

Office/Employment - Here East, Stratford



Co-working - Makers Quarter Block D, San Diego



Port buffer - Shipyard Offices, Altinova



**A new local centre and major nodal point for the quarter, linking visually back to the city centre and generating new activities and uses for visitors and residents**

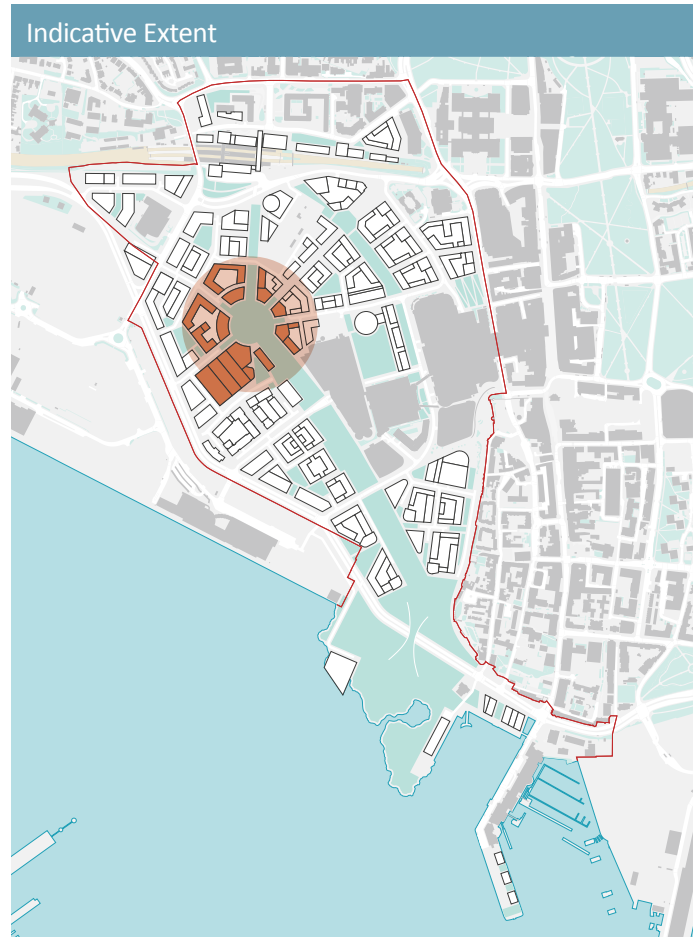
## Definition

The Mayflower Circus is the pivotal centre and community core of the Mayflower Quarter. It represents the area immediately around the junction of Station Avenue and West Quay Park, and opens out to a series of routes that extend back to the city centre, to the Port, south to the waterfront and wider masterplan area.

The Circus itself acts as a meeting place and junction for the major orienting routes in the quarter. This includes two arms of the green spine: the Station Avenue and West Quay Park, which form the essence of the green spine journey from the railway station to the waterfront.

Additionally, new routes to the east frame connections to the city centre, with one aligned to create a clear view to the Civic Centre Campanile and the other towards the new Portland Link, a green route and major element of public realm connecting with Southampton's retail core. Additional routes provide incidental views to the Port, and a connection to potential campus uses by Mountbatten Way.

This character area encompasses a new local centre for the quarter, suffused with mixed-use activities at ground floor, and high-quality tall buildings. Together, the massing around the Circus seeks to deliver a landmark building at the head of West Quay linear park, the density required to successfully support the uses in the local centre, while also enabling a series of key strategic views to the Port and back to the city.



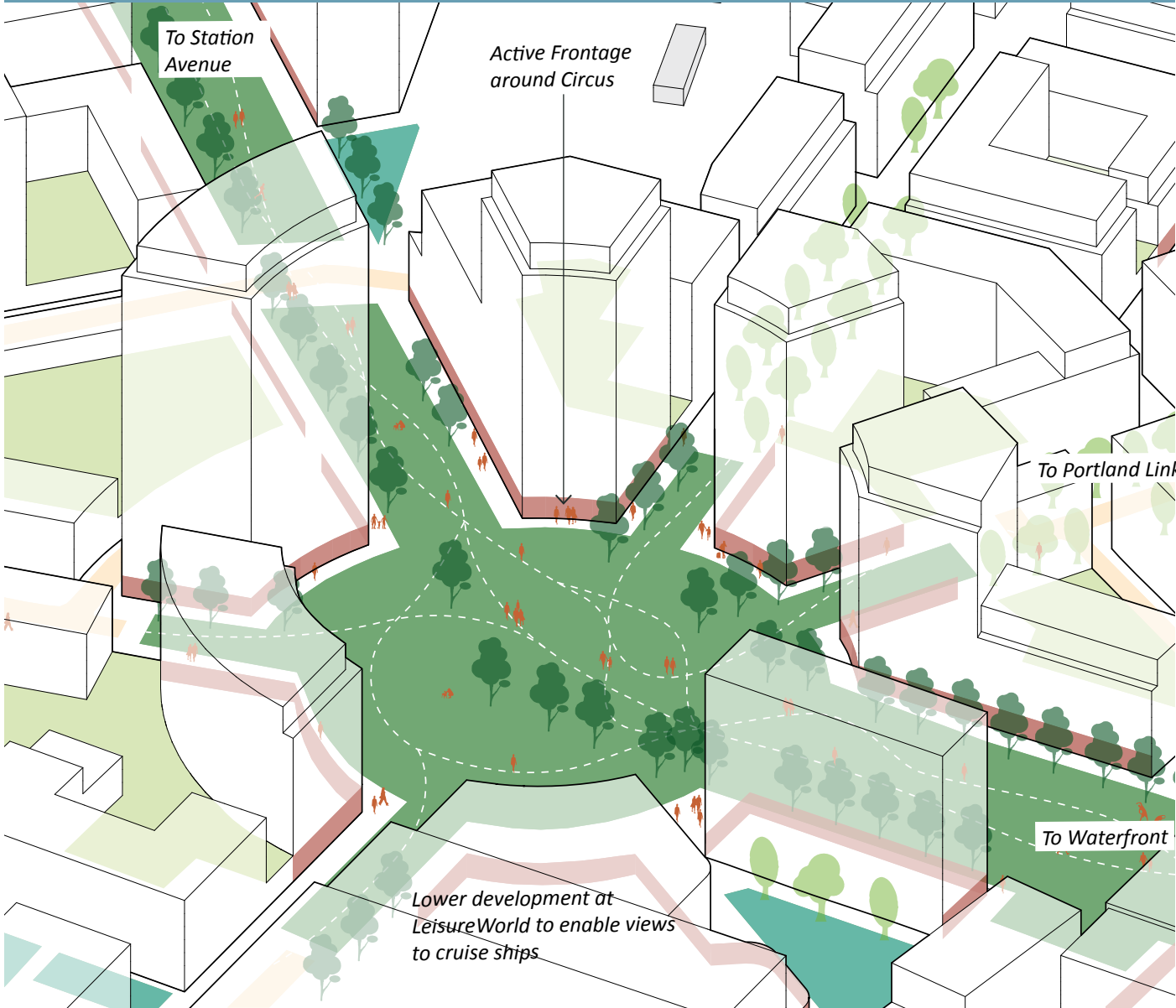
## Key Components

### Movement & Access

- The space of the Circus is enabled by the realignment of West Quay Road to the boundary of the Port, removing any vehicular presence within the Circus;
- Access routes from surrounding key roads serve buildings around the Circus, preventing the need for any through routes in the character area;
- Strategic cycle routes are integrated within the public realm of the Mayflower Circus, aligned with the strategic objectives of the Green Spine.



Mayflower Circus - Massing Diagram



Mixed-use residential - Porter's Edge, Canada Water



Mixed-use residential - The Angle, Almere



## Massing & Townscape

- The Circus is the focus of a tall building cluster, providing a circle of taller mixed-use residential-led buildings, including a landmark tower, that contribute to the density of residents and workers to support the local centre;
- The building on the north-western side of the Circus 'bookmarks' West Quay Park and provides a terminus for views from the waterfront into the masterplan area. As such, this building should be a taller landmark, articulating the structure of the masterplan;
- Building heights around the south of the Circus would be lower to enable strategic views of the upper profile of cruise ships docked at the City Cruise Terminal behind. Despite being of lower height, this corner would also be highly visible as the terminus of Station Avenue, so should be of landmark quality in terms of design and visibility, without recourse to excessive height;
- Circus buildings to the north-east should be of similar design and massing to best frame a strategic view from within the Circus back to the Civic Centre Campanile;
- The eastern spur from the Circus (Pirelli St) should provide a clear and legible tree-lined path to the Portland Link, providing major connectivity improvements between the quarter and the city;
- Incidental views to the Port and Campus area via additional routes would help define a legible townscape.

## Public Realm & Landscape

- The centre of the Circus is defined by a major public green space that forms a distinct but complementary part of the wider Green Spine;
- Harder public realm is provided immediately adjacent to building frontages around the Circus, enabling spill-out and activation from flexible ground floor active frontage uses.

## Uses & Culture

- The Circus would enable the delivery of residential-led mixed-used buildings, with residential towers providing a new typology and population;
- Potential for leisure and cultural uses, with a particular focus on the LeisureWorld site;
- Ground floor uses around the Circus must have active frontage uses with an emphasis on retail, food & beverage, leisure and community functions;
- Active frontage uses to be provided around the Circus itself and stretching into the streets leading away from the Circus - particularly Station Avenue and Portland Link.

## Phasing & Delivery

The delivery of a successful Circus is predicated on the realignment of West Quay Road, which opens up former highways land as the major focus for this new space. Several land holdings about the proposed Circus which would lead to a phased development of the Circus buildings.

This includes the LeisureWorld site, which is currently subject to an outline planning application, and sits on the southern corner of the Circus. This is a critical part of the Circus, as both a visual terminus to Station Avenue, but also as potential initial development that would effectively 'set the tone' for the Circus as a whole.



Blackfriars Circus, London



Public space precedent - Media City UK, Manchester



Public Space Precedent - Central Park, Sydney



**A new residential community with high-quality buildings around new green spaces, a new school, extended energy centre and other social infrastructure (health and well-being) in a community hub, with attractive streets and squares supporting a mix of additional uses within flexible ground floors.**

## Definition

Pirelli Place focuses on the redevelopment of existing retail park and car parking structures, to create a new high-quality and sustainable residential focused neighbourhood. The area is structured around an initial section of the Maritime Promenade, and the ‘green route’ (Pirelli St) leading from Mayflower Circus to the ‘Portland Link’ providing a new, green connection to the city centre.

As a result, Pirelli Place spans between the city core and the wider quarter, delivering a new mixed-use residential community, set between several green public realm routes and supporting sustainable movement patterns, and the resilience of the local economy. Flexible ground floor uses will help support expansion to city centre retail over the longer term (if any).

Pirelli Place is also the focus for key components of the quarter’s social and energy infrastructure, with potential for a new primary school (with residential uses above) to cater to the substantial new population of the quarter. Additionally, there are opportunities to expand the existing energy centre to provide for the whole quarter, with the potential to be integrated within a mixed-use block, as has been done successfully in similar large master plans such as at King’s Cross Central, in London.

Including the school and energy centre, the Pirelli St green route towards the Portland Link acts as an overall ‘community hub’ area, including health and well-being uses and local retail at the connection with the Circus.



Medium-density podium blocks (including communal garden spaces) enclosing well-designed streets and green spaces provide an attractive environment, with flexible ground floor uses, active frontage edges and key community uses to provide an active and diverse home for a new community.

Some buildings also include business uses which could be community-oriented start-up or co-working environments, also supporting the community hub component of this character area.



Pirelli Place - Illustrative Masterplan



Lower Sproul, California



Maritime Promenade - Francois Mitterrand St, Rennes





## Key Components

### Movement & Access

- Upgrade and close sections of Harbour Parade and the southern spur of Western Esplanade to through traffic, creating access only routes that serve development while limiting additional traffic;
- Deliver shared-surface access streets within blocks that prioritise public realm and pedestrian amenity;
- Enable a bus-only section of Harbour Parade between WestQuay shopping centre and the proposed new primary school, within an enhanced sustainable transport corridor that serves the wider quarter;
- Create the 'Portland Link' major public realm intervention that addresses significant severance caused by level differences and provides new pedestrian and cycling access to the city centre;
- Promote improved integration and access between the West Quay Shopping Centre and Maritime Promenade, with opportunities for high-quality connections;
- Enhance and strengthen the Maritime Promenade as a key strategic link, providing new cycling and pedestrian routes from Central Station to the waterfront and beyond.

### Massing & Townscape

- Buildings in this character area to feature a consistent massing of between 6-8 storeys to create a medium-density residential;
- Opportunities for a landmark building within the former Toys 'R' Us site to act as a northern 'bookmark' for the Maritime Promenade by the station;
- Opportunities for a landmark building at the junction of Portland Link and Portland Terrace, signalling this key new connection, especially from Mayflower Circus;

- Massing around the north-east corner of the large electrical substation must enable and frame strategic views from Havelock Road to the Port, while buffering the Maritime Promenade from the major utility infrastructure;
- A new street running north-east from the Mayflower Circus to the former Toys 'R' Us site must frame and enhance a strategic view from the Circus to the Civic Centre Campanile.

### Public Realm & Landscape

- Create the new 'Portland Link' on the site of the NCP Portland Terrace Car park, providing a new, green strategic connection between the city core and the quarter;
- Extend the public realm treatment of Portland Link along Pirelli St leading to Mayflower Circus, to develop a critical and legible new 'green link' between the quarter's core and the city retail core;
- Deliver a section of the Maritime Promenade, serving as both strategic link for pedestrians and cyclists, as well as providing green open space and amenity to surrounding residential uses;
- The design of the Maritime Promenade should reference the culverted Rollesbrook that runs below ground along its route, while displaying a more formal public realm treatment than that along the Green Spine;
- Create a new local green space within the super-blocks, well-enclosed and overlooked by surrounding residential uses;
- Ensure the proposed new primary school contains sufficient and appropriate amenity space within its block to serve its sports and recreation needs;
- Retain street trees and promote extensive planting of new street trees, together with SuDS and other landscaping within the street and public realm designs;

St Andrews, Bromley by Bow



Portobello Square, London





- Create new green buffers to electrical substation by the former Toys 'R' Us site and along the blank frontage of the Ikea servicing yard;
- Private communal green spaces to be provided for each residential block on podiums levels placed over ancillary uses and non-residential ground floor activities.

### Uses & Culture

- An emphasis on residential uses throughout the character area, with additional potential for office and business development where appropriate;
- Flexible, non-residential ground floor uses throughout the character area to enable sympathetic community, health and well-being, retail, food and beverage and employment uses as appropriate;
- Delivering a new primary school with opportunities for residential development above, along the Harbour Parade route;
- Ensuring the retention and expansion of the energy centre, including incorporation of this within a new mixed-use block and as part of an overall 'energy and community hub' location;
- Deliver active frontages alongside major public realm areas and the local green space;
- Opportunities to create new active frontages and uses within the ground floor of the WestQuay shopping centre along Harbour Parade;
- Each residential block to feature an element of podium parking, with limited additional opportunities for community car parks to the edges of the area.

### Phasing & Delivery

This character area features several large land-holdings, as well as a number of existing and currently operating uses. This includes retail park activities, as well as several multi-storey car parks which currently serve adjacent retail and the city centre.

The former Toys 'R' Us site at the northern edge of the character area also falls into the Station Quarter. This site is an identified development site and could be delivered, together with an element of the Maritime Promenade, at an early stage in the masterplan.

The site of the proposed Portland Link is currently occupied by the NCP Portland Terrace multi-storey car park. Delivering this major new public realm and linking intervention would be an early win for the quarter that would set the tone for the wider masterplan. This redevelopment would require strategic consideration around the managed reduction of car parking spaces in the city centre in the interests of promoting sustainable transport.

Additional redevelopment of adjacent multi-storey car parks in the character area would require a similar phased approach. This again would need to consider the management of parking access and reduction within the quarter and adjacent sites.

West Quay Retail Park dominates much of the existing character area with a significant area of at grade car parking. It could be redeveloped relatively easily as a single land-holding, representing a majority of the proposed development in the area.

The Asda supermarket to the north-east of the character area represents a well-connected site serving a significant local catchment. There are opportunities for redevelopment and/or relocation of the Asda use to a more efficient mixed-use development concept, ensuring the retention of Asda within the Mayflower Quarter and in a manner that reinforces the offer of the quarter.



Housing - King's Crescent Estate, London



Housing - Portobello Square, London



School precedent - Nightingale Primary School with residential above, Hackney



## A new residential neighbourhood structured along the new West Quay Park

### Definition

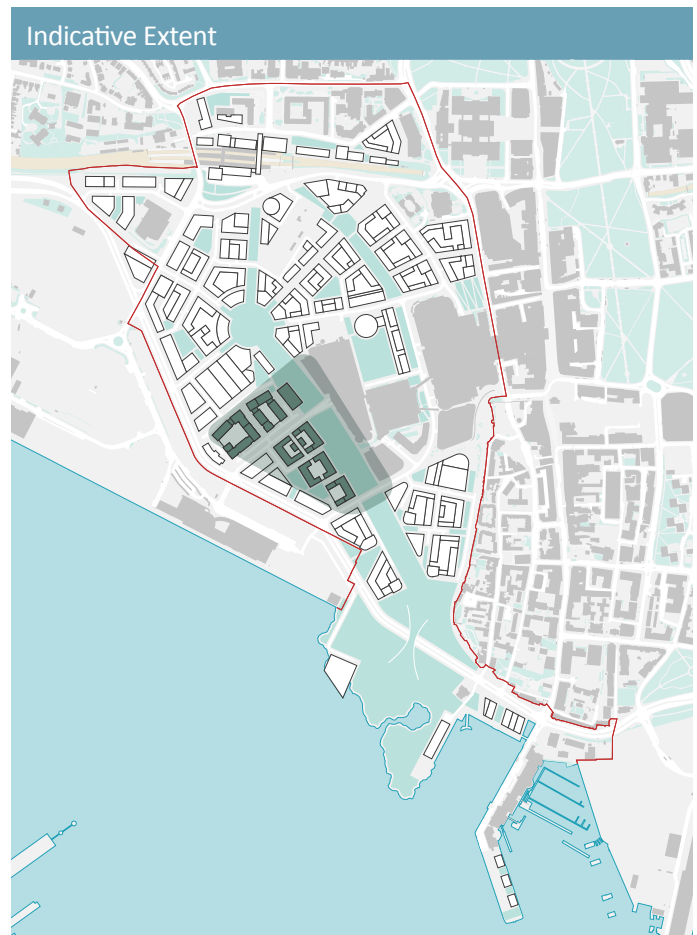
The West Quay Parkside character area is a residential neighbourhood fronting the proposed West Quay Park. It incorporates a series of blocks opposite the existing buildings of IKEA and the Carnival House to the east, and behind the proposed business edge (described in West Quay Portside character area) that buffers Parkside from the Port and realigned West Quay Road.

This character area extends from the southern edge of Mayflower Circus, down to the retained access and bus route on Harbour Parade, crossing the linear park. This relatively compact character area seeks to create a more refined residential setting, while promoting activation of key public spaces to ensure buildings promote and enable a range of different ground floor uses, helping to promote '15 minute city' principles.

### Key Components

#### Movement & Access

- Access only vehicle routes are provided from the realigned West Quay Road and Harbour Parade;
- Within the super-blocks, access streets are shared surface to reinforce the residential nature of this character area;
- Improved cycling connections to be delivered along West Quay Park, with informal cycling provision throughout the character area as well;
- New bus stops on Harbour Parade to be delivered, easily accessible to new residents in this character area.



#### Massing & Townscape

- New buildings embodying the defined 'shoulder height' of between 6-8 storeys for the quarter, creating medium-density, mixed-use residential typologies;
- Residential uses contained within perimeter or broken perimeter blocks, including potential mews typologies, to providing a strong sense of enclosure and overlooking to streets and public spaces;
- Promoting alternating set-backs of the building line along West Quay Park, to generate variety and articulate the shifting width of the Park as it opens up from the Mayflower Circus towards the waterfront.



West Quay Parkside - Illustrative Masterplan



Communal amenity - St Andrews, Bromley by Bow



Residential - The Bourne Estate, Camden





## Public Realm & Landscape

- The character area is structured alongside West Quay Park, occupying the former route of West Quay Road and a major part of the green spine connection through the quarter;
- A local green space is provided within the character area to provide 'doorstep' play and leisure provision of a more quieter and communal aspect than the larger West Quay Park;
- Streets within the area would focus on delivering residential amenity through good quality public realm, incorporating SuDS and street trees, with inclusive street furniture providing places to rest;
- Residential blocks would be structured around landscaped podiums that provide more private communal amenity space for each block.

## Uses & Culture

- The area would be predominantly residential, but with elements of mixed-use providing good access to services;
- Flexible ground floors uses would be provided throughout the area, with opportunities for new employment spaces, food and beverage, community uses, and small local retail (where appropriate);
- Active frontage uses to be provided along West Quay Park and around the local green space, to provide activation to these important public spaces;
- Additional opportunities for existing buildings along the northern edge of West Quay Park (IKEA for instance) to create new ground floor active frontage uses, further helping to activate this major green open space;
- Residential blocks would provide some limited parking under podiums, minimising the presence of vehicles within the public realm, while community parking opportunities would be located along West Quay Road 'buffer' edge.

## Phasing & Delivery

The character area comprises several landholdings including the LeisureWorld site, West Quay Industrial Estate, highways land associated with the existing West Quay Road, with additional impacts on the IKEA and Carnival House sites (new public realm frontages).

Much of the proposed development in this location can be delivered at any time, including prior to realignment of West Quay Road (subject to maintaining appropriate access). Two residential blocks and an office block within the character area have been defined within an outline planning application as a part of the LeisureWorld site, and could therefore be potentially delivered early on in the masterplan time-frame.

