shows, exhibitions, carnivals etc can play an important part in the life of the city, bringing activity and animation to the street and major public spaces, providing attractions to visitors and helping express the culture of the city. This sense of 'always something going on' can be an important element in the varied experience of the centre that will help draw in new visitors and extend the visitor season, such as Christmas fairs. A year round programme of street events is needed that helps complement existing festivals and activities, such as the International Boat Show.



Bringing the Streets to Life

# 08 // A Great Place to Live

The aim is to make the city centre a great place to live with a wide variety of sustainable new and improved homes attractive to a diverse range of people, including families, with high quality supporting social infrastructure.

The centre accommodates several established residential communities, and major new developments over the last 10 years have seen the city centre population increase significantly. The centre is home to around 19,000 already. New homes bring new activity throughout the day; additional trade in local shops and offer more sustainable lifestyle choices for residents. New communities need to be supported with new facilities and growth needs to attract a wide variety of households. The centre offers several significant opportunities for new homes within the core, alongside the parks and on the waterfront.

## Objectives

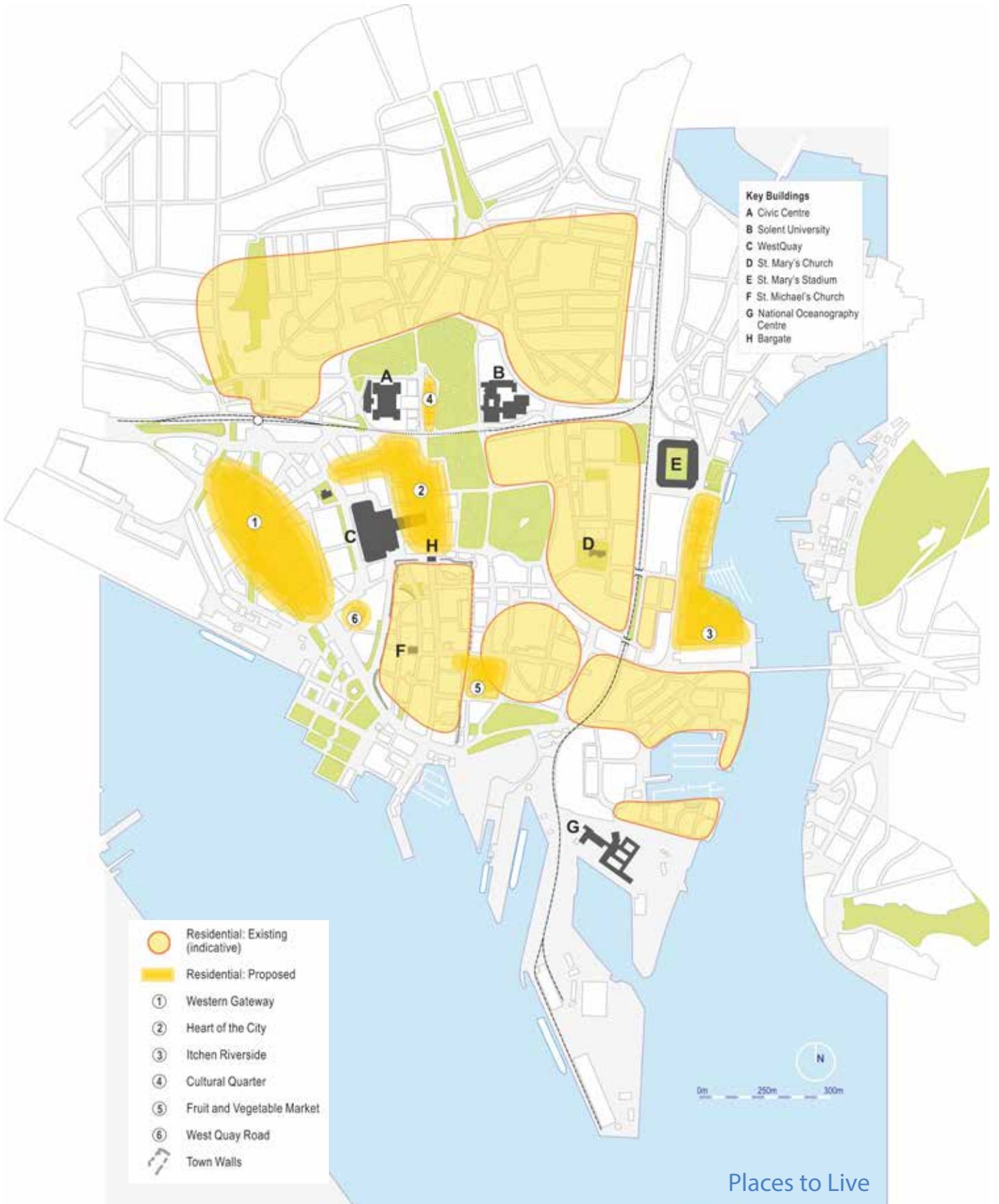
The city-living objectives include:

- Continuing to develop the city centre as an attractive place to live;
- Providing opportunities for a variety of new homes including apartments, family housing, prestigious and affordable housing;
- Exploring the regeneration and renewal of the existing local authority housing stock;
- Encouraging provision of supporting social infrastructure including health and community centres; and
- Exploring provision of a new secondary school/ academy to help bolster the attractiveness of the centre to families.



New housing overlooking a new urban square at the Fruit and Vegetable Market Site







New housing within mixed-use development at the Fruit and Vegetable Market

## Strategy

A major increase in new homes is envisaged with around 5,000 new homes in the next 20 years in the city centre. The strategy is to develop the role of the centre as a place to live for a wide cross section of the community, enhancing existing neighbourhoods while creating new homes within the core of the centre and on the waterfront and riverside. Growth in retail, leisure and commercial sectors will provide job opportunities for local residents. Key community facilities will be needed alongside the homes to create viable and attractive communities.

## New Homes

The plan needs to build on the momentum that has been established in making the centre a place to live. City centre living is already established in Southampton and changing the fortunes of city centre businesses. Much of the growth has been in smaller households and there is potential to grow the residential element of the centre while developing a

broader mix of households including family housing, affordable housing and a mix of tenure. There are opportunities for new homes throughout the centre. Residential growth must be supported by availability of local services such as schools to keep pace with the growing needs of residents. New homes make the city centre more sustainable and attractive, and bring life throughout the day.

The focus for new residential developments includes:

- City-living developments at Ocean Village, Above Bar, Station Quarter, on the Waterfront and overlooking the parks;
- Western Gateway within mixed use developments;
- Itchen Riverside, and Town Depot particularly for family housing;
- The Old Town and redevelopment of the Fruit and Vegetable Market area provide opportunities for residential-led mixed-use redevelopments; and
- Exploring the longer term potential to remodel and renew existing council stock where appropriate.

## Family Living

High quality facilities such as schools, health centres, parks and open spaces and cultural attractions can help make the centre as attractive as other parts of the city. The centre can emulate several other cities such as Bristol, Cheltenham and Exeter for instance, which have developed highly aspirational places to live in their centres. There is a shortage of high quality modern family housing in the centre. A wider range of facilities should be encouraged through new investment as housing development comes forward but also to look at high profile well-designed 'catalytic' projects, which can help stimulate demand.

## Secondary School

A high achieving Academy/secondary school in the centre would have a major bearing on the attractiveness of the centre as a place to live and to bring up a family. This could be a whole new type of school with a city-wide catchment and develop as a centre of excellence in for instance, engineering-based subjects as preparation to advance to university level marine and maritime specialisms. The school itself could also be a main focus for community facilities and could include health, health and fitness, sports, leisure and community meeting spaces as well as a marina/training school if located on the river. The school should be located to relate to existing communities and new areas of housing, such as Itchen Riverside Quarter where major family housing growth is envisaged.

## Community Facilities

New or renewed hubs that combine primary schools, health facilities, meeting places and local shopping can form the focus for new communities within the centre too, with potential for a hub to serve development of the Western Gateway and Station Quarter. These provide high quality local services to their communities as well as supporting community engagement and cohesion.

## Regeneration and Renewal

As development progresses, there is a need to ensure that existing communities, especially those that are relatively deprived, remain viable and sustainable. Reinvestment in new homes including refurbishment programmes, improved facilities and environmental improvements are all important.

Some housing in the centre is likely to become obsolete and beyond economic improvement, especially as environmental standards for new housing become more stringent and older housing will perform poorly against new homes. The Council retains a large stock of housing in the centre, which for the short to medium term can be improved and will continue to offer sustainable homes for their residents, but this needs to be monitored and longer term redevelopment options explored as the plan progresses.



Modern Sustainable Housing and Facilities

# 09 // Attractive and Distinctive

The aim is to develop an attractive and distinctive environment with high quality buildings, streets and spaces, with a strong underlying landscape structure enhancing the special character of the city centre.

The framework helps shape the three-dimensional form of the centre. The Urban Design Framework sets the structure for the plan and identifies those elements which are important to the city centre as a whole including the principal gateways, routes, places, spaces and buildings. The more detailed level concerns the design of blocks and buildings. Section 10 considers the related Green and Blue Centre which concerns the design of the public realm.

## Objectives

The objectives include:

- Creating an overall legibility to the centre through its built form with gateways, carefully sited tall and landmark buildings;
- Creating an overall coherence to the centre, with clarity on the role and significance of key public spaces and buildings;
- Enhancing and developing existing major city landmarks to give them back their prominent role where this has been lost and is appropriate to do so, such as the Bargate and reinforcing the line of the Town Walls;
- Ensuring individual developments contribute as appropriate to defining the overall structure by clearly identifying their role in the hierarchy of the centre;
- Ensuring that a structure of urban blocks is achieved which contributes activity to the public realm with active ground floor uses, a variety of building forms and use of roof spaces for amenity;
- Encouraging high quality architecture and ensuring local building precedents and traditions are reflected in new buildings;
- Ensuring buildings are environmentally sustainable and adaptable to allow change over time; and
- Ensuring development is resilient to climate change and incorporates flood risk management measures.

## Urban Design Framework

The main components of the urban design framework are shown in the diagram opposite and include:

### Visual Structure

The legibility of the centre depends on its visual structure for clarity. The structure needs to respect and protect key existing views of prominent buildings of quality and views, such as those of the waterfront and port activities, as appropriate, as well as shaping a new visual structure that relates to existing and proposed developments.

### Gateways

A series of major gateways are identified which will help define the structure of the centre. The gateways represent major points of arrival at the centre by road, rail, and by ferry and ship. At these locations visually significant buildings of excellent quality are proposed along with high quality pedestrian spaces.

The major gateways are:

- West Quay Road
- Railway station
- Itchen Bridge
- Royal Pier/Town Quay waterfront
- Charlotte Place
- The Avenue/London Road
- Six Dials



Urban Design Framework

## Tall Buildings

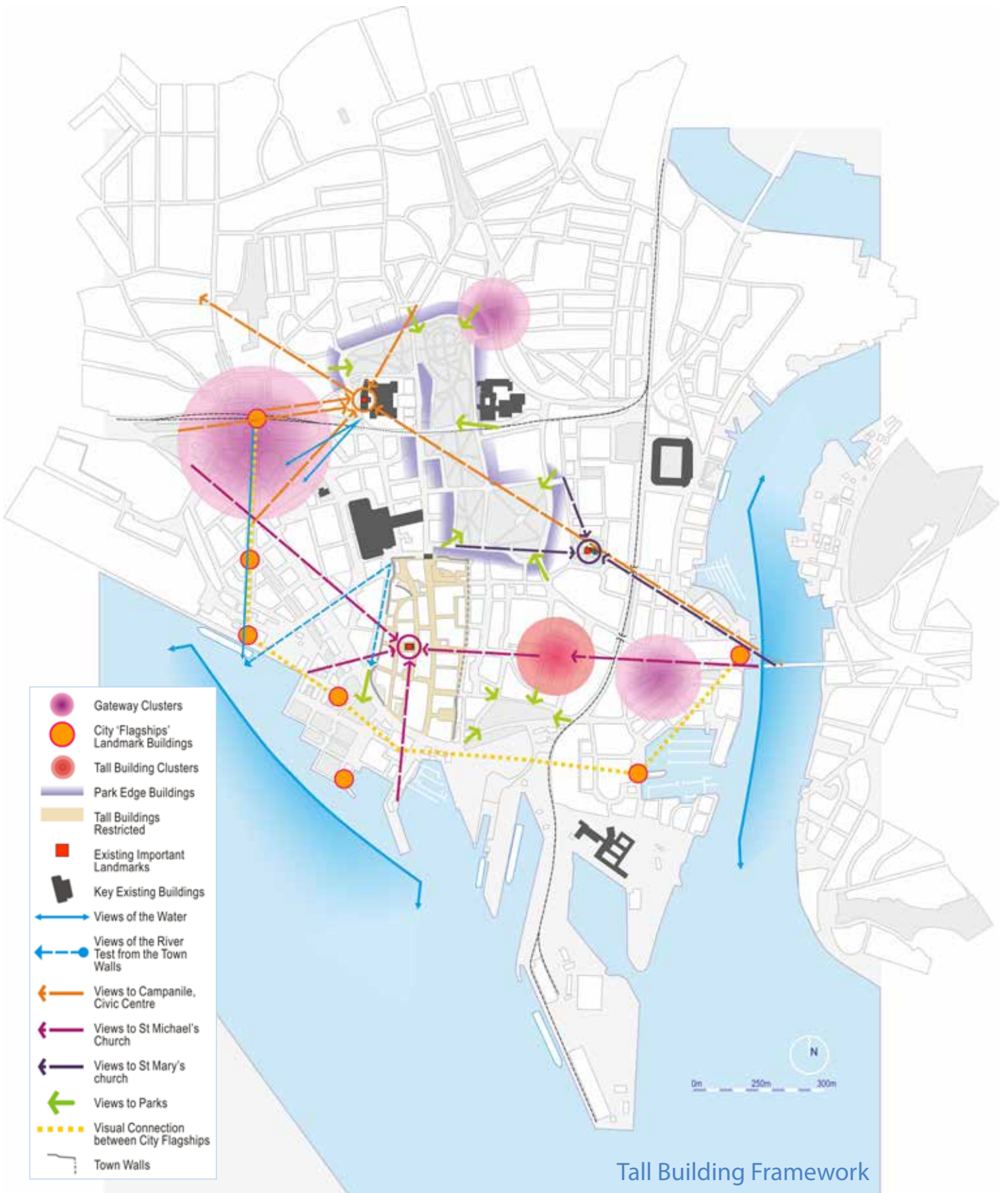
Tall buildings are important in the overall visual structure and legibility of the centre; they can signify gateways, important civic or commercial destinations and allow open space and waterfront views to be enjoyed. Given their scale and visual significance and their potential impact on long distance views and the city's skyline, great care needs to be applied when selecting appropriate locations for tall buildings, and then in the design of the buildings themselves, as they are visible from throughout the centre and from outside – particularly from the water. Tall buildings must be evaluated against the criteria within the CABE / English Heritage Guidance on Tall Buildings (2007) including relationship to context, historic environment, local environment and transport infrastructure, architectural quality and design credibility, sustainable design and contribution to public spaces, facilities and permeability. In sensitive locations such as adjacent to the waterfront, measures will be needed to mitigate against collision risk with wetland birds.

The approach to tall buildings recognises the different roles that they may play in the centre. This includes tall buildings as:



- **Clusters** – groupings of tall buildings to form clusters of similar height buildings to emphasise particular locations. This may include locations where there are existing tall buildings and new buildings may be appropriate alongside, examples include Charlotte Place;
- **Edges** – tall buildings used to define the edge around the Central Parks where new buildings can exploit the extensive views enjoyed within the city and bring activity to the park edges. Locations on the waterfront may also be appropriate for tall building edges, taking into account the potential impact on bird flight. Tall buildings should be set within an appropriate scale of block structure to create permeability and prevent oppressive linear walls of development; and
- **Points** – individual tall buildings located as prominent landmarks in specific locations. Individual tall buildings for instance may be appropriate at key gateways, as 'flagships' at key points on the waterfront, such as the tower at Malmo, Sweden;

There is a need to ensure that tall buildings integrate with their surroundings, and enhance rather than dominate the setting. It is important that tall buildings do not hinder important existing views and add to the skyline character, and contribute to the overall design image of the centre. Tall buildings must also avoid overshadowing of public spaces and the creation of an unpleasant microclimate at ground level.





Guildhall Square, Southampton

Courtesy of Aggregate Industries



## Landmark Buildings

The development of landmarks of exceptional architectural quality is also an important means to define a location or place. Landmark buildings are bespoke buildings tailored to their unique settings to create a striking and memorable visual effect and signify the importance of the location. While landmark buildings may be smaller than tall buildings they can be extremely powerful in projecting an identity for the centre and city as a whole.



Waterfront Hotel

## Enhancing the Centre's Heritage

The heritage of buildings, spaces and streets has an important role to play in expressing the identity and character of the city. The centre retains some fine buildings including those in the Old Town, the Civic Centre complex and commercial dock buildings and the infrastructure of docks, walls and piers. There are 8 conservation areas and over 90 listed buildings in the centre. The plan sees this heritage revealed much more fully through careful redevelopments of Bargate Shopping Centre and the Fruit and Vegetable Market site to reveal the Old Town Walls, and the potential recreation of Brunswick Square, as well as increasing levels of activity on the waterfront which will generate demand and investment in historic buildings and spaces there. New buildings need to respect this heritage of buildings and spaces and also reveal the value of the heritage setting. Care will also be needed in locating tall buildings to protect the setting of the Old Town and the Conservation Areas. There will be a need for schemes to include for archeological investigations within sensitive locations.



Integrating New and Old

Suggested locations appropriate for landmark new buildings are indicated on the Urban Design Framework Plan:

- 'Flagships' along the waterfront
- Itchen Riverfront
- Smaller park pavilions and parkside locations
- Within and alongside major public spaces



A Respect for the Past



Enlivening the Street Scene

## Design Principles

### Re-establishing the common fabric; Urban Blocks

The urban perimeter block is one of the most enduring forms of development; composed of one or more buildings arranged around a central space and fronting a street. Blocks are evident in the centre although successive phases of redevelopment have eroded their underlying clarity. New development should adopt the block form, the characteristics of which are:

- Active frontages bringing energy and life to the street;
- Servicing from within the block, avoiding street clutter and blank frontages;
- Opportunities for gardens, amenity space and parking within the urban block;
- Providing flexibility to accommodate a variety of building types and forms;
- An ability to mix uses vertically and horizontally through the block; and
- Potential for routes through blocks where a finer grained urban form is required.



Exciting Public Spaces

Urban block structure is evident in the historic parts of the centre but is weak, incomplete or lost in many post war redevelopments. Those tended to place buildings, particularly tall buildings, on podiums or at the centre of the site leading to poor spaces around the base of the building.

Block sizes are also important to permeability and patterns of activity. The more established historic parts of the centre have a finer grained pattern of streets and blocks, and this pattern should be adopted for redevelopment areas within those quarters. Opportunities to increase the permeability of other areas should also be explored. Within the new development areas blocks should be between 50 and 100m in length depending on the specific needs for permeability. On the waterfront, the blocks should allow access between and through the development at regular points and should also allow views and glimpses of the water.

### Contributing to Street Life

The frontages to the main routes and open spaces should generate activity on the street such as shops, cafes and bars. Active frontages are achieved by:

- Spacing entrances regularly and not too far apart;
- Having transparent frontages with shop windows, and occupied upper floors that can light the street at night and show activity during the day;
- Uses that spill out to populate the street such as cafes and restaurants, or goods from shops; and
- Generous footways that allow for greater street activity, with good quality and well-located street furniture, public art and seating.



Streets Full of Life



An Appropriate Scale

## Well-Mannered Buildings

Buildings should conform to the urban rules of being set within blocks and contribute to the public realm. Buildings should sit harmoniously within the street unless this is fulfilling a specific contribution to the overall structure of the centre, such as at the corner of a block where increased height might express the significance of the location.

Consistency of building height and form is a character of many of our more recognisable and identifiable cities (such as Bath, West London, Barcelona, Copenhagen), and this is what gives many of those



Mixing Uses

cities their enduring quality – there is a recognition of what is appropriate and a respect for the whole. This has also been the case in Southampton on the High Street, Bugle Street, Oxford Street and Carlton Crescent. Modern developments have forgotten the significance of this context.

In general:

Building heights should be generally up to 6 storeys;

- Except in areas of greater historic significance and sensitivity i.e. Bedford Place and the Old Town, Carlton Place and Oxford Street conservation areas, where building heights need to be determined on a site by site basis;
- Unless the location is specifically identified as being suitable for tall buildings, and then subject to detailed design considerations;
- Upper floors should be set back to allow terraces and garden spaces and reduce the visual impact at street level;
- Buildings should not compete in height and an overall consistency and harmony between buildings should be achieved; and
- Buildings in flood risk areas should also be designed to ensure flood resilience and safety for occupants.



Examples of Southampton's Existing Historic Fabric

## Adapting to Change Over Time

The enduring quality of successful places also derives from their ability to adapt over time to the changing requirements of successive generations and to change uses relatively easily. Within the city centre this is an important quality as uses will evolve and flow across the area over time as they respond to requirements. The ability of a place to adapt affects its ability to compete for new uses. New buildings should:

- Have an adaptable structure which allows different sub-divisions of internal spaces;
- Provide increased ground floor height to allow conversion to retail or other uses over time as changes to requirements evolve; and
- Be adaptable to climate change impacts; including reducing carbon emissions and flood resilience where appropriate.

## Living Roofs

The roof area within a city is often a neglected place cluttered with equipment and storage, without access. However in the city, roof areas are important opportunities for gardens, play space and for rainwater catchment. The cooling, insulation and rainwater interception properties of green roofs contribute significantly to climate change adaptation. Southampton has a relatively sunny climate too, so roofs offer an opportunity to enjoy open air life and enjoy park and water views. Use of roof spaces can be important in;

- Creating variety in the skyline and its silhouette;
- Providing valuable amenity space such as roof gardens and terraces and opportunities to enjoy park and waterfront views;
- Providing amenity space that can make multi-level family housing viable;
- Helping green the city and provide habitats for wildlife; and
- Incorporation of low carbon technologies such as photo-voltaics and wind turbines.



Animating Roofspaces



Sustainable Technologies



## Southampton City-Style

Significant development and redevelopment of the centre following the extensive WWII bomb damage has meant that Southampton has struggled to develop a distinctive architectural style, which many other cities such as Manchester, Bristol and Northampton have retained and have been able to translate into modern developments. Where the character of the centre is strongest new developments can take their cue from this predominant character in terms of scale and styles, and new development therefore serves to reinforce this character. Materials, styles, proportions, plot widths and design details are important.

There are large parts of the centre however that have a weak context and are vulnerable to poor design.

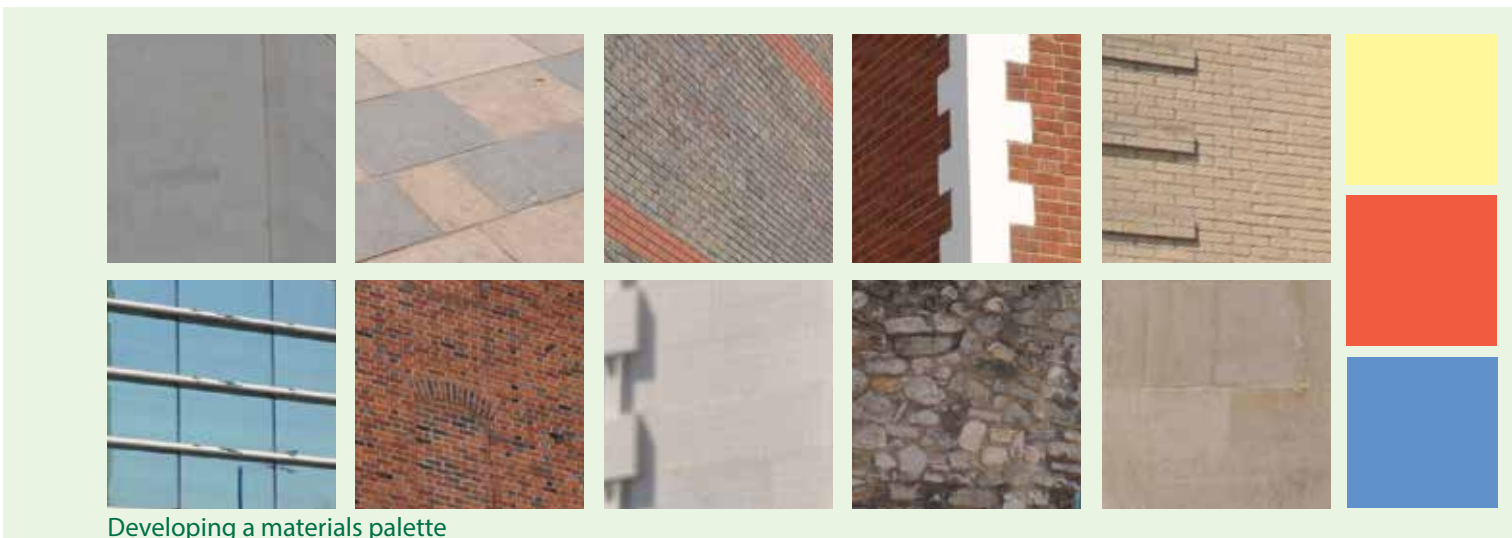
The development of a simple set of architectural references would help provide a consistency and coherence to the built form of the city centre and help distinguish it from other locations. This might also be reflected in the approach to the public realm areas, particularly the design of the waterfront. This will require specific guidelines to be developed such as Design Codes, that should build on the existing City Centre Streetscape Manual.

## Fit for the Future

Considerations of the sustainability of the built form will play a significant part in influencing the design of buildings over the plan's life. In particular, design for flood resilience is important in the city. Many measures will be hidden within the building engineering but there is also an opportunity to make sustainability explicit to contribute to the character of the built form as a design objective. This should include elements such as:

- Use of materials from renewable and sustainable sources, such as timber cladding;
- Use of passive solar gain through south-facing orientation of buildings;
- Investment in retrofitting low carbon energy technology on existing buildings;
- Ground source heat pumps associated with piled foundations on new buildings;
- Micro CHPs and fuel cells;
- Solar panels as faced panels and roof mounted arrays;
- Micro wind turbines; and
- Green roofs and 'living walls', and solar shading.

This can create a rich character within the centre, and can contribute to defining the suggested Southampton City-Style.



Developing a materials palette

# 10 // A Greener Centre

The aim is to develop the environment and infrastructure which will help the centre respond to the challenges of climate change – with a rich and accessible green infrastructure, with comprehensive flood risk and water management strategies, and provide for an extended sustainable energy network to serve the growth of the centre.

The city centre has an important role in making the city a sustainable place. It will be the focus for development within the city and sub-region over the next 20-years or so and provides the greatest potential to adapt new and existing developments to climate change.

The Master Plan includes measures that will improve the sustainable performance of the city centre including:

- Encouraging flexible/adaptive buildings which can respond to change and be renewed and emphasising conversion, reuse and re-development of existing buildings;
- Developing an integrated public transport, pedestrian and cycle network;

- Developing a green and blue grid of tree-lined streets, public spaces and sustainable drainage systems, and the greening of buildings with roof gardens and green walls; and
- Encouraging a denser mix of uses which add to the vitality and attractiveness of the centre and reduce the need to travel.

All future development will need to demonstrate strong sustainability credentials including meeting the Government's existing commitments to zero carbon development for housing by 2016 and commercial developments by 2019, and Southampton Core Strategy's targets.

## Landscape Framework

The city centre has some magnificent parks which play a major role in the identity of the centre today. A significant proportion of the existing centre is open space. The Central Parks in the north of the centre are well-established and well-used. They include play areas, formal gardens, with specimen trees and memorials. Queens Park in the south is a significant park with several fine trees but throttled by traffic. Mayflower Park is the only significant area of public access to the water in the city centre and this opportunity must be safeguarded. However it is a bleak and disappointing space, but does host major events such as the annual International Boat Show. Guildhall Square, completed in September 2010, is a major new civic square and focus of the Cultural Quarter. Town Quay Park has some local amenity value and rich archaeological assets.

The city centre lacks an integrated network of green and civic public spaces and there is little sense of spaces defining 'places' within the centre. There is limited waterfront access other than Mayflower Park and access to the River Itchen is limited and the western half of the centre has little or no public spaces. These are all priorities for new parks and public access.



Elegant Tree-Lined City Streets



## Objectives

The approach to landscape and open spaces is guided by the following objectives:

- Developing a network of attractive, pedestrian friendly routes and spaces which connect across the city centre helping bind the various quarters together;
- Enhancing the role of existing public spaces so that their full potential is realized;
- Ensuring development respects and addresses the main public realm in positive ways with active frontages;
- Developing new public spaces within each quarter as new focal spaces and to encourage activity and each area's amenity and identity;
- Increasing the role of green infrastructure in adapting to climate change such as countering the urban heat island effect;
- Overcoming the barriers represented by the major road system replacing the ring road with new city streets as part of the public realm and open space system within the centre;
- Developing strategic new spaces at the station, on the waterfront and Itchen Riverside.

The proposals comprise:

- The creation of a green network of streets and spaces throughout the centre linking existing and new development areas, and creating new focal spaces in the city centre;
- Developing major new spaces of regional and city-significance at the station and on the waterfront, as major civic celebrations of the city;
- Greening the network of major streets in the centre, creating elegant city-streets that are pleasant and enjoyable to walk along; and
- Developing a blue grid of sustainable drainage with water courses, ponds, water features and channels; bringing water into the city as a major feature.

## A Green Network

The green network is a series of streets and spaces that develops out from the existing parks and connects to new open spaces created within the expansion areas and through existing quarters. Street trees for instance would line the key routes, helping signify their status as major routes, through street furniture, and by the stature of the trees, their type and colour. The green grid includes:



Water as a Feature

## Green Pedestrian-Friendly Streets

The network of green streets connects to existing and new open spaces along the main routes. These spaces might be green parks or squares/piazas created within the new major development areas and spaces along the waterfront. They will be of varying sizes depending on where they are and their role within the structure of the centre and each development area.