Development within the large West Quay Industrial Park site (which spans 3 character areas) is likely to be planned comprehensively, but carried out in a site-specific phased manner. This site includes blocks also forming part of the Portside character area and part of the Town Walls character area.

Kilburn Quarter, London



Chobham Manor, Stratford



Marine Wharf, Surrey Quays





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## Enhancing the setting of Southampton's old town walls through sensitive high-quality development and new public realm, creating a transition to the waterfront and promoting the evening economy by West Quay Watermarks

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### Definition

The Town Walls character area is focused around the unique conditions around Southampton's historic Town Walls and Old Town. This character area also signals the transition of the Green Spine from West Quay Park to the expanded and enhanced Mayflower Park, with clear views out to the River Test. The area also expands the burgeoning evening hub that is concentrated around recent public realm improvements and the West Quay Watermarks development.

Built form in the area would be sensitive to the setting of the heritage Town Walls, while creating a finer-grain block pattern that seeks to emulate the streets and spaces of the Old Town in a sympathetic manner. This is balanced with the need to create taller buildings of distinction and townscape character to successfully enclose West Quay Park and provide appropriate frontage to the expanded Mayflower Park. In all cases, exceptional design quality is expected for buildings within the character area, given their visual prominence and proximity to Southampton's critical heritage assets.

### Key Components

#### Movement & Access

- The realignment of West Quay Road further south helps deliver the final section of West Quay Park and improves the setting of the Town Walls;
- The existing roundabout, providing access from West Quay Road to Western Esplanade and Herbert Walker Avenue is removed, with improved Port access from the realigned West Quay Road, and access to uses along Town Walls provided from Harbour Parade;
- The existing Harbour Parade route is downgraded and enhanced through pedestrian public realm to create a more pedestrian friendly access and bus-only street;
- Access streets within the character area are shared surface with special treatments on those routes by the Town Walls to ensure a consistent and high-quality public realm treatment.



Town Walls - Illustrative Masterplan



Public realm - Pancras Square, King's Cross



Hotel precedents - One Tower Bridge, London





### Massing & Townscape

- Buildings close to the Town Walls to be set back and of lower and more sensitive massing to respect the setting of these important heritage assets;
- Building form to create a series of regular blocks with well-enclosed streets, in reference to the historic urban pattern of the adjacent Old Town;
- Potential for a landmark hotel/residential building at the junction of Maritime Promenade and West Quay shopping centre, creating a 'bookend' with a tower on the former Toys 'R' Us site to this major public realm and movement route;
- Additional landmark buildings frame either side of West Quay Park as it opens up into the waterfront, signalling this critical transition in the Green Spine;
- Wider opportunities for sensitively placed tall buildings along West Quay Park edge, providing increased density in a sustainable location close to the existing city centre, while ensuring proposals are sensitive to the backdrop of St Michael's Church spire (as seen from the Old Town and Itchen Bridge).

### Public Realm & Landscape

- A second section of West Quay Park continues the Green Spine to the waterfront, with the character area also defining its transition into the expanded Mayflower Park;
- A defined built edge to the expanded Mayflower Park provides frontage and enclosure and articulates an 'opening up' to the waterfront;
- Public realm enhancements recently delivered around the Town Walls at West Quay Shopping Centre would be continued further south to create a new expanded civic space providing clear routes from West Quay Shopping Centre to the waterfront while respecting and enhancing the setting of the heritage walls;
- Streets within the character area would be defined by shared surface finishes and high-quality public realm including the integration of SuDS, street trees where appropriate and street furniture providing places to rest and socialise;
- Residential and hotel blocks with podiums would provide communal amenity in the form of podium gardens.

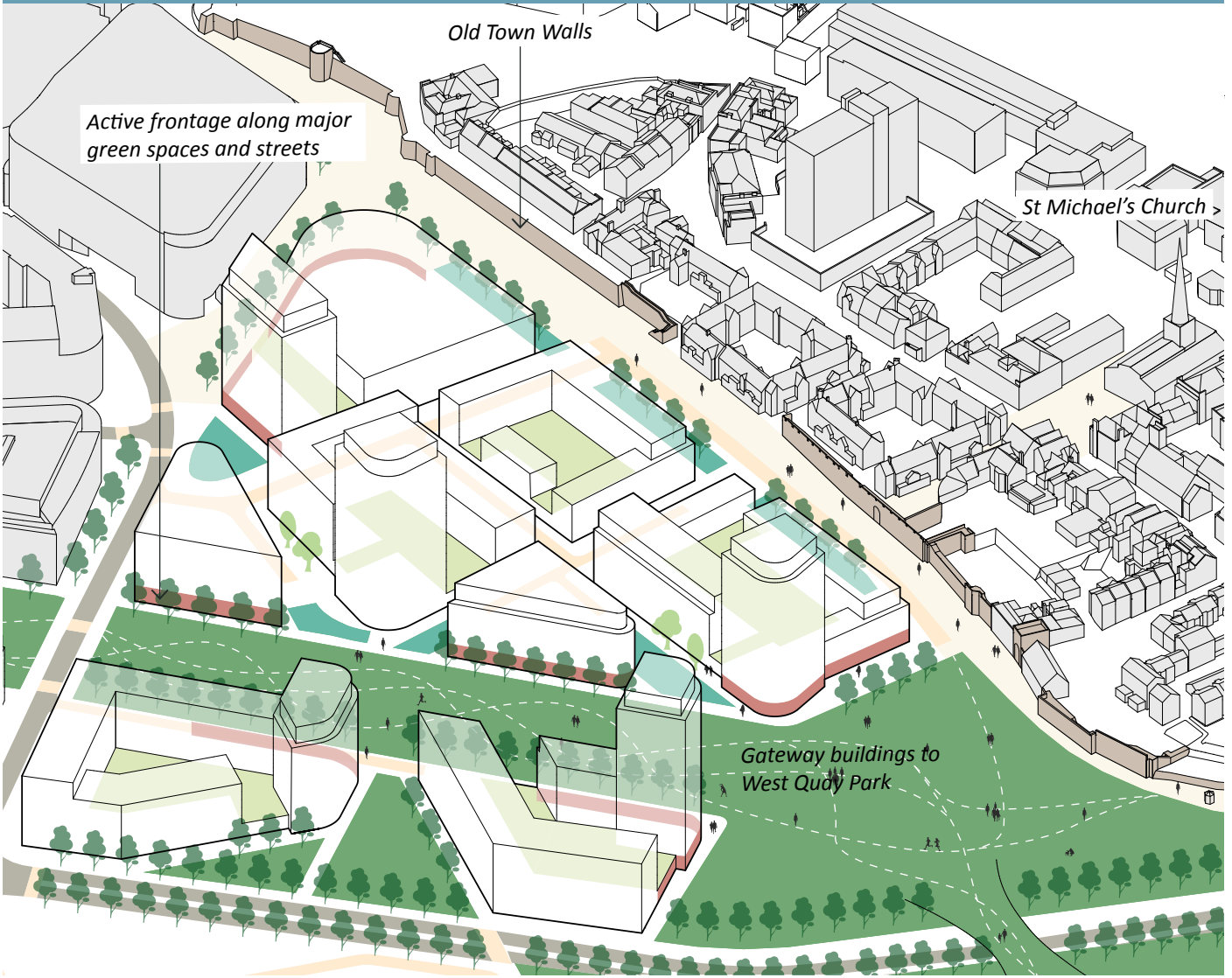
Southampton Old Town Walls



Existing public realm by West Quay Watermarks



Town Walls - Massing Diagram



Residential facing onto park - Chobham Manor, Hackney



New development in historic setting - Ray, Farringdon





## Uses & Culture

- Residential uses would be promoted in a series of blocks closest to the Town Walls, complementing residential uses adjacent in the Old Town;
- Limited podium parking would be provided within dedicated residential blocks to reduce the presence of vehicles in the public realm, particularly around the Town Walls, with community parking potential towards West Quay Road;
- Opportunities for new hotel uses, replacing and expanding existing hotels in the area over time, and providing a range of types and sizes in close proximity to the city centre and Mayflower Park;
- Opportunity for large new leisure uses building (potentially a music venue) opposite the West Quay Watermarks development, contributing to the evening economy uses currently in this area;
- Flexible ground floors provided throughout the character area, suitable for retail, food & beverage, community and employment uses;
- Active frontages to focus along West Quay Park and around the West Quay Watermarks site, activating key public spaces while respecting the character and setting of the Town Walls.

## Phasing & Delivery

The character area features a current vacant site, to the south of West Quay Watermarks, that has been promoted by the landholders as a development site. As such, some development in this area could come forward relatively early in the masterplan time-frame. Alternatively, the site would be an appropriate location (close to the city centre) for potential meanwhile uses that could deliver an ‘early win’ for the masterplan area.

Apart from this site, the character area occupies several large public car parks, the Quays Swimming & Diving Complex, the Grand Harbour Hotel, parts of West Quay Industrial Park, Holiday Inn and the highways land associated with a section of West Quay Road. There would be a need for phased development to ensure the relocation and provision of enhanced and expanded leisure facilities in the Mayflower Quarter (potentially on the extended Mayflower Park as well as on sites to the west of the overall quarter) prior to redevelopment of the Quays site, to ensure continuity of this important segment of social infrastructure.

Additionally, the Grand Harbour Hotel is currently well-used, and is likely to remain for the foreseeable future, with the masterplan providing an indicative arrangement should redevelopment of this building be triggered during the time-frame of the project.

Indicative View from Catchcold Tower to the City Cruise Terminal



Heritage public realm - Viking Triangle, Waterford



Heritage public realm - Urban Quarter, Kilkenny





**Expanding and enhancing the public waterfront of Southampton, reinforcing the city's relationship to its maritime landscape while delivering inclusive new public realm with leisure and cultural uses to create a new regional destination**

## Definition

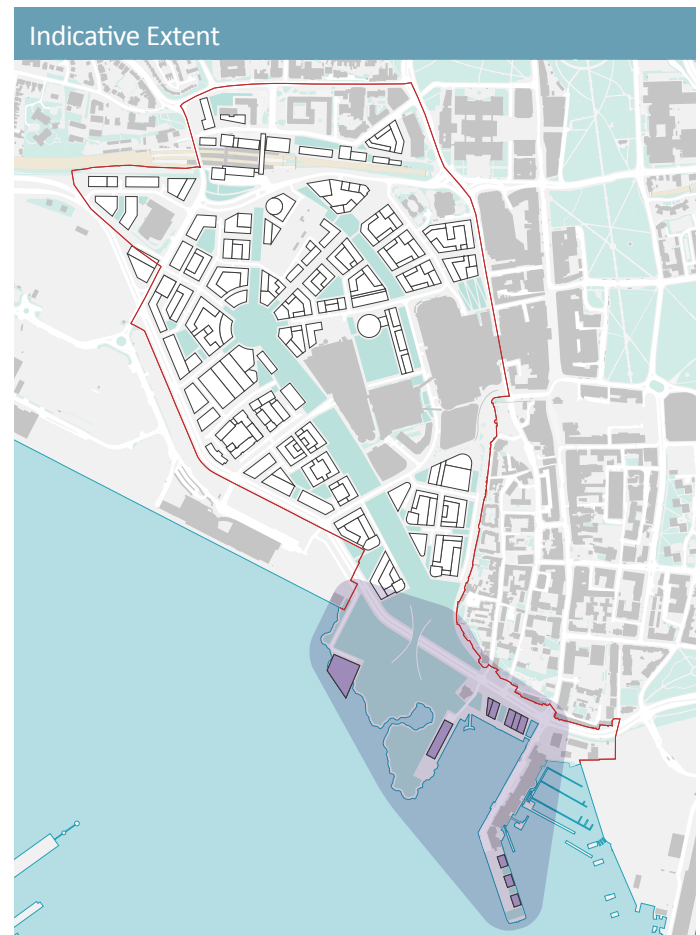
Mayflower Park and Town Quay represent the essence of the quarter's publicly accessible waterfront. This character area defines an extended public waterfront that stretches from the boundary of the Port of Southampton's Western Docks by Mayflower Park, eastwards to connect with Town Quay itself. There is also the potential for further improved connections around the Waterside buildings to the north-east of Town Quay, with potential connections to the Old Docks at the Port of Southampton.

The waterfront areas will become the pre-eminent public space of Southampton, reinforcing the connection of the city to its maritime landscape. This includes enabling enhanced views out to the River Test, and delivering high-quality public realm and attractions along the waterfront, attracting both locals and visitors, and creating a new regional destination. Buildings along the waterfront will be of exceptional design quality, creating new landmarks for the city while sensitively contributing to Southampton's skyline, particularly for those visitors arriving by boat.

## Key Components

### Movement & Access

- A realigned West Quay Road moves vehicular traffic further south, removes the existing roundabout by the Park, and provides opportunities to reduce severance between the city centre and the waterfront;
- Lowering a section of West Quay Road, allows a new green bridge to provide clear pedestrian and cycle access from inland to the water's edge;



- Relocation of the Red Funnel Ferries to a nearby site, removes ferry traffic from this critical city centre waterfront site and enables redevelopment;
- Access to Southampton's Passenger Terminal on Town Quay is retained and enhanced.

### Massing & Townscape

- Developments within the waterfront character area would be highly visible and must therefore be of sensitive massing to enhance views both from the city centre to the waterfront, and from ships arriving into Southampton;
- Development on Red Funnel Ferries site must respect and enhance the setting of St Michael's spire in terms of strategic views from and to the church;

Waterfront & Town Quay - Illustrative Masterplan





- All built form on the waterfront must be of exceptional design quality;
- Accessible rooftops on waterfront cultural attractions are promoted, providing great new viewing locations for panoramas of the River Test and cruise activity.

### Public Realm & Landscape

- The enhancement and expansion of Mayflower Park, through land reclamation and extensive landscaping, will create a pre-eminent waterside public space. This includes a naturalised water's edge, new sports facilities, including outdoor swimming, a landmark cultural building and new spaces for recreation;
- Mayflower Park is extended north to meet the Town Walls, improving the setting of these important heritage assets and reconnecting these to the waterfront;
- Demolish the derelict Royal Pier and extend Mayflower Park through land reclamation in its place;
- Remove public parking at the end of Town Quay and transform this area into new public realm, with place-making landscape and potential to redefine the edges of the pier and its interaction with the water;
- Create an urban quayside setting on what would become the former Red Funnel Ferries site, with attractive hard landscaping that provides a contrast to the green natural feeling of the expanded Mayflower Park;
- Create an additional water inlet/feature on what would become the former Red Funnel Ferries site, re-establishing the listed Harbour Offices in their historic condition of facing a wharf from the River Test.

### Uses & Culture

- Deliver a new landmark cultural facility within Mayflower Park, providing inclusive and accessible cultural events and activities for Southampton's communities. This building to include a publicly accessible roof with fantastic views out to cruise ships at the City Cruise Terminal, and to the River Test;

- Provide a water's edge sport and recreation facility, with potential for outdoor swimming at sea level, as well as indoor and outdoor sports, providing a new and accessible high-quality space for the city and surrounding communities;
- Development on the Red Funnel Ferry site to focus on small residential blocks with active ground floor uses, including food & beverage, that activate and 'spill out' onto new the new public Quayside;
- Provide new kiosks and smaller food and beverage uses at the end of Town Quay, activating this critical public space as a waterfront destination.

### Phasing & Delivery

Delivery of this character area relies on both realignment of West Quay Road and working with the Port of Southampton. The realignment of West Quay Road requires some Port land close to the Cruise Terminal, to enable a route that can be delivered while ensuring the current West Quay Road remains functional in the short term. This would also enable the engineering works for a section of the road to be lowered while preventing any disruption to Southampton's critical road network.

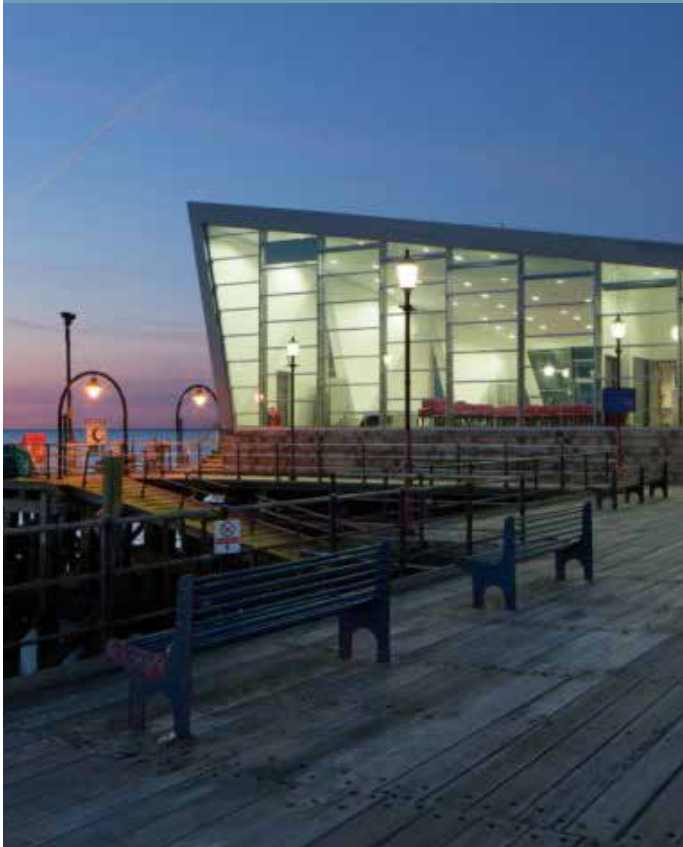
Much of the Waterfront Character Area coincides with areas of ABP Port of Southampton land ownership. This includes the Red Funnel Ferry site, the derelict Royal Pier, and Town Quay itself. Development within these sites would rely on collaboration with ABP and the successful relocation of the Car Ferries to another accessible city centre site within the Port of Southampton.

The Royal Pier itself is in an extreme state of dilapidation and needs to be demolished to enable the proposed expansion of Mayflower Park. Given the preference for any land reclamation for the Park to focus on naturalised edges and the creation of flood resilience through subtle land modelling, a 2-phase expansion would include this built into each phase. Reclamation for the main park area could occur first, followed by the Royal Pier demolition and second phase Mayflower Park completion.

Town Quay precedent - Wynyard Quarter, Auckland



Town Quay precedent - Royal Pavillion, Southend



Mayflower Park precedent - Vancouver Waterfront

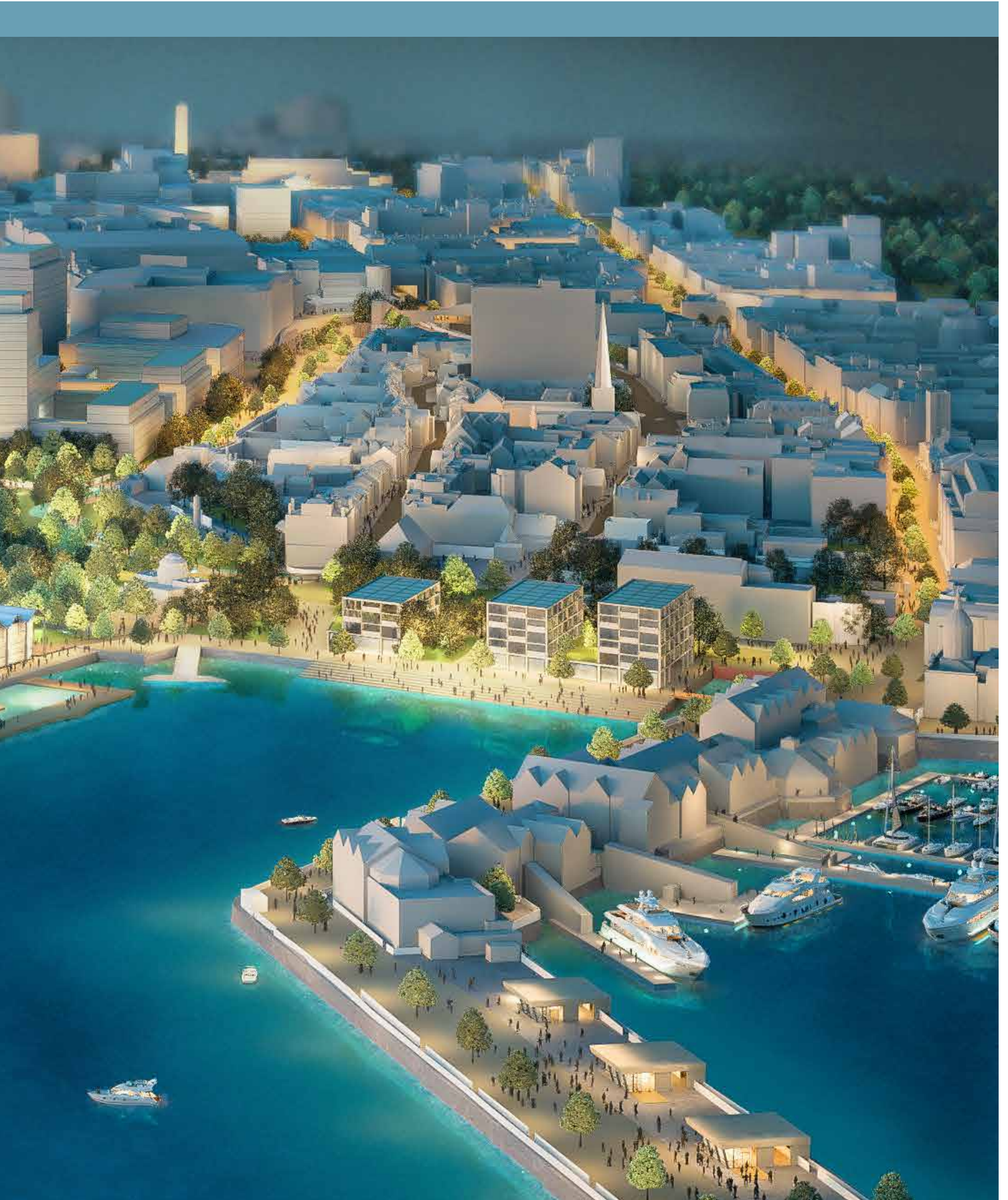




Waterfront twilight view











# Townscape & Built Form





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## The approach to massing and townscape balances the need to deliver sustainable densities while respecting the character of Southampton, and promoting high-quality creative architecture that fosters much admired places

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### Context

The strategic approach to built form and massing builds on extensive previous work and existing policy including:

- City Centre Urban Design Strategy SPG (2000)
- Development Design Guide SPG (2004)
- City Centre Characterisation Appraisal (2009)
- Southampton City Centre Masterplan (2013)
- City Centre Action Plan (2015)
- Southampton Tall Buildings Study (2017)

The Masterplan acknowledges significant changes to the physical, social, and economic context of Southampton City Centre, including recent and completed developments. The proposed approach therefore builds on the vision set out in previous policy while responding pro-actively to the current city centre context.

The Mayflower Quarter sits on level reclaimed land, with the city centre and Old Town occupying higher ground to the east and the station to the north with land also rising beyond. This topography partly mitigates the visibility of existing large-scale built form in the Mayflower Quarter, from the adjacent city centre. The adjacent city centre and the Railway Station located within the quarter, create an excellent opportunity to establish transit-oriented development (higher densities in close proximity to public transport as a sustainable form of urbanism), as well as providing opportunities for taller buildings without compromising Southampton's important heritage context.

Proposed massing must be respectful of the specific heritage assets, including the Town Walls and Royal Pier Pavilion, that occupy key locations within or edging

the quarter. A more nuanced approach to massing is promoted near these landmarks to ensure new developments respect and enhance their setting.

The current open nature of the quarter has enabled a series of long-distance and strategic views to key landmarks. However this openness is the result of fragmented built form and large areas of car parking and movement infrastructure, providing poor public realm settings for these views. Care has been taken to ensure that the development necessary to generate a sustainable and transformational new city quarter provides opportunities to deliver enhanced views from dedicated and high-quality public realm.

### Aims & Objectives

- Massing should appreciate the strategic importance of the quarter as a highly-sustainable location for development. Densities should be optimised across the whole site in a manner that ensures high-quality place-making;
- Massing and building heights should respond positively to local context while delivering the densities required to create sustainable and deliverable urbanism;
- Built form and buildings heights should respect and enhance key strategic views, including those outlined in the Southampton Tall Buildings Study (2017);
- Taller buildings should be located to support the principles of dense, compact urban form with good access to public transport, services and amenities;
- Massing, built form and building heights should respect and enhance the setting of heritage assets in and around the Mayflower Quarter, including the Town Walls, St Michael's Church and Civic Centre Campanile;
- Massing should enhance the waterfront and promote visual and physical connections to the water's edge, both from within the Mayflower Quarter and from within the wider city centre where appropriate;
- Built form and building heights should provide well-enclosed and defined streets and public spaces;

'Shoulder' height precedent - Camden Courtyards



'Shoulder' height precedent - Solid 11, Amsterdam



'Shoulder' height precedent - Peckham Road



- Massing should be used to buffer residential uses within the quarter from the negative impacts of surrounding heavy infrastructure, including the Port, and realigned West Quay Road;
- Taller buildings and landmark use buildings should be located to enhance the identity and legibility of the Mayflower Quarter by accentuating key public spaces, uses, locations and movement routes.

## Design Principles

(See massing diagrams on next page)

- A basic 'shoulder' height of 6-8 residential storeys (and commercial equivalent) has been adopted for the quarter, taking advantage of the topography of the area and the height of existing buildings to propose a medium rise massing that would enable the delivery of sustainable, medium to high-density development while respecting the existing context of the city centre;
- Key strategic views to and from surrounding city landmarks and the waterfront prompt sculpting of the proposed massing to ensure these views are protected and enhanced;
- Massing within blocks to provide consistent frontage and enclosure to key public spaces and streets, buffer uses from surrounding infrastructure, and deliver a legible townscape which establishes a hierarchy of public realm and routes;
- Taller buildings are suggested in key locations: around the station; around Mayflower Circus at the neighbourhood centre; and, south of the existing West Quay Shopping Centre overlooking the extended Mayflower Park. Additional tall buildings help articulate the masterplan by providing key landmarks along key routes and spaces, and as gateways to Southampton and the Mayflower Quarter;
- Taller buildings, landmark buildings and those buildings within strategic key views to be subject to additional design guidance to promote a higher standard of architectural design and finish.



1. Setting a 'shoulder height' of 6-8 storeys across the site



1.

2. Sculpting buildings to enhance strategic views and the setting of heritage buildings and places



2.

3. Ensuring blocks provide frontage to main streets and public spaces



3.

4. Locating taller buildings in clusters (Station, Circus and Southern Gateway) and landmark locations



4.



**A series of key views throughout the Mayflower Quarter will be protected, enabled and enhanced, integrating the area with the wider city centre, and reinforcing Southampton as a maritime city with strong visual connections to the Port and River Test**

## Context

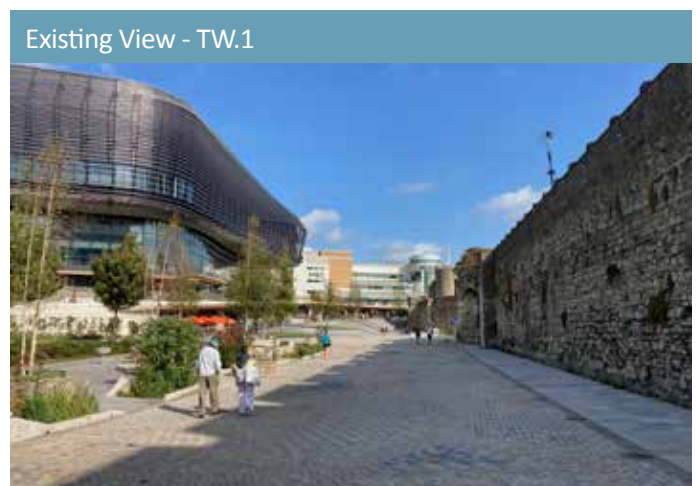
A number of existing key strategic views have been identified and assessed by Southampton City Council, with many of these now adopted in policy. These views have been previously defined within:

- City Centre Action Plan (2015), policy AP16<sup>1</sup> which defines a series of strategic view to be protected when considering the design of new development;
- Southampton City Centre Masterplan (2013), which outlined a rationale for new and improved views within the Mayflower Quarter, with a particular emphasis on enabling views of cruise ships from key locations in the quarter;
- Southampton Tall Buildings Study (2017), which assesses and defines a series of views of existing heritage and landscape assets in Southampton, and the potential impact of development on their setting.

While the Southampton Tall Buildings Study defined viewpoints and corridors with precision, adopted policy in the CCAP allows for flexibility in location and scope of views within the Mayflower Quarter.

This acknowledges the opportunities that wholesale redevelopment could bring to preserve and enhance views, while recognising opportunities to optimise the efficient use of land, deliver high-quality public realm in the right places, and create new, character-defining views from both within and without the new quarter.





1      Ibid., p.71



Key Views - Heritage & Existing Landmarks



Key

- Fixed View 
- Kinetic View 
- Panorama 
- Existing Landmark/Heritage Asset 





A key consideration has been to address the need for clear and meaningful visual connections between the city centre and the waterfront. The visual relationship between the Port and the city centre is also noted for its ambiguity and there are substantial opportunities for development to better frame this connection, especially in relation to the arrival and departure of cruise ships.

This includes considering how the masterplan can best reinforce a distinct 'skyline' for Southampton for those arriving to the city by ferry and cruise ship.

## Aims & Objectives

- Reinforcing Southampton as a maritime city by increasing and enhancing views from the city centre to the Port, port activity and Waterfront through the Mayflower Quarter;
- Protecting and enhancing existing views from the City Centre to the River Test, particularly from within the Old Town;
- Providing improved locations and settings for views of the Civic Centre Campanile from within the Mayflower Quarter;
- Ensuring views of the spire of St Michaels Church are enhanced, both from the waterfront and also when viewed from within the Old Town itself from the east;
- Improving the setting of the Town Walls and re-establishing its visual relationship with the waterfront (from the top of the walls);
- Developing a structure of new view shafts within the Mayflower Quarter, that underpins the overall character and promotes a legible townscape structure to assist way-finding and identification of key public spaces, services and uses;
- Ensuring that development promotes sensitive additions to Southampton's skyline, contributing to the city 'signature', particularly for those arriving by water, while enhancing the background of key landmarks in longer strategic views.




## Design Principles

- Street layout, massing parameters and public spaces to be designed in line with strategic views to enable kinetic, fixed and panoramic viewpoints at key locations in and around the Mayflower Quarter;
- Views of the Civic Centre Campanile to be protected and enhanced through sensitive development along Western Esplanade, and new public realm provision at Mayflower Circus;
- The setting of St Michaels Church to be protected through sensitive development at Town Quay, and within the backdrop of the church spire in the masterplan area. Enhanced public realm at Mayflower Park and reduced impact of West Quay Road to enhance panoramic views of the Church and Town Walls;
- Proposed massing to be lower and step back adjacent to the Town Walls, with improved public realm to best enhance the setting and views of this key part of the city's heritage;
- Views of the waterfront from within the City Centre and Old Town, as well as from atop the Town Walls by West Quay, to be preserved and enhanced through lower massing of new buildings on Town Quay and Mayflower Park;
- Extension to Mayflower Park enables new and improved panoramic views of the river and maritime activity, including opportunities for an accessible roof to new cultural buildings, providing a key opportunity to view cruise ship movements;
- Lower massing, public realm and street layout to enable views of cruise ship activity from the city centre and railway station;
- Proposed street and public realm layout within the quarter to ensure a network of legible routes from key sites, including the station, Mayflower Circus, connection to the city via Portland Link and Steps, and the waterfront via West Quay Park.

Key Views - Waterfront & Port Activities



Key

- Fixed View 
- Kinetic View 
- Panorama 
- Cruise Ships 





## Key Views

*Labels continuing the naming conventions within the Southampton Tall Building Study (2017)*

- **CCC.2 - Mayflower Circus to the Civic Centre**

**Campanile:** A new street alignment where generous public realm within a new Mayflower Circus creates a continuous kinetic view framed by development. This view links the Cultural Quarter of the city centre to the new Neighbourhood Centre focused on Mayflower Circus.

- **CCC.3 - Western Esplanade to the Civic Centre**

**Campanile:** This kinetic view of the campanile is retained, with sensitive massing of potential development to the north-east of the railway station. A upgrade of Western Esplanade itself will promote a better public realm setting for pedestrian movement and viewing of this key city landmark.

- **CCC.4 - East Park to the Civic Centre Campanile:**

This view is retained, with consideration given to the massing of buildings around the north of the railway station to ensure no negative impact on the background of this view.

- **CCC.5 - London Road to Civic Centre:** This view is retained, with consideration given to the massing of buildings around the north-eastern area of the Quarter to ensure new buildings do not challenge the prominence of the Civic Centre Campanile as a primary landmark for Southampton.

- **CCC.6 - Northam Road to Civic Centre:** This view is framed by a series of existing buildings, creating a relatively concise aperture for the Civic Centre Campanile. Consideration to the massing of buildings to the north of railway station should ensure that no new buildings challenge the prominence of the campanile as a primary landmark for Southampton.

- **STMIC.1 - Itchen Bridge to St Michael's Church:** This view is retained, with buildings within the Mayflower Quarter that form the background to this view expected to adhere to higher standards of design

quality and be of heights that minimise obstruction of the view, ensuring they integrate with and enhance the setting of the spire. This view should also be considered with views from Woolston District Centre, to the east of the River Itchen, which feature similar properties to STMIC1, and should be preserved and enhanced through sensitive buildings within the Mayflower Quarter that form a background to this vista.

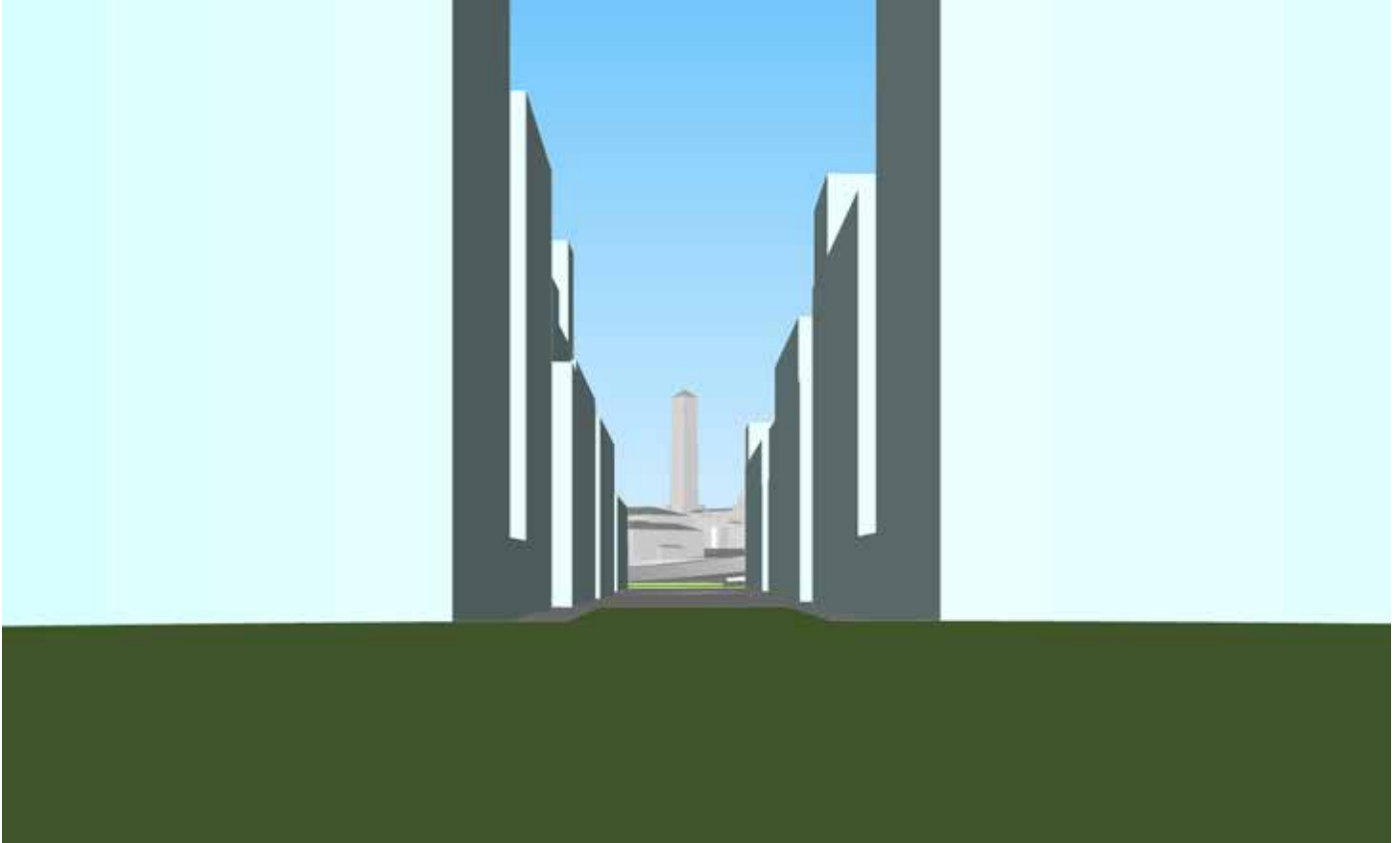
- **STMIC.2 - Town Quay to St Michael's Church:** The relocation and redevelopment of the Red Funnel site to a new public quayside would significantly improve the foreground of this view. New built form on the quayside will provide a sensitive aperture to frame the Spire.

- **STMIC.3 - Mayflower Park to St Michael's Church:** The enhancement and expansion of Mayflower Park, would include opportunities for viewing from raised areas, including the green bridge, to create the best setting for panoramic views of the church and Town Walls. The foreground would be greatly improved by the realignment and lowering of West Quay Road, relocating the heavy vehicular movement that currently defines views of the Town Walls.

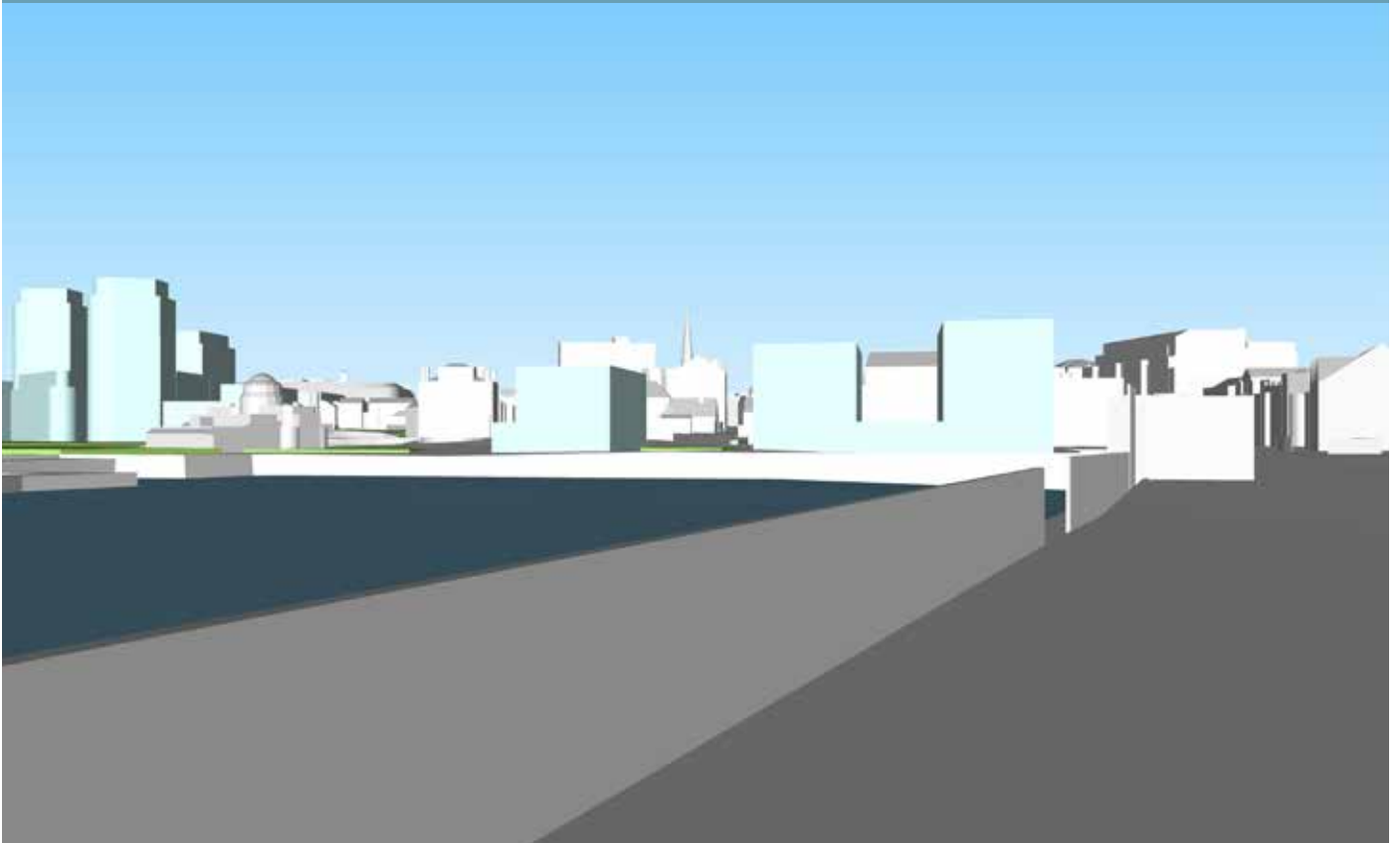
- **STMIC.4 - Bernard Street to St Michael's Church:** Development within the Mayflower Quarter would form the background to this kinetic view. Buildings within the background should be subject to higher standards of design quality to ensure they integrate with and enhance views of the church spire from within the Old Town.

- **TW.1 - Along the Town Walls:** A kinetic view along the Town Walls from West Quay to Mayflower Park. The realignment and lowering of West Quay Road further south would improve the foreground setting of the Town Walls. The removal of the roundabout and adjusted vehicle access to the lower section of Western Esplanade will change this route to pedestrian priority, with extended public realm treatment south to a seamless integration into Mayflower Park, improving the view context.