The major green streets include:

- Station Boulevard (New Street)
- Above Bar West (New Street)
- Western Gateway Boulevard (New Street)
- Civic Centre Road / New Road (East-West Spine)
- Bargate Street / Western Esplanade
- Houndwell Place/Chapel Road
- Kingsway



The green streets also serve to connect new open spaces to the existing structure with major new open spaces proposed within the Western Gateway, Station Quarter and on the waterfront. Other smaller open spaces might be created along the green routes within development sites alongside the route network. The major spaces proposed through the plan include:

- **Station Gateway Square and Boulevard** – a major new square transforming the station environment and improving the arrival experience, providing a focus for the station and an intersection of north south and east west routes, and major open space boulevard leading to the Western Gateway and waterfront;
- **Royal Pier Waterfront and Mayflower Park** – remodelling and replacement of Royal Pier and Mayflower Park to create a major city-scale waterfront park; a place for city events, fairs, the boat show and other major outdoor events including an enclosed water space;
- **Itchen Riverside** – river edge open spaces forming a chain of new spaces opening up the river for access and enjoyment;
- **Fruit and Vegetable Market** – a re-creation of the lost Brunswick Square as part of the comprehensive redevelopment of the markets area;
- **'Geothermal Square'** – a major new square created around the geothermal power station, which might be refurbished as a feature in the square;
- **Civic Square** – a major new square created fronting the civic complex, removing the car park and replacing with civic gardens/fountains. The Civic Square will provide an attractive setting for surrounding development;
- **Watermark West Quay** – the proposed new piazza fronting the development enhancing the setting of the Old Town Walls; and
- **Western Gateway** – new focal spaces within the redevelopment to help structure this new mixed-use quarter.

To complement these major spaces more local spaces will also be created within quarters and within developments. This will be explored through the Quarter Guidance in Part Four and also as individual schemes are brought forward.

## Feature Green Roofs and Walls

Green roofs and walls provide opportunities to integrate new green spaces into the built fabric and provide opportunities to open up rooftops for views and as gardens. Green walls can provide prominent and softening features in the urban scene. They also contribute to climate change adaptation by providing insulation, cooling benefits and intercepting rainwater.



## Encouraging Nature

New green spaces provide opportunities for wildlife in the centre and planting and management of these areas can encourage a more bio-diverse environment. The restoration of a natural profile to the waters edge also offers an opportunity for a softening of the urban environment with inundation areas, boardwalks and 'beaches' in the inter-tidal zone to encourage wildlife.



## A Blue Network

The blue grid explores the opportunity to extend back from the water frontage a network of new blue routes or water channels and water features into the public realm of the centre. This has a practical benefits in that increasing rainfall and tidal flood 'locking' will mean more water will need to be stored before out falling to the rivers. Further technical studies will be required to assess the scale of the requirements. This can also provide biodiversity as well as aesthetic benefits.

The blue grid includes:

### Sustainable Urban Drainage

The channels could form part of a surface water drainage management strategy for the centre and in some instances this would be combined with the green grid to form detention/retention areas for surface water. This approach has been applied at Hammarby and Malmo in Sweden and examples of the system are currently being developed in Portland and Seattle in the US. Consideration needs to be given to maintenance and adoption.



Water as a Feature in the Public Realm



Water as a Feature in Battery Park, New York

### Water Features

An entirely open network may not be feasible because of the land take required but minor covered channels might feed into main channels set within the green infrastructure grid to form more significant water courses – this needs to be explored further. One possible opportunity is to create a major water channel on Western Esplanade south which runs from Watermark WestQuay to the Royal Pier area. There, water would reflect the historic setting of the town wall which originally fronted the river.

### Access to the Water's Edge

Southampton is a waterfront city with limited access to the water itself. Where access does exist connections to the water need to be maximised, particularly on the south facing shoreline, which will be sunny and attractive. This includes using steps, low promenades, piers and jetties to bring people close to the water, and even creation of new water spaces with enclosed areas for enjoyment. The water spaces will be integrated with facilities on land, and this will create a much improved waterside identity to the city.



Ocean Village, Southampton

## Flooding

### Managing Flood Risk

The preferred approach to managing flood risk over the coming years is the 'managed adaptive approach', which will see individual developments respond to flood risks at the time they are developed. Some of the development within the plan falls outside the 1 in 200 year flood risk event and is therefore likely to be acceptable in principle.

The city will experience increasing flood risk as a result of sea level rise which would see about half the city centre at significant risk of flooding by 2115, in a 1:200 year flood risk event. The adopted strategy has been completed (*The Southampton Coastal Flood and Erosion Risk Management Strategy Study - November 2012*), which examines options for improving flood defences and reducing flood risk in the city. For the purposes of the Master Plan, we are considering how flood risk management measures might be incorporated within the development proposals.



Raising development above flood levels



Integrating a 'flood wall' into waterfront development

## Flood Risk Management Design Options

Flood risk management measures will be required to provide protection between 1-2m above existing ground levels dependent upon local topography. The most vulnerable river front is the west bank of the Itchen and the least vulnerable is the east bank of the Test. Consideration does need to be given to the design options to avoid them being prominent and acting as a constraint on cross movements, such as access to the port.

A variety of design approaches are possible including:

- Raising the levels of roads such as West Quay Road, Town Quay, Platform Road etc as flood risk management measures, but development would be vulnerable on the seaward side;
- Developing new flood risk management measures to the south of this, perhaps incorporated into new road construction and other developments;
- Raising cross routes/roads or installing flood gates and flood walls which would be closed in the event of a flood and allow easy access to the port;
- Earth embankments alongside the existing roads but these would need to tie-in with flood gates; and
- Where it is not practical to raise land or development a 'front line' defence will need to be provided as part of new development proposals. Land may need to be safeguarded through the

statutory planning system to provide for this at a future date.

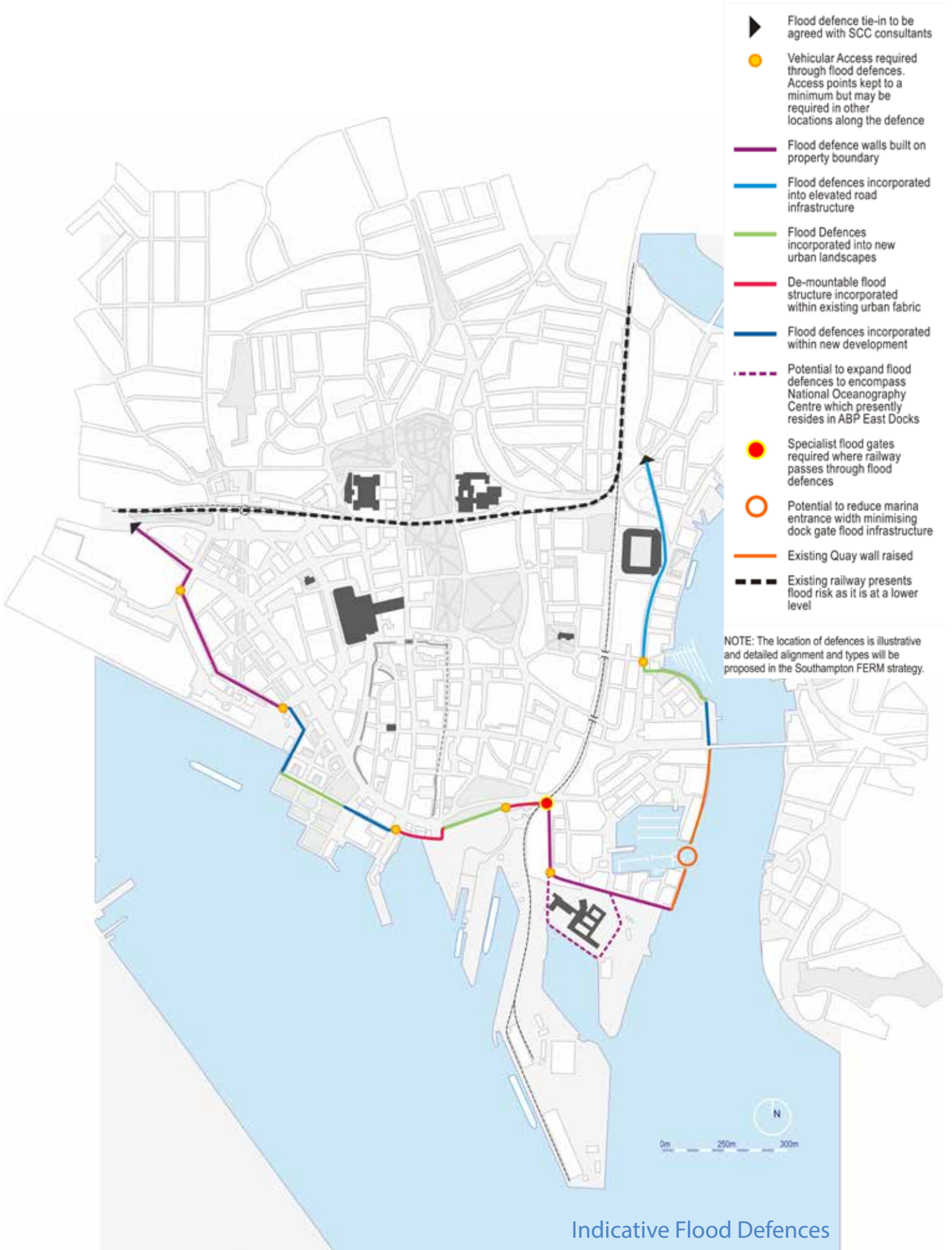
The defences are likely to involve a combination of all the measures listed above. Where these might be appropriate is illustrated in the Plan opposite and in the typical sections above.

The alignment and designs will need to be refined to ensure the defence itself is as imperceptible as possible within the development areas and existing public realm areas.

The tie-ins to higher ground or other flood risk management measures to the east and west of the city centre will need to be addressed through other coastal defence studies.

## Surface Water

The flood management strategy also needs to be considered alongside the strategy for surface water management and the blue network of sustainable urban drainage measures. In flood conditions surface water cannot drain to the rivers and will need to be accommodated within the centre. The scale of this requirement will need to be determined and could be accommodated through a network of channels, permeable surfaces, detention ponds and other water features, which would also add to the character of the street scene and contribute to bio-diversity.



## Renewable Energy

### Developing Sustainable Energy

The emerging strategy involves reducing and managing demand, exploiting existing heat and developing alternative green energy sources.

### Reducing Energy Demand

The following measures are proposed:

- **Greening the Centre** - To reduce the urban heat island effect with green streets and new open spaces and sustainable drainage systems and water features;
- **Greening the existing building stock** - The building stock in Southampton City Centre offers great potential for a low carbon revolution through retrofit schemes and the Feed-in Tariff (FIT) programme; encouraging the retention of buildings and the incorporation of renewables such as PV cladding; and
- **Developing new Green Buildings** - Stimulating low carbon design demonstrating the benefits of low carbon solutions in all developments.

### Managing Energy Demand

Aligned with energy demand reduction there should be mechanisms to manage demand. Integration of smart grids, education and fiscal measures are needed to balance Southampton's energy profile which will enable energy to be supplied more efficiently.

The proposals comprise:

**Smart Grids** - enabling an efficient approach to managing power loads within an area. In Southampton over the next 10 years there will be an increased electrical generation from renewables at a range of scales stimulated by the proposals and financial incentives from Renewable Obligation regulations. The new Feed-in Tariffs (FITs) will stimulate more small scale, intermittent generation within the grid, which will need to be managed.

**Exploiting available heat** - Growth offers an opportunity to expand the current District Heating Network (DHN).

Expansion might include:

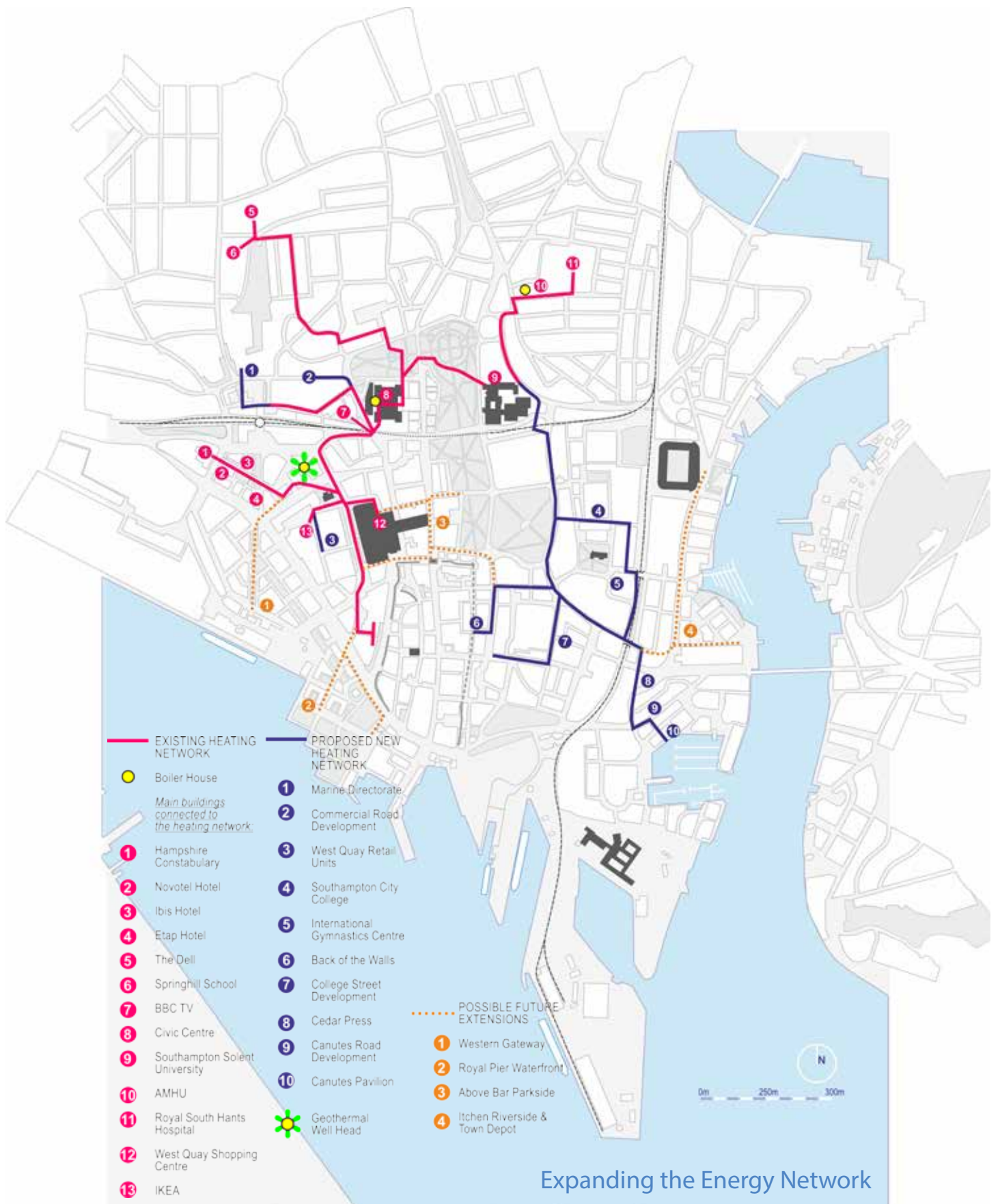
- An expansion of the current District Heating Network creating a single combined network or Southampton Heat Grid. The full growth will require expansion of the DHN and this could be achieved on the existing site. Development of district energy opportunities brings direct energy and environmental benefits to the city;
- As an alternative to increasing the central plant, decentralised generation and networks associated with each new development proposal that could be connected together to allow sharing of surplus heat and electricity and respond to growth as it occurs; and
- Potentially linking in major generation from biomass power stations into the city network.

A systematic assessment of existing and proposed district heating network needs to be undertaken to get a clear view of viability and cost.

### Sourcing New Green Energy

New sources of low carbon energy can be sourced such as:

- **Wind energy** – large turbines are unlikely to be acceptable in the city centre due to noise issues but small building-mounted micro-turbines may be viable;
- **Solar** - Southampton enjoys one of the strongest solar irradiation factors in the UK at 3.134 kwh/m2/day average making it a strong prospect for solar water-heating and photo-voltaics. (Manchester is 2.659 kwh/m2/day average.);
- **Geothermal** – larger buildings can incorporate individual ground source heat pumps into foundation piles;
- **Biomass** - The port is very well positioned to enable development of biomass energy plants in or near the city centre. The port offers opportunities to access wider UK and European biomass resources and generate and sustain a new supply chain; and
- **Emerging technologies** - There are new technologies such as micro CHP and fuel cells that are currently entering the market that offer alternative solutions for developers. Further power generation technologies such as anaerobic digestion, gasification and pyrolysis may also offer viable prospects.



# 11 // Easy to Get About

The aim is to ensure high quality access to and within the centre by a range of modes, prioritising walking, cycling and public transport, but maintaining high quality road access to the centre and port.

High quality access to and within the city centre is central to sustaining investment and underpinning growth.

Southampton city centre enjoys high levels of accessibility by car, train and buses. It is well served by the national motorway network and is located on a trans-European transport network that provides high quality motorway and dual carriageway access right to the city core.

The centre is served by a high quality rail service to London, the Midlands and other south coast towns, although the station is on the edge of the current centre and access, particularly for pedestrians, isn't that immediate. There are also suburban rail stations serving the city and a comprehensive bus network. Southampton International Airport is located just north of the M27.

Today, there are a total of around 20,000 people arriving in the city centre in the morning peak hour. With the scale and mix of development envisaged in the Master Plan there could be an additional 9,000 people arriving in the morning peak hour. Accommodating this growth is a key challenge for the plan.

## Objectives

The approach to developing a high quality access infrastructure includes:

- Developing a modern access infrastructure with capacity to support the anticipated growth;
- Providing for necessary modal shift to deliver growth;
- Significantly improving and extending the quality of the pedestrian environment;
- Improving bus facilities and services to serve an extended city centre;
- Making access to and within the city centre cycle-friendly;
- Managing parking in scale and use to ensure its provision is efficient;
- Improving transport interchange and arrival experience at and around Central Station befitting a principal regional city; and
- A balanced approach to the needs of the port and the growth of the city centre.



Sustainable Movement





## Accommodating Growth

The scale of development proposed for the centre is considerable. Good, high quality access is essential to underpinning this investment. But accommodating this growth using a traditional approach of priority access for private vehicles is likely to lead to unsustainable patterns of travel. A significant change in the way people travel to and from the centre is required.

The Table shows that in the morning peak, walking is planned to grow by 118%, bus by 63% and rail trips by 100%. But even with significant modal shift, the number of cars entering the city centre in the morning peak will need to grow.

It will be a significant challenge to encourage and support the predicated shift in travel behaviour. The momentum gained from recent improvements made to walking and cycling levels within the city centre should be built upon. This will require major improvements in the quality of the pedestrian environment, cycle routes and public transport facilities and services. Mixed use development with jobs and homes in close proximity within the city centre will further encourage walking and cycling and help 'intermediate' trips within the centre.

Means of travel	2006	2031	% change
Walking trips	2,080	4,541	118%
Cycling trips	401	855	113%
Bus passengers	3,409	5,569	63%
Rail passengers	948	1,894	100%
Motorcycle	216	304	41%
Car Driver/passenger	12,706	14,457	14%
Ferry trips	449	623	39%
P&R	0	842	-
<b>TOTAL</b>	<b>20,210</b>	<b>29,086</b>	<b>44%</b>

Table: Predicted Growth in People Trips to the City Centre based on the Core Strategy

There is a need to create a brand for sustainable modes of transport within Southampton; increasing awareness of travel options for travel to and within the city. Walking, cycling and public transport can be made more attractive, however, there is also a need to promote these travel options to encourage modal shift from the private car. For occasional visitors, regular visitors and residents the creation of a brand for more sustainable travel within the city centre will increase awareness of the facilities available. There is also a need to give local residents and those working within the city ownership of their travel choices - encouraging change. The City Council has recently secured funding, through the Local Sustainable Transport Fund, for a Sustainable Travel City, which will deliver a comprehensive package of smarter choices in Southampton.

Change can originate from within communities living or working in the city. These people need to understand the range of options available and the associated benefits to enable them to make the changes themselves. These groups can be encouraged through engagement. Techniques include personal travel planning, workplace travel planning, word of mouth and publications. Communities can adopt new travel patterns together, creating a support network which can help make change easier.

The proposed expansion of the port will also create additional demands on the city's transport system, particularly the local road network. For example by 2030, it is expected that the number of cruise passengers per annum served by the port will reach 2 million. This will increase pressure on the local road network, including the western approach access from Junction 3 of the M27 and the A3 to the north. Rail freight traffic to the Port of Southampton is likely to increase from an average of 20 trains per day to 51 trains per day by 2031 (London and South East Route Utilisation Strategy 2010), which may have capacity implications in and around Southampton Central Station.

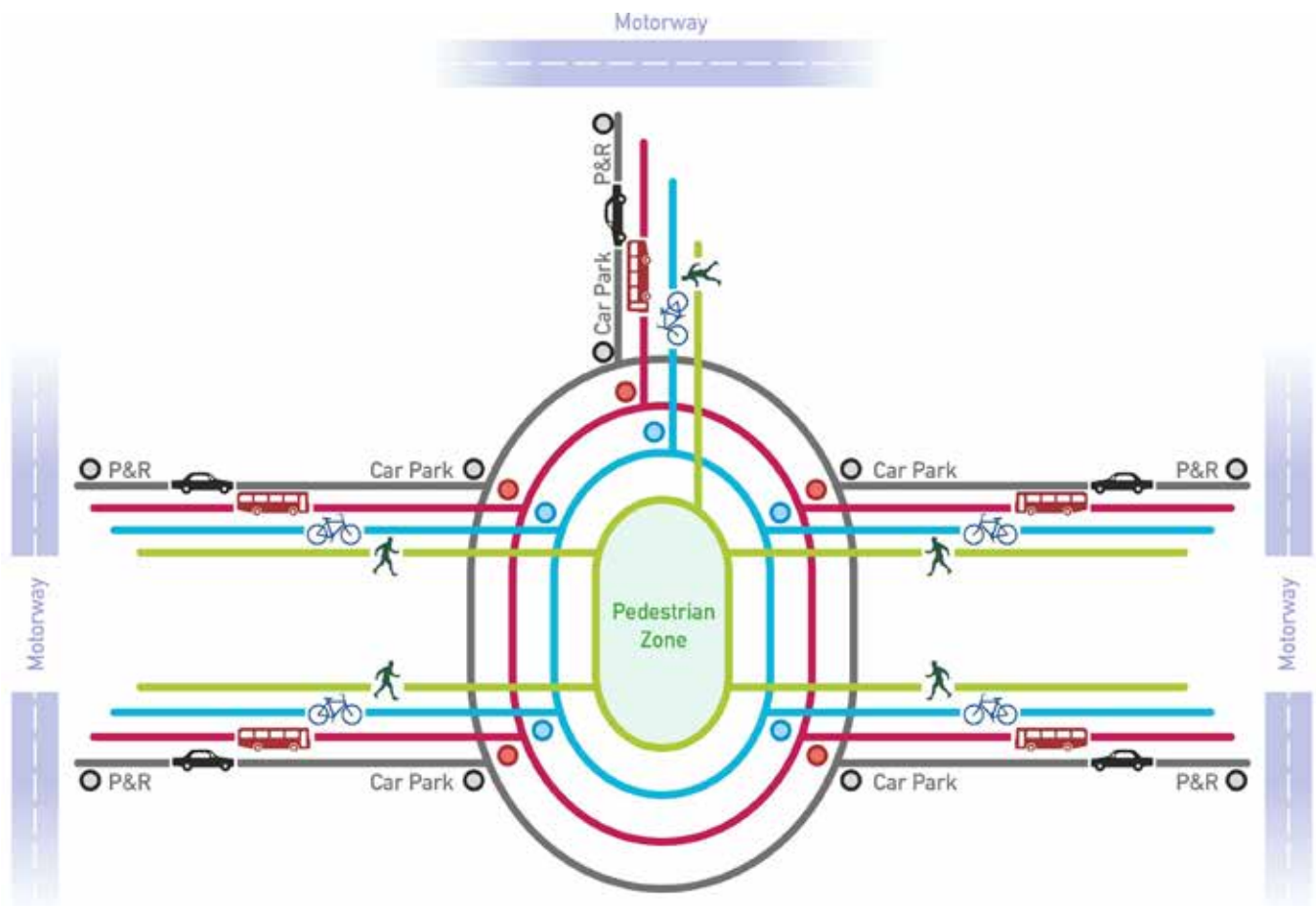
A Port Master Plan Transport Assessment has been jointly commissioned by the City Council and ABP and is looking at the range of transport interventions which will be needed to support growth in port activity. Much of the port traffic is off-peak, although cruise liner traffic does often coincide with Saturday lunchtime shopper peaks, and heavy traffic through the centre affects the quality of the pedestrian environment and access to the waterfront.

## Access Hierarchy

The approach to improving access for the city centre will be guided by an access hierarchy which takes account of the needs of each mode. The hierarchy prioritises access for sustainable modes such as walking and cycling, within the core of the centre.

The hierarchy provides for:

- **Pedestrians** – an extended pedestrian priority area, improved pedestrian links throughout the centre connecting major locations and public spaces;
- **Cycles** – improved routes, crossings, signage and bike parks within the centre;
- **Rail station** – a redeveloped and expanded rail station with new facilities and interchange with coach, bus, taxis and cycle parking and links for pedestrians and cyclists to the city core;
- **Buses** – using an ‘inner ring’ which serves the new retail circuit and major extensions to the centre, with a network of super-stops/interchanges and improved services (an interchange being a place where a journey starts/stops/or changes direction). The potential future provision of park and ride to limit car-based travel to the city centre needs to be explored further. From the bus stops, passengers will walk to their destination along safe and attractive routes; and
- **Cars** – for visitor and employee parking to the edge of the centre and shopper parking to shopper car parks; calming of the ring road network to become a series of connected ‘city-streets’.



Access Hierarchy Concept

## Modernising Central Station

Central Station is an important gateway to the city for national, regional, sub-regional and city services. The current station has seen little improvement in over 30 years, is dated and its buildings and uses belie its role as a principal hub within the city and region.



Southampton Central Station

Network Rail and the City Council in partnership with the train operators are currently progressing a £3 million scheme of improvements for passengers. The scheme will be delivered in phases and will provide refurbished station facilities for passengers including a new station entrance, new enlarged booking hall and waiting room, new shops and passenger toilets. Works are due for completion in late 2012.

In the medium to longer term the Master Plan envisages a redevelopment of the north and south sides of the station with:

- A new station square on the south side as a pedestrian focus of the station complex and welcoming arrival experience;
- New taxi, bus, coach and cycle interchange facilities north and south of station;
- Opportunities for retail, food and drink uses within and alongside the station complex;
- Improved pedestrian and cycle links to the station; and
- A new station building on the south side of the railway.

## Transforming the Ring Road to City Streets

The ring-road has a number of functions, but principally acts as a local distributor road providing access for traffic to, across and from the city centre. The road system however also hinders and discourages movement along and across the route by pedestrians and cyclists, cutting-off sections of the centre from each other.

The plan envisages a redesign of the ring road into a series of discrete city streets, providing for traffic while also being pleasant streets to walk and cycle along and with development frontage. The approach will maintain traffic capacity but balance this against the needs of pedestrians, cyclists and public transport.

The features of the city streets may include:



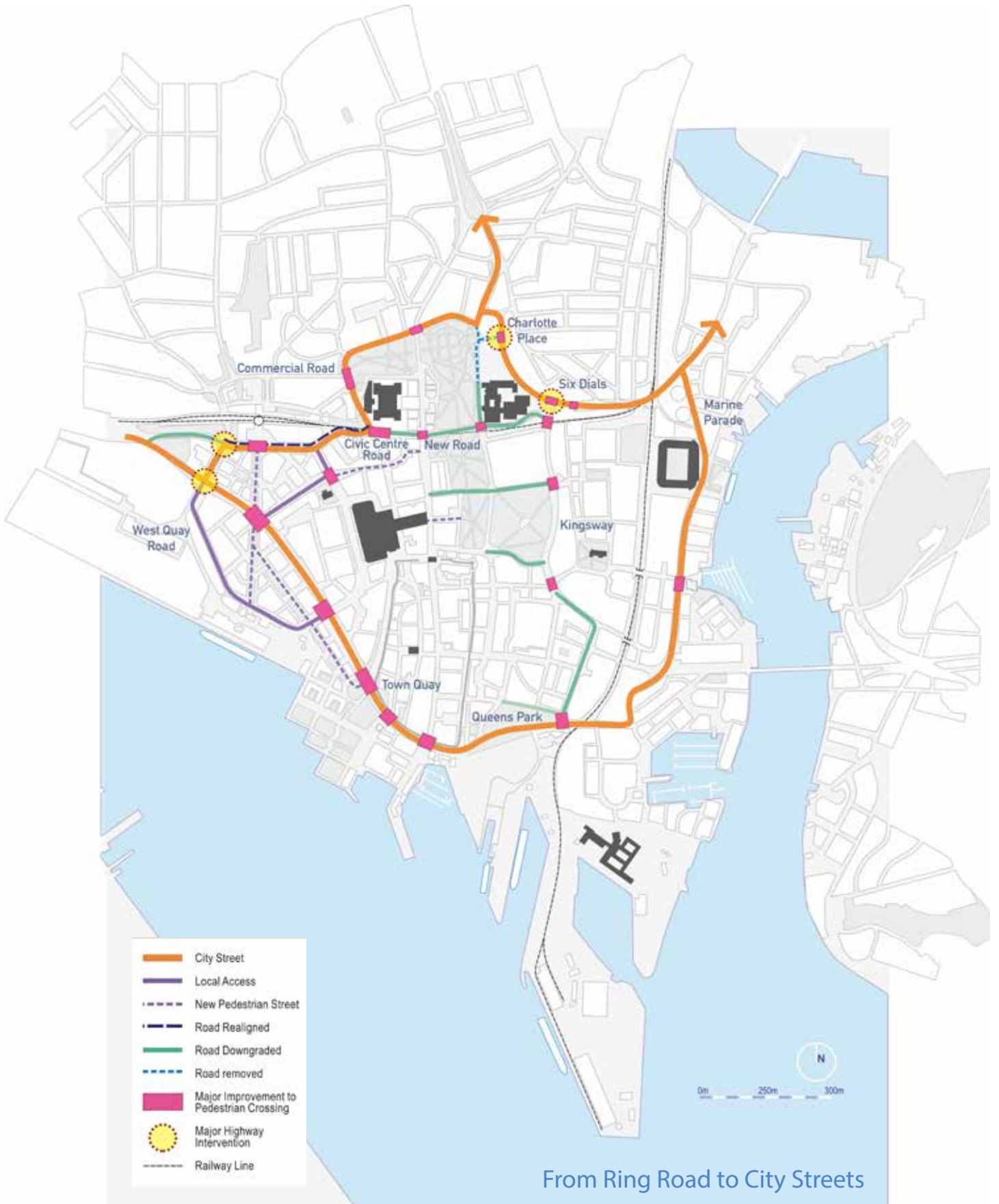
Bus Routes Extending to Serve Growth

- Improved crossings, allowing for pedestrian and cycle movement across the routes, especially at key gateways. The removal of subways and elevated junctions and provision of at-grade crossings;
- Improved pedestrian and cycle experience along the routes including junction priority;
- Managed vehicle access and parking;
- Improved road safety, for all users; and
- Creating opportunities for new public spaces and other streetscape improvements including boulevards of trees and improving the experience of the city centre.