Key View - CCC.2 (Indicative)



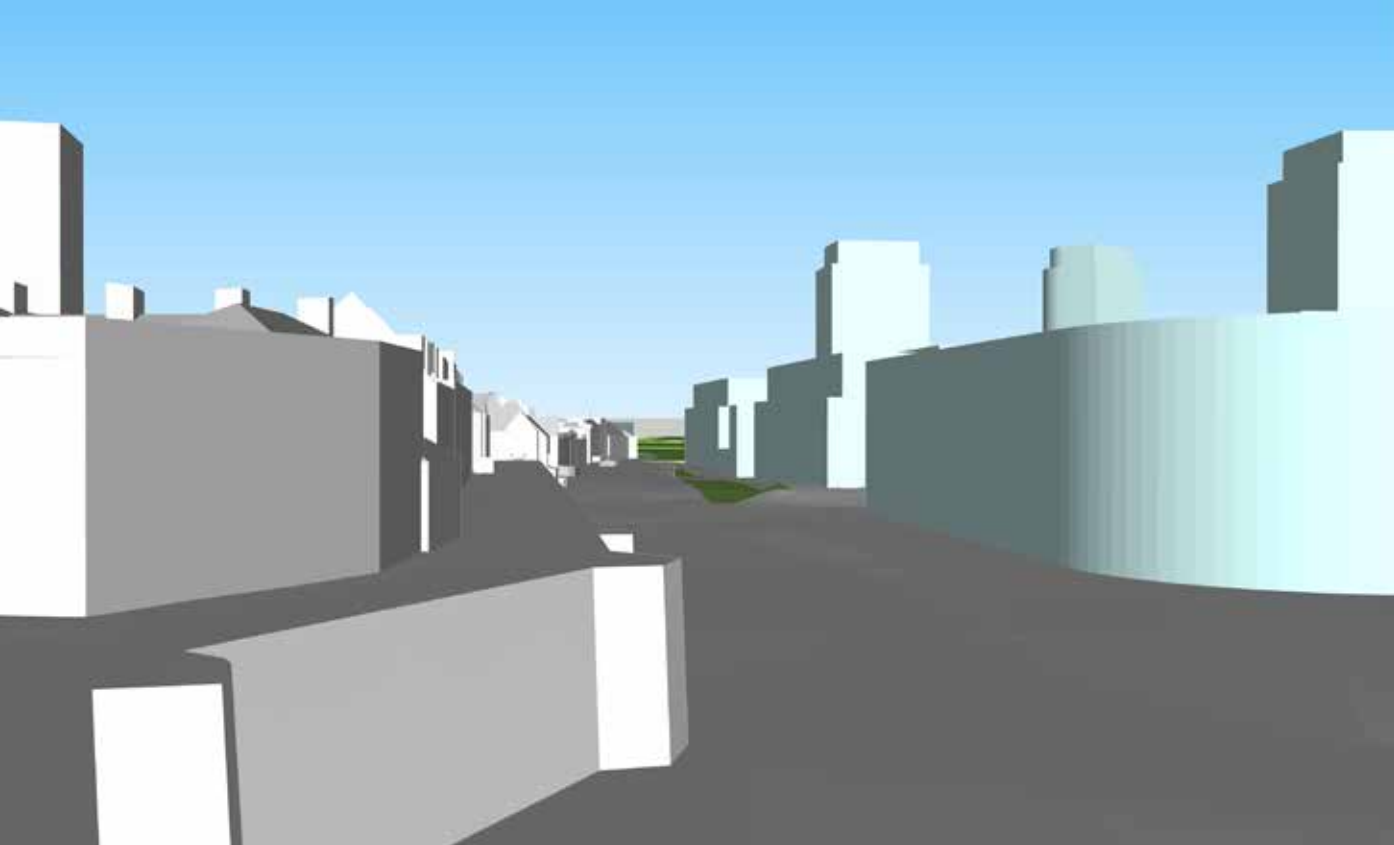
Key View - STMIC.2 (Indicative)



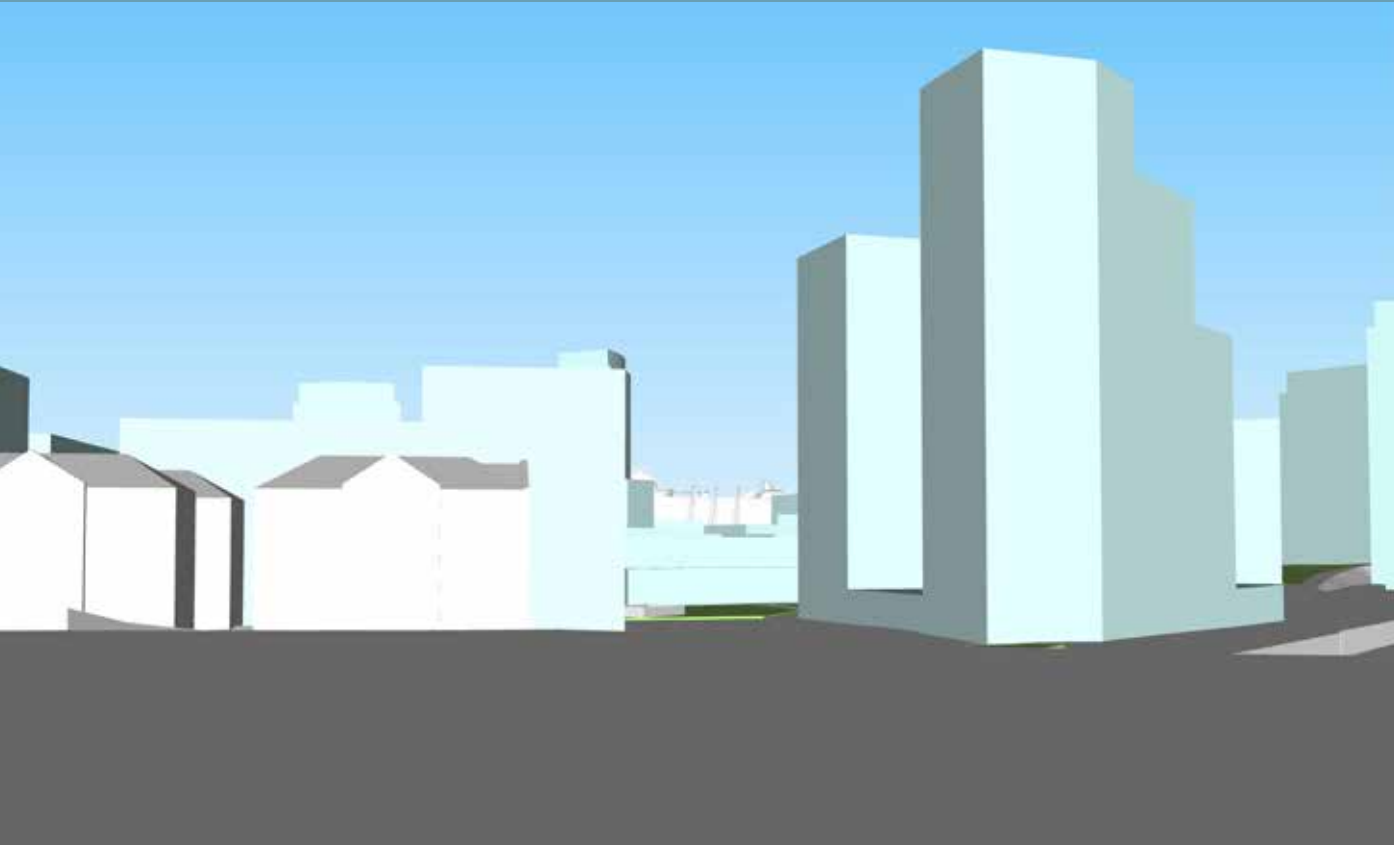


- **WF.1 - Arundel Tower to River Test:** A fixed view framed by new development within the quarter and the Town Walls. Heights of the potential leisure and recreation uses on the extended Mayflower Park are kept low to ensure clear views of the River Test are maintained and enhanced.
- **WF.2 - Town Walls to River Test:** Similar to WF.1, the view is framed by development within the quarter and the Town Walls, with sensitive massing on Mayflower Park to ensure views of the River Test.
- **WF.3 - French Street to River Test:** A kinetic view from within the Old Town to the waterfront. New development within the Red Funnel Ferry site is sculpted to be barely visible from much of the street, while public realm improvements create a clearer and improved view to the water.
- **WF.4 - Bugle Street to River Test:** This kinetic view informs the built form massing of new development within the Red Funnel Ferry site, ensuring minimal obstruction of clear views to the River Test.
- **WF.5 - Cuckoo Lane to River Test:** Panoramic views from Cuckoo Lane are retained and greatly enhanced through the expansion of Mayflower Park. The realignment and lowering of West Quay Road in this area also minimises the presence of heavy vehicular traffic within the foreground of this vista.
- **WF.6 - Havelock Road to River Test:** A fixed view from the Civic Centre, over new development of lowered massing, towards the Port of Southampton. The demolition of the Solent Mills building allows this view to shift further south than as indicated in the Southampton Tall Building Study. This has the added benefit of promoting more efficient land use through the placement of taller buildings around the railway station. The new view provides more direct views to cruise ships at the Mayflower Cruise terminal.
- **WF.9 - Royal Pier Panorama:** The extension of Mayflower Park envisages the transformation of the derelict Royal Pier to provide new and dedicated public realm for panoramic views of the River Test.
- **WF.10 - Town Quay Panorama:** The masterplan recognises the potential removal of public parking at the end of Town Quay and transformation of the area through improved public realm and the provision of small food and beverage type uses. This would create a new dedicated public area protruding deep into the River Test with magnificent 180 degree panoramas of Port activity.
- **CR.1 - Southampton Station to Cruise Ships:** Enabling fixed views of the upper profiles of larger cruise ships, when docked at the City Cruise Terminal, from the southern exit of Southampton Railway Station. Through provision of a major new public realm feature, Station Avenue, leading to Mayflower Circus and the new park to the south. While it is acknowledged that the exact position and presence of a cruise ship would be variable, massing of the development to the south of the Mayflower Circus will be lowered to enable clear and recognisable views towards this important Port activity.
- **CR.2 - Catchcold Tower to Cruise Ships:** The retention of this section of the Harbour Parade street alignment and connection to a realigned West Quay Road, preserves clear views from this important part of the Town Walls to the City Cruise Terminal. This would retain and reinforce strong visual links between the city centre and cruise ship activity, while also presenting a direct and accessible pedestrian route connecting the Terminal to the city centre.
- **CR.3 - Mayflower Park to Cruise Ships:** The provision of a new cultural/leisure facility on the water's edge of an extended Mayflower Park brings additional benefits in creating event spaces and viewing areas at the closest proximity to cruise ships. This would include a publicly accessible rooftop space with excellent views towards the City Cruise Terminals and the river along the ships' main movement route.

Key View - WF.1 (Indicative)



Key View - WF.6 (Indicative)





**Tall buildings and landmark buildings will be promoted where they best deliver sustainable urbanism, sensitively enhance the character and setting of Southampton, and promote the character and legibility of the Mayflower Quarter.**

## Context

Tall buildings and landmarks form part of existing policies and supporting studies from Southampton City Council. This includes:

- City Centre Action Plan (2015) Policy AP17<sup>1</sup>, which provides a definition of tall buildings as developments above 5 storeys, and places additional requirements on tall buildings to ensure design quality and their sensitive response to local context. The policy highlights the Station Quarter as an appropriate place for taller buildings, as well as areas for individual landmark buildings to the west of the existing West Quay Road, and around Town Quay;
- The Southampton Tall Buildings Study (2017) assesses the potential impact of tall buildings above six storeys on the city's key heritage assets and informs the CCAP.

Many of the existing buildings within the Mayflower Quarter are already over five storeys in height. Additionally the topography of the Mayflower Quarter, occupying lower ground than the surrounding city centre, helps to reduce the impact of building heights in the quarter from the historic city centre. This supports the Mayflower Quarter as an appropriate location for buildings over 5 storeys, as a vital way to help deliver medium and high-density proposals in the interest of sustainable urbanism.

In particular, the presence of Southampton's railway station within the quarter provides an opportunity to promote transit-oriented development (TOD), locating higher density and taller buildings around the railway

station where they can be best served by public transport. TOD approaches have demonstrable benefits in reducing car dependency and improving access to jobs and homes by enabling the creation of functioning mixed-used urbanism<sup>2</sup>. The close proximity and easy access to the core city centre and its associated services from the Mayflower Quarter also helps identify a number of other areas where tall buildings would be best accommodated. This includes new development areas where an intensity of activity and services are desired, in a new local centre.

Tall buildings also provide an important means to structure the masterplan by providing identity and landmarks to key spaces and uses. However, landmark quality buildings do not necessarily need to be an excessive height. Existing landmarks such as the Royal Pier Pavilion building and the Town Walls can be enhanced by improving both access and settings, while new landmark buildings along the waterfront can balance lower heights with high design quality to maintain panoramic views of the River Test.

## Aims & Objectives

- Tall buildings should be located where they best support sustainable urbanism, responding to the principles of transit oriented development and the provision of existing infrastructure;
- Tall buildings should enhance the setting and context of the city centre, respecting strategic views and nearby heritage assets (where present);
- Tall buildings and landmark buildings should be of exceptional design quality, in line with Southampton's aspirations for a positive identity for the city;
- Smaller landmark buildings should be strengthened through sensitive design of their settings, and by ensuring proposals are of exceptional design quality.

1 Ibid. p.

2 <http://tod.org/placemaking/principles.html>

Tall building precedent - Bosco Verticale, Milan



Tall building precedent - Hoxton Press Towers, London



Tall building precedent - Stockholm One, Stockholm



## Design Principles

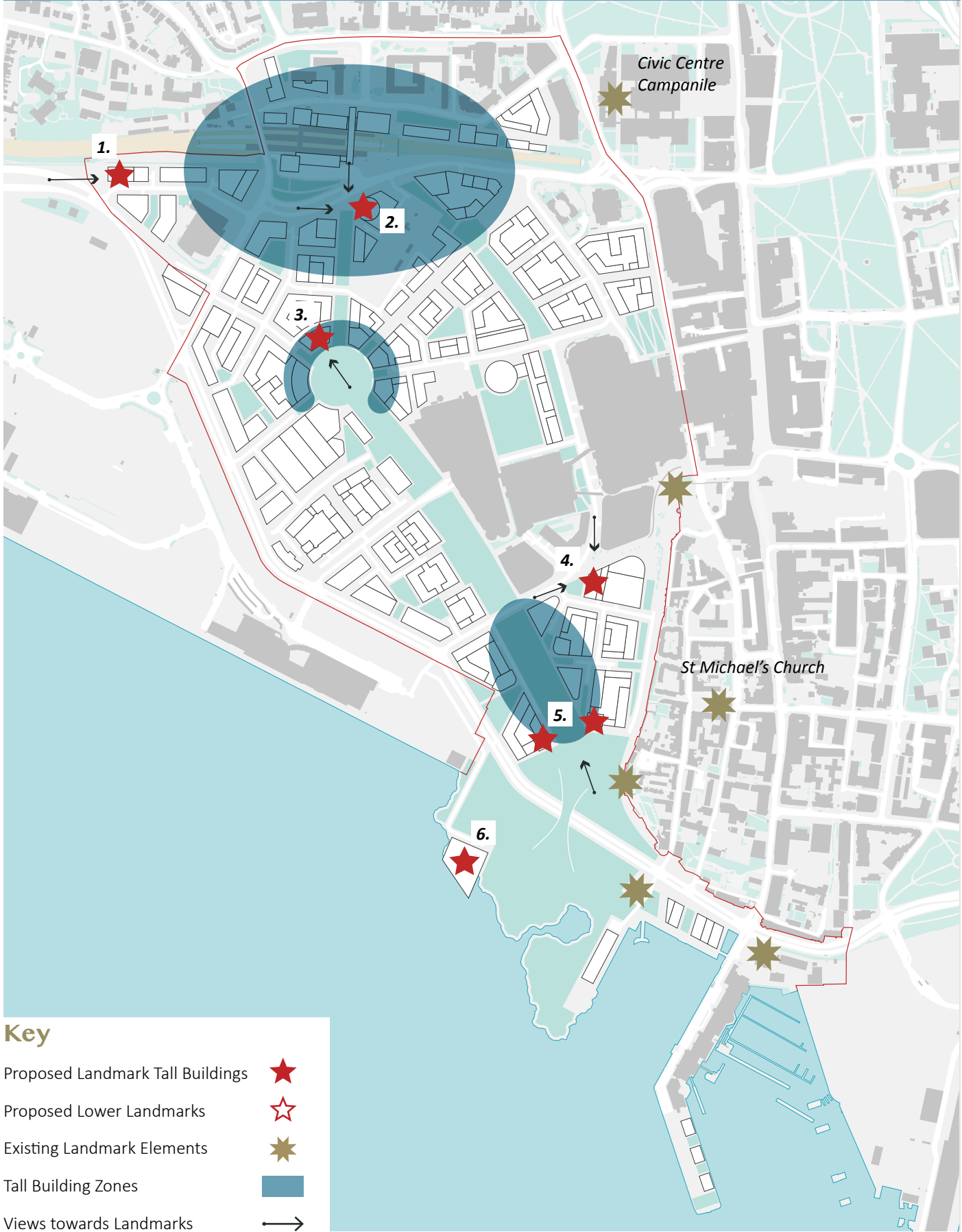
- Around the railway station is an appropriate location for a tall building cluster, with a focus on office and employment spaces. This would support delivery of a high-quality 'Central Business District' for Southampton, taking advantage of easy access to public transport, proximity to the new amenities of the developing Mayflower Quarter, as well as promoting sustainable urbanism;
- Tall buildings would be set around Mayflower Circus, the focus for a new local centre and the 'centre' of the site, from where most aspects of the quarter and the wider city can be both seen and easily accessed. Tall buildings in this location would deliver additional density to support a range of vibrant activities, would strengthen footfall and use, and would identify the importance of the Circus. The tall buildings would be balanced by lower massing to the south to retain key strategic views from the station to the cruise ships;
- The area to the South of WestQuay Shopping Centre represents a critical junction for a series of key routes and public spaces in the Mayflower Quarter. At the same time, the area is the interface with Southampton's Old Town. There are opportunities for careful and sensitive insertion of tall buildings in this area at critical junctions, with an emphasis on residential and hotel uses. This would provide key townscape functions, as well as deliver a substantial residential presence in close proximity to the existing city centre, supporting the local economy;
- Tall building locations would be promoted at critical junctions to signal key connections between the Mayflower Quarter and wider city
- The arrangement and design of tall buildings should consider their positive contribution to Southampton's skyline when viewed from the water's edge as well as, most particularly, when viewed by people arriving to the city via ferry and cruise ship - or other water mode of transport.








## Key New Landmarks

1. **Mountbatten Way - Gateway Tower:** A new gateway tall building, with a focus on office and employment uses, situated at the western end of the quarter by Mountbatten Way, creating a new arrival point for those entering the city via the A33.
2. **Station Tower - Identity Building:** New employment/office tower located opposite the southern exit of Southampton Railway Station, acting as a key landmark for the station itself, but also for movement south along Station Avenue to Mayflower Circus and the linear park. This building would also be highly visible from the west and north-west from those coming via Central Station Bridge or Mountbatten Way, acting as a strong identifier for the new Central Business District.
3. **Mayflower Circus - Identity Tower:** A major residential tower at the north-west corner of the Circus, at the head of the proposed linear park. This would provide a key townscape function in 'bookending' the Park and providing a landmark from Mayflower Park to the south-east.
4. **West Quay Hotel - Identity Tower:** The southern junction of West Quay Watermarks and Harbour Parade represents a key junction on the International Maritime Promenade, a strategic route from the station. Locating a tall building at this location acts as a 'bookmark' coming south along the International Maritime Promenade and looking north-east from the linear park. The tower provides additional density to support the uses and activity in this location, close to the existing city centre. This could include potential residential or hotel uses.
5. **Mayflower Park Gateway - Twin Identity Buildings:** The two development plots, at the junction of the expanded Mayflower Park and the linear park, represent a key transition in public realm and character. The location of identity buildings on either side of the linear park would reinforce this gateway experience towards the Mayflower Circus, as well as provide an articulated backdrop for the waterfront and enhanced Mayflower Park, as well as excellent views out for the inhabitants;
6. **Waterfront and Mayflower Park - Landmark Buildings:** All new developments along the waterfront would be of a lower height than the general 'shoulder' height adopted for the rest of the Mayflower Quarter. This is to preserve a number of strategic views from the city centre to the River Test. At the same time, these buildings would form an ensemble that includes a number of critical heritage assets including the Town Walls, Harbour Offices, and Royal Park Pavilion building. As such, new landmark buildings must be of an exceptional design quality, fit for the transformation of Southampton's waterfront into an enhanced visitor destination.

Tall Buildings & Landmark Building Locations



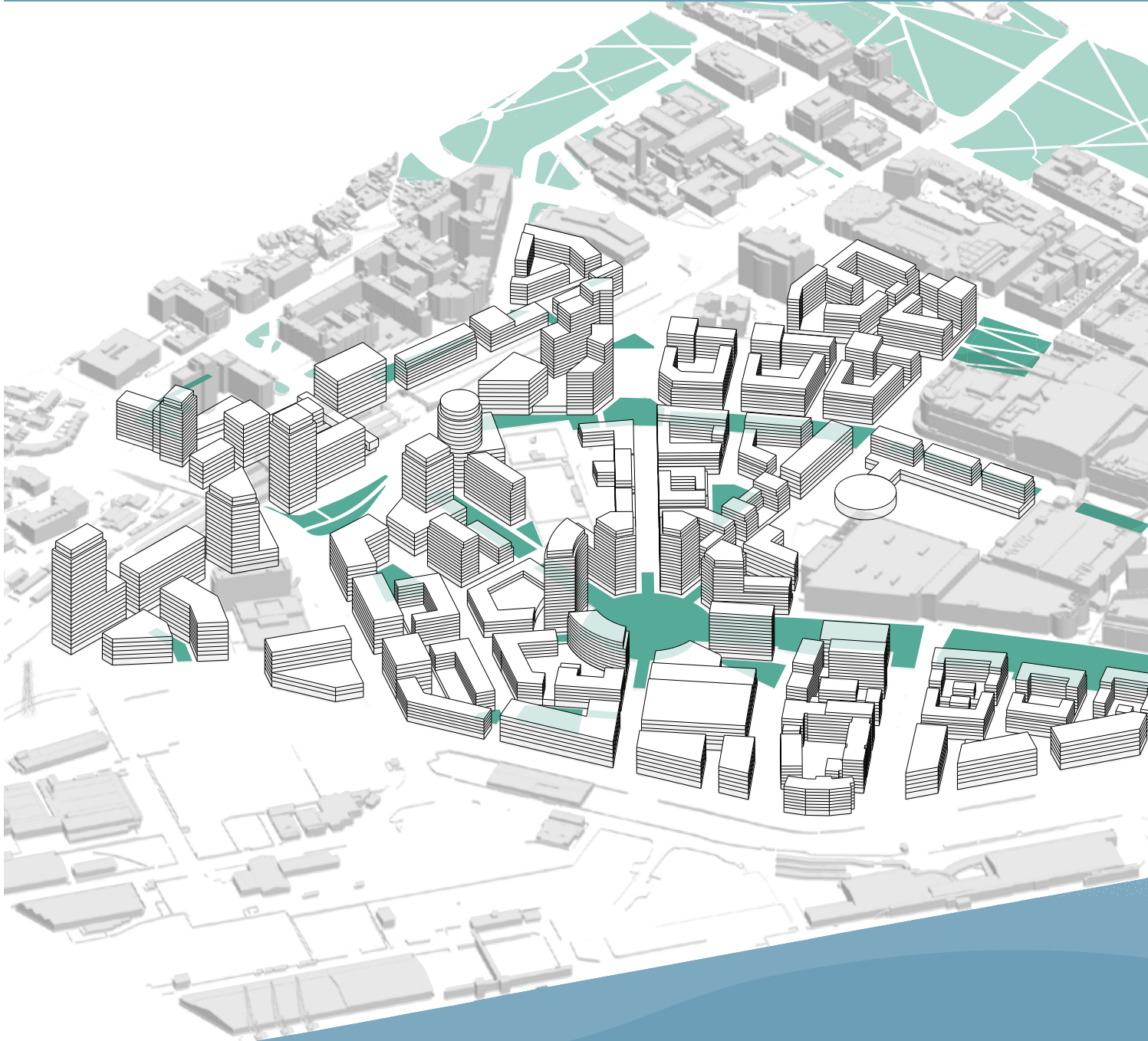
**Key**

- Proposed Landmark Tall Buildings 
- Proposed Lower Landmarks 
- Existing Landmark Elements 
- Tall Building Zones 
- Views towards Landmarks 





Indicative Massing of Mayflower Quarter









# Public Realm & Landscape

Public realm design should enhance the quality of life for people in cities, by bringing together mobility, public space and inspiring green landscape to create vibrant, healthy, prosperous and equitable communities.

“...if everything we do in our public spaces is great for an 8 year old and an 80 year old, then it will be great for all people.”

‘8 80 Cities’, Gil Penalosa, City Ambassador

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**The Mayflower Quarter is a unique opportunity to deliver a coherent network of new green and open spaces for the benefit of the whole city.**

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## Context

The delivery of a well-connected network of open spaces and public realm will be fundamental to the success and resilience of the Mayflower Quarter. In developing the public realm strategy, proposals have built on and responded to previous work and policy including:

- City Centre Action Plan (2015), policies AP12, AP13 and AP19
- Streets + Spaces framework (2015)
- Southampton Green Space Strategy (2008)
- Southampton City Council Green City Plan 2020/30

Southampton is known for its unique and important public open spaces, such as the linked Central Parks. However, the quarter itself currently lacks any usable public green spaces, other than Mayflower Park which is in need of renovation. The quarter offers exceptional opportunities for a new and expanded 'blue and green' public realm network, to better connect the city to its maritime setting and landscape, as well as promoting accessible and inclusive movement routes throughout the quarter and into the wider city. This includes opportunities to address severance created by level changes and transport infrastructure, through comfortable interventions that provide easy movement for people of all ages and abilities.

Green open spaces provide significant added value to the city along a range of criteria, from improving air quality, health and well-being, encouraging sustainable movement, and ensuring flood resilience and climate change adaptation. The focus on delivering a sustainable mixed-used quarter requires new public space that is inclusive for different users and communities, and can accommodate a range of activities.

## Aims & Objectives

- Develop a strategic approach to public open space provision in the quarter, that delivers coherent and connected spaces that range in size, distribution and character, and prevent the fragmentation associated with plot-by-plot provision;
- Ensure public realm proposals incorporate well-connected and high-quality strategic routes for walking and cycling;
- Enhance and expand Mayflower Park, improving its accessibility from the existing city centre, to promote the park as the pre-eminent waterfront space;
- Provide new public realm interventions that positively address severance between the quarter and wider city centre created by level changes and current transport infrastructure;
- Ensure new and enhanced green open spaces provide a range of amenities for different users and communities, including younger and older people, to help promote health and well-being;
- Deliver new public realm to enhance the setting of Southampton's maritime heritage assets;
- Provide a major new 'green and blue' linear park connecting the quarter, benefiting the wider city, and complementing the existing Central Parks;
- Ensure new open spaces integrate sustainable drainage, enabling flood resilience and referencing the historic landscape of the quarter;
- Ensure new open spaces are inclusive, promoting equality and diversity in the public realm

## Design Principles

- Relocating Red Funnel Ferries, and enabling land reclamation in place of the Royal Pier (to be demolished) to enable the expansion of Mayflower Park and the wider waterfront, creating a longer and more continuous publicly accessible waterfront;
- Former route of realigned West Quay Road to provide a new strategic 'Green Spine';

Network of Open Spaces (Indicative)



**Key**

- Major Green Open Spaces
- Major Civic Spaces
- Local Green Open Spaces
- Green Links
- Waterfront Route





- New civic space to the south of the railway station, delivering an enhanced and accessible transport interchange integrated into a new 'CBD area';
- Enhancing Blechynden Terrace Park with new active frontages and improved pedestrian connections north of Central Station;
- New public realm connection ('Station Avenue') running south from the station, connecting to the Linear Park and enabling views of cruise ships at the City Cruise Terminal from the station;
- Major new central open space at Mayflower Circus, creating a new local centre and orientation hub for the Mayflower Quarter, supporting a range of surrounding uses;
- Enhancing the International Maritime Promenade, providing a secondary green-blue link through the quarter, referencing the culverted Rollesbrook;
- Expanding public realm provision along the Town Walls to deliver an enhanced setting for these heritage assets, building on recent public realm provision around West Quay Shopping Centre;
- A new east-west green link from the Circus to the City Centre via the 'Portland Steps', a new public realm intervention that provides inclusive access via a green open space at the change in level along the edge of the Mayflower Quarter to Portland Terrace;
- New public open spaces to include smaller parks and public spaces distributed within each 'super-block', to ensure local 'doorstep' provision for new residential, employment and leisure uses;
- New open spaces to include amenities for the benefit of the local and wider community, including public WCs, play-spaces and opportunities for fitness and recreational amenities;
- Opportunities for new public art have been designed into schemes to help build on the maritime character of the quarter;
- New streets would be designed with extensive tree planting and opportunities for greening.

Eastside Park, Birmingham



Place de la Republique, Paris





Brooklyn Waterfront Parks, New York City



New public realm by WestQuay Watermarks, Southampton





## Context

Green spaces and well-planted public realm provide important locations for urban nature, including vegetation, habitats and tree cover. The Mayflower Quarter does feature some existing trees, however the overall lack of green open space in the area does represent a deficiency in natural habitats. At the same time, Mayflower Park represents an important connection to the River Test and can provide substantial opportunities to improve the ecological value of the river habitat. Biodiversity and the enhancement of the natural environment is already promoted by Southampton City Council, via:

- Southampton Green City Plan (2020), with commitments to introduce at least 25 new urban wild-flower meadows by 2025 in the city, and increase city tree coverage by planting at least 5000 trees on public land by 2030
- City Centre Action Plan (2015), policy AP12
- Core Strategy (2015), policy CS22

Given the proximity of both the River Test, but also the significant industrial sites of the Port of Southampton and other transport infrastructure, the redevelopment of the Mayflower Quarter offers an major opportunity to greatly enhance the ecological value of the quarter, with added benefits in terms of air quality, health of workers, visitors and residents, and resilience to climate change for the wider area.

## Aims & Objectives

- Ensure new and existing green open spaces promote biodiversity and the creation of habitats, including a range of planting types and forms;
- Improve air quality throughout the Mayflower Quarter, both through a sustainable approach to transport, and through the delivery of substantial new green infrastructure;
- Respect and enhance the ecological value of the River Test throughout the Mayflower Quarter.

## Design Principles






- Preserving existing mature trees, with public realm design structured around their retention and enhancement;
- Increasing tree coverage in all open spaces through green street design, and green open space design, focused on successfully incorporating trees;
- Specifying species (both native and non-native) which provide a range of valuable habitats in landscaping and take into account local climate and ecology;
- Providing green buffers with trees and vegetation to the Port, railway lines, lowered section of West Quay Road and at electrical substations, to provide protection for surrounding uses and public realm from potential noise and air pollution from adjacent infrastructure;
- Public realm designs to be based around biodiverse landscaping with opportunities to promote 'wild' planting;
- Incorporating swales and SuDS within green open spaces, integrating flood resilience with opportunities for biodiversity gains;
- Expanded Mayflower Park to feature a naturalised water edge, promoting a greater range of habitat creation along the River Test and providing better flood resilience;
- Requiring use of Southampton's Green Space Factor tool-kit when preparing applications for all new developments in the Mayflower Quarter;
- Promoting the use of green roofs, including extensive and intensive forms, within all new developments in the Mayflower Quarter;
- Ensuring all proposals for green infrastructure consider integration into the wider city 'green grid', and properly connect (where possible) to green infrastructure and open spaces adjacent to the masterplan area, including the existing Town Park to the south of the city centre.



Indicative Green Infrastructure



Key

- Green Buffers 
- Naturalised Water Edge 
- Green Spaces/Vegetation 
- Green Streets (new trees) 
- Retained Existing Trees 

# Amenity Provision - Design for '8 to 80 years'

## Context

The Mayflower Quarter provides substantial opportunities to deliver high-quality residential neighbourhoods and new workplaces in a highly sustainable location. However, this new city centre population must be served by an appropriate level of amenity in terms of accessible and inclusive green spaces of a variety of types and sizes.

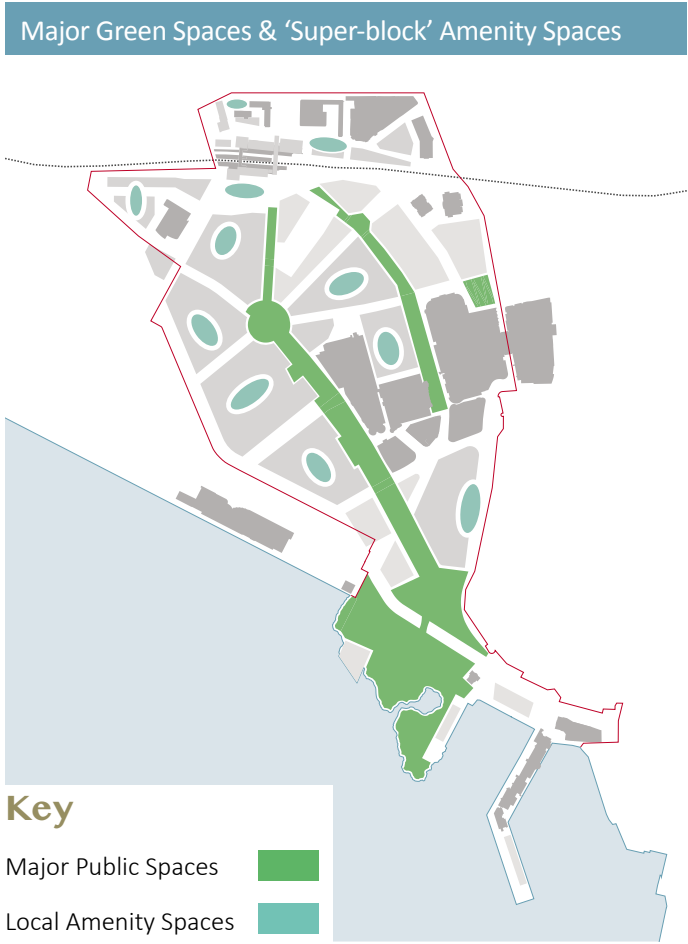
Existing standards for new public open spaces have been defined within the City Centre Action Plan, policy AP13. However, it is anticipated that provision in the Mayflower Quarter would exceed this, given its strategic opportunities.

The masterplan provides the opportunity to define a strategic approach to amenity provision, ensuring that its distribution, size and quality delivers a coherent and offer throughout the quarter.

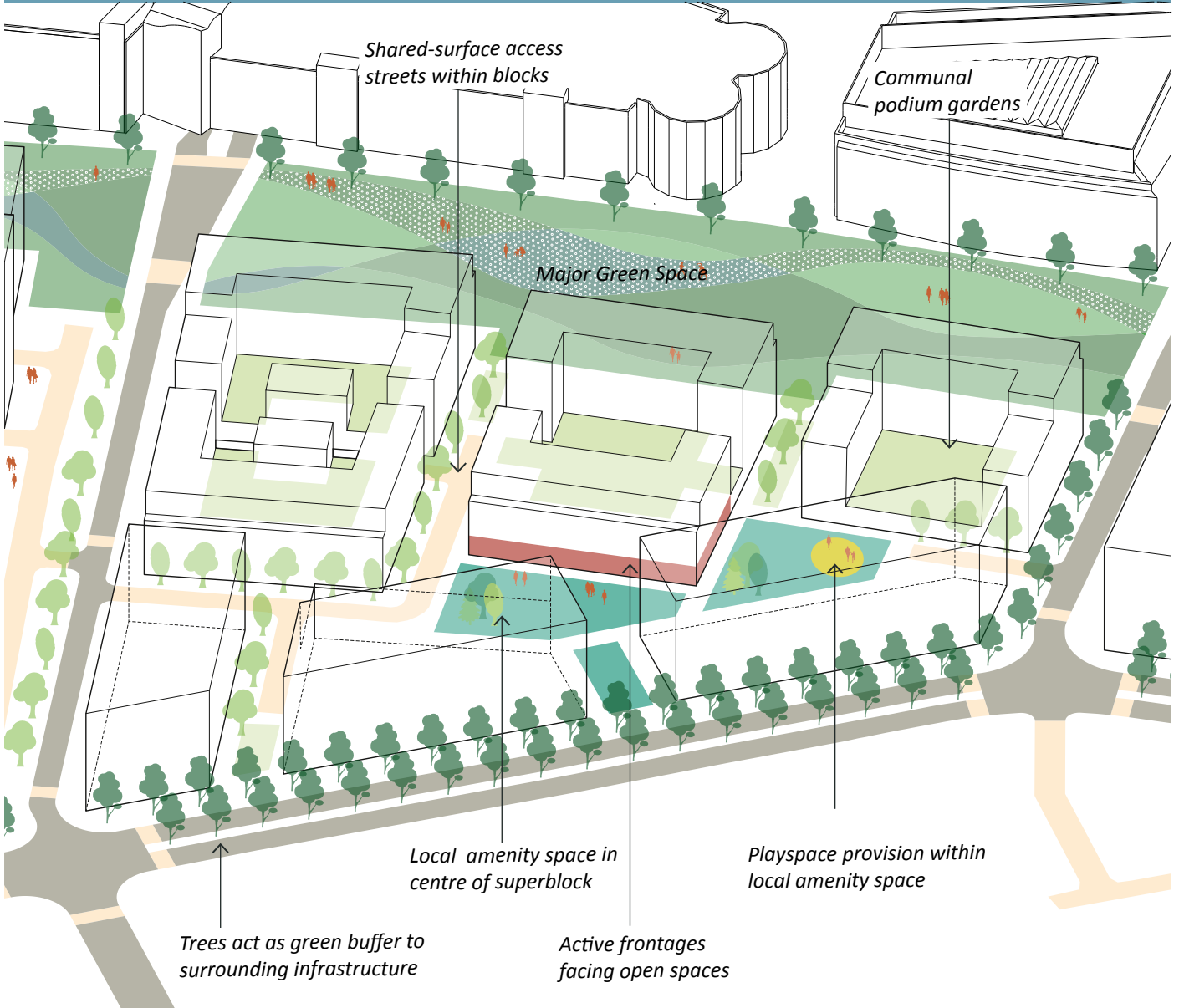
## '8's to 80s Design'

The proposed new green spaces provide the opportunity to develop inclusive places throughout the quarter which are relevant, accessible and welcoming to all. One approach to this is to design places that cater for 8 year old and 80 year old people on the basis that if designers create environments that excite and meet the needs of people who are 8 or 80, they will also create environments that meet the needs of everyone.

'8 to 80s design' include a range of design objectives that prioritise the importance of more accessible surface transit, improved cycling and pedestrian infrastructure, and more programmable park space. Fundamental to the approach is engagement and participation with communities to ensure members of different ages and abilities have a say in ensuring proposals reflect the wide range of capacities and resources among older people.



Indicative Superblock - Amenity Concept



Activities for all - Mellemrummet, Copenhagen



Communal amenity - St Andrews, Bromley by Bow





## Aims & Objectives

- To create a coherent network of amenity spaces, that range from doorstep spaces for residents, local green spaces serving a super-block's residential and employment uses, to larger strategic interventions that deliver benefits for the whole quarter as well as wider Southampton;
- Promote and prioritise health and well-being activities within the public realm;
- Promote accessible and inclusive public and green open 'places for all', that provide high-quality amenity for residents, workers and visitors to the quarter;
- Design public realm to include incidental 'playable landscapes' in all parks and public places;
- Locate generous quantities of public seating in all public spaces to encourage 'dwell time' as well as active use of space;
- Locate amenity spaces (including multi-use spaces and public WCs) in a manner that ensure they are accessible and address existing deficiencies both within the quarter, and for communities surrounding the masterplan area.

## Design Principles

- Structuring the quarter into a series of distinct 'super-blocks', connected by strategic new green spaces, including the green spine route (the circus and linear parks), Mayflower Park & Maritime Promenade;
- Each super-block to host a local green space that largely serves developments and uses within;
- Local green spaces to be centrally located within the super-block to ensure they are well-overlooked and enclosed, with potential for active frontages;
- Residential blocks to also feature communal podium gardens (and rooftop gardens where appropriate) providing green amenity for each urban block;
- Standard for the provision of accessible rooftops, balconies, and private outdoor spaces to be defined in the Design Code;
- Play-space provision to be distributed throughout local amenity spaces, with doorstep provision within communal amenity areas and local green spaces, and more significant amenities to be accommodated in the major public green spaces and Mayflower Park;
- Amenities like public WCs to be considered as part of an integrated design approach which focuses on positive initiatives for the health and well-being of all users within the community, reflecting the principles of EDI (equality, diversity and inclusion) in the overall design approach.

Activities - A'Beckett Urban Square, Melbourne



Neighbourhood Park Abyen, Aarhus



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## A continuous new green spine provides a strategic route from the Station to the Waterfront, and delivers major new green spaces for the city

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### Context

It is the ambition of the masterplan to deliver a major new green spine, providing a high-quality pedestrian connection from the station to the waterfront, delivering major new open spaces for the city. The principle of a strategic and direct public route between the station and the waterfront has been previously proposed within existing policy, including:

- City Centre Masterplan (2013)
- City Centre Action Plan (2015), notably policy AP12
- Streets + Spaces Framework (2015)

Previously, this strategic link was shown running south from the station to meet the existing route of West Quay Road, then through the centre of the larger development blocks to the south of the existing road, down towards Mayflower Park. This masterplan has re-considered this principle and proposes the long-term realignment of West Quay Road to alongside the Port of Southampton Western Dock's boundary, as well as lowering a section of the road at Mayflower Park. This removes the major distributor from the centre of the quarter and allows the route of the previous road to become a more central, desirable and deliverable location for a major new continuous green spine.

By focusing new green open space within a central and consistent intervention, there are opportunities to deliver spaces of scale that can accommodate a wider range of activities, activation and amenity to benefit the city as a whole, as well as the new Mayflower Quarter. A strategic approach to a larger green open space, rather than piecemeal open space provision provided on a development-by-development basis, also helps to instil a strong hierarchy and consistency of character throughout the emerging quarter.

### Aims & Objectives

- Deliver a major green spine that provides a strategic link connecting the Railway Station to Waterfront;
- Ensure the new green spine promotes the sustainability of the Mayflower Quarter, incorporates integrated sustainable drainage systems, spaces for nature, and the retention of existing trees;
- Integrate existing strategic cycling routes through new high-quality links connecting to regional routes;
- Provide a focus point (local centre) for the quarter, with active frontages providing key uses, including community spaces and social infrastructure;
- Connect to the wider network public realm network, with clear green links to the city centre and other adjacent key uses in the area.

### Design Principles

- Providing a new 'Station Avenue' green link from the railway station south towards the route of the realigned West Quay Road, aligned to preserve views to cruise ships at the City Cruise Terminal;
- Locating a substantial new public green open space (West Quay Linear Park) over the route of the realigned West Quay Road;
- Delivering a major new orienting open space, Mayflower Circus, at the junction of Station Avenue and West Quay Linear Park, to become the focus of a new local centre as well as providing links towards key existing city centre sites and uses;
- Extending south from Mayflower Circus to the waterfront along the spine of West Quay Park, with active frontage edges and residential facing developments that take advantage of the amenity of the park;
- The Green Spine flows seamlessly into an expanded and transformed Mayflower Park, crossing an elevated 'green bridge' across the lowered West Quay Road, opening up to the waterfront while preserving key views and creating new ones to the river.



Indicative Design for the Linear Park



## Initial Design Concept

An indicative design for the new green spine has been prepared, that aims to design a language for the Mayflower Quarter public realm that would create a flexible framework that can expand, contract, adapt and evolve with the quarter over time.

The language of the public realm was inspired by the deep history of the site. Before the land was reclaimed and the Mayflower Quarter created, the banks of the River Test were natural and organic. Water flowed from the adjacent suburbs and fields through the site in the form of branching estuaries. The proposal is inspired by these estuaries with their language of woven streams, here designed to connect to and bring nature from the River up through the linear park and into the city. Nodal points along this route are identified and given enhanced settings, including the train station, a new Mayflower Circus to become the focus of a local centre, and the old Town Walls, now adjoining the extended Park.

The route of the proposed green spine (partly existing West Quay Road) currently prioritises vehicular movement, resulting in congested roads with little consideration for pedestrians. Weaving paths along the spine route would provide green pedestrian connections from the city to the Port, knitting the industrial macro grain of Mayflower Quarter back to the micro grain of the historic city. 'Nature zones' created between these paths are activated to create spaces for humans and nature. These also include areas for activities, events, as well as a range of natural habitats such as wetlands, rain gardens and urban forests.