These measures are currently being tested using an area wide transport model developed by the City Council.

The proposed major interventions on the city-street network include:

- **West Quay Road**, potentially separating out local access traffic and providing a new route to the south of the city industrial parks for docks traffic, which may also incorporate flood defences and improve pedestrian and other links between the waterfront and city centre;
- **Mountbatten Way/Western Esplanade (north)** directing some or all through traffic to alternative routes to provide better access to the south side of the station for pedestrians. Alternative options are being explored including routing through-traffic around the Station Quarter;
- **Directing some traffic originating from the Northam Bridge approach from Kingsway/St Mary's Place onto Marine Parade** to reduce the traffic impacts along Kingsway (which may also provide opportunities for flood defences through upgrading/improvements to Marine Parade);
- **Six Dials junction** - rationalisation of the junction, re-configuration of the New Road junction, removal of the grade-separated pedestrian subways and replacement with at-grade crossings;
- **Improvement of Charlotte Place crossings** and possible removal of a leg from the gyratory;
- **Improvement of Town Quay** to improve pedestrian movement across and along Town Quay and accommodate two lanes of traffic in each direction;
- **Removal of through traffic from the north side of Queens Park** and improvement of Terminus Terrace;
- **Civic Centre Road / New Road**- restricting and diverting vehicle movements in order to prioritise pedestrian and cycle movement and bus penetration; and
- **New Road / East Park Terrace** - improved crossings to facilitate safer crossings for students.



## Walkability

Improving the environment for pedestrians within the centre is key to its ability to attract investment and continue to grow. Improvements will allow the centre to grow as a connected series of places rather than individual isolated developments. The potentially compact nature of the centre means walking has great potential for those living and working in the centre and for access from surrounding communities.

The centre must offer high quality open spaces and squares, and pleasant, safe and attractive streets connecting the principal centres of activity together and ensuring pedestrians can walk easily into and across the city centre.



Making Walking and Cycling Attractive

This can be done by;

- Extending the network of pedestrian streets throughout the centre;
- Transforming the quality of the routes through improvements to safety, lighting, frontages and street furniture; and
- Creating a simple mental map of the centre and a way-finding system, extending the legible cities infrastructure.

The key proposals for improving the pedestrian environment in the centre include:

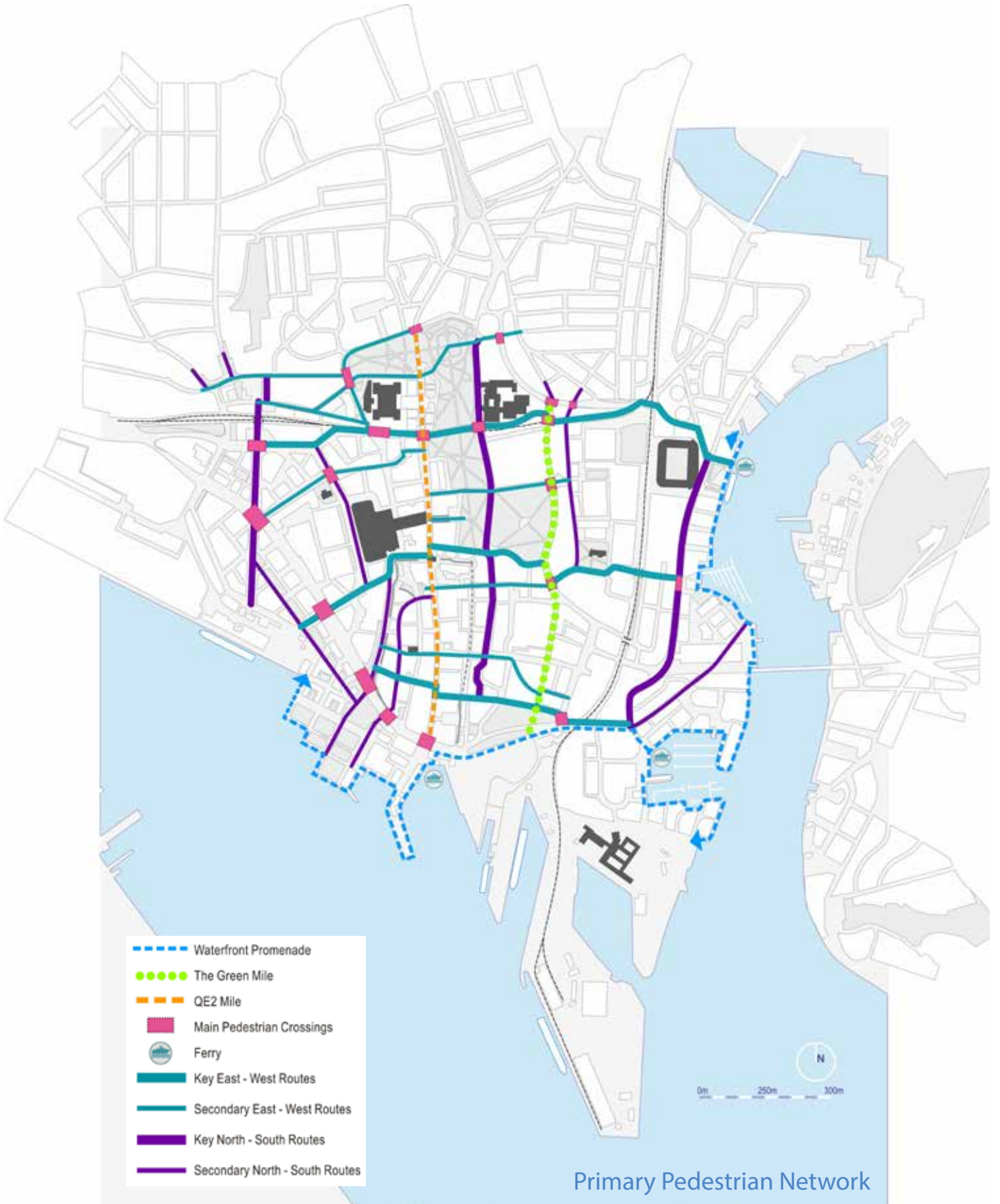
- Removing key barriers represented by the Ring Road and on Kingsway with new crossings and removal of grade separated crossings;



Wayfinding in Southampton

- Completion of the QE2 Mile route as the principal spine to the city centre, and its continuation to Royal Pier, re-uniting the city centre with its waterfront;
- Expanding the pedestrian priority in Above Bar to New Road and investigating the possibility of removing buses in due course;
- Creating new strong pedestrian priority links from Above Bar to embrace the Central Parks to the east and to the West Quay area and station to the west;
- Creating a series of new open spaces as focal points within the development areas and within the existing urban fabric;
- Creating a waterfront promenade pedestrian route linking Royal Pier through to the Itchen riverside;
- Creating a high quality access route between Central Station, surrounding residential areas and the city centre;
- Creating high quality links from the car parks and inner 'bus-box' to the central core; and
- Setting design requirements for buildings and uses fronting onto the main routes to ensure they are attractive throughout the day and evening.

The principal routes are shown in the figure opposite. This shows the north-south and east-west routes, and the waterfront promenade route.





Buses Serving the Centre

## Buses Serving Growth

Significant increases in bus journeys will be needed to support the growth strategy. Bus provision is through privately operated services although the city council can subsidise routes/services.

The City Council bus strategy aims to improve accessibility to the centre, through a series of improved bus corridors and priority junctions, and to develop a routing and bus stop strategy which serves the city centre core and can be extended to serve the major projects.

The key features of the city council's proposed improved network to serve growth include:

- Expanding bus services and facilities to support more sustainable growth patterns;
- Improving the legibility of the bus system to make it easier to use;
- Providing high quality interchange and bus stop facilities, reducing delay to bus services and introducing other initiatives such as smartcard ticketing;
- Planning for a high quality mass transit system on key routes in the longer term;
- Overcoming some of the physical barriers to introduce new routes in the West Quay development area;

- New interchange areas that are better integrated with the street environment;
- Coordinating travel information across the city to make public transport easier to use;
- Network/route proposals to ensure extended centre is well-served by buses;
- Improving facilities at each key gateway to the centre, providing shelter, information and perhaps shopping, food and drink kiosks; and
- Branding and marketing to make bus travel a more attractive option.

## New Coach Station

The coach station is located in the city centre and provides an important regional and national service. The current station site is proposed to be redeveloped as part of the proposed Central Business District. The Master Plan proposes that the coach station is relocated in the centre. A site close to the Western Gateway off Mountbatten Way may offer a potential relocation opportunity which is close to the station and central bus routes/stops.

## A Cycle-Friendly Centre

As well as improved routes for pedestrians an enhanced network is proposed for cyclists. Making cycle-access to the city centre cycle-friendly has the potential to encourage even more than the 400-500 peak hour journeys identified as required to meet the growth plans.



Promoting Cycling



The proposals include:

- Re-establishing the connections in the fragmented cycle network;
- Priority and combined cycle routes into the centre that connect the main transport hubs with each other, the city core, the waterfront, parks and open spaces;
- New and improved crossings of the city street network;
- Cycle stands and facilities including extensive and secure cycle parking within the centre located at key places of interest, major landmarks, transport hubs and major developments; and
- A major cycle hub at the station, including cycle stands, hire facilities, changing and servicing facilities.

Making it easier and safer to cycle in Southampton will also require expanding the network to cover all the main roads in the city, green links and cycle priority at traffic lights.



Exploring Innovative Options



Reassessing Parking Requirements

## Making Parking Efficient

Parking is important to the commercial success of the centre. The centre is already well-served by car parks with generous amounts of off-street and on-street parking. There are currently around 11,500 public spaces and an estimated 13,500 private non-residential (PNR) spaces. There is currently an excess of supply over demand for public spaces estimated at around 25%-30% (equivalent to around 3,000 parking spaces in peak periods). Southampton enjoys relatively low levels of congestion, spare parking capacity and relatively cheap parking costs. Overall it is not expected that the number of public car parking spaces will exceed those currently available over the plan period.

The parking strategy is to ensure that there is sufficient parking to meet the needs of investors and other city centre users and to ensure that alternative modes are also promoted where they represent a suitable alternative. This requires some flexibility in the application of standards to reflect the nature of the use, its location, accessibility by alternatives and any special requirements that certain investments may have.

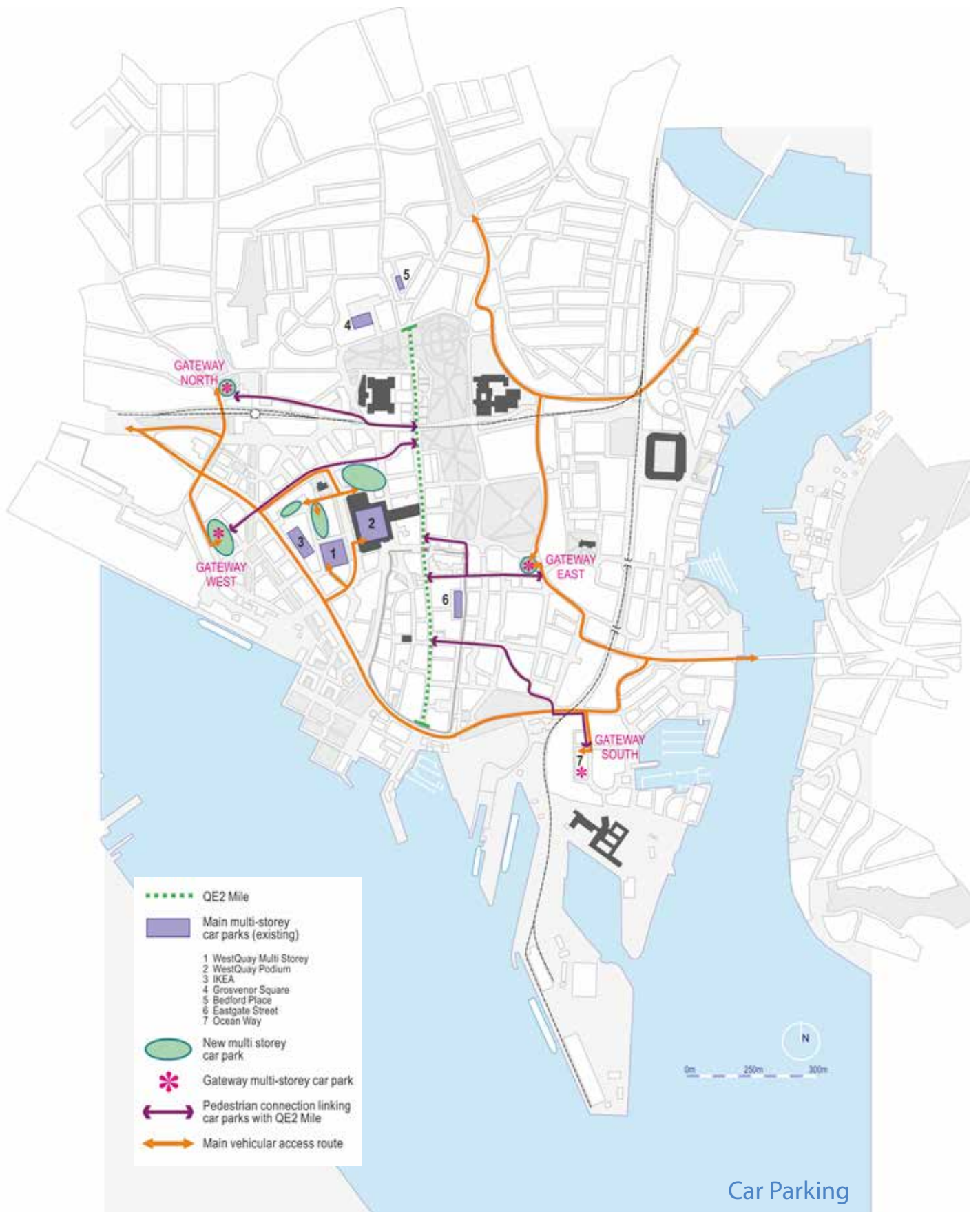
For major developments the approach should be to use Transport Assessments and Travel Plans to assess the requirements and potential of individual developments. The starting point should be a set of maximum standards of provision and reductions made against accessibility criteria. The Parking Study for the city in 2007 by Halcrow recommends this approach based on a Parking Matrix Assessment, which allows a variety of factors to be taken into account to determine the appropriate provision for each development. This approach is already being applied in Edinburgh for instance. The foundation is the Public Transport Accessibility Indices. Those prepared in 2006 by Halcrow show that much of the centre has a high degree of accessibility during peak times except parts of the Itchen riverside.

In general the aim set out in the Council's Adopted Core Strategy is to cap the overall level of parking provision and ensure no more parking is provided than required to make developments viable. Each development will need to be considered individually against its location and requirements.

While maintaining the overall levels of parking there is a need to shift the balance between private non-residential long-stay spaces to managed long and short term public parking spaces, located at the principal gateways into the centre from the east and west. Private spaces will be gradually reduced as sites fall-in for redevelopment. The revised PPS3 contains no maximum parking standards for residential developments and requires that local authorities set their own standards based on individual circumstances.

In developing new parking standards there is a need to:

- Ensure there is sufficient available car parking to support the retail and other commercial uses to enable the centre to grow;
- Review car parking capacity in the existing car parks and where sites are not required to redevelop them for other uses;
- Maximise public rather than private provision which enables greater control and flexibility of use;



- Provide new car parks to serve new development areas at or near interchanges and close to the main gateways and off the City Streets;
- Link new city centre car parking standards with the overall approach to car parking (park and ride, disabled on-street, new developments, public off-street parking);
- Reduce private off-street parking through individual redevelopments;
- Consider the benefits of Controlled Parking Zones (CPZ) where there is a proven need and where competing needs of residents and businesses can be balanced appropriately and city centre parking objectives are not compromised;
- Replacement of surface shopper parking with multi-storey parking as redevelopment takes place, reducing the physical barrier which surface parking generates for pedestrian movement;
- Review parking provision at the railway station;
- Provide visitor parking to serve specific major new developments where provision is necessary to make the scheme viable; and
- Review residential standards in the light of recent changes to PPS3 which have removed maximum limits.

One possible framework for major new parking locations is shown in the Car Parking figure. This will need to be tested further by the City Council as it develops new parking standards in the city. It is anticipated that revised City Centre parking standards will be produced in a Supplementary Planning Document, in support of the City Centre Action Plan.

## Transport Partnerships

Delivering this significant growth and expansion of the transport system will require the city council to work in close partnership with Network Rail and the train operators at the station, the bus operators and local businesses to ensure that the access strategy both serves and facilitates growth. The Master Plan outlines a strategy that will be refined and developed further as each stage of the plan is undertaken to ensure that access proposals can best meet the needs of city centre users.

# Part Four: Quarters Guidance

# 4

# 12 // Quarters Guidance

The City Centre is formed from 13 urban quarters or city-districts; each plays an important role in defining the centre. The Quarters are defined by their existing characteristics. Some offer established qualities and in these little change is envisaged. Others will offer considerable opportunities for change and will provide specific developments to help grow the centre.

The specific land use policy for each of the quarters will be defined by the City Centre Action Plan.

The Master Plan identifies the potential role and contribution of each quarter but specific uses will need to be tested further through the CCAP process.

The quarters that are proposed to experience major change include the Station, Western Gateway, Royal Pier Waterfront, Heart of the City and Solent University and these are described first. Lesser change is proposed in Central Parks, Old Town, Holyrood / Queen's Park, St. Mary's, Ocean Village, Bedford Place and these follow.

The approach to guide change in each Quarter is described in the next section.



The Quarters

# // Station Quarter

## About the Station Quarter

The Station Quarter includes land north and south of the mainline station and the station itself, located in the north western part of the city centre. Commercial Road is to the north and West Quay Road and Harbour Parade to the south. The Station Quarter includes the listed Wyndham Court housing complex.

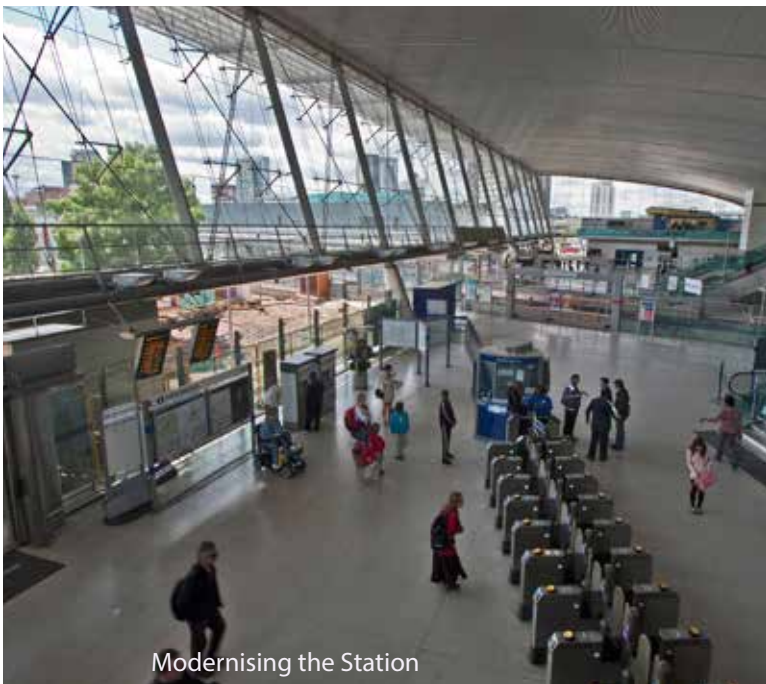
Central Station comprises a northern and southern entrance building, storage and service areas, Parcelforce offices and drop off points and taxi ranks. In the north the station forms part of Overline House, a 1970s 4-storey office building. There is also an area of open space with trees, grass and shrubs alongside. The northern access is the existing principal station entrance with a footpath running up towards the Civic Centre. However routes are poor and unclear, and level changes emphasise the distance of the station from the retail core. There are also poor routes out to the south and access to the main shopping core at West Quay is unwelcoming, unclear and highly convoluted. These routes are used out of necessity rather than desire. There is a pedestrian bridge linking across the station. Western Esplanade crosses in front of the southern station entrance and is a wide road forming part of the Inner Ring Road circuit, and there are two major electrical sub-stations south of the station.



## Station Quarter Today







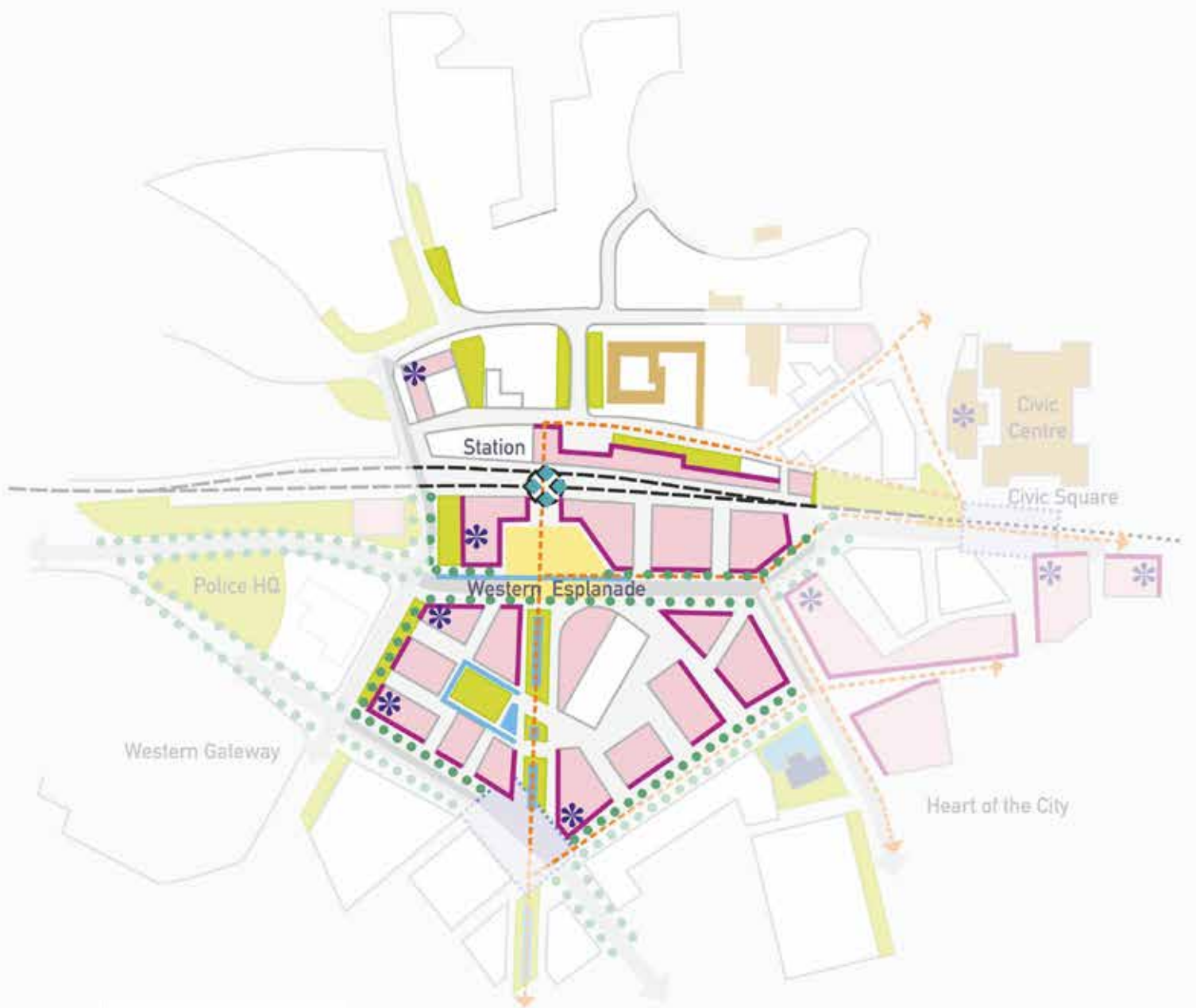
The station environment is poor and dated but has some scope for short term improvements. Increases in passenger movements through the station may mean it needs to be enlarged and improved. Some funding has been secured to deliver short term aesthetic improvements to the station entrance. The station area provides an opportunity to develop a major new quarter for the city, focused on the station and linking back into the city core and through to the waterfront. Any enlargement or improvement to the station will need to be developed in conjunction with Network Rail.

### What is underway now

New development between the station and civic centre has included refurbishment and extension to the theatre, new affordable homes and apartments. This Quarter also incorporates a major substation, hotels, the Police HQ, retail warehouses, and extensive areas of surface parking.

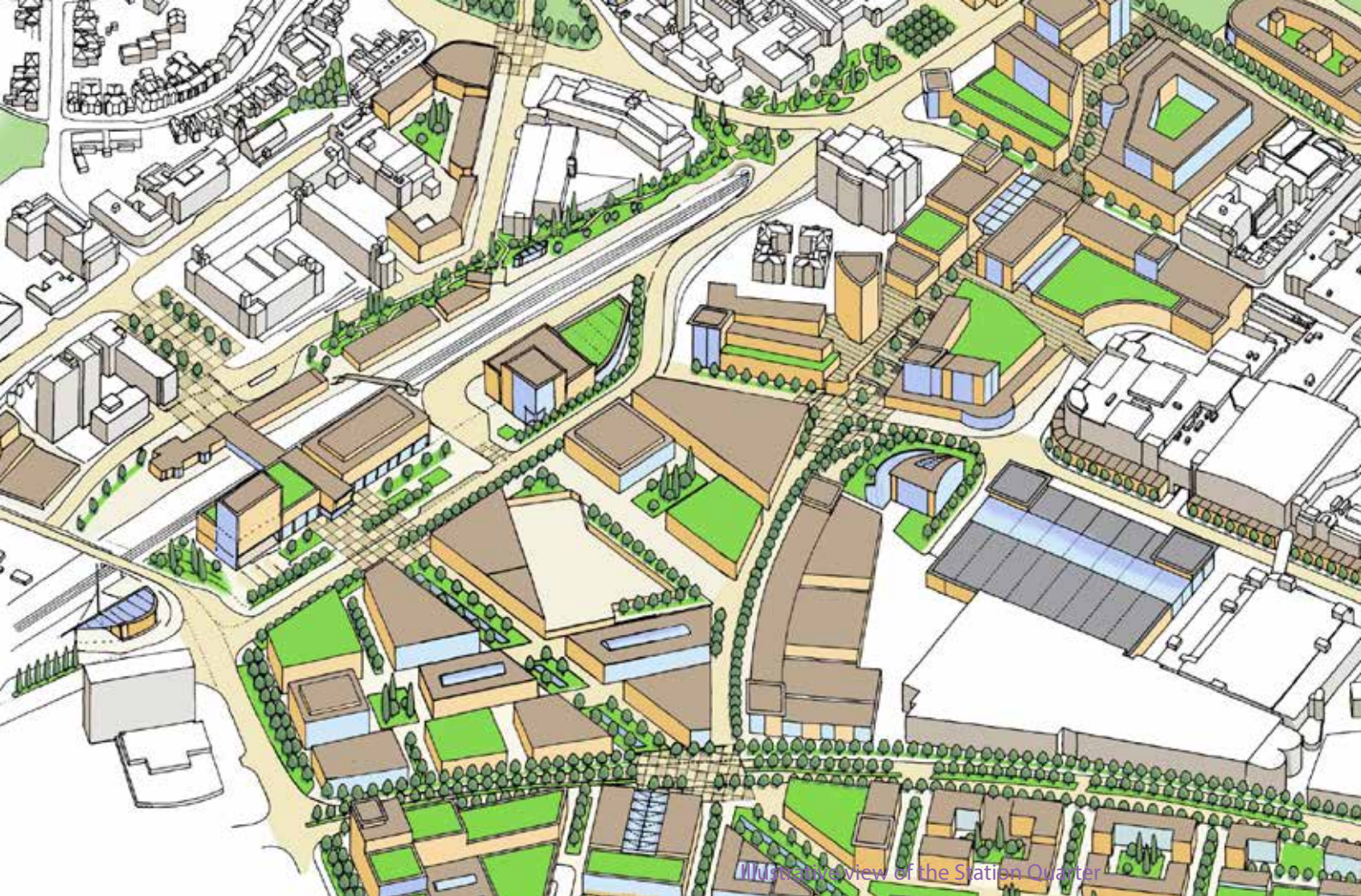
Central Station was improved early in 2012 with £2.4 million of works as part of the National Stations Improvement Programme. Feasibility studies for new development and a start on the Central Business District, and improvements to public realm and interchange facilities are underway: partly funded by a Local Transport Sustainability Fund grant of £3.9 million to improve sustainable transport in the city over the period to 2015.