The proposal is formulated around a 'kit of parts' which lists the elements required to create the estuarine landscape. There are many sustainable design elements integrated throughout the scheme such as SuDS, rainwater harvesting, and biodiversity habitats. The opportunities for the public realm follow three key themes in order to provide a framework for the proposal: infrastructure, nature and people will work together in harmony to reconnect and revive the Mayflower Quarter.

The estuary as a design concept



Exploring macro and micro forms

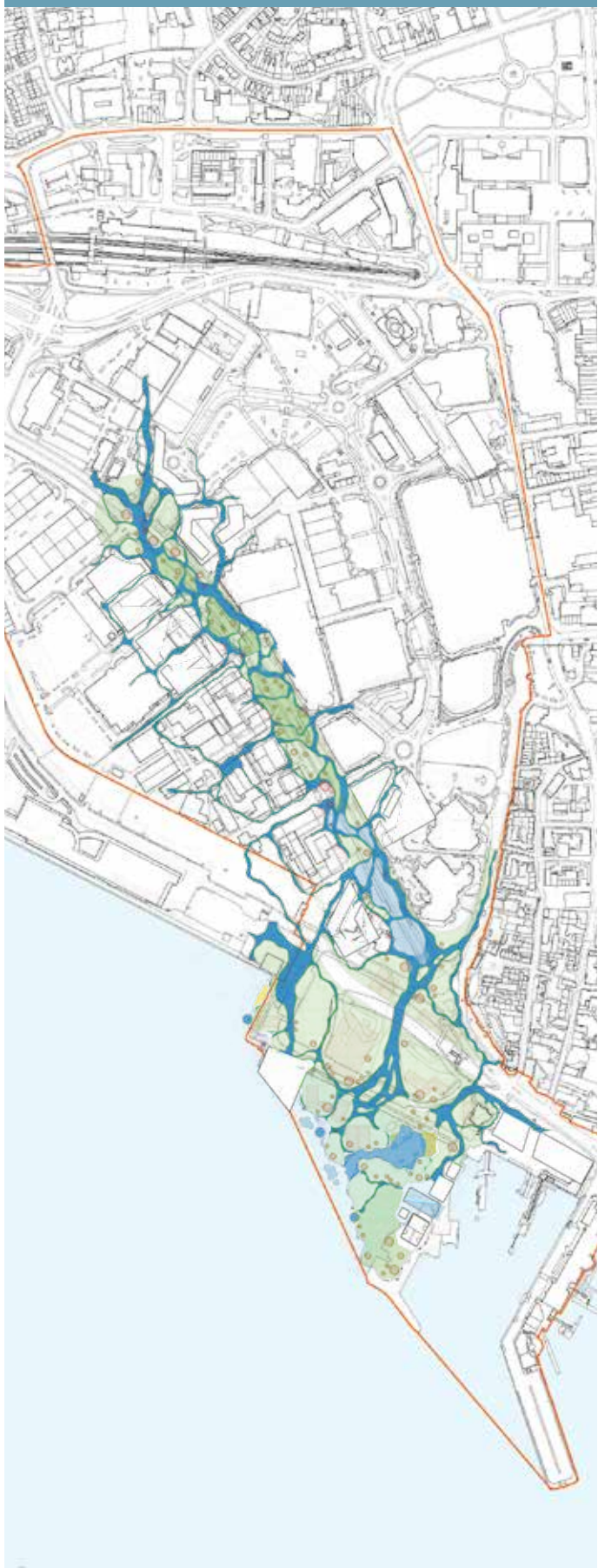




Historic Condition (1896)



Proposed Concept





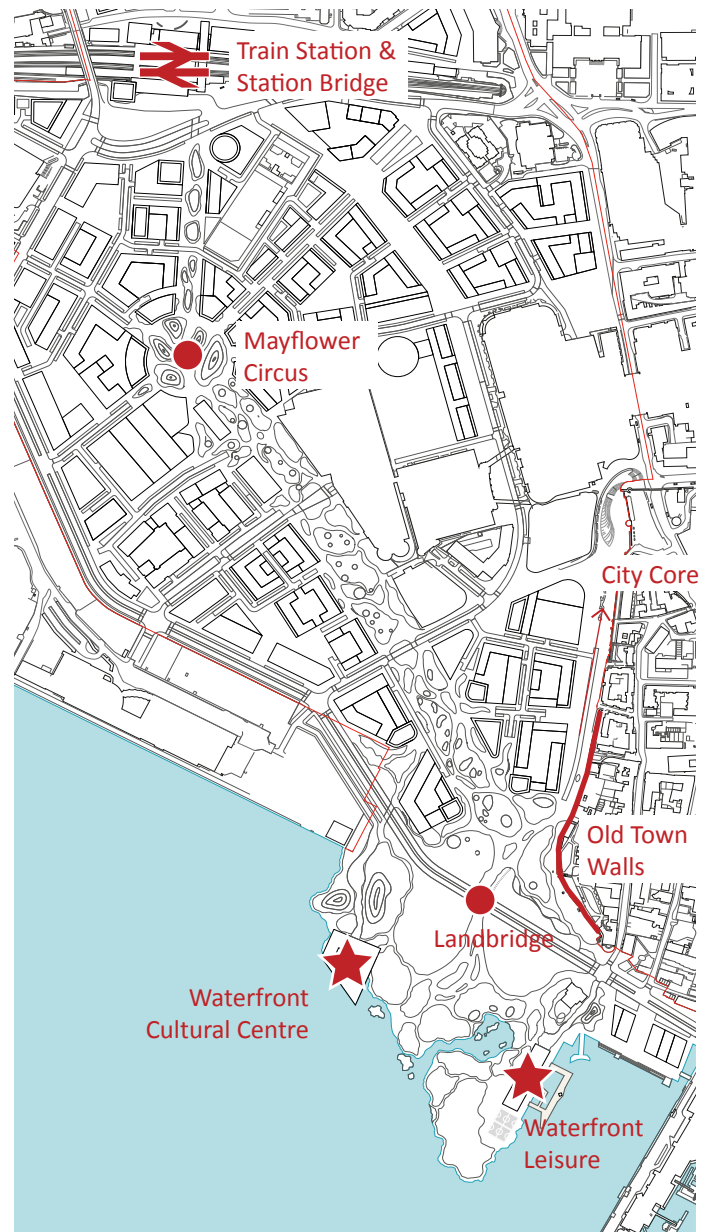
## Spatial Strategy

The spatial strategy for the green spine combines its functional rationale as a movement route with the opportunities to create new, high-quality places for communities while promoting the natural environment. This manifests in 'three layers' of definition to the green spine:

- **Movement:** Building on the language of streams and estuaries to create spaces of flow;
- **Nature:** Creating a new interface between the River and the city, bringing nature deep into the site;
- **People:** Providing new active and passive amenity spaces and the infrastructure to host a range of events and activities.

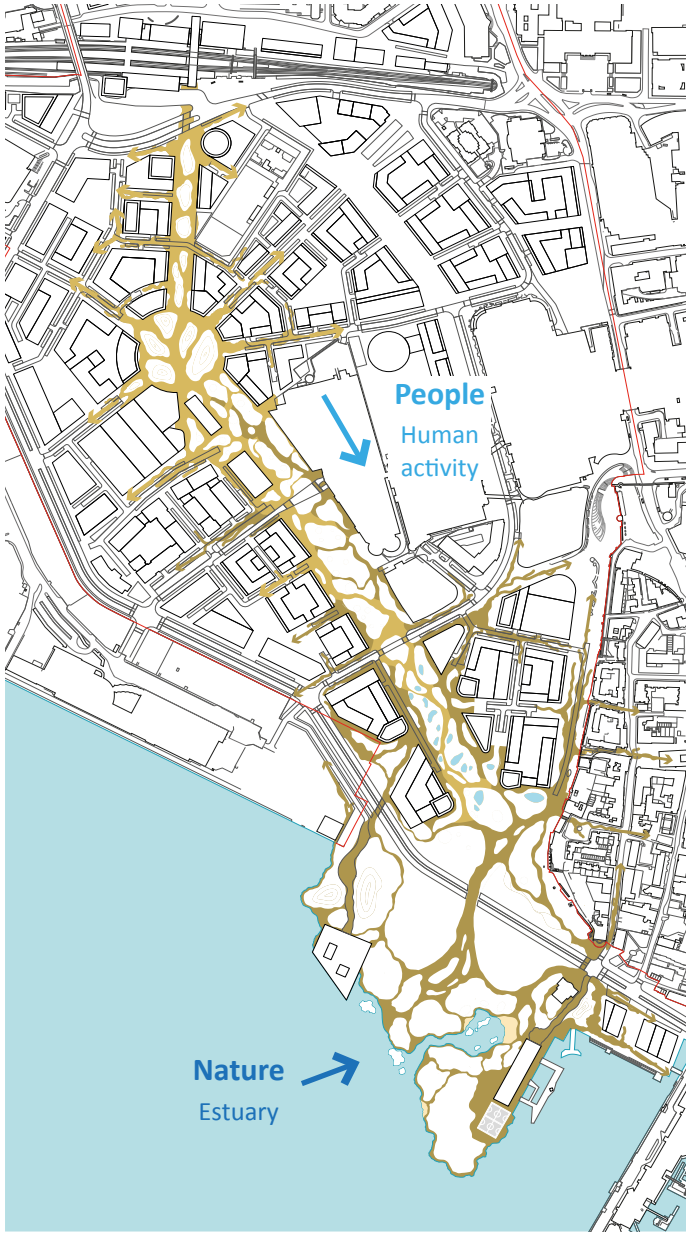
The proposed green spine creates a coherent and clear connection between the station and the waterfront, while also generating a series of distinct places. These places and nodes will have complementary but distinct characters to promote both variety and progression along the length of the green spine, and include:

- **Station Avenue:** A new direct, green connection from the south of the Railway Station. This route also frames views towards cruise ship activity located at the Port;
- **Mayflower Circus:** A major new public space that acts as a focus for the quarter and location for a new local centre. The Circus also acts as a junction between a range of new streets and connections, integrating the Mayflower Quarter to the wider city;
- **West Quay Park:** A major new linear park along the former route of West Quay Road, activated by new and existing development on either side;
- **Mayflower Park & Greenbridge:** A major expansion to Southampton's waterfront public space, extending north to meet the Town Walls, a new 'green bridge' providing direct pedestrian access over a lowered section of the realigned West Quay Road to the transformed riverside part of the Park with naturalised access to the water's edge.



### Identify

Proposed nodal points



**Connect: Humans & Nature**

Biodiverse estuary connects city & sea  
Water & people flow from city to waterfront



**Activate**

Zones for people & nature



## Movement

The estuary language is used to create a series of undulating routes. These knit together the identified nodal points, from the train station to the waterfront, linking the constituent parts of the Green Spine into a coherent intervention. The routes consist of:

- **Pedestrian paths:** Distributed throughout the green spine, these paths vary in width to develop a hierarchy of legible movement routes. Wider routes link major uses and providing spill-out spaces for active frontage uses on either side of the spine. Smaller paths acts like meandering recreational walks, through the landscape and connecting to some of the smaller amenity spaces within the green spine;
- **Cycle-pedestrian path:** The green spine integrates with Southampton strategic cycle network and provides cycle connectivity through the site. Cycling infrastructure would respect the landscape and amenity context of the green spine, and provide both dedicated cycling lanes, as well as wider pedestrian paths designed to be suitable for safe and inclusive cycle/pedestrian movement;
- **Vehicular routes:** Vehicular routes which cross the green spine would be subject to pedestrian priority traffic calming measures and high-quality public realm finishes to promote the pedestrian continuity of the green spine. Access routes serving uses within the green spine will reflect the estuary language of the wider public realm;
- **Brooks & rivulets:** An additional layer of blue infrastructure reinstates the presence of water throughout the green spine, with sustainable urban drainage systems (SuDS) following the lines of the paths. These natural flood defences absorb and filter the water as it flows from the city streets down and eventually out into the River Test.

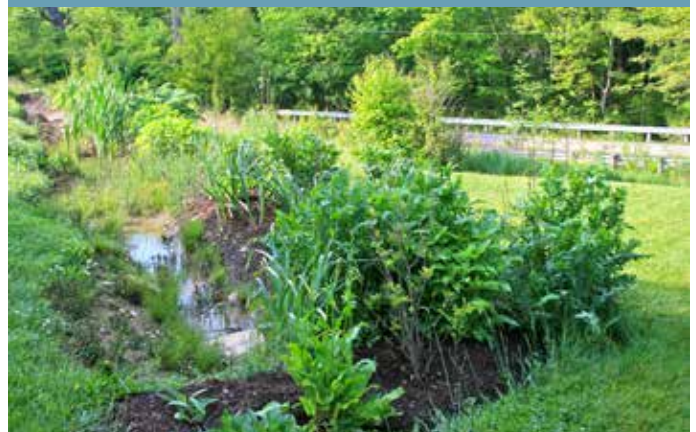
Pedestrian paths precedent - Holland Park Villas



Shared Surface precedent - Maple Tree Business City

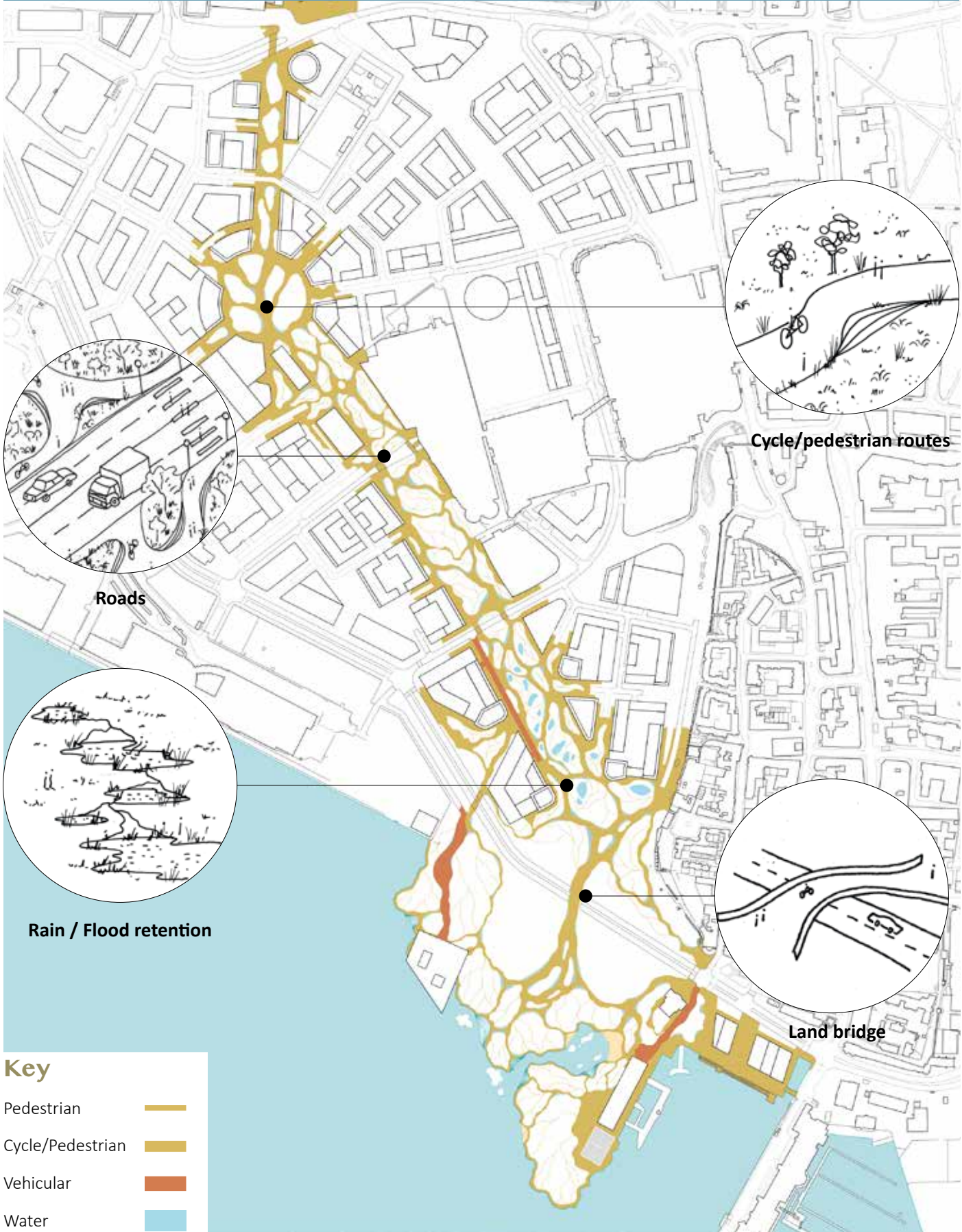


Water routes precedent - Swales





The Green Spine illustrative design - Movement



## Nature

Nature is categorised into two thematic approaches to maximise biodiversity: **greenscape** and **waterscape**. The variety in habitats and planting creates a multi-sensory experience as visitors make their way from station to waterfront, encouraging different ecological conditions that represent the transformational story of estuary.

### Green landscapes

- Flowing from the station, green mounds along Station Avenue and within Mayflower Circus provide views over the linear park to the green bridge and estuary beyond, as well as to Port activities to the south;
- Existing trees are retained and incorporated, with substantial new tree planting, to create forested coves that provide shade and enclosure in pockets along West Quay Park;
- Open green spaces interspersed throughout the green spine offer visitors respite with generous seating, and become open domains for a variety of leisure activities.

### Water landscapes

- Sustainable Urban Drainage systems run throughout the green spine, designed in a manner to promote added value as biodiverse habitats;
- Tidal islands are located around the land's edge and adapt to the rise and fall of the tide, creating a dynamic landscape;
- Tidal steps and a new naturalised edge, including a beach in a new sheltered inlet, to Mayflower Park provide inclusive direct access to water. The steps are revealed and concealed throughout the day with the changing tide;
- An existing beach area adjacent to the Royal Pier inspires the idea to maintain and adapt parts of the landscape to create sheltered sandy coves within the waterfront.

Forested cove precedent - Television Centre, London



Tidal steps precedent - Wynard Quarter, Auckland



Green open spaces precedent - Wild kingdom playspace





The Green Spine illustrative design - Nature





## People

The scheme considers the activities existing on site, and re-imagines the spaces and places to create enjoyable experiences for visitors and locals. In terms of active recreation, open spaces and sports courts are re-provided and expanded to overlook the waterfront as well as within a new leisure and recreation centre on the extended Park.

New 'social rooms' are provided throughout the green spine. These provide the setting for a range of varying activities, providing street furniture and amenities to enable interaction and recreation. This includes potential staging of smaller events and activities by the local community. These social rooms would integrate with spill-out from adjacent active frontages provided along the length of the green spine. Additional facilities, such as public WCs, would also be incorporated within the park to ensure it is an inclusive and accessible green space for the whole of Southampton and its diverse communities.

The heritage of the Mayflower Quarter is respected and celebrated, with a new setting for the waterfront and the Old Town Walls. Heritage within the site, including the Harbour Offices and Royal Pier Pavilion, are retained and enhanced into small landmarks as part of the public realm design. Additionally, new landmark cultural and recreation buildings are proposed at the waterfront, with opportunities for outdoor leisure, and high-quality architecture to create a new destination for Southampton.

The detailed design of Mayflower Park itself would also ensure that larger events such as the Southampton Boat Show can continue to be successfully held on site, while enabling an improved arrangement that allows a stronger degree of public access around these events.

Public Realm precedent - Wave Decks, Toronto



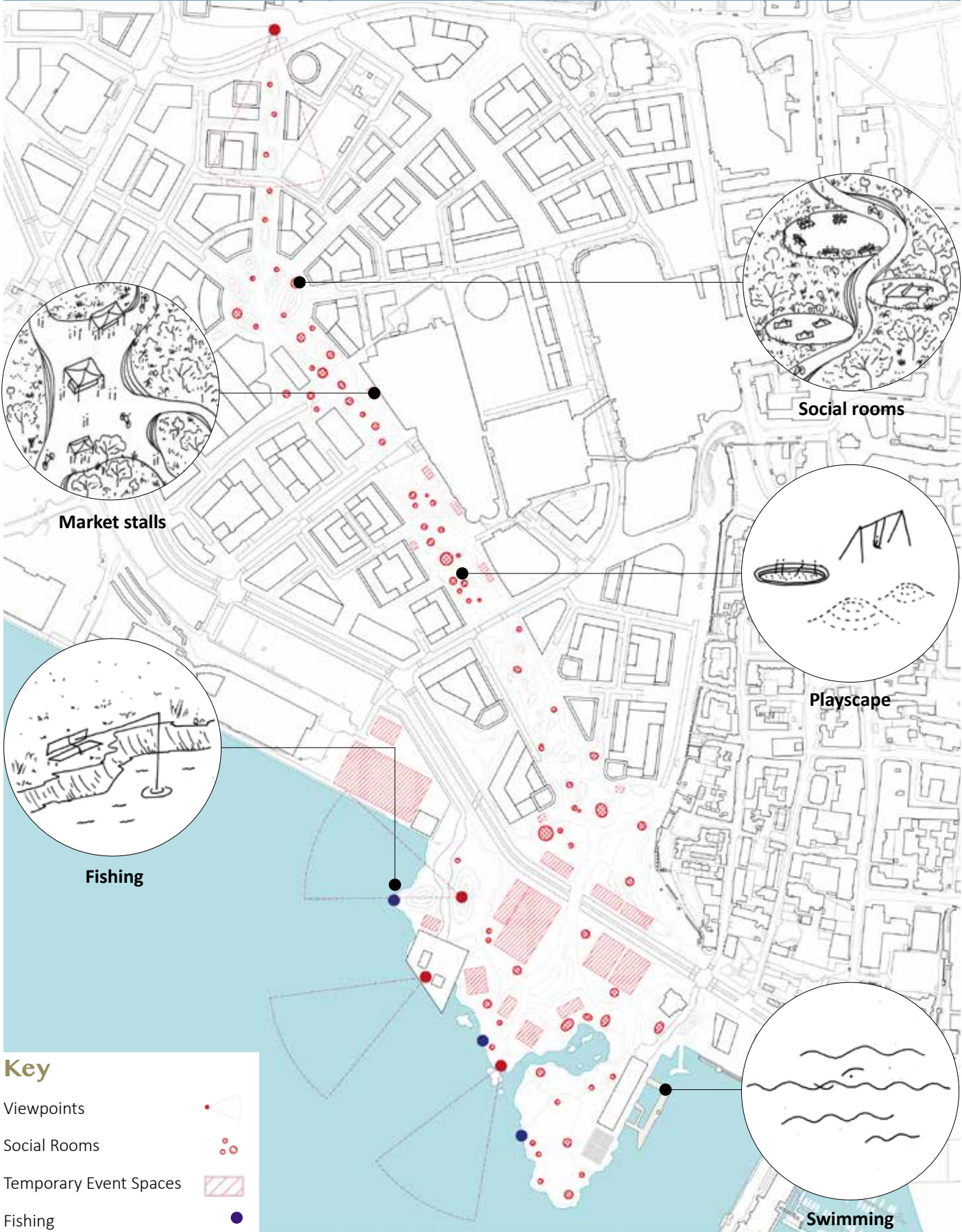
Recreation precedent - La Plage, Paris







Social rooms precedent - Television Centre, London



The Green Spine illustrative design - People



**Key**

- Viewpoints 
- Social Rooms 
- Temporary Event Spaces 
- Fishing 





## Station Avenue

The Station Avenue link represents the initial stretch of the green spine from the railway station. This element of public realm would function as a 'gateway' to both the Mayflower Quarter and Southampton as a whole for visitors arriving by train. The Avenue is aligned with a potential new station bridge (over the existing exit of the railway station) and hence forms part of a longer route stretching north, that addresses connectivity over the railway line itself.

A key component of Station Avenue is the framing of views south towards docked cruise ships by the City Cruise Terminal. This view is enabled through sensitive massing of development to the south of the existing West Quay Road. While the presence of docked cruise ships would be a transient phenomenon, this very dynamism reinforces an important symbolic connection between the Port of Southampton and the wider masterplan area.

Development along Station Avenue would form the focus of a tall-building cluster, reinforcing the principles of transit-oriented development around the station. In this area these buildings would be largely office use and would also feature active ground floor frontage along the route of Station Avenue.

The public realm design of Station Avenue follows the wider language of the green spine, with flowing routes and green spaces. Several mounds along the Station Avenue provide for viewing spaces towards the railway station, and to the cruise ships by the City Cruise Terminal.





View looking south down Station Avenue, with cruise ships visible in the distance



Precedent - Promenade of Light, London



Precedent - Undulating Gardens, Taiwan





## Mayflower Circus

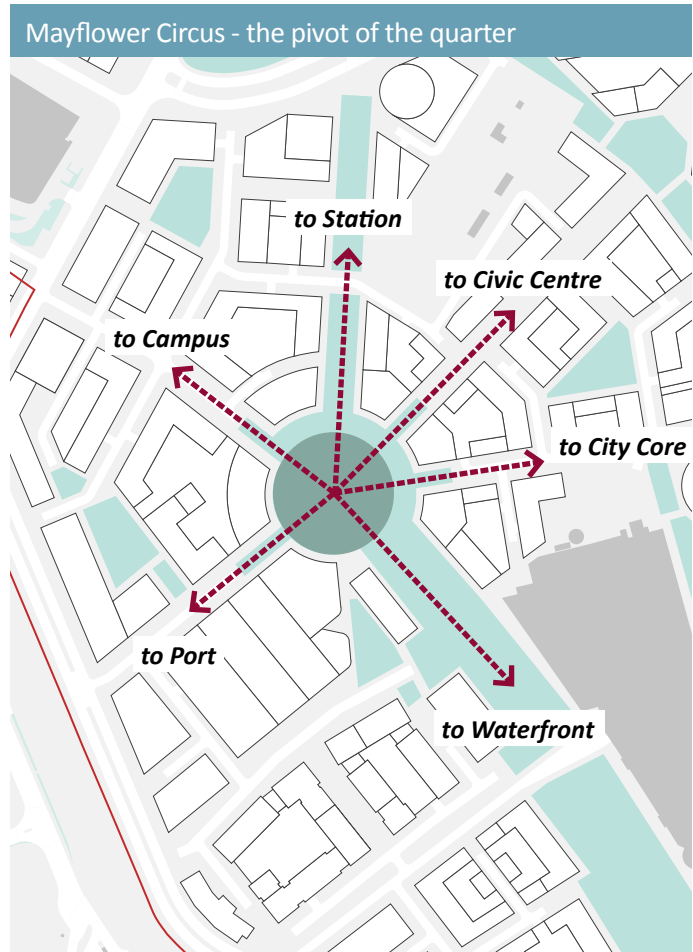
Mayflower Circus is a critical public space within the Mayflower Quarter. It's location, at the intersection of several key routes, plays a pivotal role in integrating the quarter with the wider city, including through connective routes and enabling strategic views.

Given the highly accessible nature of the Circus, it is the preferred location for a new local centre within the quarter, enabled through a range of active frontage uses around the Circus itself. This would help activate this key area of public realm, creating a vibrant and exciting central area for visitors, residents and workers in the quarter.

Given the importance of this space, and its role as a local centre, the plots around the Mayflower Circus would also be an appropriate location for a tall building cluster, impacting on the intended size of the Mayflower Circus, which should expand out from the standard width of the green spine on either side (the Station Avenue and West Quay Park) to best emphasis its role in the hierarchy of spaces.

The Circus also plays an important role in enabling both strategic views and incidental views. As well as accommodating views from the Railway Station to cruise ships by the City Cruise Terminal, looking out from the Circus provides views to the Civic Centre Campanile, to the core of the city centre, to wider port activity, and south towards the waterfront and Mayflower Park.

The public realm design of the Circus seeks to combine the estuary language in a manner that promotes flows of people along the green spine, while creating a new focus for dwelling and activity. Space is provided around the edge of the Circus to best enable active frontages and spill-out, while mounded areas create a rich, new and playful landscape of inhabitation, accentuating the views from within the Circus.





Mayflower Circus - Illustrative Design



Precedent - Woolwich Squares, London



Precedent - Central Park, Sydney





West Quay Park - Illustrative Design

### West Quay Park

West Quay Park is the third and main section of the green spine, following Station Avenue and Mayflower Circus on the route towards the waterfront and Mayflower Park. This section of the spine follows the route of the current West Quay Road (which in this masterplan is realigned along the Port of Southampton boundary), widened to approximately 60m between buildings. This enables much of the park to be delivered on existing highways land, easing viability and delivery, and ensuring a more consistent and high-quality space.

West Quay Park continues the journey from Mayflower Circus towards the water's edge, punctuated by framed views in the distance to the Town Walls, the Royal Pier Pavilion, and sensitive new development at Town Quay.







Existing trees currently along West Quay Road are retained where possible, and expanded to create forested coves that run through the centre of the Park. These punctuate and frame a series of meandering pedestrian routes, that provide recreational walks as well as connecting existing and new uses on either side of the Park. New spaces for events, social gatherings in outdoor 'rooms', and playspaces are also threaded throughout the park, providing amenity to visitors and nearby residential blocks.

A distinct cycle route runs along the south side of the Park, set back from a significant pedestrian-only edge to new development that becomes the focus for active frontages and spill-out uses - providing opportunities for markets, cafes, seating, etc. Limited vehicular access routes cross the Park (for example, providing access into IKEA) with priority given to pedestrians.

The undulating landscape consists of mounds, steps, swales and planted clusters, that together create a diverse landscape full of different habitats and types of spaces - reconnecting people to nature in the heart of the city, while ensuring that all pathways are accessible to all and provide diverse opportunities for enjoyment.














Key

-  Open green
-  Swale
-  Green screening
-  Forested cove
-  Existing trees
-  Terraced seating / steps





-  Event spaces
-  Amenities
-  Vehicle
-  Pedestrian 4.0m
-  Playscape
-  Sports-scape
-  Shared cycle/pedestrian
-  Pedestrian 2.5m
-  Social rooms
-  Shared surfaces
-  Pedestrian 1.5m





Visualisation of proposed Linear Park looking south









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## Reinforcing Southampton's waterfront as expanded and enhanced public realm, providing a new destination and gateway for the city.

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### Context

Despite being a maritime city, Southampton's connection to its waterfront is relatively poor. Current waterfront spaces within the city centre are dominated by the Port of Southampton's operational uses, providing few and disconnected waterside public open spaces for amenity and enjoyment. Where spaces are publicly accessible, they vary in quality and provision of amenity. Similarly, the current alignment and design of West Quay Road further severs the public facing elements of the waterfront from the wider city. This major distributor road also detracts from the setting of several important maritime heritage assets, including the Old Town Walls, Harbour Offices and Royal Pier Pavilion.

Mayflower Park, Southampton's largest waterfront green space, provides fantastic views to cruise activity and out to the River Test. However, it suffers from limited pedestrian connectivity to the city and poor quality pedestrian realm within and around the Park area. The Park is also constrained by its commitment to hosting the annual Southampton Boat Show, necessitating a large exposed and level area to enable the erection of large marquees.

The Royal Pier is entirely dilapidated, and while it has historical meaning, it is also accepted that demolition and sensitive regeneration of the site would help cultivate a new and impressive waterfront destination for Southampton, providing a fitting maritime gateway to the city.

Opportunities for a similarly sensitive expansion of Mayflower Park should focus on providing for the community year round, while continuing to enable the staging of large scale temporary events such as the Boat Show in a manner that is less exclusionary to public access.

### Aims & Objectives

- Expand the quantity and quality of a continuous and accessible waterfront in the city centre;
- Enhance Mayflower Park to become the pre-eminent gateway green open space of the city;
- Integrate new waterfront public realm into a green chain of existing spaces including Mayflower Park, Town Quay Park and on toward Queen's Park;
- Create direct and comfortable pedestrian connections to the waterfront from the city centre;
- Provide a high-quality pedestrian focused waterfront, with new leisure and recreation activities that are inclusive to all communities in Southampton;
- Improve the setting of heritage assets (Royal Pier pavilion, Town Walls, Harbour Offices, etc.) while diminishing the dominance of cars;
- Balance the need for Mayflower Park to stage large-scale temporary events such as the Southampton Boat Show, with the need to create a publicly accessible space for the community all year round.








### Design Principles

- Expanding Mayflower Park into the River Test with more direct access to the water;
- Realigning and lowering part of West Quay Road to improve the setting of the old Town Walls and other adjacent heritage assets;
- Providing a new 'green bridge' over the lowered section of West Quay Road to improve pedestrian connections to the waterfront;
- Relocating Red Funnel ferries and deliver a new public quayside space, providing connections from the western edge of Mayflower Park, all the way to the end of Town Quay;
- Providing new leisure, recreation and cultural uses along the waterfront framing views of the river;
- Removal of parking at the end of Town Quay, transforming this space into an excellent location for experiencing the River Test.

Proposed Expanded Waterfront Provision for Southampton City Centre



**Key**

- Existing Waterfront Route 
- Public Realm 
- Green Open Space 
- Old Town 
- Port/Industrial Land 
- New Attractions 
- Cruise Ship locations 





## Mayflower Park

Mayflower Park will be transformed and expanded to provide a variety of natural recreational spaces, with a sheltered swimming lagoon, open green spaces, sandy coves, tidal steps, fishing points, and shaded coastal woodland walks.

Land reclamation, outside the bounds of ship movement channels, and taking the extent of the derelict Royal Pier, will extend Mayflower Park deeper into the River Test. As well as increasing the overall size of the park, it enables a new and more proactive engagement with water. This includes naturalising much of the water’s edge, and creating an inlet within the park to increase the waterfront length, while enabling a more dynamic tidal landscape that shifts and changes in a pronounced way.

The use of naturalisation and raised landforming within the park, forms part of the proposed flood defences for the city, creating an invisible defence that provides value as a playful and diverse public realm, enabling better views out to the River Test and to cruise activity. Tidal pools and wetland ‘sponge’ gardens are planted with absorptive and filtering plants to provide further protection from storm surges and surface flooding.

Mayflower Park becomes the home to new attractions, including a landmark cultural building, with a publicly accessible roof, providing panoramic and close views to cruise ships, and a new recreation facility to provide expanded sports and leisure activities. This could include an outdoor lido or similar space for public swimming.

The Park provides integrated connections to the city centre and wider Green Spine, through a dedicated green bridge (across the lowered West Quay Road) and accessible pedestrian links to Town Quay and the Port of Southampton. This includes an improved setting to the old Town Walls, with further opportunities to integrate movement towards Town Quay Park to the north-east.

Precedent - Zaryadye Park, Moscow



Precedent - Brooklyn Bridge Park, New York City



Precedent - Di Shui Lake Park, Shanghai



Mayflower Park - Illustrative Design





## The Boat Show & other Events

The Southampton International Boat Show is an important global event for the maritime industry, and is held annually on Mayflower Park. It includes a significant 'on-water' section enabled by a series of temporary pontoons that extend from the Mayflower Park into the River Test. While the Boat Show brings significant attention to Southampton, it reduces public access to this important public open space during both the two weeks of operation, and the significant set-up and take-down.

A key objective of the updated Mayflower Park design is to reduce the impact of the Boat Show on the public amenity of Mayflower Park in terms of its overall level of occupation. This is partly done by retaining parts of the Park for permanent public access, such as the eastern 'peninsula' over the former site of the Royal Pier, including the new leisure and recreation provision within this area.

There are further opportunities to consider the Boat Show more strategically within the wider Green Spine, by relocating some of the Boat Show marquees and services to the north of West Quay Road and along the linear park. This ensures that the Boat Show is both experienced more actively throughout the quarter and that Mayflower Park can still be used by the public during the two month period of building up to and holding the Boat Show.

The detailed design of the Mayflower Park could incorporate appropriate event infrastructure into the landscaping. This would enable the Park to be able to host a wider range of waterfront events throughout the year, bringing added value to Southampton.

Southampton Boat Show



Seaside in the Square, Southampton





Mayflower Park & Town Quay - Illustrative Design

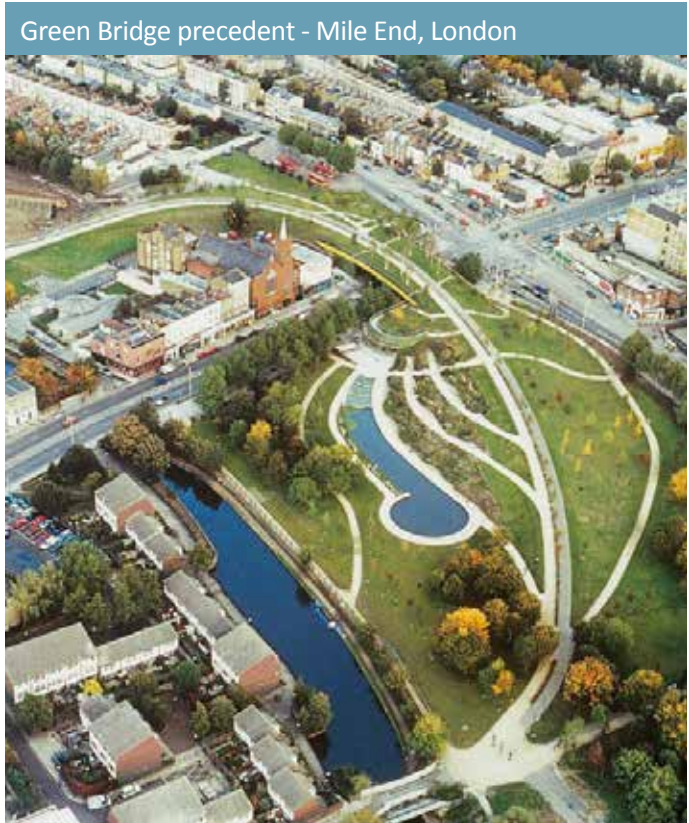




## Green Bridge

Streams of green rise over the lowered section of West Quay Road to create a green bridge which connects the Green Spine to Mayflower Park and the river's edge. This bridge acts as a gateway to the waterfront and provides a vantage point for panoramic views of the Old Town, Mayflower Park and out to the Port. The orientation of the bridge also branches out, estuary-like, to welcome visitors coming from additional routes from the train station and city centre. The bridge also acts as an eco-corridor for wildlife, providing a safe crossing from the city to the waterfront.

Lowering a section of West Quay Road and providing this green bridge (which will rise about 2.5m above the existing ground level), both helps address pedestrian access to the waterfront, and addresses the present poor quality setting of the Town Walls. These walls originally used to define the water's edge of Southampton, then an attractive promenade was built below them - now a major vehicle route - and this masterplan returns the setting to a promenade, with the sea further away, but accessible.

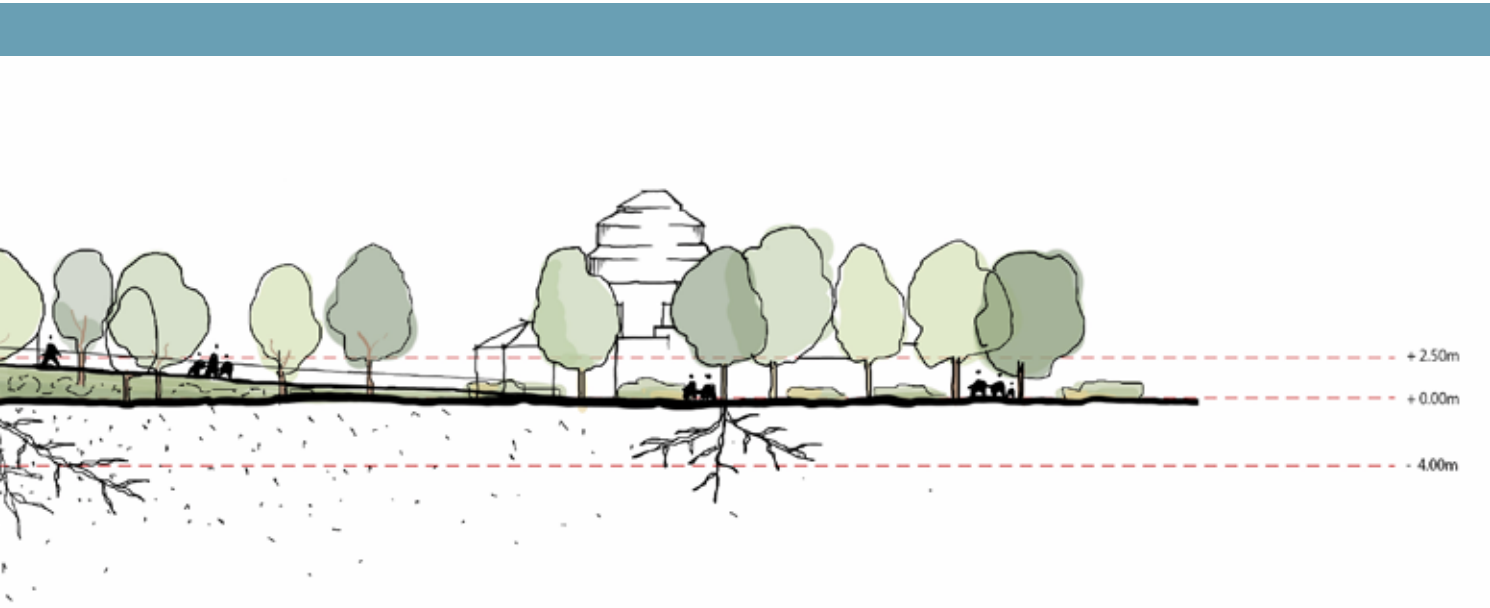


Green Bridge precedent - Mile End, London

Indicative Section of Green Bridge running over a lowered section of West Quay Road



Indicative view from Green Bridge looking south towards the River Test





Waterfront - Twilight View







## Context

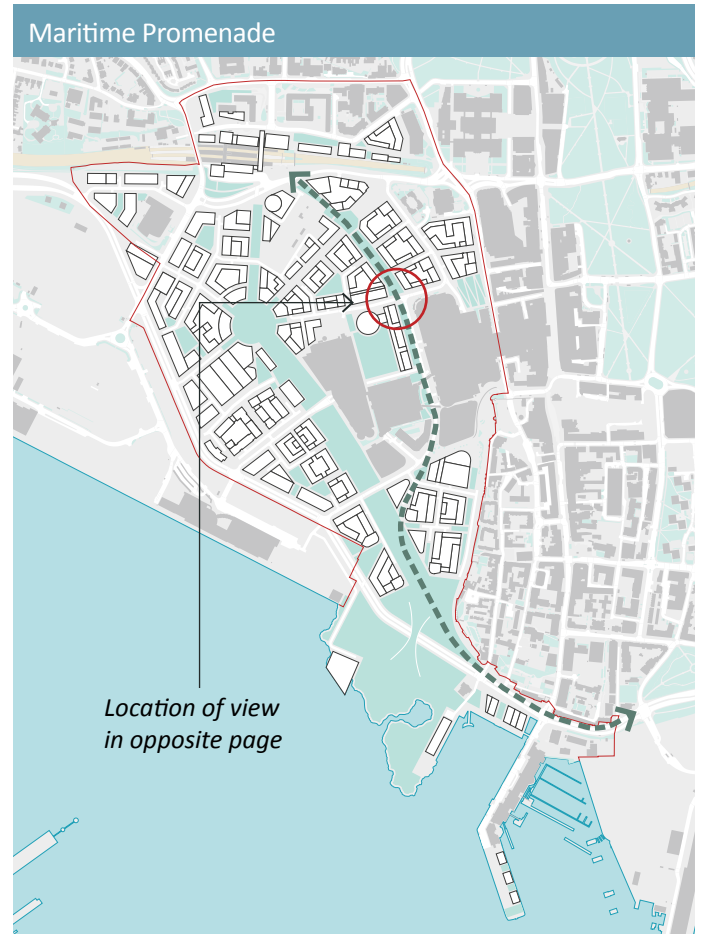
The Maritime Promenade represents a second strategic link throughout the Mayflower Quarter, connecting the railway station to the waterfront, and onwards east towards Ocean Village. This route is identified within Policy AP19 of the City Centre Action Plan, as the strategic link ‘international maritime promenade’<sup>1</sup> that links Central Station, via the WestQuay shopping area, Harbour Parade, Town Walls, the waterfront at Royal Pier / Mayflower Park, via Town Quay Road, Platform Road and Canute Road to the waterfront at Ocean Village / Chapel Riverside and the Itchen Riverside.