- Existing block
- Indicative new block structure
- Key existing building
- Primary road
- Primary pedestrian route
- Existing open space
- New open space
- Active frontage
- Landmark feature
- Flagship Building
- Key city space
- Major pedestrian crossing
- Tree lined city street
- Sustainable Urban Drainage (SUDS) and Water Features
- Listed building

Station Quarter Guidance



## Quarter Strategy

A key principle for this quarter is to establish the station area as a major improved gateway, transport interchange and focus for development in this part of the city centre. Southampton needs a station and arrival experience fit for the country's principal south coast city. Proposals will see major improvements to the north of the station and redevelopment to the south.

## Options Considered

The Station Quarter is considered to play a major role in delivering a focus for regional and national office development. This requires a comprehensive approach to achieve a critical mass of new development. This may be possible by retaining the hotels in the west and integrating them with the proposed new structure but the redevelopment of the retail parks could allow an intensification of uses and more efficient use of land.

## Potential Uses

The land use proposals comprise:

- Improving the station as an interchange for buses, taxis, bicycles and potentially coaches;

- Comprehensive development of the southern station area as part of a new Central Business District with offices, residential, local retail and leisure;
- On the north side rationalisation of station related land uses such as parking and Network Rail depot areas to create development parcels adjacent to the station;
- Redevelopment and improvement to the station buildings to ensure a pleasant arrival and waiting space for passengers and create strong landmarks in the structure of the centre; and
- The introduction of new supporting uses in and around the station including retail and restaurants / cafes, to bring life and vitality to the quarter.

## Design Guidance

- A master plan should be prepared for the Quarter as a whole to ensure the design proposals are coordinated and an overall level of consistency and coherence is achieved;
- The new southern Station building should be prominent and a landmark visible in key views within the Quarter;
- Active frontages should frame the Station Square

and boulevard, with building entrances, shops, gallery space etc;

- Colonnades may be appropriate to frame the square and boulevard and provide shelter along main pedestrian routes;
- The Quarter is appropriate for taller buildings if grouped as a composition around Central Station. General building heights should be around 6-stories;
- Servicing of buildings should not be off the principal faces to the public realm, and plant and equipment should be integrated into the building design;
- Terraces, balconies and roof gardens can exploit the views over the key spaces and towards the waterfront; and
- Building design should be coordinated against an overall materials and colour palette. Materials should be high quality and robust such as stone / brick juxtaposed with high quality glazing and rain screen systems.

## Connections

Improvements are needed to connect the station to the rest of the centre and neighbouring communities and to improve links across and within the station.

- Establishing connections to the north and south of the station, with development frontages.



Attractive Places to Work

Improvements to pedestrian routes from the station with new public space to provide focal points along the routes and potentially development to front them. On the north side this will include a new enhanced route to the civic centre and the proposed civic square. It will also include enhanced drop-off and public realm improvements;

- Station Square - On the south side a major new station square and a series of new radial pedestrian routes linking the station with surrounding development, with views out to the waterfront and retail core; This will include a new station avenue to link to the Western Gateway;
- Enhancement of pedestrian connectivity across the railway line, for passengers as well as those without tickets, creating an attractive route between the north and south sides of the station quarter; and
- Improved connections across Havelock Road/ Cumberland Place.

## Public Realm

The station area is a major gateway to the city which must deal with the major movement of people throughout the day. Public realm proposals comprise:

- Station Square – a major new civic space to the south side of the station, as a focus for the new development;
- New streets and routes linking the station with the



rest of the centre, including a new station avenue to link to the Western Gateway;

- Enhanced drop-off and public realm improvements to the north side; and
- Provision for safe and sustainable development through managing flood risk; incorporating appropriate measures into development and/or a 'front line' defence wall on the western edge of the Quarter.

## Major Projects

The major projects comprise:

- Reconfiguration and reducing vehicular capacity of Western Esplanade by rerouting through traffic to create development parcels which front the street and integrate both sides;
- Creation of major station squares to north and south of the station incorporating bus and cycle interchange facilities;
- Major gateway office and ancillary retail development to the south of the station fronting station square;
- Improvements to pedestrian routes from the station with new public spaces to provide focal points along the routes and potentially development to front them;
- Rationalisation of parking areas (through the creation of multi-storey car parks) on both the northern and southern sides of the station;
- Potential relocation of coach station to alongside the station complex; and
- Station redevelopment including new bridge crossing.

## Key Agents for Delivery

- City Council
- Network Rail and Train Operators
- Landowners
- Developers and Investors
- Local Enterprise Partnership



# // Western Gateway Quarter

## About the Western Gateway

The Western Gateway is the most westerly quarter of the city centre and includes what are currently the City Industrial Park, the Leisureworld complex, John Lewis warehouse and car showrooms. The Quarter fronts onto West Quay Road and the operational port separates the quarter from the waterfront, with port accesses to the north and south of the quarter.

The area is well utilised with few vacant plots or buildings. Over the years the uses have changed from port-related businesses to edge of centre commercial and retail type functions including car showrooms, garages, car hire and tool-hire. The Quarter is very prominent on the western approaches to the centre and along West Quay Road, and provides the first impression of the city centre for many arriving by car.

The quarter has an important relationship to the Station Quarter to the north, where major new office and retail developments are proposed, and the Royal Pier Waterfront to the south, and represents an opportunity to expand the city centre towards its waterfront and create a high quality, accessible western gateway to the centre.



Location Plan

## Western Gateway Quarter Today



## What is underway now

A dialogue is being established with landowners with a view to establishing a partnership.

## Quarter Strategy

The strategy is to see the redevelopment of the Western Gateway for a mix of uses, responding to its accessibility to the centre improving connections between the Station Quarter, Heart of the City and Royal Pier Waterfront. This is a key opportunity to continue development westwards from the core to create a high profile new urban quarter linking through to the waterfront and replace or relocate lower order industrial and commercial uses. New residential development will need to be considered carefully to ensure it does not impact on port operations.

## Options Considered

Western Gateway contains a large number of existing businesses but few are related to city centre functions or the port. The Leisureworld complex is established and options may exist to retain it within the new quarter. Should the industrial estates remain as they are these will limit the potential to develop offices and other higher density city centre uses between the Waterfront and Station Quarter and therefore continue the fragmentation of the centre. The Council owns much of the Quarter and is in a position to develop a phased relocations strategy.

## Potential Uses

The transformation of this quarter could be achieved through:

- Creation of a new network of walkable streets and connections lined with active uses such as small scale retail and cafes and restaurants;
- Creation of new offices in the medium term at the southern end of the quarter, relating to the waterfront and then throughout the Quarter in the longer term;
- Integration of some residential and other uses into a genuinely mixed-use new community;
- Establishing a relocations strategy for the City Industrial Park and its occupiers to ensure valuable jobs and businesses are not forced out of the city but are given more appropriate locations;



Linking through to the Waterfront



Modern Housing



Exciting Public Spaces







Illustrative view of the Western Gateway Quarter

- Exploring the potential for a convenience retail and large footprint leisure led gateway complex, including a city centre car park linked to the retail core and once opportunities within the Heart of the City have been taken up; and
- Exploring the potential for conference and exhibition complex in the south relating to the waterfront, including offices and hotel uses, which may include access to the waterfront and integration of the city cruise terminal as part of the development, in the longer term.

### Design Guidance

- The comprehensive development requires an overall Master Plan to be prepared to ensure the development is coherent and consistent;
- The western end of the site is a city centre gateway and requires a high quality prominent building/building feature;
- Views of the Solent Mills should be fully considered and conserved, where possible;
- Active frontages should be achieved to West Quay Road with building entrances, glazing and active uses such as shops, cafes, bars and restaurants;
- Development will be set back along West Quay Road to enable a generous, high quality tree-lined boulevard to be created;
- Terraces, balconies and roof gardens can exploit views over the boulevards and the linear park and towards the waterfront;
- Buildings will be typically 6-storeys to reflect building heights on the northern side of West Quay Road; taller buildings are appropriate at the city gateway and overlooking Mayflower Park and waterfront in the south; and
- The potential for future connections and views to Berth 101 and the cruise terminals should be considered and where appropriate conserved.



Public Parks

## Connections

Improved pedestrian connections include:

- Improved crossings of West Quay Road which allows connections to the Station Quarter, Heart of the City and Royal Pier Waterfront;
- Improved connections along West Quay Road, which is seen as a new address with frontage developments; and
- Connections through the Quarter, with potential to connect with the port at the City Cruise Terminal.

## Public Realm

Comprehensive redevelopment will see a whole new public realm achieved, including:

- A linear park created by a series of connected spaces along the central spine reflecting different open space purposes: formal squares, communal gardens overlooked by residential /commercial buildings, small informal pocket parks, streets integrating sustainable urban drainage;
- A major new civic space at the centre of the Quarter to help structure development and improve the setting;
- Improvements to West Quay Road to make it an elegant tree-lined boulevard;
- Integration of the public realm with Royal Pier Waterfront to encourage movement between the two Quarters;
- Routes and views through to the Waterfront and cruise liner terminals and berthing ships; and
- Provision for safe and sustainable development through managing flood risk; incorporating appropriate measures into development and/or a

'front line' defence wall on the southern edge of the Quarter, whilst retaining access to the port land.

## Major Projects

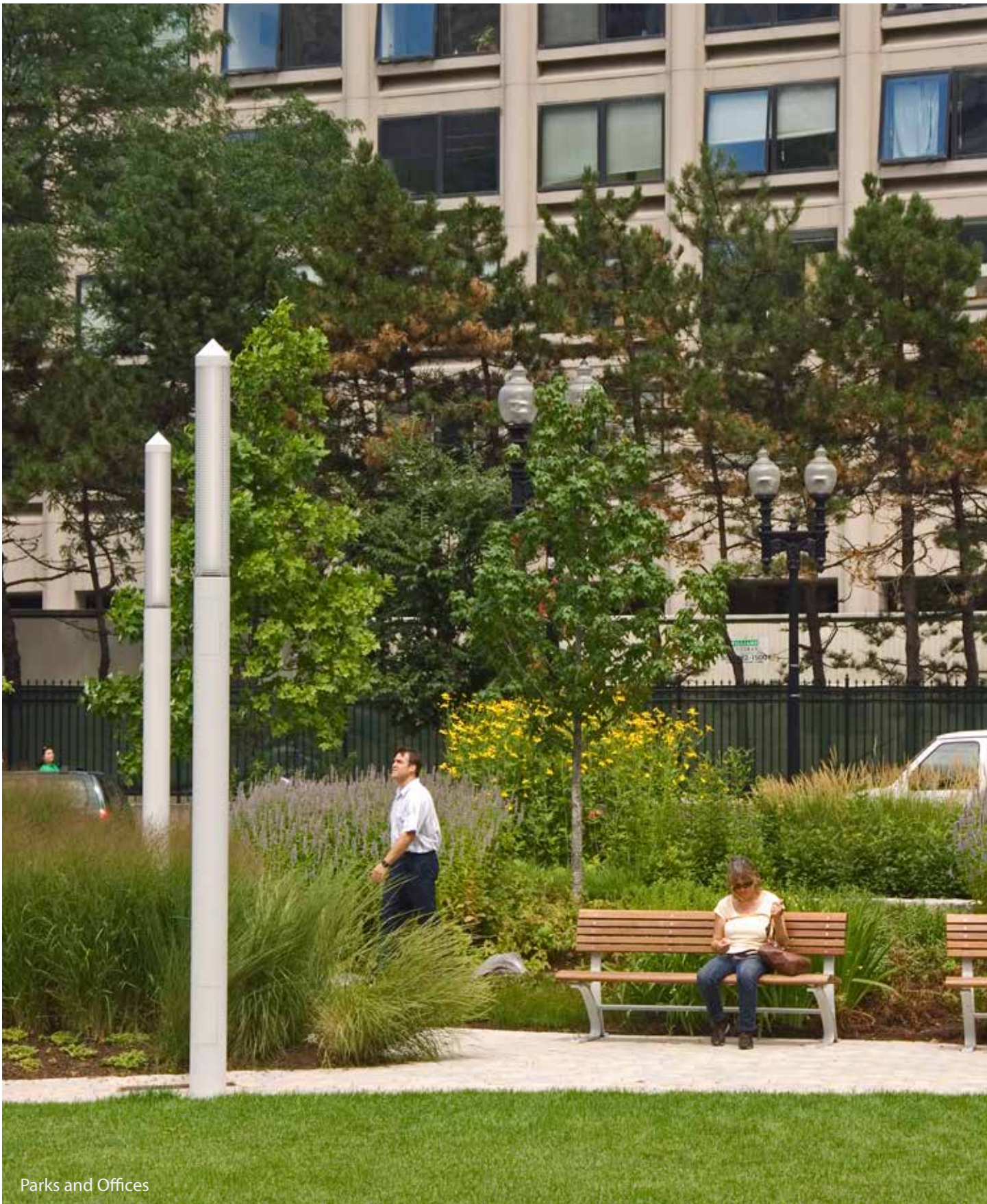
- Major prestigious office buildings will be supported by retail and café/restaurant uses;
- Investigate the potential for residential buildings;
- Investigate the potential for large footprint leisure development at the Western Gateway entrance; and
- Exhibition/conference and hotel development, possibly linking and integrating the City cruise liner terminal on the waterfront.

## Key Agents for Delivery

- City Council
- Associated British Ports
- Developers and Investors



Extending the Office Quarter



Parks and Offices

# // Royal Pier Waterfront Quarter

## About the Royal Pier Waterfront

The Royal Pier Waterfront is located on the River Test between the Eastern and Western Docks. It is defined to the north by Town Quay Road.

This Quarter accommodates the Red Funnel ferry service with truck storage areas, Victorian commercial buildings, the Pier Head building and large areas given over to car and lorry parking. Town Quay accommodates office development, restaurants, car parking and ferry terminals. A small marina is located between Town Quay and the Eastern Docks. Royal Pier itself is listed but now derelict.

Town Quay Road and the junction with the High Street are particular barriers to north-south movement and contribute to the fact that few people make the walk to the waterfront, despite the recent improvements to the QE2 Mile.

Mayflower Park is the major public space in this quarter and is the location for the annual Boat Show. It is an important asset to the city centre as it fronts onto the water and allows residents and visitors to



## Royal Pier Waterfront Quarter Today



view cruise liners, the ferries and other activity on the water. However the space is open, bleak and unwelcoming at other times of the year. This Quarter is adjacent to part of the operational docks owned by ABP and has the potential to create better connections with the City Cruise Terminal and other port related uses in the longer term. It has been included in the City Centre Master Plan because of the opportunity that might be represented to better link the cruise terminal with the city centre, possibly through new development and better pedestrian connections.

### What is underway now

The City Council along with the other land owners Associated British Ports and the Crown Estate have appointed a preferred developer Morgan Sindall Investments Ltd (MSIL). Work is well underway on a detailed master plan and agreement on the way forward. The development will include offices, residential, retail and leisure uses. It will also provide better public access to the waterfront, an extended park and improved site for the Southampton International Boat Show safeguarding its future in the city. MSIL expects to consult the public on their plans in 2012. A grant from the Regional Growth Fund of £10.9 million will enable improvements to be made to Platform Road and Town Quay, and access to the Eastern Docks facilitating development at the Royal Pier Waterfront.

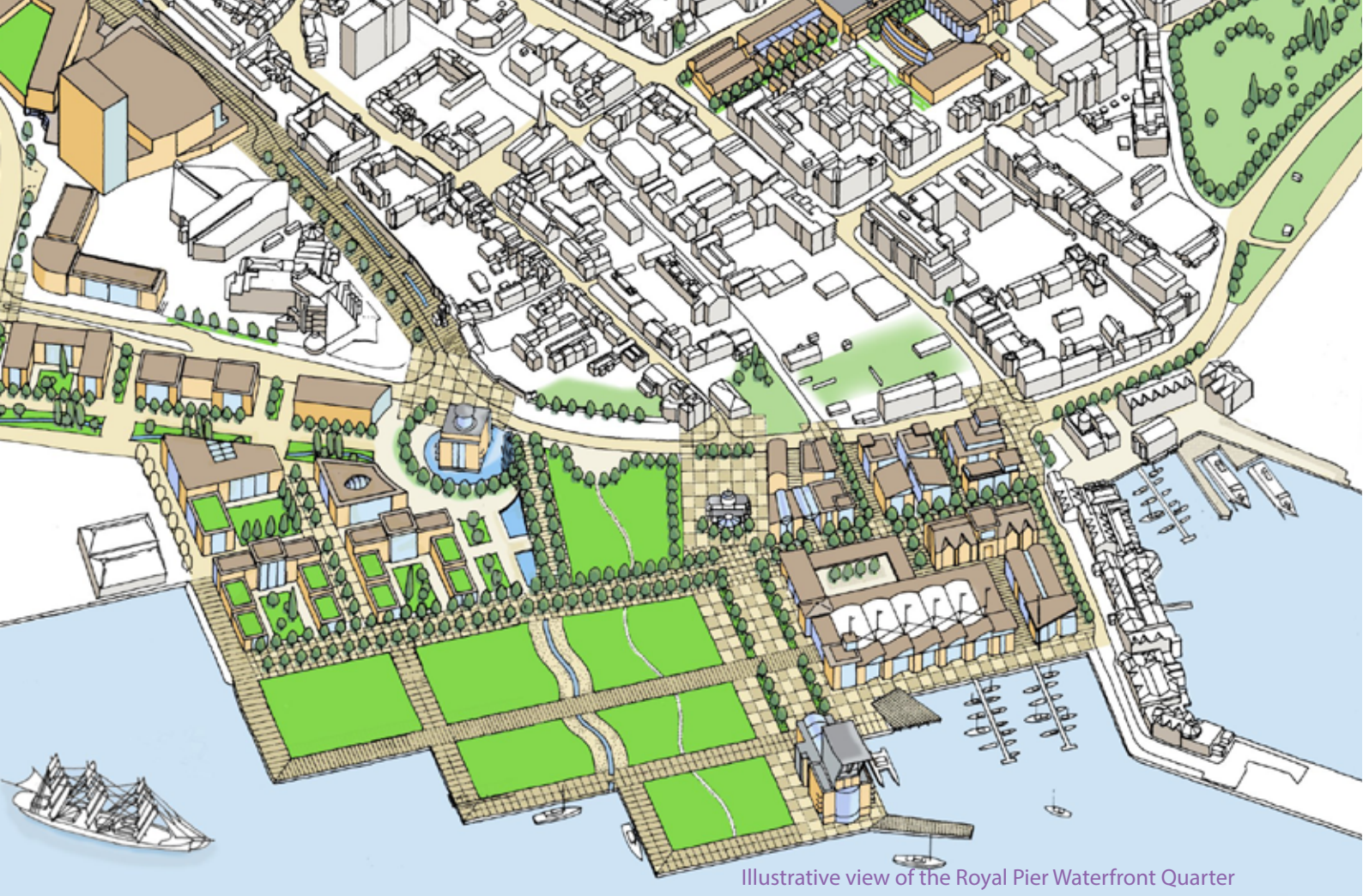
### Quarter Strategy

The Royal Pier Waterfront is a key opportunity to enhance the city centre and develop and unite the city to its waterside, delivering an exciting and attractive place that all those visiting the city expect to see of such a prominent maritime city. The opening up of the waterfront with a world class scheme will facilitate development of this area, particularly the Western Gateway as part of the Central Business District and will continue to provide a venue for the boat show through a much improved Mayflower Park. The comprehensive redevelopment of the area would benefit from the relocation of the ferry terminals for which sites to the east of Town Quay are currently being considered.





Royal Pier Waterfront Quarter Guidance



Illustrative view of the Royal Pier Waterfront Quarter

## Options Considered

The objective for Royal Pier to deliver a balanced mixed-use scheme with major new waterfront open spaces and an impressive 'international' quality waterfront is clearly recognised. The options explored concern how this might be designed and the balance of uses. Options to retain or relocate Mayflower Park have been considered. The potential to incorporate a major conference/hotel/exhibition/arena complex has been considered and needs to be explored further

## Potential Uses

A range of uses are appropriate and no single use should dominate the area. The waterfront is seen as a major opportunity for new leisure based developments.

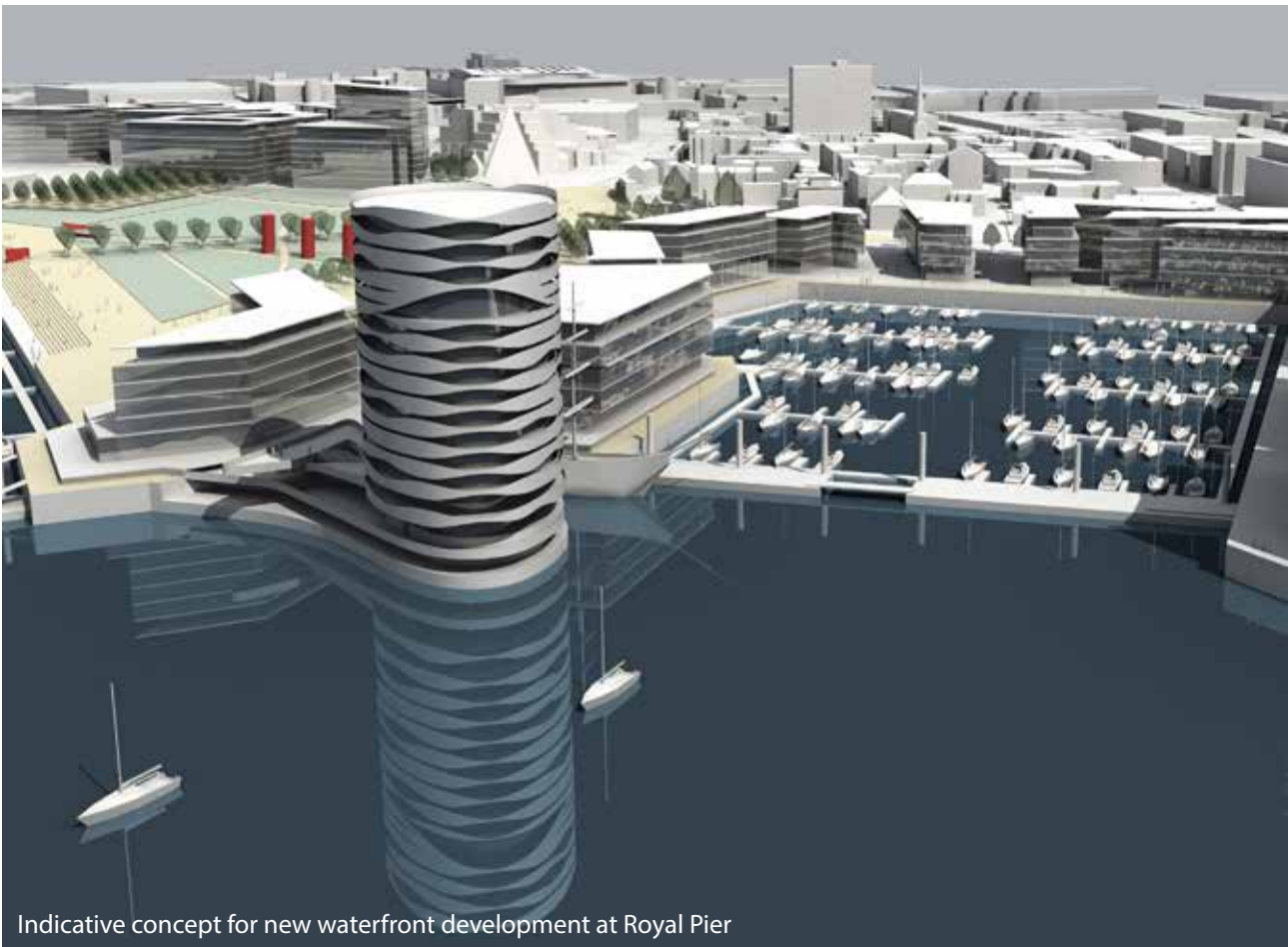
Proposed uses could include:

- Boat Show;
- Destination marine, leisure and cultural attractions;
- Supporting cafes, bars, restaurants and speciality retail uses;
- Business developments including marine related and offices;

- Arena, hotels, conference facilities;
- Housing;
- Major parklands and waterfront access; and
- Marina and large ship visitor moorings.

## Design Guidance

- The comprehensive development requires an overall master plan to be prepared which includes Mayflower Park and shows how the development integrates and relates to the Old Town, Heart of the City and Western Gateway;
- The Royal Pier is the international face of the city and requires outstanding, international quality design. The proposals should include innovative, dynamic and striking designs which contribute to a strong new image for the city and its waterfront;
- A tall point feature building is appropriate as a flagship marker;
- New development should respect the listed buildings and these elements should be integrated effectively into the proposals; building heights should also respect the Old Town Walls;
- Active frontages should be achieved to the



Indicative concept for new waterfront development at Royal Pier

Courtesy of Morgan Sindall Investments Ltd

waterside, and continuous public access provided along the waterfront;

- Balconies, terraces and roof gardens should exploit the south-facing aspect and views of the waterfront;
- Mayflower Park should be integrated into the overall plan and active uses should front the park and bring life to the park;
- Mayflower Park is a key city space and should be of an outstanding design which relates well to the surrounding development and is an attractive place throughout the year; the park design must take account of the operational needs of the Boat Show; and
- Materials, colours and textures should reflect the waterfront location; bright accent colours are appropriate reflecting the maritime location (yellows, reds, blues, oranges).







New Places to Live on the Waterfront

## Connections

The success of the waterfront depends on its effective integration with the rest of the centre. This requires improved connections across West Quay Road and Town Quay, and links eastwards past Queens Park to Ocean Village and westwards to the Western Gateway and Station Quarter.

The major improved connections include:

- Crossings of Town Quay to the Old Town and particularly to the QE2 Mile;
- Crossings to West Quay Road to integrate the Western Gateway and Heart of the City; and
- Improvements to connections to Queens Park and Ocean Village.

## Public Realm

Key to the success of this area is the provision of highly attractive public spaces through improving and extending Mayflower Park and providing a fantastic place to enjoy the water. We envisage this occurring through:

- Creation of a major new public space fronting the waterside;
- Provision of jetties, piers and look-out points to enjoy the water;
- Continuous public access to the waterside in the form of a maritime promenade;
- A development edge that steps down to the water;
- Provision for safe and sustainable development incorporating measures into the development and public realm improvements, such as along Platform Road, whilst retaining access on the seaward side of the defences, including the potential for a wide boardwalk extending public access to the waterfront from Mayflower Park to Town Quay.

# // Heart of the City Quarter

## About the Heart of the City

The Heart of the City forms the perceived centre of the city. It is the most intensively used area of the centre and includes the retail core, leisure uses, offices and some housing. The Quarter is defined by West Quay Road to the west, Civic Centre Road to the north and extends as far east as Kingsway and the Central Parks. It also has a strong synergy with the Upper High Street in the Old Town to the south.

This Quarter comprises the main retail core of Southampton, notably Above Bar, the WestQuay Shopping Centre, Watermark West Quay, the Marlands Centre, Bargate and East Street Shopping Centres. The area includes West Quay retail park and Ikea and the hotels and The Quays swimming and diving complex. This is the shopping core of the city including its main shopping streets and stores.

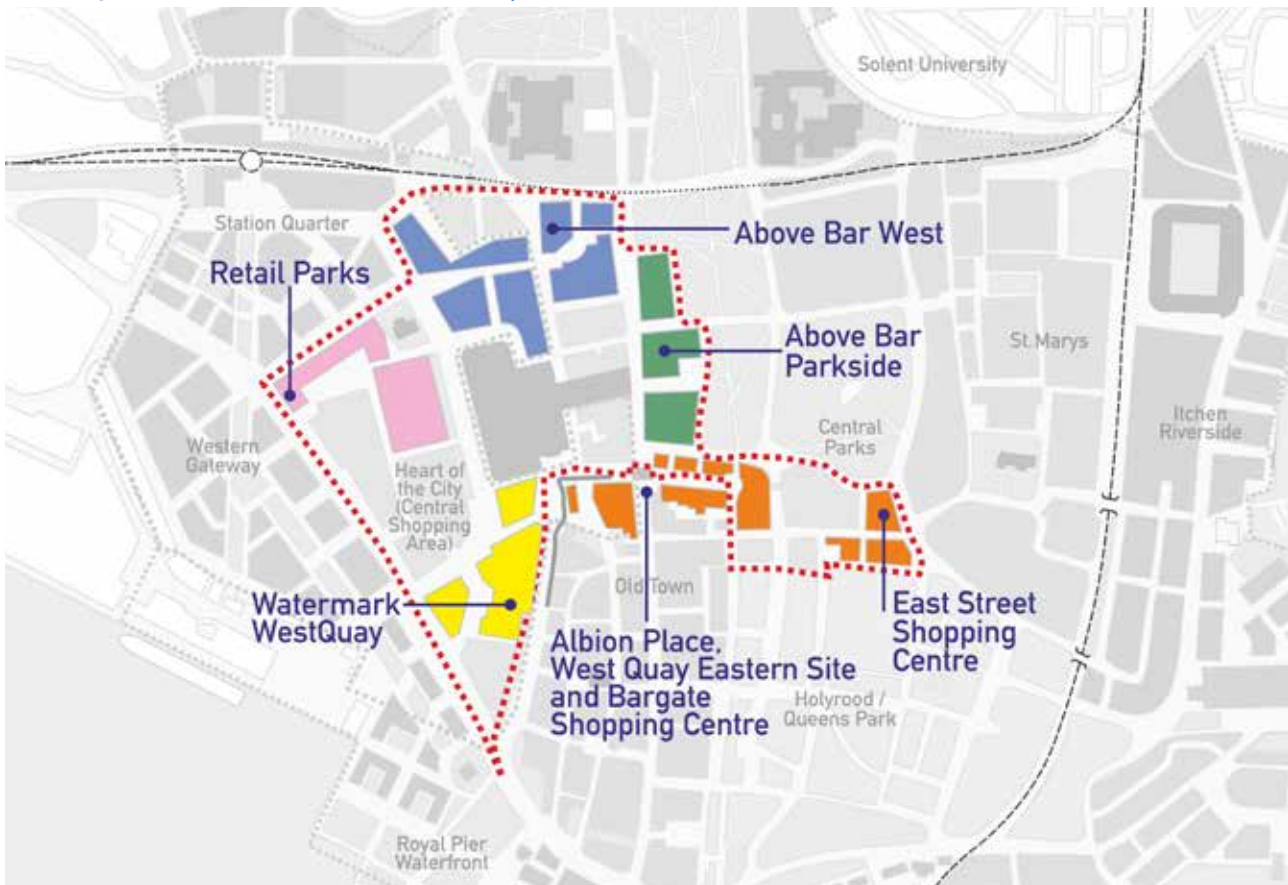
It is however very mixed in its performance. The West Quay Shopping Centre dominates, many shops on Above Bar are poor in comparison and the fabric and scale of development is dated. The retail parks to the west, although grouped close to the shopping core,



## Heart of the City Today



## Components of Heart of the City



have little relationship to the traditional high street shops.

The retail parks are also fragmented and dominated by large surface and multi-storey car parks, which emphasise the 'backland' character of much of the western side of the Quarter. The geothermal energy plant is a prominent building in the middle of the area.

The significant change in levels between the eastern and western sides of the quarter is influential in the poor connectivity between the two areas, which is not helped by the lack of connecting streets and the poor quality of many pedestrian routes. Links from the quarter to the east are also hindered by Kingsway and poor connectivity at the East Street Centre which blocks a major potential through route.

Improvements to the public realm and investment in the QE2 Mile has helped define and improve the public realm, but large areas of the core have buses and taxis circulating along and across the main pedestrian routes, such as at Bargate.

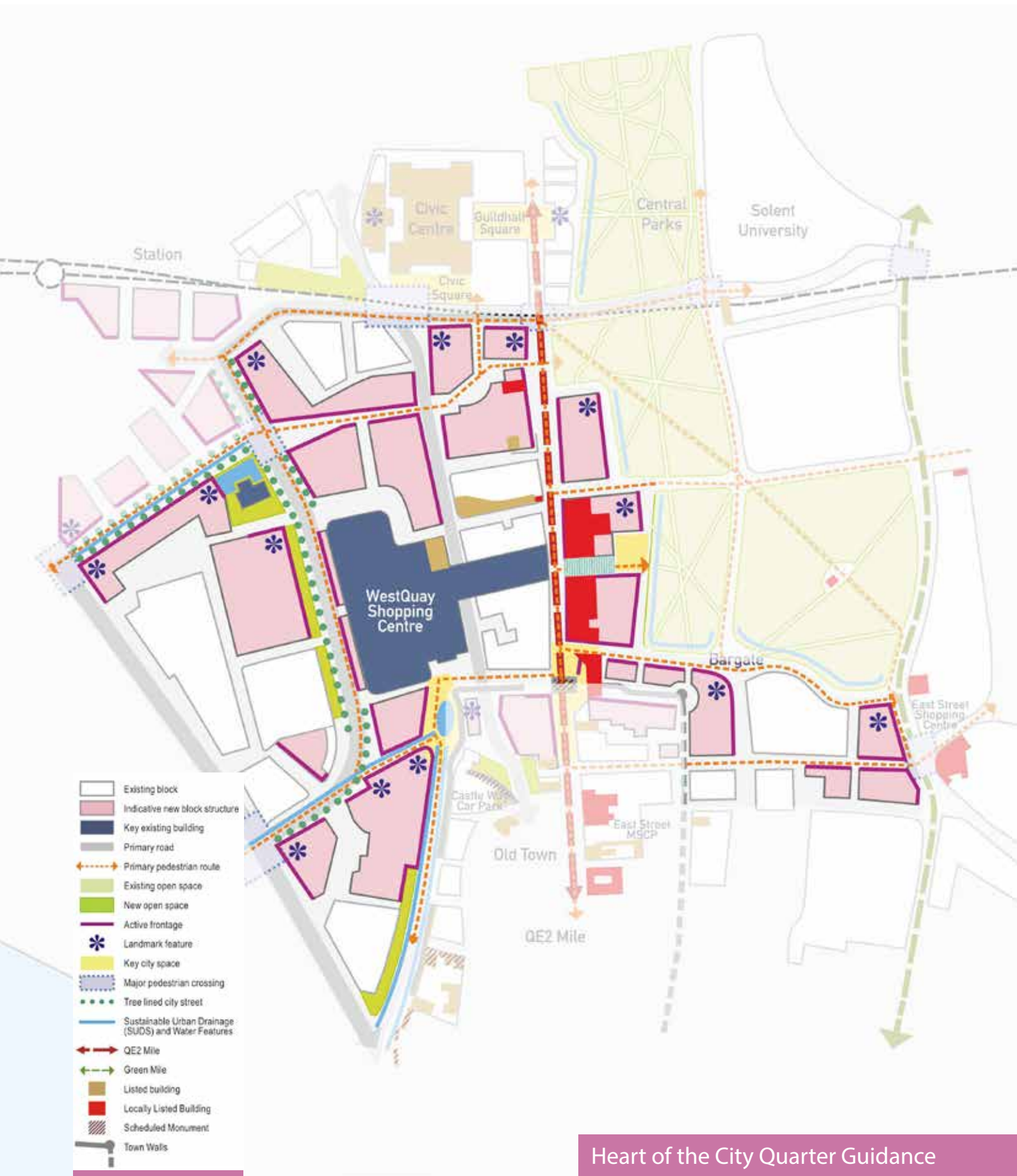
The presence of the Central Parks to the east of the quarter is not evident and the relationship could be strengthened with improved links through. There is also an important relationship with the High Street and Old Town, where traditional retail uses prevail and the area is becoming popular for restaurants, cafés and hotels.

### What is underway now

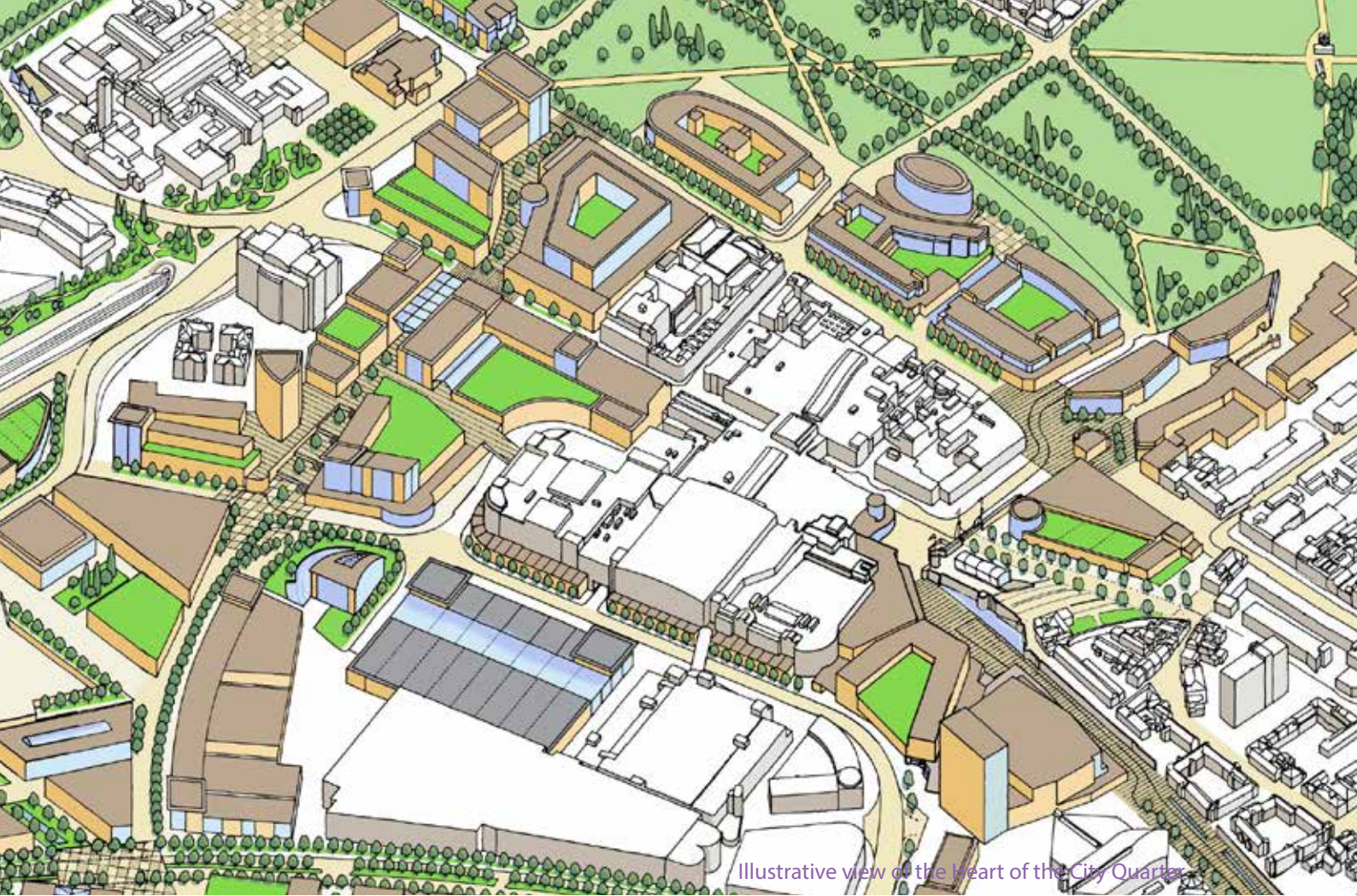
Hammerson are committed to Watermark WestQuay which is a proposed retail / leisure extension to the WestQuay Shopping Centre incorporating a multiplex cinema, restaurants and retail units, hotel and residential tower. A new food superstore is proposed to replace the existing East Street Shopping Centre.

### Quarter Strategy

The aim is to develop a modern, attractive and vibrant core to the city. The strategy for the Heart of the City is to reinforce the retail core and extend the retail core westwards towards the station, and in the longer term



Heart of the City Quarter Guidance



renew the retail parks, renew the existing retail blocks including the Upper High Street, Bargate Shopping Centre and the East Street Centre for retail-led mixed use development. The new structure will connect the Heart of the City into the rest of the centre and facilitate greater movement and activity between the quarters. Proposals coming forward earlier than set out in the phasing plans and that do not form part of an expansion of the primary shopping area will be subject to an impact test.

### Options Considered

Redevelopment of Above Bar will become increasingly necessary as buildings age and no longer meet user's requirements – the intensity of use is already low given its location right in the commercial core of the city. The scale of change however will mean that value will need to improve significantly to stimulate change and phased redevelopment may be an alternative option. The retail parks while providing important retail outlets do not integrate well with the centre and their low density extensive layout fails to achieve the vibrancy or intensity that higher density mixed uses would bring.

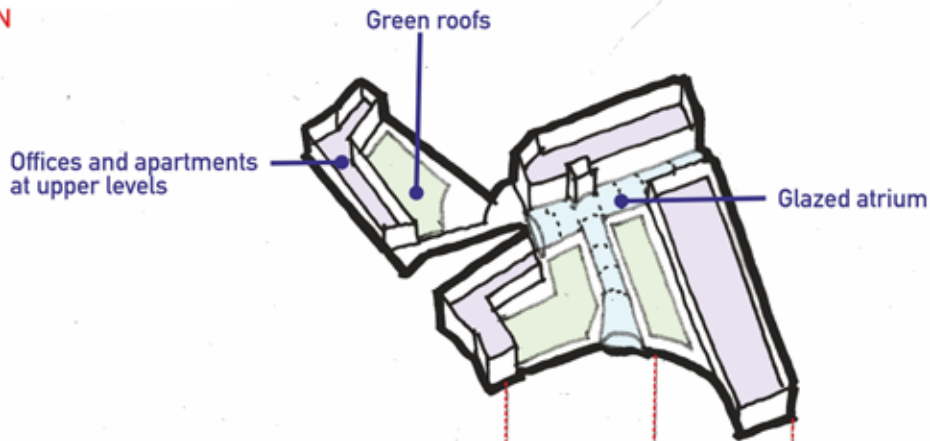


Mixed Use Buildings

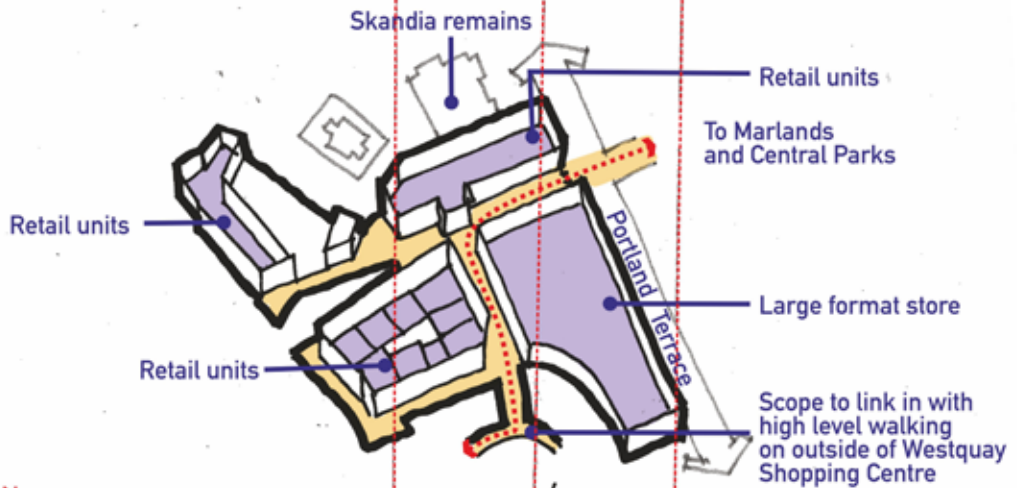


Multi-level shopping

**ROOF PLAN**



**UPPER LEVEL**



**GROUND FLOOR PLAN: SERVICING CAR PARKING**



Possible new multi-level retail development at Above Bar West (Asda and Multi-storey car parks redevelopment)



Using the Levels Creatively



Arcades Through to the Parks

## Potential Uses

The main driver for change will be the renewal and redevelopment of the area for new retail and leisure uses, with opportunities for housing and offices on upper floors.

The main land uses might include:

- Major new high street retail uses with large format stores in multi-level developments;
- Smaller and speciality shops and 'high end' retail units, particularly on routes to the Station Quarter;
- New restaurants, cafes and bars in the north relating to the Cultural Quarter, and on upper High Street, and on the park frontages. New convenience retail in small unit shops throughout the area, and a major food store to serve the eastern side of the city centre;
- Housing and offices on upper floors, particularly overlooking the parks, with roof gardens and terraces; and
- Exploring the potential for a 'city discovery centre' with visitor and city development exhibition within the Quarter.

## Design Guidance

- Each major element of the Heart of the City should be subject to a separate master plan to ensure a comprehensive approach;
- Active street frontages should be achieved to the main streets and park edges;
- Parking should be provided either below buildings or integrated into multi-storey car parking as part of the overall building composition;
- The building line to Above Bar should be respected, with opportunities for arcades to be developed through to the Central Parks and through to the Station Quarter and redevelopment of the retail parks;
- Servicing should be from within or below the blocks, and service access achieved off the secondary routes;
- Upper floors should include housing or office uses, and terraces, balconies and roof gardens should exploit views over the city and Central Parks;
- Buildings should step-back above 4-storeys to retain the scale of frontages to Above Bar;
- Development must also respect the setting of the Bargate and Town Walls – contrasting or reflective materials may help enhance the Town Walls;



Re-developing Above Bar to face the Central Parks with new shared surface streets and routes

- Tall buildings are appropriate on the park edges to benefit from park views and at Watermark WestQuay; and
- Building materials and colours should be consistent and of a high quality reflecting the importance of the location; Portland Stone facings or similar should predominate, with bright accent colours.

## Connections

The main improved connections include:

- Improved connections to the north end of the Quarter, towards Central Station and the east;
- Potential extension to the pedestrianised area along Above Bar;
- Connections from Above Bar to the west to the station, WestQuay and Western Gateway;
- Improved links to the east through East street shopping centre;
- Improved connectivity with the Central Parks; and
- Improved connections between Above Bar and Western Esplanade.

## Public Realm

Improved public spaces include;

- Spaces such as arcades and winter gardens to integrate Above Bar with the Central Parks;
- Completion of the Bargate Square;
- Completion of the proposed Watermark WestQuay plaza and potential introduction of water areas below the Town Walls;
- Creation of a new square featuring the geothermal plant surrounded by active frontage;
- Investigating further pedestrianisation of Above Bar to Civic Centre Road;
- New tree-lined streets serving the area; and
- Improving the setting of the Town Walls, opening up access to the east of the Bargate. Any loss of parkland will need to be compensated for by gains in other areas, such as at New Road.



## Major Projects

- Watermark WestQuay (including Albion Place);
- West Quay site B offices;
- Redevelopment of Bargate and East Street Shopping Centres;
- Above Bar multi-level format mixed use led retail and leisure developments and park-front development;
- Redevelopment and intensification of the retail parks for multi-level developments in the longer term; and
- Creation of new public space around the Geothermal CHP plant.



Modern Shopping

## Key Agents for Delivery

- City Council
- Hammerson (Watermark WestQuay )
- Aviva (West Quay Retail Park)
- Cofely (Geothermal Square)
- Other existing owners
- Developers and investors



Creating a new street frontage at West Quay

# // Cultural Quarter

## About the Cultural Quarter

The Cultural Quarter forms the northern extent of the central part of the city centre. It is defined to the south by Civic Centre Road and to the north and east by the Central Parks. Civic uses predominate in this quarter which comprises the Civic Centre including the Guildhall, Central Library and Art Gallery. The new SeaCity Museum has been developed in the former Magistrates Court building adjacent to the Civic Centre. The quarter includes Southampton Solent University, Sir James Matthews Building, BBC and several retail, restaurant/cafes, pubs and small office uses.

Guildhall Square has recently been redesigned and forms a major new civic space fronted by the university and business centre creating a powerful link from the Guildhall through to the parks. Completion of the proposals will see the new arts complex with auditoria, studios and gallery spaces and new uses developed on the eastern side of Above Bar Street on the site of the former Tyrrell and Green department store.



Location Plan

## Cultural Quarter Today



Connectivity is however affected by the busy Civic Centre Road / New Road link which separates the retail core at Above Bar from the Quarter. The setting of the east-west route also needs to be addressed with potential for new public spaces and active frontages along it. Similarly, severance from the Central Station is an issue needing to be addressed to relate these areas better together.

### What is underway now

Recently completed are the award winning Guildhall Square and One Guildhall Square offices. The SeaCity Museum was completed in 2012. The new arts complex, with developer Grosvenor, is to be open by 2015. A mixed tenure residential scheme on the former Gantry theatre site is to be completed in 2012.

### Quarter Strategy

The principal aim for this quarter is to reinforce its existing civic and cultural character by:

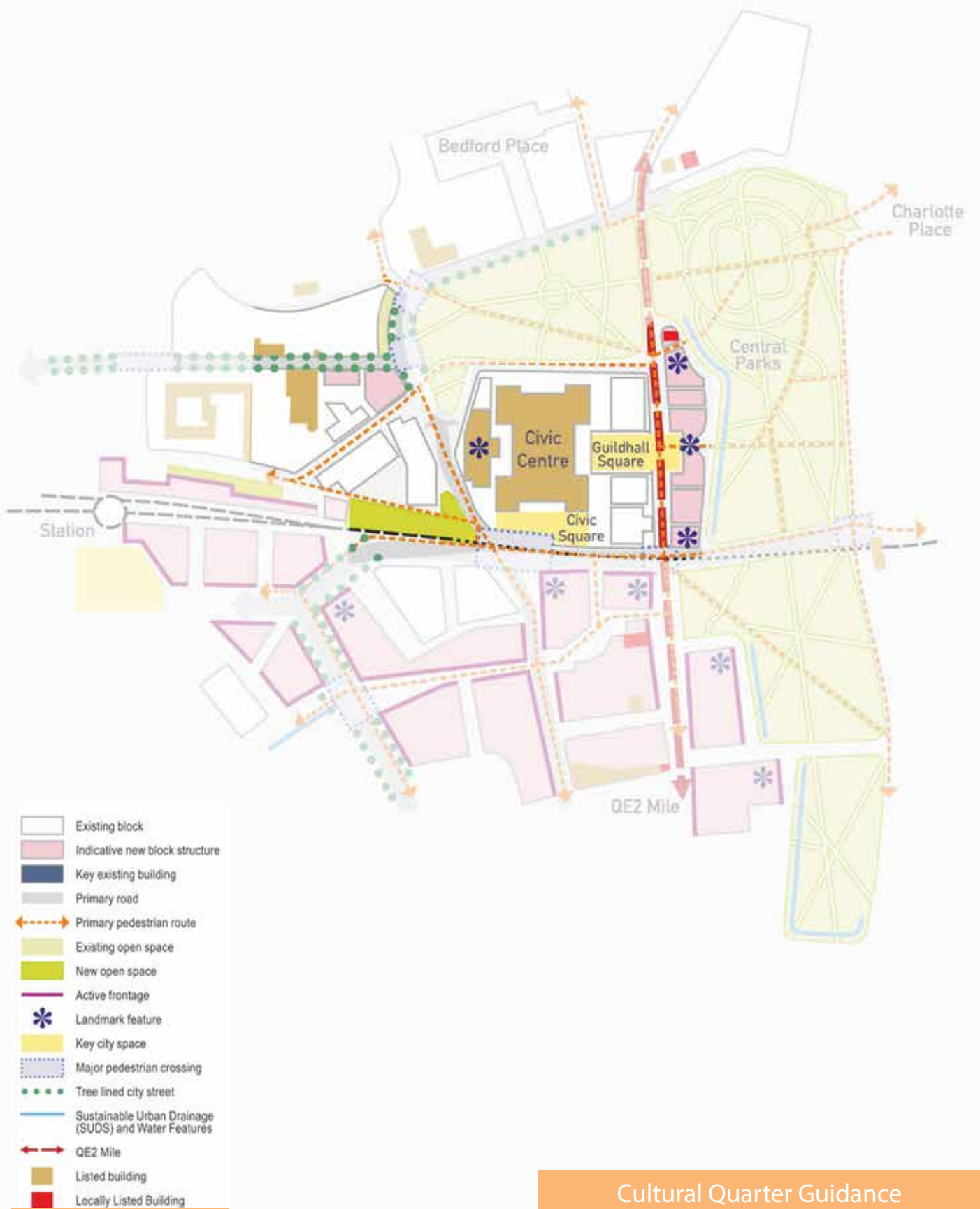
- Reinforcing the status of the area as the focus for cultural uses and enhancing access to it from key arrival points in the city;
- Encouraging uses which attract visitors and help to animate and bring activity to the square, local streets and the park edges; and
- Developing space for artists and crafts businesses and other cultural activities.



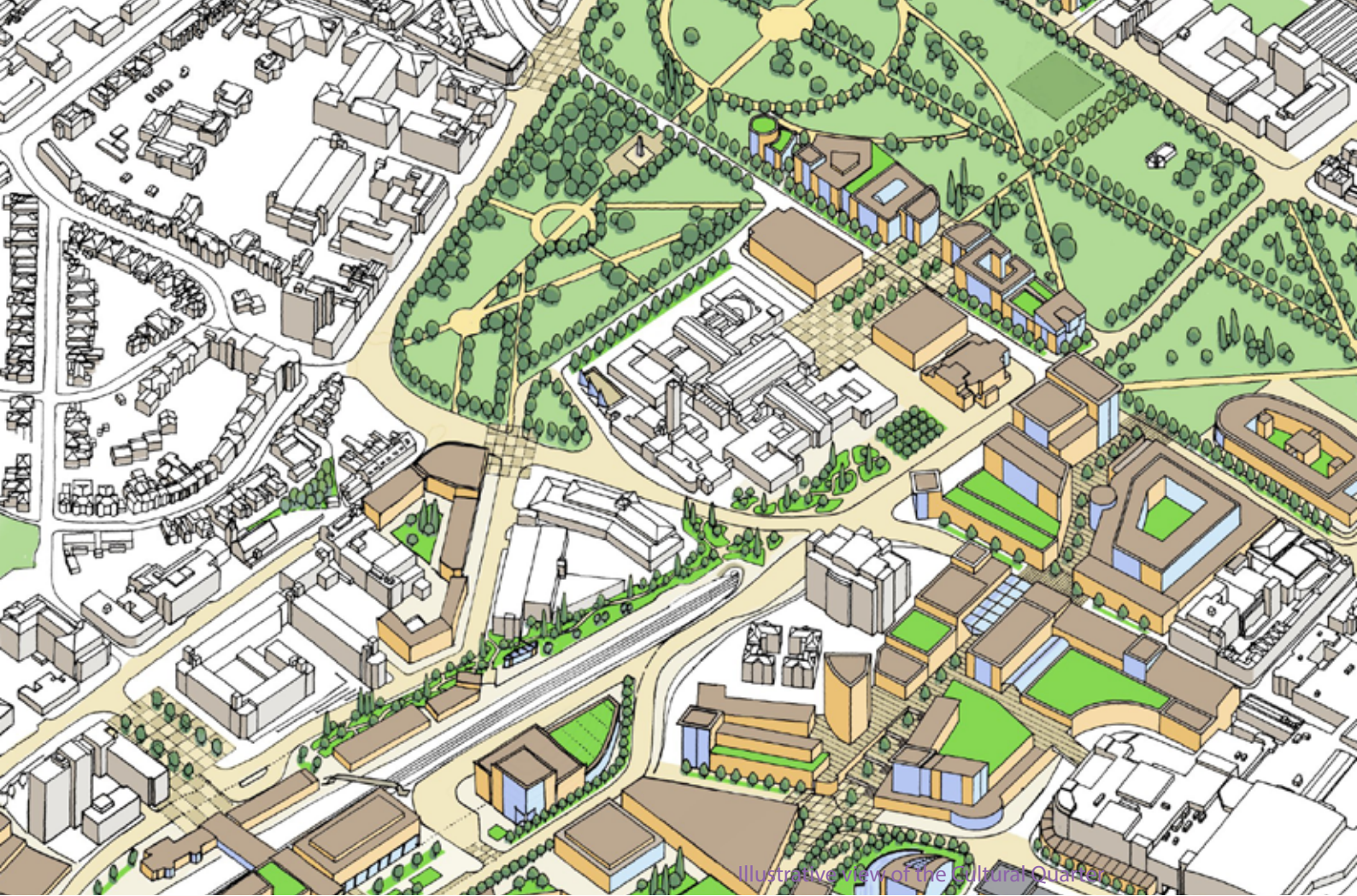
### Options Considered

The framework for this area is largely set by existing plans and proposals and implementation is underway with development expected to progress quickly. We are confident that these proposals will fulfill the strategy for the area if combined with pro-active events management strategy. In the medium term sites to the north and south of the new arts complex could be redeveloped to intensify complementary uses.





Cultural Quarter Guidance



Illustrative view of the Cultural Quarter

## Potential Uses

The main uses include:

- Civic and cultural uses;
- Quality and specialist retail and leisure uses including cafes, bars/restaurants;
- Cultural production/workspaces;
- A hotel and offices; and
- Residential/live-work units.

## Design Guidance

- The framework for development is already set by the existing block structure, but individual building designs should be coordinated to ensure the approach is coherent;
- Tall buildings are appropriate on the park edges and to mark the route through from Guildhall Square;
- Active frontages should be achieved to the principal frontages, with building entrances and uses overlooking the public realm; active uses are encouraged on the park side;

- Materials should be high quality reflecting the location with use of stone facings, and a neutral colour range with limited areas of accent colour;
- Roof top penthouses/studios and workspaces are encouraged to exploit city and park views, with terraces, balconies and roof gardens;
- The prominence of frontages to Guildhall Square requires a strong building design with potential for building features such as public art, green walls etc to emphasize the significance of the location.

## Connections

The main improvements include:

- Encouraging through traffic away from Civic Centre Road thus reducing its impact and permitting the creation of new spaces;
- Improving the links through to the main Civic Centre building, including possible removal of parking and creation of a public space;
- Establishing strong connections and views through to the Central Parks; and
- Strengthening links to Central Station and the



High Quality Public Realm

Mayflower Theatre.

## Public Realm

Public realm improvements include:

- Completion of the route and square through to the Central Parks and through to East Park Terrace;
- Possible new civic space fronting the south side of the Civic Centre;
- New spaces and pedestrian crossings by downgrading Civic Centre Road and New Road; and
- Annual programming of events to bring life and interest to Guildhall Square to establish its role as a key civic space and destination within the city centre.

## Major Projects

- Completion of the redevelopment of Tyrrell and Green site as a new arts complex; and
- Further redevelopment of the blocks (to the north and south of the arts facility) to include uses overlooking the square and parks.

## Key Delivery Agents

- City Council
- Grosvenor Developments Limited
- Arts Council
- University of Southampton
- Southampton Solent University
- Heritage Lottery Fund
- Developers and investors
- Business community
- Arts and Cultural Organisations





Arts Festivals

# // Southampton Solent University Quarter

- Commercial and Voluntary Event Organisers

## About the Solent University Quarter

The University Quarter is located to the east of the Central Parks in the northern half of the city centre. It is defined by New Road to the south, East Park Terrace to the west and Charlotte Place and St Andrew's Road to the north and east. This quarter contains Charlotte Place, the northern gateway to the centre.

This quarter is dominated by the presence of the Southampton Solent University which occupies a large city block bounded by East Park Terrace and New Road. The city centre benefits substantially from the presence of the Southampton Solent University, through the student population and life it brings to the centre and the generation of local skills and creativity. The tall university buildings and surrounding car parks have a strong visual impact on the quarter. There is some land to the north of the existing buildings which has been subject to development interest in the past, extending up to Charlotte Place. The university has also undertaken improvements in recent years and is considering future development options for its site.



Location Plan

## Southampton Solent University Quarter Today





The grade separated Six Dials junction lies to the east of this quarter and has a major impact on pedestrian connectivity through the city, in particular to north-south movements from surrounding residential areas at Northam, Newtown and Nicholstown.

### What is underway now

Southampton Solent University have appointed master planners to inform a development programme which is to focus initially on the delivery of a new sports hall and teaching block in the next few years. Future development could include some commercial as part of the academic and student accommodation mix but this has yet to be determined.

### Quarter Strategy

The strategy is to retain and enhance the University and related functions, and develop peripheral land for a variety of uses, better connecting the quarter to its surroundings.

### Options Considered

The extent of the development areas is already largely set by existing proposals. The University land has flexibility to meet the University's requirements in a number of ways but development needs to reflect the prominent location overlooking the Central Parks. New sites may become available through the rationalisation of the Six Dials Junction.

### Potential Uses

The quarter will continue to be a focus for educational activity with the potential to expand and diversify these activities through intensification on the existing university site and possibly including extensions to it. Underused land adjacent to the university could accommodate a variety of uses.

This includes:

- Retention and gradual modernisation of university buildings;
- Potential to reconfigure office accommodation to create a new street frontage to St Andrew's Road and improve the university' image when approached from the east;
- Exploring potential extension of the university or



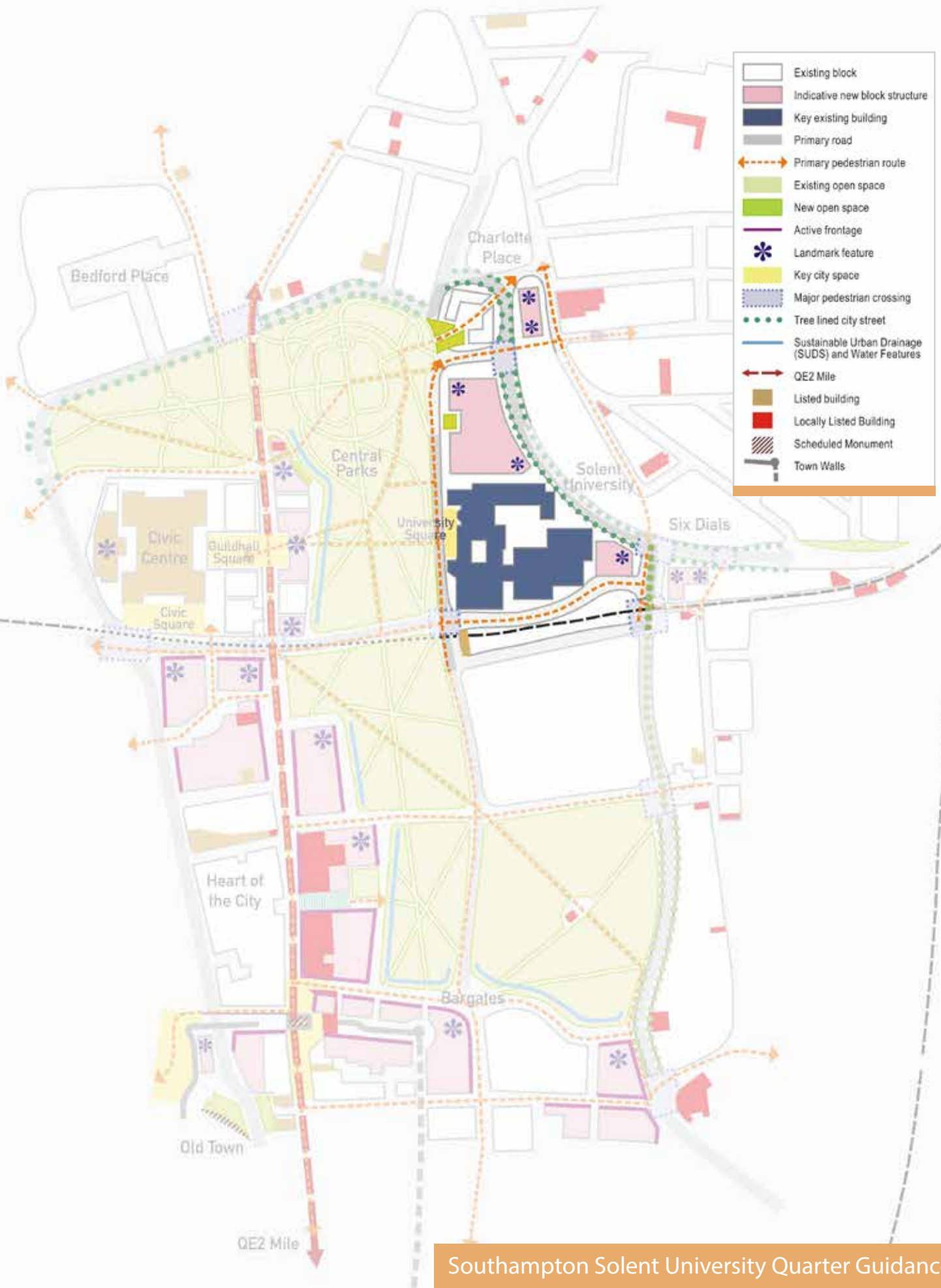
Learning to Study



Activating the Park Edges



New Teaching Spaces



Southampton Solent University Quarter Guidance



other uses at East Park Terrace utilising land made available by reconfiguration of Six Dials junction;

- Development of gateway uses at Charlotte Place and highway reconfiguration;
- Potential for provision of space for small business /creative units for start up enterprises originating from the universities that can contribute to an improved graduate retention rate; and
- Residential and commercial development exploiting views over the parks.

### Design Guidance

- The site is prominent in views from the Central Parks and from the eastern approach to the City Centre, and demands positive relationships, coordinated and coherent street frontages;
- Buildings should rise in scale towards the north reflecting the gateway at Charlotte Place;
- A 'wall' of unrelieved buildings is inappropriate and the development should be sub-divided into units or bays to offer an interesting façade to the parks;

- Consistency in materials, colours and textures should be achieved, especially if developed in phases, to ensure a coherent overall appearance;
- The opportunities to exploit views of the parks should be taken with terraces, balconies and roof gardens and penthouse upper floors;
- Development of sites at Six Dials should be coordinated each side of the junction to emphasise and address this gateway location;
- New buildings at Charlotte Place need to reflect the predominant character of the existing gateway development.

### Connections

Connections between this part of the city and the rest of the centre are severely curtailed by major roads and the dominance of the car. This quarter will be better connected by:

- Establishing safer more attractive pedestrian and cycle routes across the Central Parks to the west to link with the St James Matthews building on Guildhall Square, the Polygon (where many

students live) and eventually connect with the station;

- Provision of regular bus services between this quarter and the rest of the city centre, particularly to the station / coach interchange;
- Downgrading of East Park Terrace to create an improved environment and access for students;
- Establish a route between Guildhall Square and the University to provide direct connections for students;
- Remodeling of the Six Dials junction and a much improved pedestrian route from this quarter north and east towards St. Mary's.

## Public Realm

Potential improvements include;

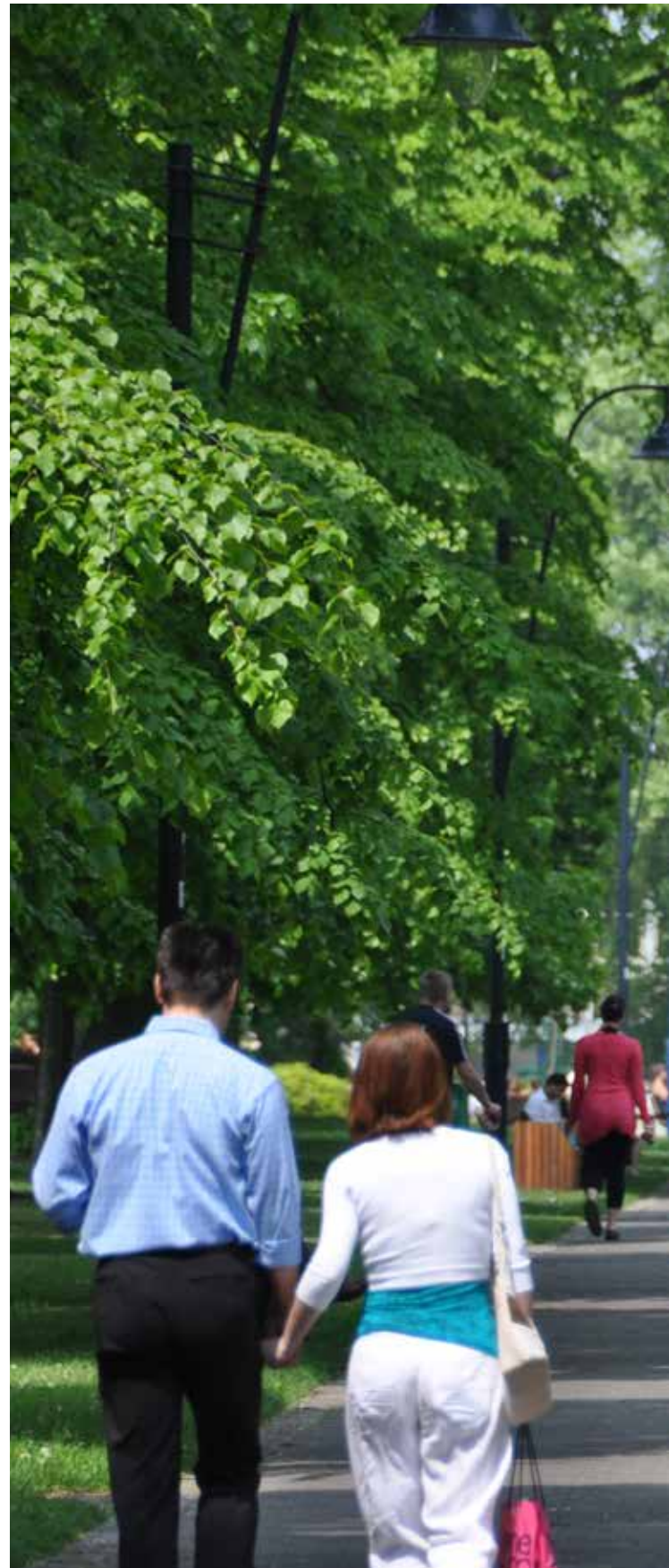
- Downgrading East Park Terrace to connect the Central Parks to Charlotte Place creating a new university square;
- Improved connections across St. Andrew's Road to access the centre; and
- Downgrading and reconfiguring the Six Dials Junction to improve pedestrian connections across the junction.

## Major Projects

- Development and intensification of University uses;
- Possible expansion of university functions;
- Development along the boundaries to the Central Parks;
- Opportunities released by re-modeling of Six-Dials junction; and
- Completion of development at Charlotte Place.

## Key Agents for Delivery

- Southampton Solent University
- City Council
- Developers and Investors





Enjoying the Parks

# // Itchen Riverside Quarter

## About the Itchen Riverside

The Itchen Riverside Quarter forms the most easterly quarter and comprises three main parts; the Town Depot site and surrounding land adjacent to the Itchen Bridge, the housing adjacent to the railway and the wharves and industrial land extending to the north to the Southampton football ground. Ocean Village is to the south and the railway line forms the western boundary. The Itchen has a diverse character, with industry, aggregates wharves, marinas and rowing and sailing clubs. Centenary Quay on the opposite side of the river has planning permission for over 1600 new homes (now under construction), and will form a prominent new development on the river.

The Town Depot is the council's former works depot and household waste recycling centre. Industrial units surround the site and there is a watersports centre and several watersports clubs with access to the river. There are also combined system sewage overflow tanks on the riverside. The northern wharves are used for importation of aggregates and are safeguarded, so redevelopment is unlikely within the Plan period,



## Itchen Riverside Quarter Today



unless alternatives are provided. There are also several marinas. Public access to the water is however limited to a few locations.

The existing council facilities at Town Depot have been relocated and this site, along with adjacent land has been marketed by the city council for redevelopment. The Council is now working with developers to explore the potential for a regional leisure-led mixed use development on the site.

The warehouse at American Wharf is a listed building and local landmark and is at a strategic route from the centre to the waterside. It has recently been granted permission for conversion into housing.

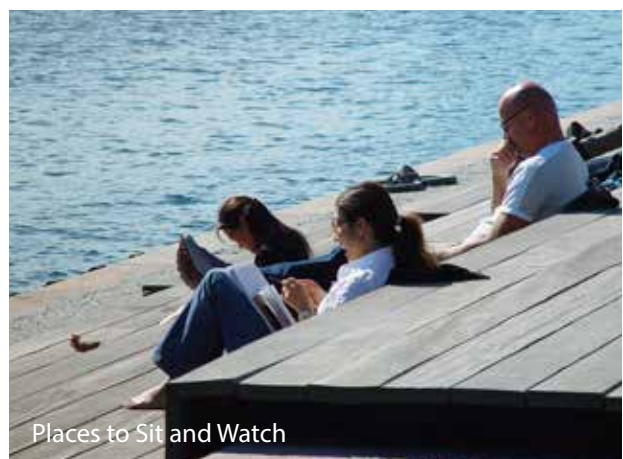
St Mary's football stadium and its associated parking areas are also located at the northern end of the Quarter. It is a local landmark with potential to link through to the river in the long term. It is the largest attraction in the city centre but has inadequate pedestrian and cycle links and there is a need to lift its profile and contribution to the city.

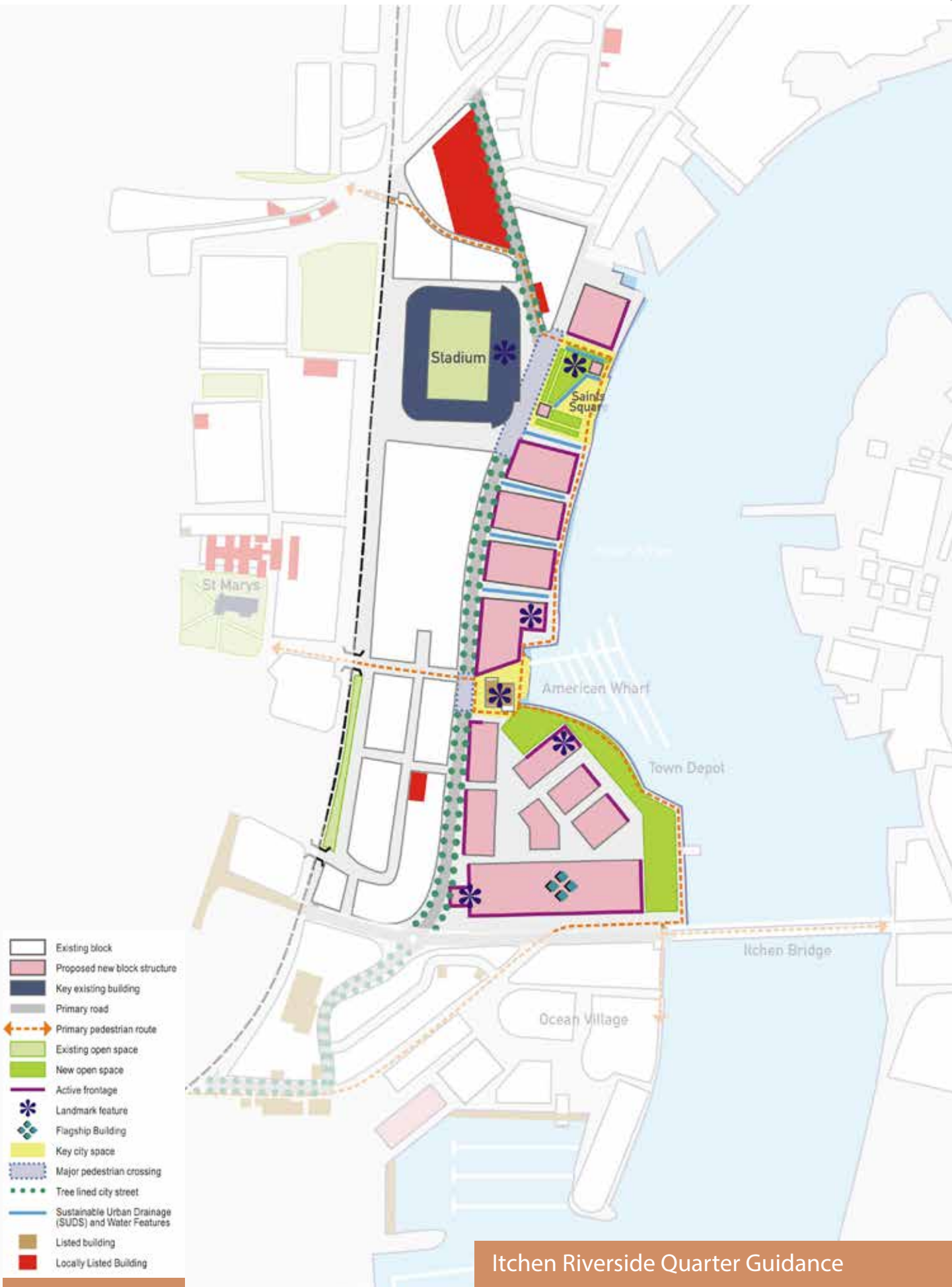
### What is underway now

Existing Council facilities at Town Depot have been relocated and this site, with adjacent land has been marketed by the City Council for redevelopment. The Council is working with a developer to explore the potential for a regional leisure led mixed use development on the site.

### Quarter Strategy

The strategy in the short and medium terms will be to concentrate on comprehensive redevelopment of the Town Depot promontory for a mixed use scheme that improves access and activity on the River. This may follow the current proposal for a major leisure-led scheme including a real snow type facility or alternatively the site is suitable for a new residential-led development. The site is one location that may be suitable for a new secondary school/academy on a prominent waterfront location should the major leisure led scheme not proceed. The aggregates wharves are safeguarded until 2030 (Hampshire Minerals and Waste Local Development Framework) however if alternative locations can be found before then the strategy explores how further sites might be brought





Itchen Riverside Quarter Guidance





Alternative Option showing residential-led development with ancillary leisure and recreation uses

Illustrative view of the Itchen Riverside Quarter

forward for housing-led development. In addition this scenario provides opportunities for new residential areas, retaining and enhancing marine industry and activities, with new city attractions and parkland/public spaces. New development will need to include flood risk management measures.

**Options Considered**

The riverside has great potential although existing safeguarding of the aggregates wharves will mean this is likely to be long term north of American Wharf. Development at Town Depot is likely to be earlier and options include major leisure uses with residential or a residential-led development with ancillary leisure and recreation uses should major leisure uses not prove feasible. This is one site where a major new secondary school could be located.

**Potential Uses**

The land use strategy is to develop the Itchen Riverside in due course as a major focus for new housing, leisure and recreational and marine employment uses, including:

- New homes overlooking the river;
- New leisure developments, including opportunities for new waterside activities and marinas/moorings;
- Exploring potential for rationalisation of the aggregates wharves to release opportunities for greater public access to the river;
- As the residential community grows ensuring provision of supporting retail, health, community facilities; and
- Exploring the potential for a new school.

**Design Guidance**

- A dramatic and visible location which requires a coordinating master plan first for the Town Depot site and then for the Itchen Riverside when it comes forward;
- The roof profile of the development is particularly prominent when viewed from the River and Itchen Bridge;
- The Town Depot is appropriate for large buildings but these need to be carefully considered and be neutral in colour to reduce the impression of scale;



Modern Sustainable Homes

- A varied built profile should be achieved to the riverside elevation to reflect the varied and dynamic character of the Riverside;
- Buildings should respect the scale of American Wharf, which is listed;
- The form should encourage movement through to and along the river front with attractive overlooked routes;
- The built frontage to the river should include balconies, terraces and roof gardens to exploit the views along and across the River, and towards the St Mary's football stadium.

## Connections

The River Itchen is seen as being remote from the city centre core and improvements to connections are important in integrating new developments. Key improvements would be:

- Re-establishing waterside routes and clear links along from St Mary's to Ocean Village, via the Itchen;
- Establishing clearer east-west connections

between the waterfront and the main retail core.

## Public Realm

Public access to the waterfront is currently poor and once people arrive, there are few spaces to enjoy the water side setting. This deficiency could be addressed by:

- The creation of a series of new water side public spaces such as a new square or waterfront park to view the Itchen;
- Developing a public realm strategy to ensure consistency in the design of the waterfront promenade and adjoining streets;
- Establishing continuous riverside public access; and
- Provision for safe and sustainable development incorporating measures into development on the eastern edge of the Quarter and/or a raised road structure, whilst retaining access to the land on the seaward side where necessary and potential for a wide boardwalk extending public access to the waterfront from Ocean Village.

## Major Projects

Major projects include:

- Comprehensive redevelopment of Town Depot into either a leisure led or residential led development;
- Subject to further investigation the potential for a new secondary school/academy to help underpin the residential potential of the city centre and exploit the maritime, leisure and sports location;
- New riverside squares potentially around American Wharf and in front of St Mary's stadium and riverfront park at Town Depot.

## Key agents for delivery

- City Council
- Developers and Owners
- Local Community
- Football Club and Sailing Clubs



Enjoying the Riverside

# // Ocean Village Quarter

## About Ocean Village

Ocean Village is located in the south eastern part of the city centre and includes a variety of residential, business and leisure uses focused around a marina within a dock accessed off the River Itchen. The area is defined to the west by the rail line linking to the Eastern Docks, to the south by the docks themselves and to the north by the Itchen Bridge Road.

Major new high density residential developments have consolidated the role of Ocean Village as a residential and leisure quarter with new bars and restaurants adding to the appeal. The Ocean Village Innovation Centre has recently been constructed in this Quarter and Southampton University's National Oceanography Centre is located close by in the docks area. A large multi-storey car park has been constructed to the rear of Ocean Village on Ocean Way. The business park is located alongside Ocean Village.

Ocean Village Quarter represents the most significant recent waterside development in the city but is isolated by busy roads and a lack of clear pedestrian links



Location Plan

## Ocean Village Quarter Today



from the core. Consequently, it is perceived by some to be too far from the centre or too difficult to get to, which has hindered its potential. The Quarter also has few connections outwards and is hemmed in by the operational port to the south and industry to the north.

### What is underway now

A proposal by Allied Developments for a 26 storey residential tower with ground floor restaurants is being progressed to complete Admirals Quay. A new proposal for a hotel and spa on the marina promontory with supporting residential development and ground floor restaurant units, retail and a marina office is also being pursued by MDL Ltd and Harbour Hotels.

### Quarter Strategy

The strategy aims to see continued enhancement of the role of the quarter as a place to live and visit, with potential to further develop its role for business and innovation as part of a new 'knowledge quarter'. It may also have a role in hosting global sailing and water based events.

### Options Considered

There are few major development opportunities remaining and completion of housing and hotel projects are expected within the early phases of the plan. The potential to redefine the existing business park and promote knowledge/marine businesses related to the existing Innovation Centre and Oceanographic Centre should be explored and may involve redevelopment of buildings within the business park and new links to the Oceanographic Centre.

### Potential Uses

Ocean Village has potential to expand its role as an attractive leisure destination offering one of few opportunities for residents and visitors to visit the waterside. This could be possible through:

- Encouraging mixed use developments with a focus on leisure combined with residential units above;
- Intensification of the use of development plots as they become available to make best use of this waterside location; and





Ocean Village Quarter Guidance



Illustrative View of the Ocean Village Quarter

- Development of business, particularly exploiting opportunities for innovation, research and development including links to the National Oceanography Centre.

and roof gardens should be incorporated to exploit the views and also animate the buildings with activity; and

- Materials should respect the maritime context.

## Design Guidance

- The framework is already set by existing and recently completed buildings and new developments should reflect and respond to recent developments;
- Design should be distinctive, bold and contemporary;
- The Millennium Hotel site is a location where a tall building is appropriate which will signify the location, and exploit its waterfront prominence;
- Ground floors facing onto the major public realm areas should be active and include for building entrances, shops, cafes/bars and restaurants, or specialist uses such as chandleries;
- Given the extensive waterfront, balconies, terraces

## Connections

The proposals seek to integrate Ocean Village into the rest of the centre through:

- Improved links from Queens Park, Town Quay , Oxford Street and the core of the centre;
- Providing clear routes through the quarter in association with development and improving wayfinding through signage and public realm improvements; and
- Continuation of a waterfront connection along the Itchen from the north, around Ocean Village.

## Public Realm

Public realm improvement could include:

- Improved access to the Itchen Riverside possibly including the creation of waterfront boardwalks to improve access and establish a continuous maritime promenade;
- Improved routes and connections into and out of the quarter; and
- Provision for safe and sustainable development, incorporating flood risk management measures.

## Major Projects

The major projects include:

- Millennium Hotel and event plaza;
- Completion of housing and leisure commitments;
- Renewal and redevelopment of business developments increasing their intensity; and
- Exploring potential for further research and development based businesses as part of a new knowledge quarter.

## Key Delivery Agents

- City Council
- University
- National Oceanographic Centre
- University of Southampton
- Allied Developments
- ABP
- MDL
- Innovation Centre
- Local businesses
- Developers and Investors







A landmark, waterfront hotel, Cardiff

## // Holyrood / Queens Park Quarter

### About Holyrood/Queens Park

The Holyrood / Queens Park Quarter is located in the southern half of the city centre, to the east of the Old Town and north of Ocean Village and the Eastern Docks. It is a mixed residential and employment area including the Holyrood housing estate and a number of former dockside commercial buildings in the south. The quarter also includes the Fruit and Vegetable Market and the popular Oxford Street restaurant area and Queens Park. Little evidence remains of the line of the Old Town Walls which mark the western edge of the Quarter. Much of the area is run down and lacks legibility for those wandering south of the primary shopping area looking for the waterfront.

The Quarter retains a strong grid of streets and routes and the area accommodates a number of routes from the QE2 Mile to Ocean Village and the River Itchen waterfront.



### Holyrood / Queens Park Today



Queens Park is an attractive public park at the southern end of the quarter, north of Platform Road. Use of the park is however affected by circulating traffic which tends to isolate the park from the north, and busy traffic to the south which affects the linkages to Ocean Village to the east. Oxford Street, while trafficked has street-side restaurants and is a popular destination year round.

### What is underway now

Raglan Housing Association are progressing the redevelopment of 2 - 8 Queensway with a mixed tenure scheme of 44 units including some commercial floorspace. The City Council is in dialogue with leaseholders in the area with a view to reaching agreement on a comprehensive redevelopment scheme. A public realm improvement scheme has recently been completed to upgrade the pedestrian environment in Oxford Street.

### Quarter Strategy

The strategy focuses on legibility and structure so that the area functions as a place in its own right and an effective link to Oxford Street and Ocean Village. It aims to maintain the vitality and develop the role of the quarter for a fine grained mix of uses, extending patterns of living and working out from the Old Town. The development of the Fruit and Vegetable Market site and College Street car park for new uses and extension of the Oxford Street restaurant area to Queens Park represent specific opportunities, with longer term enhancement and redevelopment opportunities investigated for Holyrood Estate. Improved pedestrian connections are needed.

### Options Considered

Much of this area is established although there are important development opportunities at the Fruit and Vegetable Market site and at Holyrood Estate. The market site is pivotal to improving the relationship between the core area and Oxford Street, Ocean Village and Waterfront areas – a residential and business-led strategy will integrate the site with its existing context. Large scale change at the Holyrood Estate is not justified at this time



Independent Retail



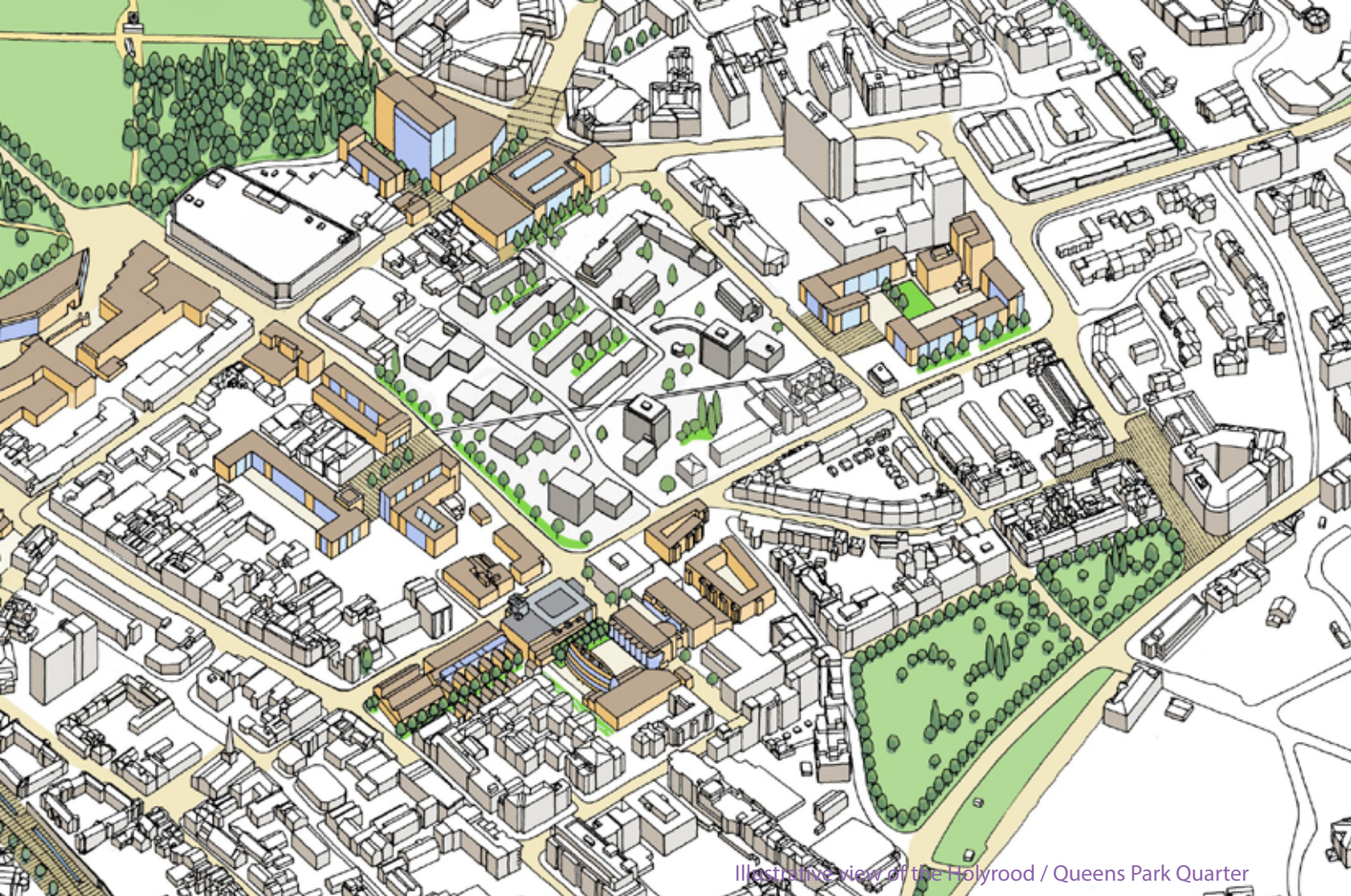
Possible new market hall



Revealing the town walls



Holyrood / Queens Park Quarter Guidance



Illustrative view of the Holyrood / Queens Park Quarter

and the estate is established and popular, so change will need to be considered carefully. Development on Queens Way offers an opportunity to improve local retailing and integrate development with backland sites, which could be redeveloped.

### Potential Uses

The broad pattern and balance of uses is likely to remain and the strategy sees potential for increasing residential uses alongside small scale offices, workspaces and clean industry, and developing the role of the area as a place to visit for high quality restaurants, cafes and bars. The Quarter might also include arts and cultural developments and local shops.

The key uses might include:

- Small-scale industry and workspaces;
- Market Hall;
- Offices;
- Residential;
- Arts and cultural developments;
- Restaurants, cafes and bars; and
- Small scale retailing.

## Design Guidance

- The underlying fine grain of the area should be maintained through redevelopments with smaller plots and developments organised around new spaces;
- The tighter grain will allow for a more permeable structure and encourage people to move to and through the area;
- Development should respond to the strong domestic scale and character of buildings at Oxford Street, and also respond to the larger 5-6 storey commercial frontages to High Street;
- Future redevelopment of the Holyrood Estate should be subject to a master plan which recognises the important position of the site in relating several Quarters in the centre (St. Mary's, Ocean Village, Old Town and Itchen Riverside), and in itself offers an opportunity for high quality new mixed-use development; and
- There is some good quality development that demonstrates a strong consistency between buildings in terms of scale, proportions and the use of materials and colours. This should be reflected in new developments and where they form cohesive developments in their own right, they should also achieve their own distinctive but complementary character.

## Connections

The gridded street system allows for a number of connections but the routes are not clear or well-defined. The connections strategy aims to reinforce the primary routes and improve connectivity with surrounding quarters.

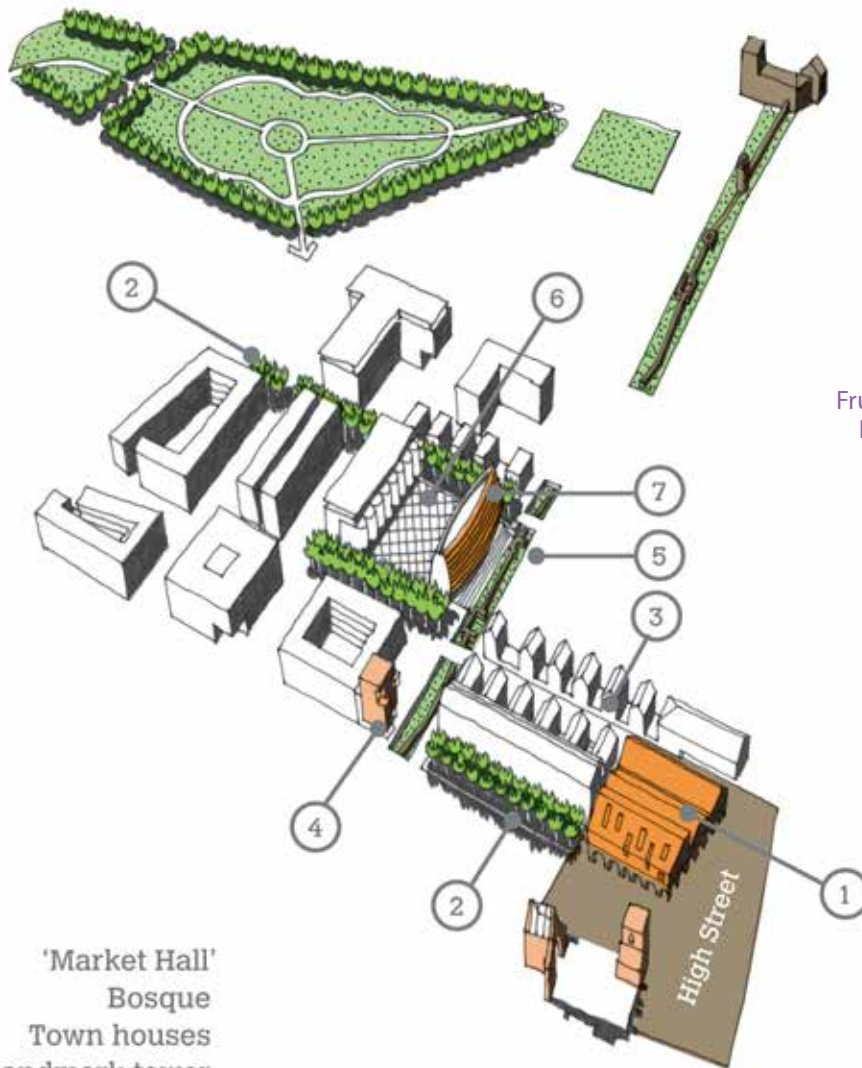
The key connections include:

- Strengthening the link through to Oxford Street, Terminus Terrace and Ocean Village from the Heart of the City;
- Improving connections into Queens Park by removing traffic from Queen's Terrace;
- Improving links across Kingsway to St. Mary's;
- Improving links along the waterfront to create a continuous maritime promenade linking the Royal Pier Waterfront with Ocean Village; and
- Improving links through the Holyrood Estate through redevelopment and improvement of the public space network.

## Public Realm

The main public realm improvements include:

- Revitalising and connecting Queens Park into the Quarter which will help stimulate the potential for housing development;
- Revealing the 'lost' section of the Town Walls, with pedestrian access alongside;
- Improvements to Queensway alongside Holyrood Estate;
- Bringing new activity to Queens Park which might include open air restaurant spaces;
- Improvements to the landscape setting of Holyrood Estate to improve the open spaces and improve connections;
- Possible recreation of the historic Brunswick Square as a focal feature in the redevelopment of the Fruit and Vegetable Market, with street trees along Queensway, and to continue the green link from Hoglands Park to Queens Park; and
- Public realm improvements in Oxford Street; and
- Provision for safe and sustainable development incorporating measures into public realm improvements such as along Platform Road and/or 'front line' defence walls whilst retaining access to the port land.



Fruit and Vegetable Market Redevelopment Concept

- 1 'Market Hall'
- 2 Bosque
- 3 Town houses
- 4 Landmark tower
- 5 City wall
- 6 Square
- 7 Art Ark

### Major Projects

- Highway works to remove traffic from Queens Terrace (potentially with the exception of buses);
- Redevelopment of College Street site;
- Redevelopment of the Fruit and Vegetable market for housing, business and workspace uses, possibly including a business centre to provide small scale managed units; and
- Investigate the longer term redevelopment of Holyrood Estate for a residential-led mixed-use community.

### Key Agents for Delivery

- City Council
- Local businesses
- Developers and Investors
- Raglan Housing Association

# // Old Town Quarter

## About the Old Town

The Old Town Quarter is the historic medieval core of the city defined by the Town Walls. The Bargate monument to the north is the perceived centre of the city, and the Town Walls define much of the western edge of the Old Town looking towards the Western Docks. The Town Wall is also evident in the northern and southern boundaries. The City Council prepared the Old Town Development Strategy in 2004 and the principles still apply.

The Quarter is characterised by the Medieval Old Town and commercial High Street and much of the area falls within Conservation Areas, and there are many listed buildings and a major archaeological site. The Quarter includes the Tudor Merchants House and Westgate Hall and the Tudor House and Garden which, following renovation, opened in 2011.

The Old Town has a mix of uses with housing, retail frontages and small business uses, culture, bars and restaurants and open space. The High Street accommodates retail uses at ground floor and



## Old Town Quarter Today





commercial / residential uses at first and second floors along most of its length, although the density of retail units drops off towards the waterfront reflecting lower pedestrian footfall. The Quarter also includes the western part of East Street with its small scale speciality shops and the Bargate Shopping Centre. The northern part of the Quarter is a focus for night time uses.

This quarter has an attractive character due to its mix of historic buildings which reflect many eras of the city's history. It is a popular residential neighbourhood and has seen several major residential schemes implemented in recent years such as those at the French Quarter. Major public realm improvements are stimulating investment in restaurants, café and bars and the Dolphin Hotel has recently been refurbished.

The network of fine-grained streets provides opportunities to walk through and explore the area and public realm improvements are helping create an attractive environment. There are redevelopment opportunities including the Fruit and Vegetable Market site which spans the line of the Old Town Walls.

### Quarter Strategy

The Quarter Strategy is consistent with the recently prepared Old Town Vision by the City Council, and seeks to promote conservation-led investment in developing the Quarter as an attractive place to live, visit and work. Redevelopment of Albion Place, and WestQuay Eastern Site, west of the Bargate, offers opportunities for new retail, leisure and housing and this area may also be suitable for a 'City Discovery Centre'.

### Options Considered

This is an established area where existing policies set the framework for change. Major change is limited to the Bargate area and integration of the Fruit and Vegetable Market to the High Street at Holy Rood Square. Options concern the mix and balance of uses. In both cases a mix of uses is appropriate to generate life throughout the day and integrate the two locations with their settings.



Street Life



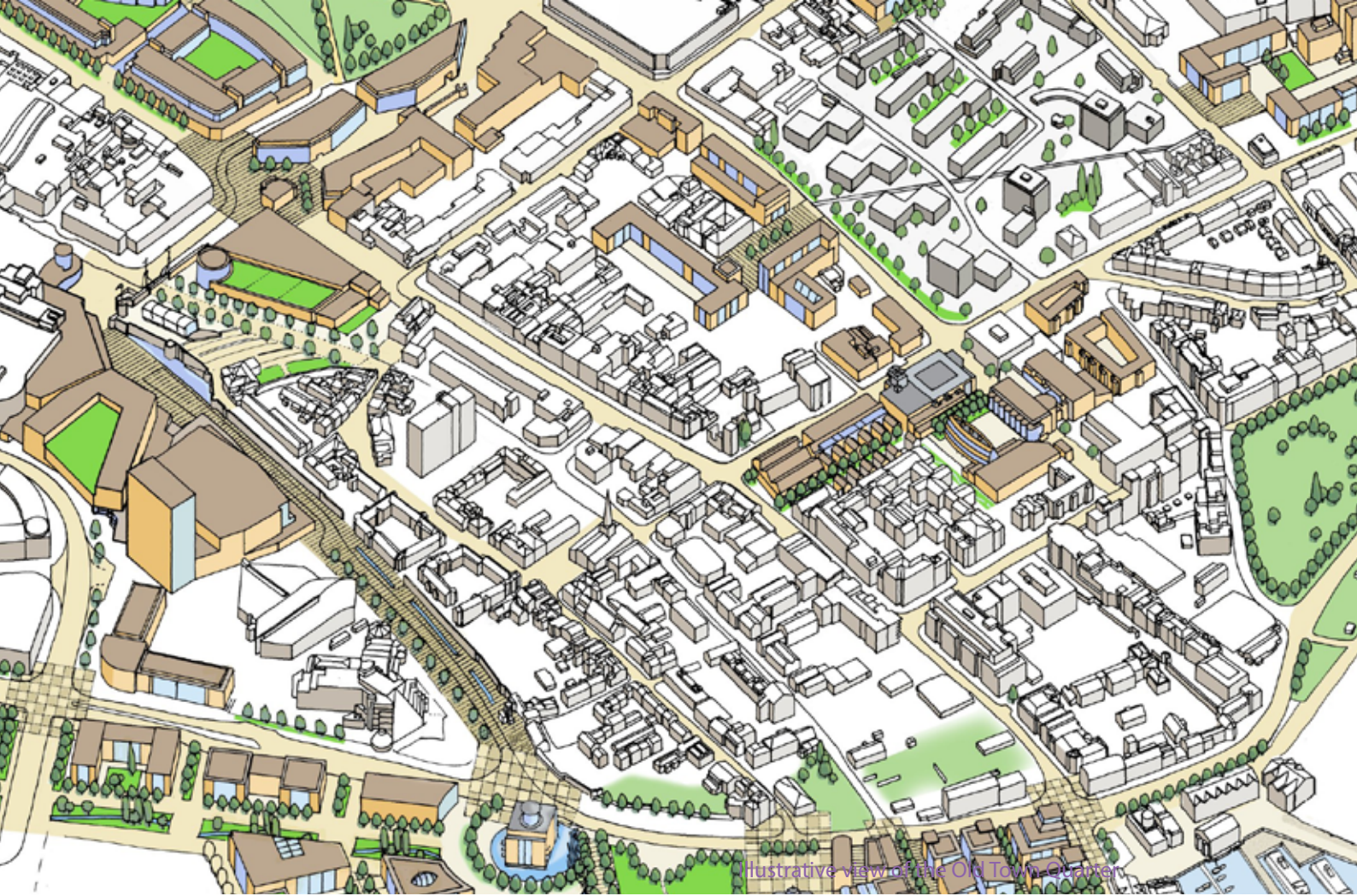
Street artists working



Niche retailing



Old Town Quarter Guidance



## Potential Uses

The essential mixed use character should be sustained and enhanced with opportunities for:

- Housing development;
- Developing its role as a place to visit including restaurants, bars and cafés, particularly around Holyrood Place;
- Developing the role of East Street and the High Street north as a speciality/niche retail location;
- Hotels;
- Small business and workspace developments;
- Cultural and arts attractions and creative businesses; and
- Potential City Discovery Centre, combining visitor functions with educational and interpretation facilities.



Local and Visitor Shopping

## Design Guidance

- The strong historic character of the Old Town means that new development should respond to this character sympathetically and also imaginatively to help enliven what is a varied townscape, whilst reinforcing the line of the walls and location of the historic gateways;
- Buildings must pay respect to the existing grain and plot sizes, and the existing pattern and rhythm of the street;
- Materials should reflect those that predominate already with brick, stone, timber frames and render; colours and textures should also be sympathetic to the existing palette;
- Building heights should be generally 4-storeys but also reflect their neighbours and local settings; taller buildings may be acceptable if they are merited in townscape terms; and
- Buildings should not be pastiche but be of their time. There is a place for contemporary design as long as development obeys the urban rules set by the context.

## Public Realm

Continued improvement of the public realm including;

- Completion of the QE2 Mile public realm proposals;
- New public squares and gardens within new development areas; and
- Way-finding and clear definition of routes through to the waterfront, Oxford Street and Ocean Village.

## Major Projects

- Albion Place redevelopment for retail, leisure and housing;
- Bargate Shopping Centre redevelopment;
- New public realm scheme at the Bargate;
- West Quay Eastern Site redevelopment; and
- Investigate potential for a 'City Discovery Centre'.

## Key Agents for Delivery

- City Council
- Business community
- Developers and Investors
- Existing Land Owners





Squares and Gardens

# // St Mary's Quarter

## About St Mary's

The St Mary's Quarter is located to the east of the main retail core and Central Parks. Northam Road forms the boundary to the north with Northam beyond and the Kingsway on the east side separating the quarter from the city core. The quarter is isolated by these boundaries. St Mary's has been an area of deprivation and focus for regeneration for a number of years.

This quarter has strong residential communities with a mix of housing including the Golden Grove and Kingsland estates, and the new housing on Chapel Road. The St. Mary's Street shops provide local convenience retailing for the community and for the students and staff at City College, although there are vacancies and local retailers struggle. There are strong areas of character including St. Mary's Church which is a local landmark. Chapel has seen investment in housing in recent years including the award winning Chapel housing scheme. City College is located in this quarter.

Connectivity from this quarter to the rest of the centre is highly restricted by Kingsway and this hinders movement across the centre and makes it



## St Mary's Quarter Today



more difficult for residents of St. Mary's to access the facilities, jobs and services in the city centre and overcoming these barriers is a major priority.

## Quarter Strategy

The strategy will see the St. Mary's area reinforced as a residential community within the city centre and the re-design of the Kingsway to allow crossings and linkages north and south. Also to improve east west links into the city centre and in due course to development on the River Itchen to help integrate this community into the city centre.

## Options Considered

The Quarter is relatively well-established and offers few opportunities for new development. The strategy seeks to properly integrate this largely residential neighbourhood into the centre with improved connections both to the primary retail area and to the Itchen Riverside.

## Potential Uses

The land use pattern will remain and opportunities for new housing and housing renewal will be investigated. Opportunities to strengthen the role of the High Street for local convenience retailing and speciality shops should also be explored further.

## Design Guidance

- Opportunities within St Mary's are limited and new developments will largely be infill and redevelopments of existing sites;
- Development fronting Kingsway should incorporate active frontages wherever possible, and development on St Mary Street should retain active frontages where they currently exist;
- Improvements are proposed at the crossing of Kingsway at the East Street Centre. This is an important location which will help improve access between St. Mary's and the city centre primary shopping area;
- Where development fronts onto the strategic routes to the Itchen Riverside these should incorporate active frontages with building entrances and shop fronts;
- Development around St. Mary's Church should respect the character and setting of the church and church yard.



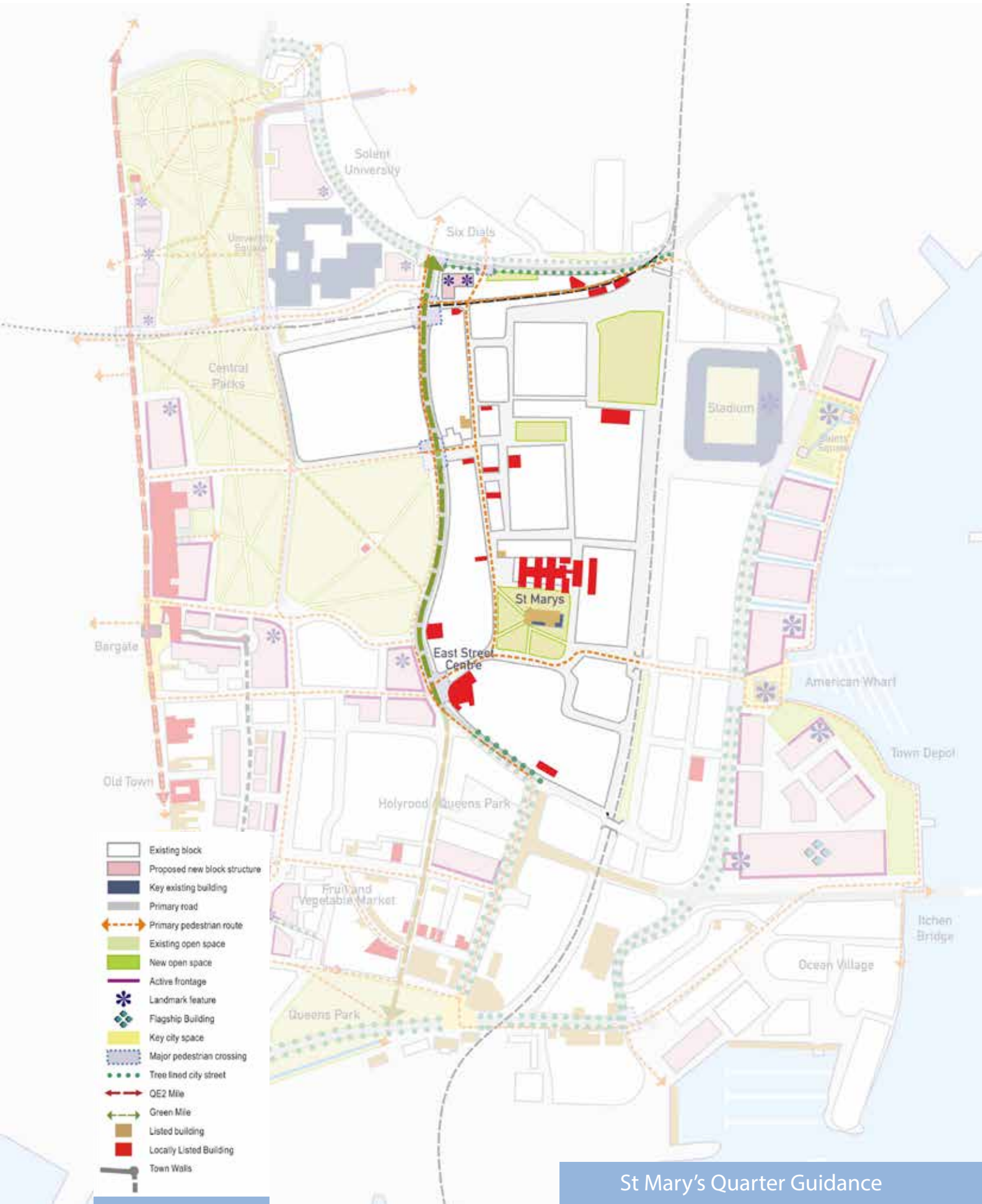
Local Events



Defining Major Routes

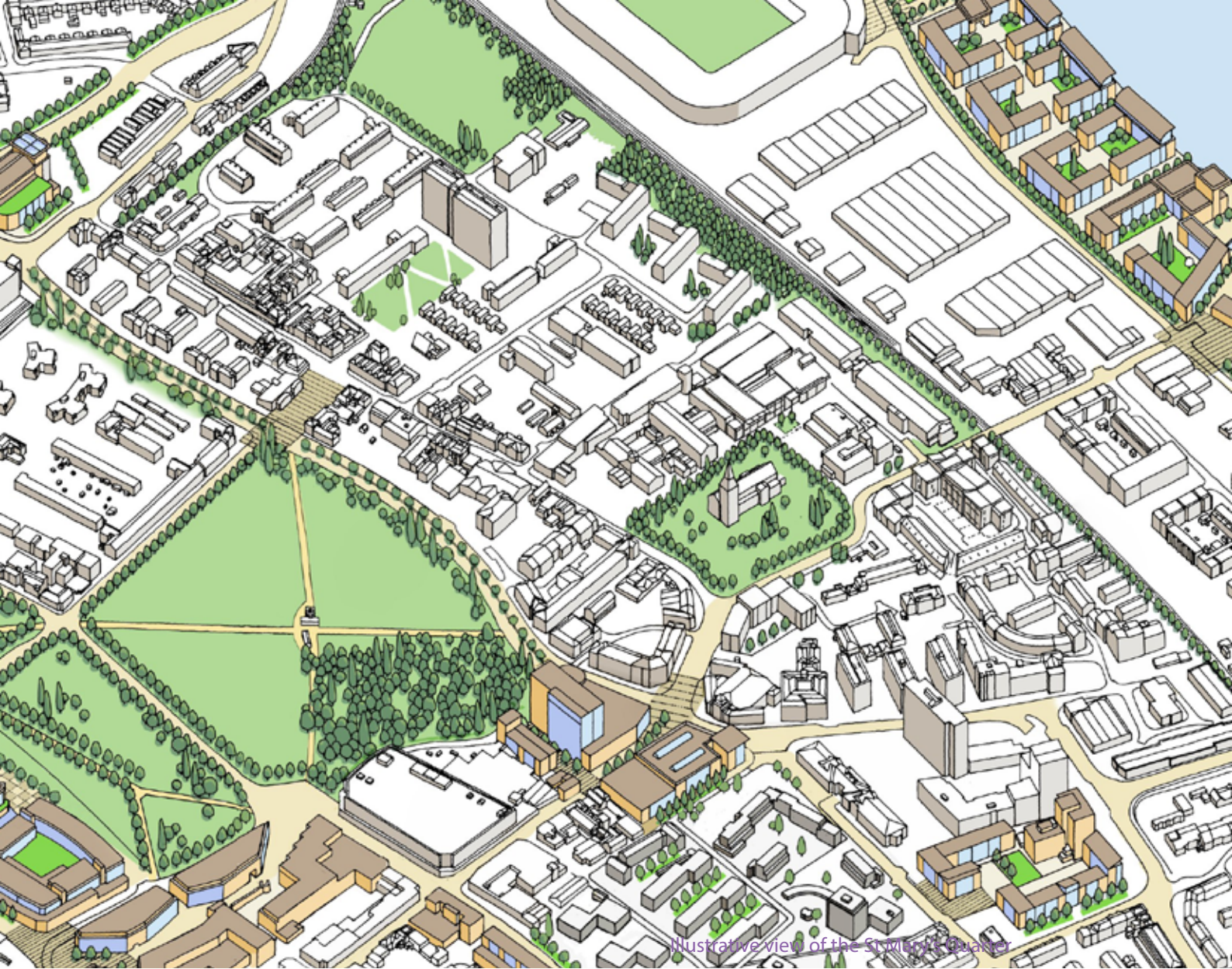


High Quality Public Realm



St Mary's Quarter Guidance





Illustrative view of the St. Mary's Quarter

## Connections

Key connections will be established and reinforced to integrate St. Mary's Quarter into the centre, including:

- Provision of improved crossings of Kingsway to allow pedestrian movement between the quarter and the Central Parks and southwards to Oxford Street and beyond;
- Improvements to existing or new pedestrian connections across the railway towards the Itchen Riverfront;
- Improvements to links northwards by re-configuring the Six Dials junction.

## Public Realm

Public realm improvements will focus on creating enhanced connections and linkages between St. Mary's and the rest of the city centre. This would include the major route from St. Mary's churchyard westwards into the city core and eastwards to the Itchen.

## Major Projects

Change will come about through individual redevelopment and renewal opportunities and potential to create new street frontages onto Kingsway.

## Key Agents for Delivery

- City Council
- Local businesses
- Developers and investors

# // Bedford Place Quarter

## About Bedford Place

Bedford Place is an established and attractive part of the city centre located in the north of the city centre and focused on Bedford Place itself and London Road. The quarter is bounded by the Central Parks to the south, Rockstone Place to the north and Dorset Street to the east. Part of the quarter is a Conservation Area. Some of Bedford Place's character derives from the quality of its built form and the variety of architectural styles present.

The Quarter has a strong character resulting from the combination of independent and speciality shops, cafes, bars, clubs and pubs, which bring life throughout the day and evening. This area comprises much of the city centre's nightlife and as a result is particularly active at weekends. Offices and housing are also key land uses in this quarter. The major office buildings on Cumberland Place and Brunswick Place have established a commercial character in the southern part of the quarter, accessible from the Inner Ring road and overlooking the Central Parks.



Location Plan

## Bedford Place Today





View of Carlton Crescent

London Road and Bedford Place has benefited from recent investment in public realm enhancements and signage as part of the Legible Cities Programme which has transformed this part of the city centre.

Connectivity into the quarter and beyond however is limited by the inner ring road which restricts pedestrian movement. Brunswick Place in particular has some severance impact, dividing this quarter from the rest of the city centre and acting as a barrier to north-south pedestrian movements.

There is one formal civic space at Rockstone Place but in the main the public spaces are limited to the street system. However, the area has a generally green setting and character due to its location fronting the Central Parks and Asylum Green. Restaurants and cafes spill out into the street adding to its character and liveliness.

The Bedford Place Quarter's strength lies in the combination and balance of uses. This balance is sensitive and the relationship between the evening economy, residential and business uses can sometimes be an issue. The Plan aims to maintain the area's current character and qualities and to ensure the variety of uses remains. It is envisaged that the majority of development will be small scale infill with incremental renewal and adaptation. In the long term, the development of major new offices elsewhere in the city centre may lead to changes in the demand for local offices and this will need to be monitored. The intention is to retain office uses in the Cumberland Place and Brunswick Place area and to allow more flexibility to redevelop offices elsewhere in the Bedford Place area and city centre for other uses.

## Quarter Strategy

The plan aims to maintain the area's current character and qualities and to ensure the variety of uses remains. In the long term, the development of major new offices elsewhere in the city centre may lead to changes in demand for local offices. Redevelopment to provide mixed-use schemes may be supported in some locations. In the medium to longer term if offices begin to locate elsewhere in the centre then redevelopment and re-use for residential development will help maintain the identity of the Quarter.

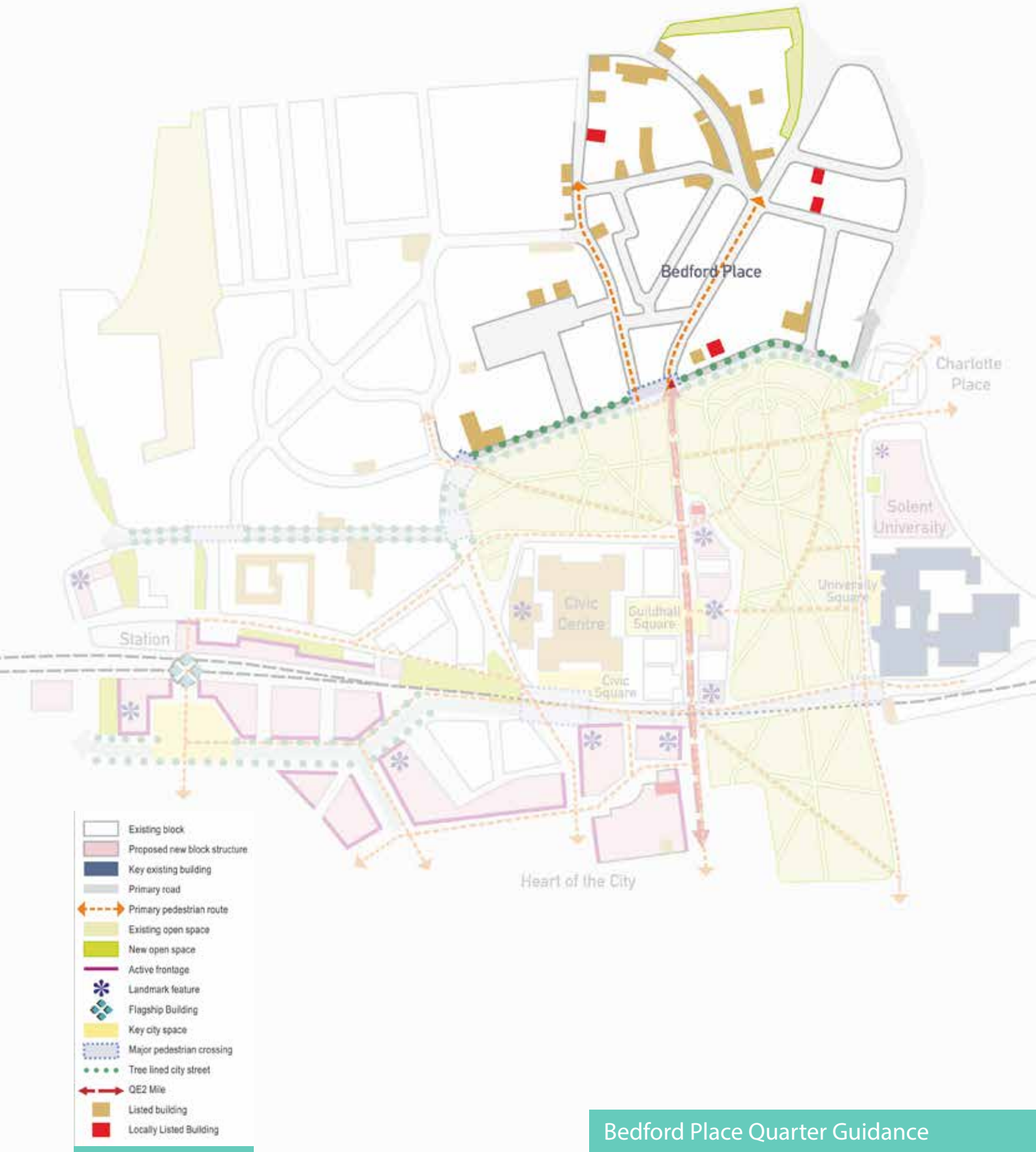
## Options Considered

Bedford Place is a stable and vibrant mixed-use quarter which derives its quality from the blend of uses, it is not considered appropriate to redefine this role or promote one use above others. Over time the role of the area could change as major offices become established elsewhere in the centre and future changes of office buildings to residential may be appropriate.

## Potential Uses

The unique character of this quarter could be strengthened through:

- The encouragement of existing independent and niche retailers, bars and restaurants and the creation of new premises to accommodate future and emerging businesses;
- Appropriate treatment of park side edges when development arises;
- Development which respects the character of the area; and
- New mixed-use developments, again of a scale and character consistent with the existing area.



Bedford Place Quarter Guidance



Illustrative view of the Bedford Place Quarter

## Design Requirements

- Change within Bedford Place Quarter will involve redevelopments within the existing framework provided by the blocks, sites and streets. New development will need to respect the context provided by the better quality existing urban fabric, and its scale, materials and colours;
- Active street frontages should be maintained and enhanced on the principal routes;
- The taller commercial buildings on the park frontage provide important commercial frontages to the street which should be retained and extended where possible – these improve the pedestrian quality of the street;
- Redevelopment and new uses for these buildings offer opportunities for high quality, distinctive designs which will create visual interest and definition to the northern edge of the city centre; and
- Areas of parking fronting these buildings should ideally be relocated to allow commercial frontages, improved active frontages to the parks and more generous public realm areas.

## Connections

There is a need to improve the connections across the inner ring road and improve pedestrian connectivity, particularly routes from the residential areas to the north, into the city centre. The proposed improved crossings and development of the city street network will facilitate this.

## Public Realm

Public realm improvements have been made to London Road and Bedford Place. There is a need to enhance the public realm connecting east-west streets.

## Major Projects

Change in this quarter is envisaged as small scale with incremental renewal and adaptation.

## Key Agents for Delivery

- City Council
- Landowners and local businesses

# // Central Parks Quarter

## About the Central Parks Quarter

The Central Parks are a magnificent feature of the city centre. The parks comprise five separate but related formal green space areas extending from north of the Civic Complex to Houndwell Place and across to the University. The parks are crossed by footpaths and include formal play areas and opportunities for informal uses and kick about areas. The City Council is implementing new lighting in the parks. The parks are listed Grade II on English Heritage's Register of Historic Parks and Gardens.

The parks are well used and a major asset for the centre although in parts, particularly at Above Bar, the presence of the parks is not obvious or well-related to the main pedestrian flows. This problem is being addressed in part in the Cultural Quarter by creating a new street linking Andrews (East Park) to Guildhall Square, fronted by a new arts facility and commercial uses.

A major north-south footpath connection runs through Andrews Park, Palmerston Park and Houndwell Park. There are issues in the use of the parks, especially at



Location Plan

## Central Parks Quarter Today





Potential new development overlooking Central Parks

night where routes are not lit, and there are extensive dead frontages to the parks where development turns its back. These are opportunities to redress the relationship to the Central Parks to fully integrate their uses and the value they bring into the fabric of the centre.

### Quarter Strategy

The parks will continue to be protected and enhanced to ensure they are central features of the city centre, and a strong expression of the civic and cultural life of the city. The aim is to ensure development responds positively to the open character and outlook of the parks to add value to development, and create high quality developments.

### Options Considered

The Parks are an established and protected feature of the centre and no major changes are envisaged. Options to develop at Vincent's Walk will need to be appraised carefully and proposed more intensive use of the development edge at Above Bar may require measures to improve the park edge to manage the impacts.

### Potential Uses

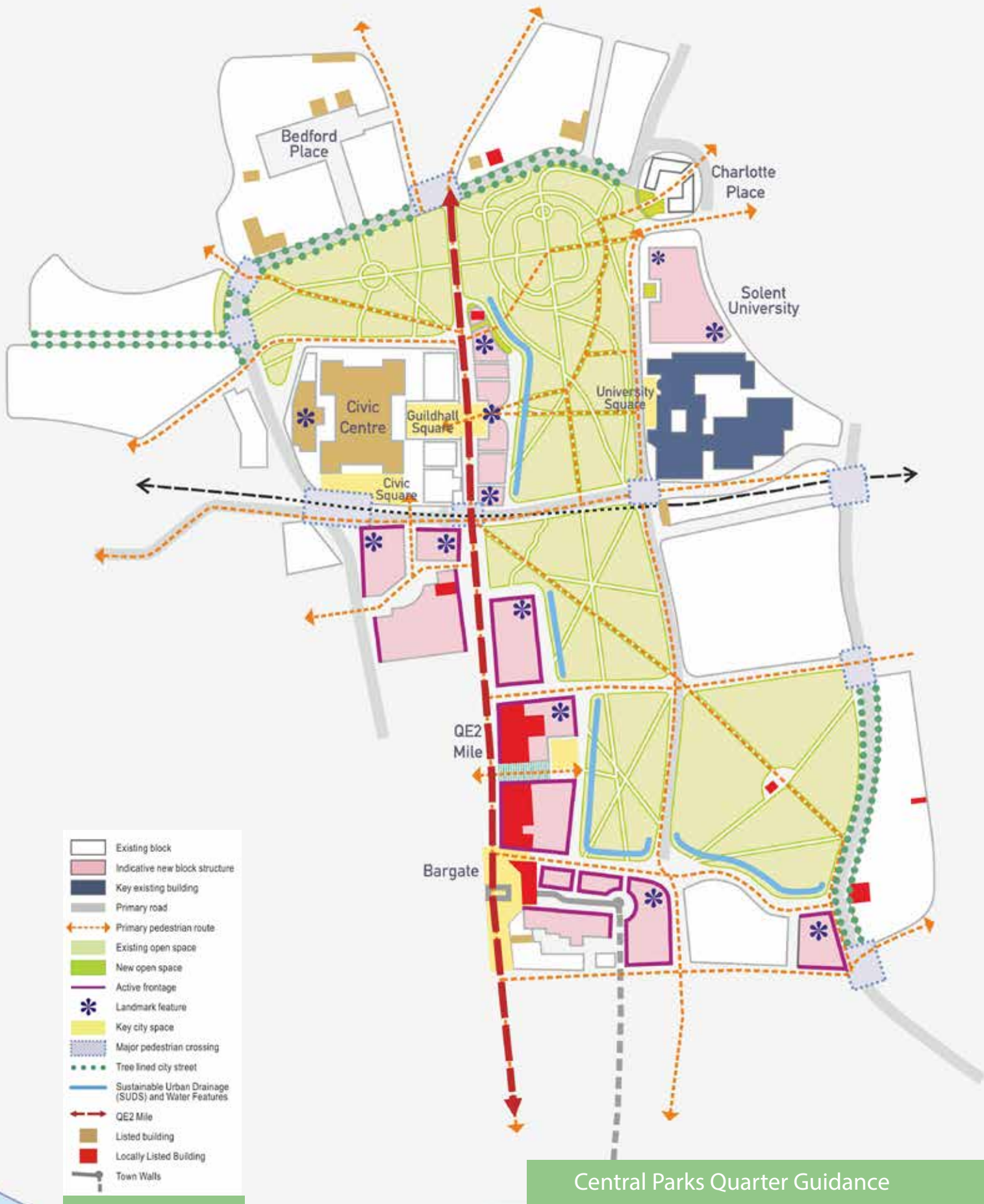
The Central Parks will remain a major recreational and leisure resource in the centre.



Making the Parks Accessible

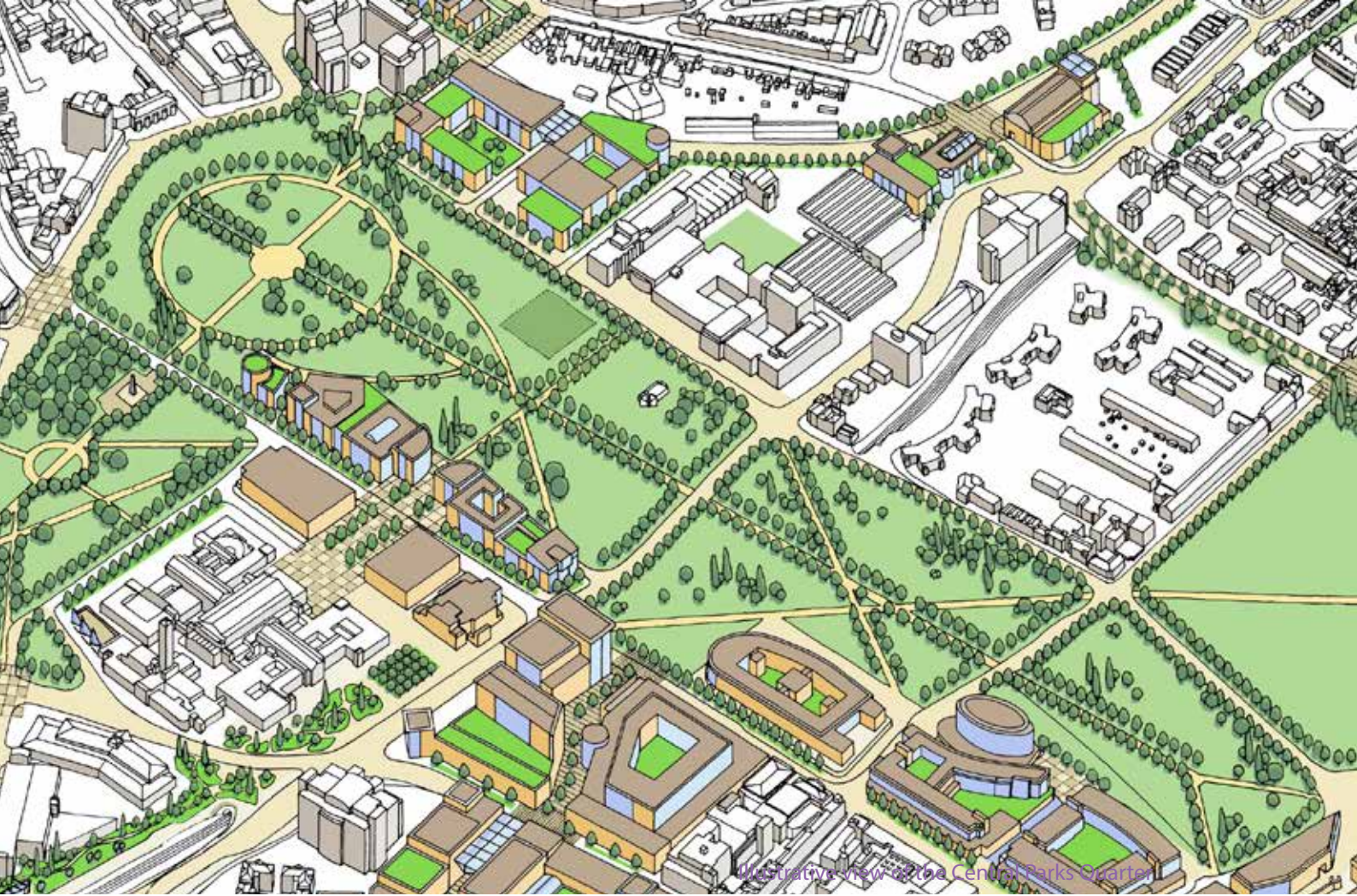


Improving the Parkland Edges



Central Parks Quarter Guidance





Illustrative view of the Central Parks Quarter

Opportunities should be explored to:

- Integrate development more closely with the parks including active park frontages, overlooking gardens and terraces;
- Potential for linking arcades to encourage routes from development through to the park; and
- Winter Gardens to provide all year round use.

### Design Requirements

- Due to the protected nature of the Central Parks new buildings will be rare and where they do occur they should be well-conceived and be very high quality;
- Buildings will be limited to pavilions and small structures required for parks maintenance and public amenity etc;
- New development proposed at Vincent's Walk needs to be carefully assessed in relation to activating the park edges, integrating Above Bar and the Central Parks effectively and providing surveillance and improved amenity within the park itself – where development is proposed this must be of the highest design quality to be acceptable with compensatory provision or improvements elsewhere.



Above Bar and Bargate potential redevelopment option



## Connections

Connections through the parks are attractive and reasonably direct. However access into and visibility towards the parks is often limited and affects their use. The issue of security and fear of crime through the parks, particularly at night, must also be addressed.

This could be improved by:

- Encouraging development near the parks to open up views towards them and provide direct access routes and links to the footpath network; and
- Improving entrance points into the parks through selective tree works and removal of hedges (to open up visibility into the parks) and the introduction of signage or active uses.

## Public Realm

The parks have undergone restoration and development works under Heritage Lottery Funding in recent years. The major proposals relate to:

- Improving the development edges to the parks, including introducing 'intermediate' spaces for seating and enjoyment along development edges;

- Improving lighting of key strategic routes and feature lighting;
- Investigating reconfiguration of existing footpaths and relocation of existing tennis courts to facilitate new east-west link between Northern Above Bar and East Park Terrace, on the axis of the Guildhall, in the longer term (without any net loss of green parkland); and
- Investigating, in the longer term, opportunities to create sustainable urban drainage water features in the parks that could be used for irrigation as well as to enhance bio-diversity and micro-climate, and provide a water management strategy in association with proposals for adjacent new development.

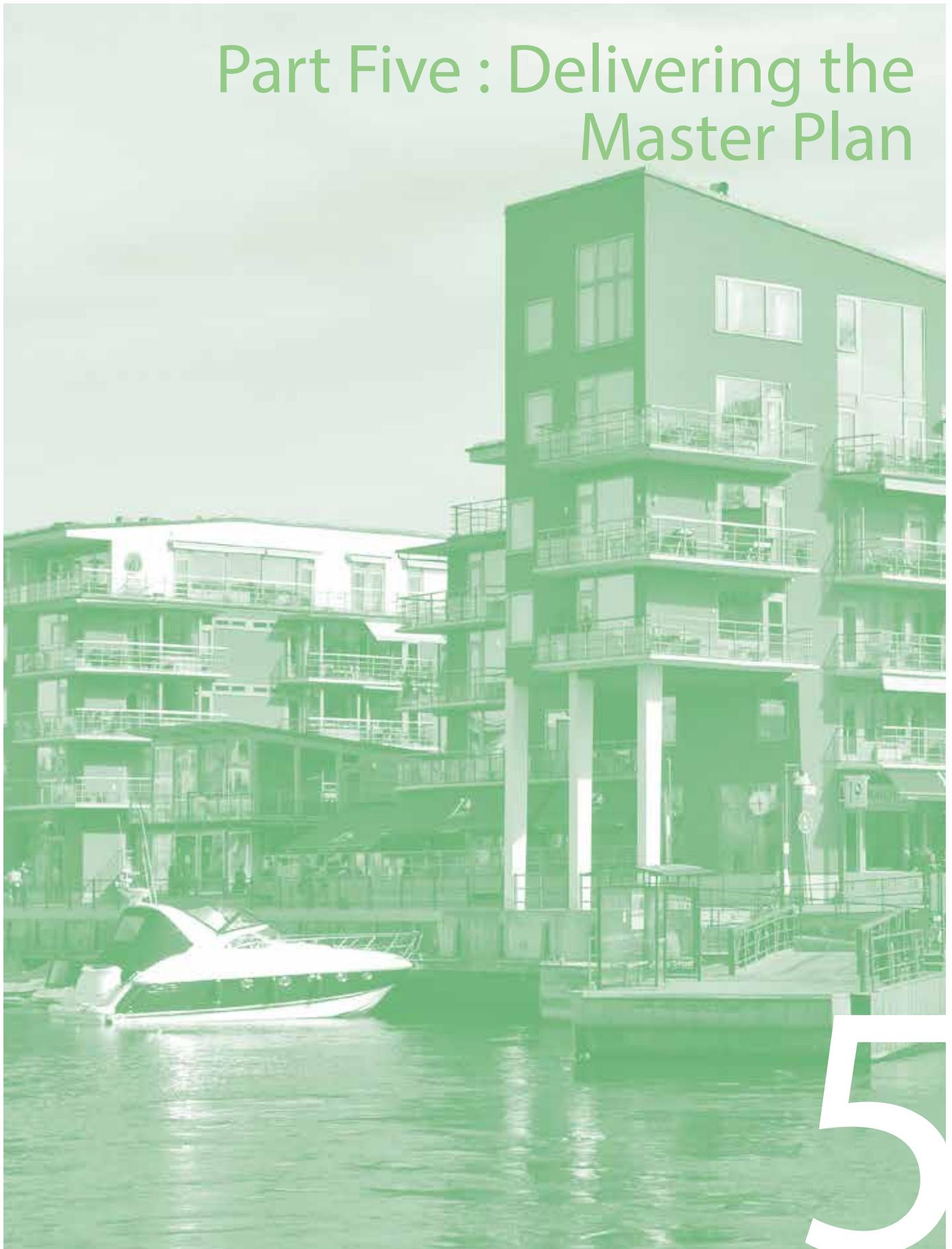
## Major Projects

The major projects are considered in each of the Quarter strategies for those developments on the park edges.

## Key Agents for Delivery

- City Council
- Developers and investors

# Part Five : Delivering the Master Plan



# 13 // Delivery

The aim of the plan is to set out an ambitious vision for the city centre. It aims to inspire; to show how the city centre can be developed to attract investment and how it can emulate some of the finest cities in Europe. The plan shows what needs to be done to shape the centre to accommodate growth and how the city centre in 2030 will be a different place.

The Master Plan proposals will generate some £2.7 billion in new investment and generate in the order of 24,000 new jobs. The plan envisages development of around 250,000 sq. m of new offices, 180,000 sq. m of new retail and leisure developments, around 5,000 new homes and 2,000 new hotel bedrooms, and new cultural, visitor and community facilities, as well as significant renewal of the existing stock of buildings.

Delivering the new city centre will be a complex, multi-faceted exercise involving a broad range of stakeholders and investors. Development will be undertaken over a 15-20 year period; some developments may take longer to complete, during which time the market will go through several cycles of change – demand for individual uses will also change and new uses and combinations of uses will emerge. The current market context is not strong, but the city and city centre has proved resilient and investment has been secured throughout the recession, its growth status and underlying strength of the economy suggests that it is strategically well-positioned if it can deliver the right sites at the right time.

The role of the plan is not to set a definitive blueprint but a framework within which change can be encouraged, directed and responded to. The plan will need to be reviewed on a regular basis and as schemes come forward they will influence the direction of travel of the city centre. The City Council is already, for instance, progressing proposals for Town Depot and for Royal Pier Waterfront which the Master Plan has taken into account.

## Working in Partnership

The Master Plan must also not be seen as just the city council's plan – but one owned by the business community, public stakeholders, key land owners and local people. This is important as success of the plan requires a range of parties to work together towards a common objective.

This can be achieved by:

- Strengthening links with and between local businesses through a city centre forum bringing together the council and business organisations to discuss progress on the plans;
- Co-ordination of public and private sector investments to ensure investment is optimised and public investment levers the highest level of private investment;
- Taking forward access proposals in conjunction with transport operators to ensure that the proposals are viable and meet the overall objectives;
- Working with other groups including local amenity societies, Business Southampton, the Chamber of Commerce, walking and cycling bodies etc to ensure the proposals meet the objectives;
- Raising standards through encouraging the highest standards of design including competitions, the role of a Design Champion, using the Design Review Panel and reviewing existing design guidance to ensure its continued relevance;
- Working with other public sector partners such as infrastructure providers and Network Rail to ensure new development is well-served with modern well-located infrastructure;
- Working with the newly created Solent Local Enterprise Partnership and its partners to link the Master Plan to the objectives and implementation framework of the sub-regional partnership; and
- Working with land owners to secure timely development opportunities.

## Organising for Delivery

The scale of change is considerable - over 250,000 sqm net additional of new offices and workspaces, some 270,000 sqm net additional retail and leisure development, 5,000 new homes, cultural and civic developments, and new attractions as well as major changes to the infrastructure of the city centre with modified transport networks, new spaces and streets.

This will all place considerable demands on the team responsible for organising and managing growth. This is considerably more than some current Urban Development Corporations are delivering with far more resources of capital and manpower. The City Council remains the central body for promoting development, is the statutory planning and highway authority, and has responsibility for other services such as education, and importantly is also a major land owner.

The City Council will need to consider its role in driving development, ensuring that its functions are closely aligned to the delivery of the plan and that there is a clear 'business plan' for each VIP. The City Council will need to consider corporate and partnership arrangements to bring in the wide range of skills required and the use of special delivery vehicles with developer partnerships. This will also depend on the scale of each project and the respective roles taken by its private sector partners.

## Statutory Planning

Key elements of the Master Plan will be incorporated into the statutory development plan through the City Centre Action Plan being prepared in parallel. Other supplementary planning documents may be required for specific objectives and areas to support delivery and priorities include:

- Site development briefs, developing the principles of the Master Plan into specific briefs for the Very Important Projects;
- Renewable Energy Strategy; and
- Flood Defence Design Guide



## Funding

The plan has been prepared at a time of considerable uncertainty on public funding, and at a time of low levels of private sector investment. This will require the City Council to orchestrate a suite of possible funding sources to drive the pace of development.

This includes:

- Potential Tax Increment Financing (TIF) to borrow against future business rate income streams;
- Community Infrastructure Levy (CIL) – setting tariffs for infrastructure to help serve and unlock new developments;
- Considering Business Improvement Districts (BID) to accelerate development;
- Asset Based Vehicles (ABVs) to draw in private finance supported by the City Council's own property portfolio; and
- Working with the Solent Local Enterprise Partnership (SLEP) to draw down growth funding to support infrastructure and developments;

These mechanisms can help support development but the Master Plan must generate self-sustaining investment by creating confidence amongst developers, investors and occupiers in the future success and prosperity of the city and city centre. The City Council's role will be to ensure that developments are right and to ensure developments are shaped to create sustainable perpetuating value.

## Priorities and Sequence of Development

The Master Plan has set a strong framework for delivery of change in the city centre. The proposals concentrate on major areas of change and the supporting frameworks that help ensure the city centre develops as a whole as a more attractive place.

The areas of major change represent the key priorities for action over the next 15 years. Each is complex and involves major changes to infrastructure to deliver effectively. The timescales will depend on a host of decisions and therefore cannot be set with precision, but do represent reasonable expectations of the key timings and an expectation of increasing rates of development across the centre as the project progresses.

The timescale for delivery of all projects will be regularly monitored and reviewed. Proposals for redevelopment in the longer term will be subject to sufficient progress being made on early and mid term redevelopments and will be subject to appropriate impact tests.

The broad sequencing of these projects is shown below.



### Early Projects (within the next 5 years)

- Watermark West Quay
- Royal Pier Waterfront (Phase 1)
- Fruit and Vegetable Market
- Heart of the City
  - East Street Shopping Centre
  - Bargate Shopping Centre
- Cultural Quarter
  - Southampton New Arts Complex
  - SeaCity Museum



**Mid-Term Projects (within the next 5-15 years)**

- Station Quarter
- Royal Pier Waterfront - Later Phases
- Southampton Solent University
- Itchen Riverside - Town Depot
- Cultural Quarter - Later Phases



**Longer-Term Projects (within the next 15 years plus)**

- Heart of the City
  - Above Bar West
  - Above Bar Parkside
  - West Quay Retail Park
- Western Gateway
- Itchen Riverside

## Development outside the VIPs

Successful delivery of the Master Plan will require of a myriad of smaller investments throughout the centre. Individual owners, businesses and smaller investors will see the opportunities and be confident that the city centre is heading in the right direction and seek to commit to its future.

It is likely, simply because of the nature and scale of the opportunities and the fact that they are less reliant on major infrastructure changes that these smaller opportunities will arise within the more established parts of the centre including Old Town, Bedford Place, St Mary's and Chapel, and possibly the University, which is able to bring its proposals forward in accordance with its own strategy.

The figures given on this page and the next illustrate the potential capacity of the City Centre to accommodate substantial growth over the next 15 years and beyond. These figures are therefore greater than those proposed in the Core Strategy 2010 and Core Strategy Partial Review 2012 (period up to 2026). All proposals will require further testing through further studies and development briefs and subject to appropriate impact assessments.

Table: Scale of Growth: Indicative net additional floorspace and development across the city centre

Offices and Workspaces	250,000 - 300,000 sq.m
Retail	100,000 - 150,000 sq.m
Leisure/Food and Drink	80,000 - 120,000 sq.m
Housing	4,500 - 5,000 units
Hotel	2,000 - 3,000 bedrooms



Table: Illustrative Land Use Mix Potential: VIPs - Indicative gross development totals.

(A more detailed assessment of net additional floor areas has been carried out to support policies in the CCAP)

	Area of Change	Housing	Offices & Work-spaces	Retail	Leisure Food/ Drink	Hotel Rooms <sup>(2)</sup>	Education	Other
EARLY	PROJECTS	units <sup>(1)</sup>	sq.m	sq.m			sq.m	
1	Watermark West Quay (approved 2010)	241		34,700	7,800	193		350 cps <sup>(5)</sup>
2	Royal Pier Waterfront (Phase 1)	330	15,128		12,450	508		
3	Fruit & Vegetable Market	177	2,760	5,648	1,703			
4	Heart of City							
	- East Street Shopping Centre			10,997				
	- Bargate Shopping Centre	178		16,270	6,064			
5	Cultural Quarter							
	- Southampton New Arts Complex	29	2,230					6,127 (arts)
	- SeaCity							4,579 (arts)
MID	TERM PROJECTS							
1	Station Quarter		109,471	41,147		620		
2	Royal Pier Waterfront - Later Phases	332	45,742		12,450	1,401		
3	Southampton Solent University	239					43,530	
4	Itchen Riverside - Town Depot	522		35,853	12,540	150		SCC <sup>(3)</sup>
		805			4,778		16,612	DLA <sup>(4)</sup>
5	Cultural Quarter - Later Phases	121	3,249					3,249 (arts)
LONGER	TERM PROJECTS							
1	Heart of the City							
	- Above Bar West	795		85,184	38,206			
	- Above Bar Parkside	495		44,515	22,258			
	- West Quay Retail Park			34,049				1,120 cps <sup>(5)</sup>
2	Western Gateway	222	110,905	11,955	23,990	589		2,000 cps <sup>(5)</sup>
3	Itchen Riverside	604	9,684		1,692			
TOTAL		4,285	299,169	320,318	139,153	3,461	43,530	13,955 (arts)

1. Based on average of 90 sq.m per residential unit

2. Based on average of 29 sq.m per bed [ Budget = 23sq.m / Mid - Market 27sq.m / Luxury 37sq.m]

3. SCC scenario - relates to a development proposal being considered in 2011 which is no longer being pursued

4. DLA scenario

5. CPS - Car Parking Spaces

The table shows the scale of the individual developments shown in the master plan. The figures are gross. The totals show the completed proposals and some will involve redevelopment of existing floorspace. The potential capacity of the City Centre to accommodate new development over the next 15 years plus and are therefore greater than those proposed in the Core Strategy Partial Review. All proposals will require further testing as development sites come forward through further studies and development briefs, and will be subject to appropriate impact assessments.



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