The current route varies in quality, from dedicated pedestrian paths, to pavements along busier roads, as well as poorly identified paths through existing car parking. The route itself also suffers from a lack of activation or enclosure, with little engaging built form adjacent to the route and, where present, failing to offer amenable active frontage through the Mayflower Quarter.

There are significant opportunities for the masterplan to best realise the potential of the Maritime Promenade, through the creation of new, legible built form enclosing the route, improvements to the frontage of existing buildings, and a strategic approach to the delivery of a consistent public realm along this strategic link.

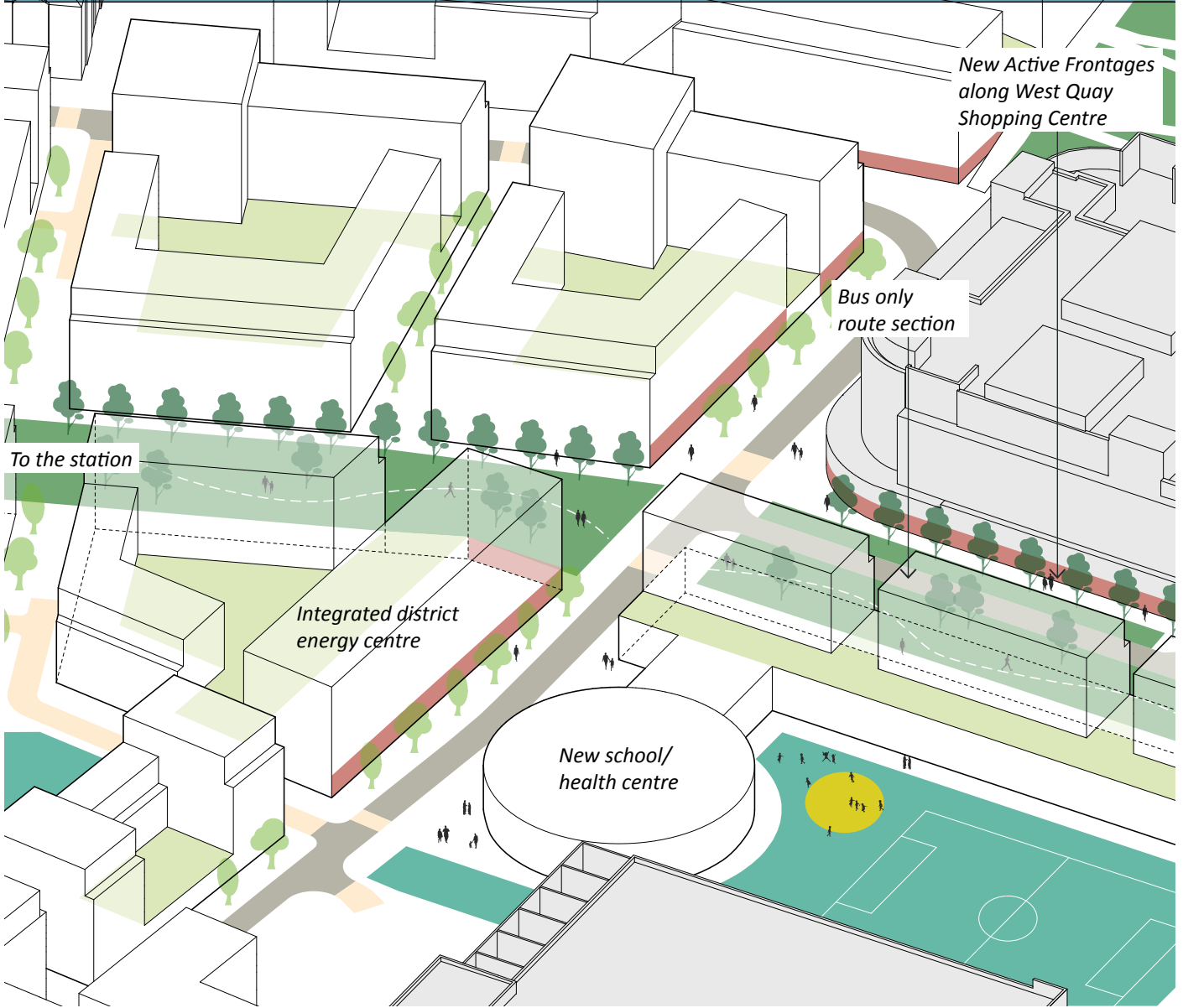
## Aims & Objectives

- Preserve and enhance the strategic link of the Maritime Promenade, from Central Station to the city core, Old Town, waterfront, and onwards to the east;
- Promote the continuity of pedestrian and cycling quality along the route, with opportunities to limit or calm traffic where appropriate to reduce the dominance of vehicle movements along this route;
- Ensure activation of the route at appropriate points, to deliver a safe, legible and attractive strategic link;
- Integrate the Maritime Promenade with additional strategic links and cycle routes where appropriate, to ensure proposals promote the connectivity of the quarter with the wider city centre;
- Ensure the route of the Maritime Promenade is aligned to best connect to existing and proposed key uses and amenities, to promote the accessibility of the wider quarter, with townscape and way-finding uses to create intuitive links;
- Proposals to promote a strategic link that is inclusive to users of different ages and abilities.



1 Ibid. p.85

Maritime Promenade/Harbour Parade Junction - Massing Diagram



Precedent - Derbyshire Street, London



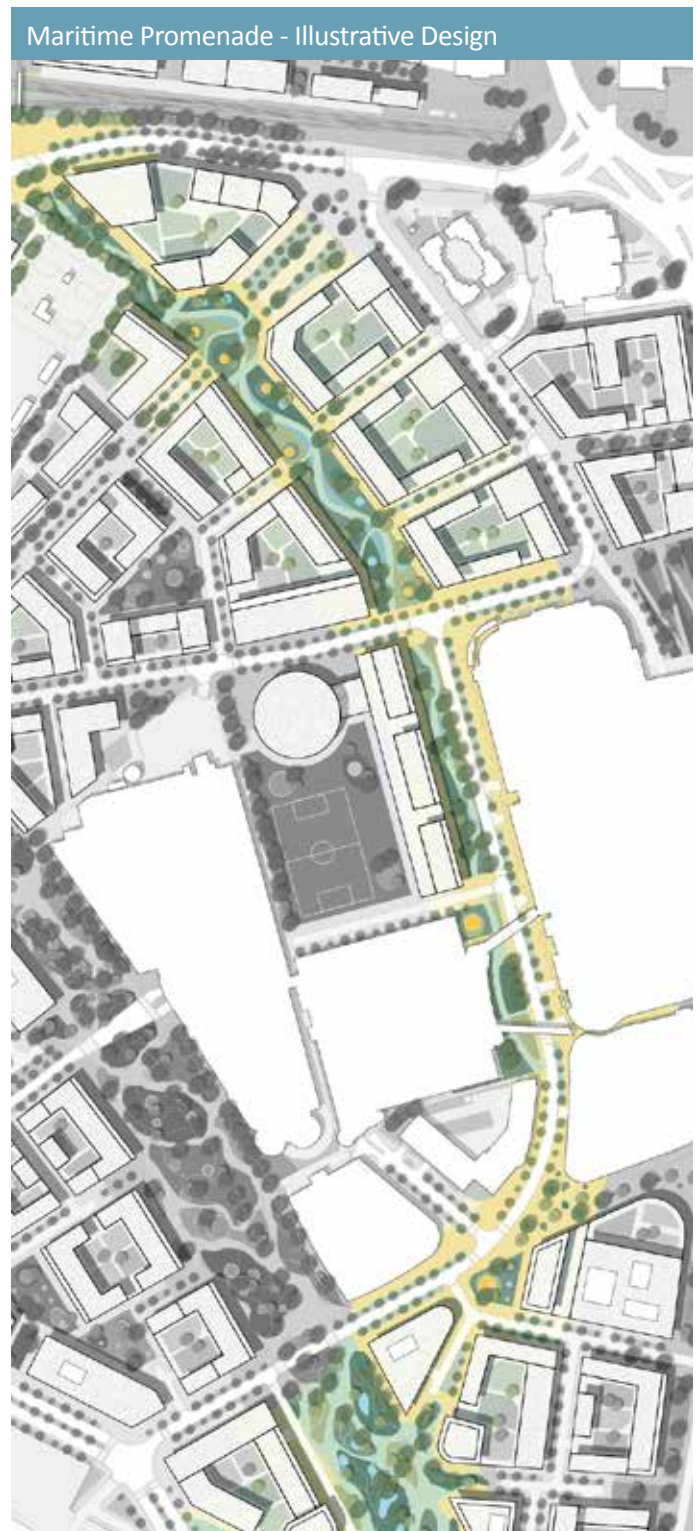
Precedent - Jaktgatan, Stockholm





## Design Principles

- Developing a strategic approach to the whole of the Maritime Promenade as it passes through the quarter, delivering a consistent and clear pedestrian and cycling link from Central Station to the Waterfront;
- Opportunities for redevelopment of the former Toys 'R' Us site to deliver an improved pedestrian/cycling section of the Promenade, within a new green link providing additional amenity to proposed local residential;
- Upgrade of Harbour Parade to access-only traffic with through connection for buses only, to limit vehicle movements and enable redesign of the street to promote pedestrian and cycling continuity;
- Providing a new bus-only sustainable transport corridor along the section of Harbour Parade by WestQuay shopping centre and proposed new primary school, integrated within a high-quality public realm and landscaping;
- Potential activation of blank ground floor façades of WestQuay shopping centre with new uses facing on the Promenade, with opportunities for additional active frontages along the wider route;
- Improvements to West Quay Road by Town Quay, to include improved cycle infrastructure, expanded pavements and improved tree planting and public realm, to create a more amenable pedestrian and cycling route;
- Developing landmark buildings by the Central Station and around WestQuay watermarks, to 'bookend' this section of the Maritime Promenade, together with incidental townscape moments along its longer route, such as improved setting of the Royal Pier Pavilion.





Precedent - Trapeze, Paris



Precedent - Francois Mitterrand Strip, Rennes





## Context

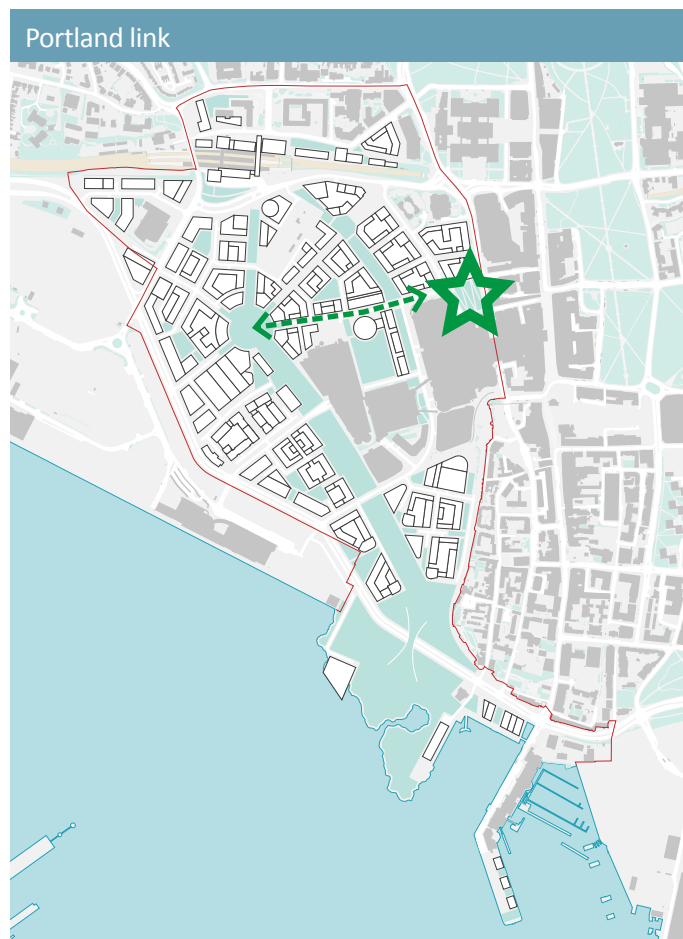
Connectivity between the Mayflower Quarter and the rest of the city centre is currently poor, due to a mixture of severance, topography, impermeable existing built form and weak pedestrian connections. This is particularly true along the eastern edge of the quarter, which abuts the central retail core of Southampton focused along the High Street and Above Bar Street.

This edge also represents the former coastline of Southampton and the historical area sits on significantly higher ground than the relatively flat, reclaimed land that generated the Mayflower Quarter. While several connections between the quarter and the Old Town are present through paths and gates within the Town Walls, and new public realm provision by Arundel Tower, the north-eastern section of the quarter boundary is particularly poor in terms of connectivity.

The large footprint built form of the West Quay shopping centre prevents easy and legible pedestrian access and connection to the city centre along a significant section of the boundary between the two areas, and to the north of the shopping centre pedestrian connections require traversing up to a 9m vertical level change.

A ramped pedestrian route does exist between the Asda supermarket and the NCP Portland Terrace Car Park, between the quarter and Portland Terrace, however this route suffers from no overlooking or activation on its sides. Additionally, the ramp of this route is too steep for the less able, with few places to rest along the route as well.

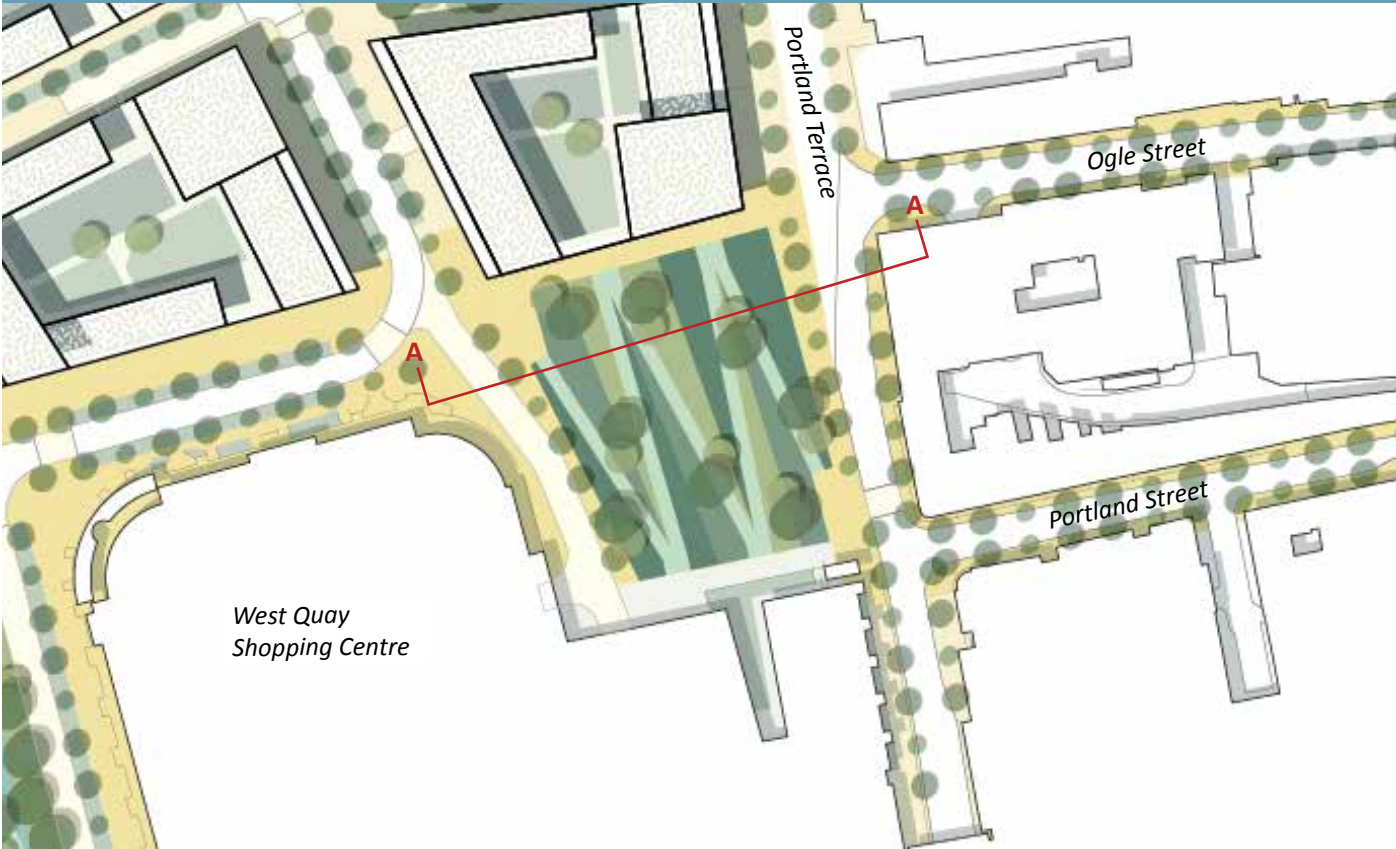
The masterplan therefore presents an opportunity to develop new, legible, inclusive and attractive access routes between the two levels of the city centre and the creation of public realm interventions is ideal. The proposed 'Portland Link' - a ramped and stepped public park - connects between the centre of the quarter (directly from Mayflower Circus via Pirelli St) to Portland Terrace, and onward to Above Bar Street.



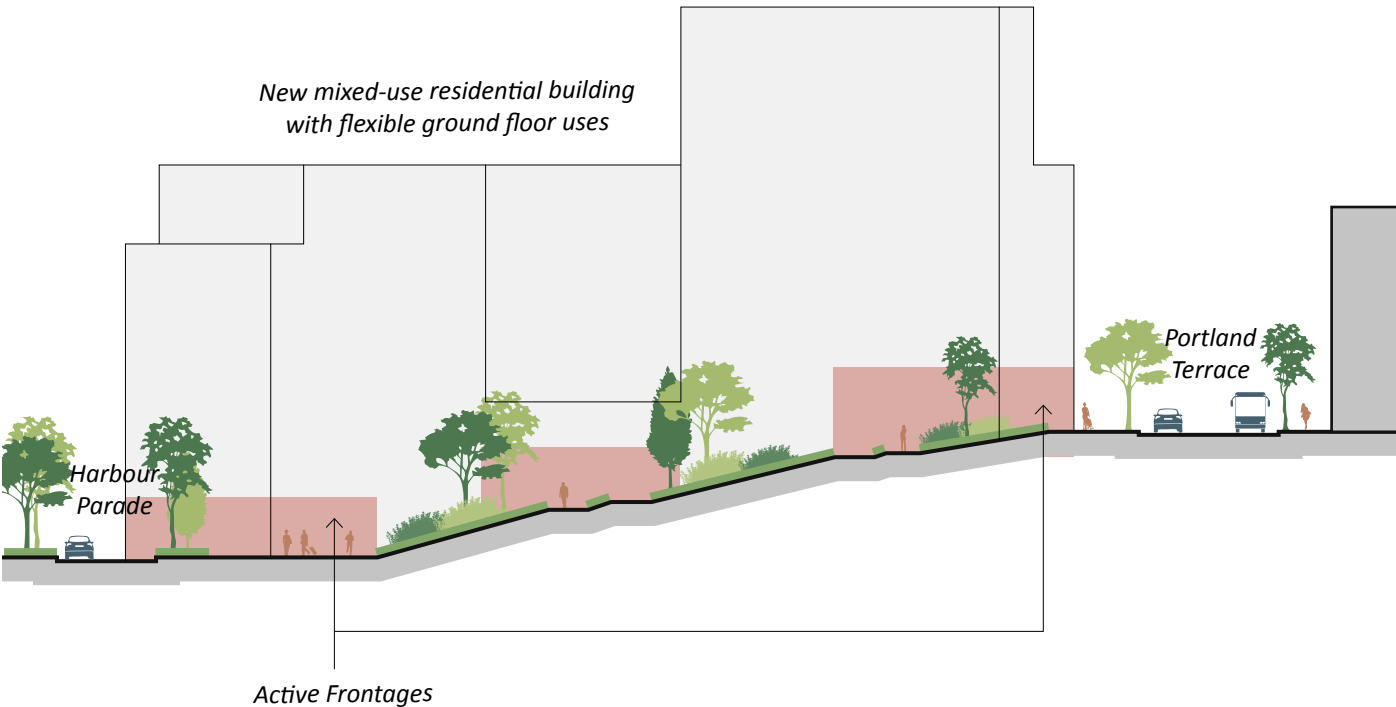
## Aims & Objectives

- Explore opportunities to create a new pedestrian and cycle connection to the city centre along the north-eastern boundary of the quarter;
- Ensure any new connection is inclusive and accessible, addressing the significant level change;
- Deliver connection in the form of a high-quality public realm intervention, with potential for added value in providing amenity and greening;
- Ensure the connection is legible, clear and direct by incorporating townscape elements;
- Ensure continuity in public realm treatment from the Mayflower Circus to create a longer 'green link' between the quarter's new local centre and the existing city core.

Portland Link - Illustrative Masterplan



Portland Link - Section A-A (NTS)

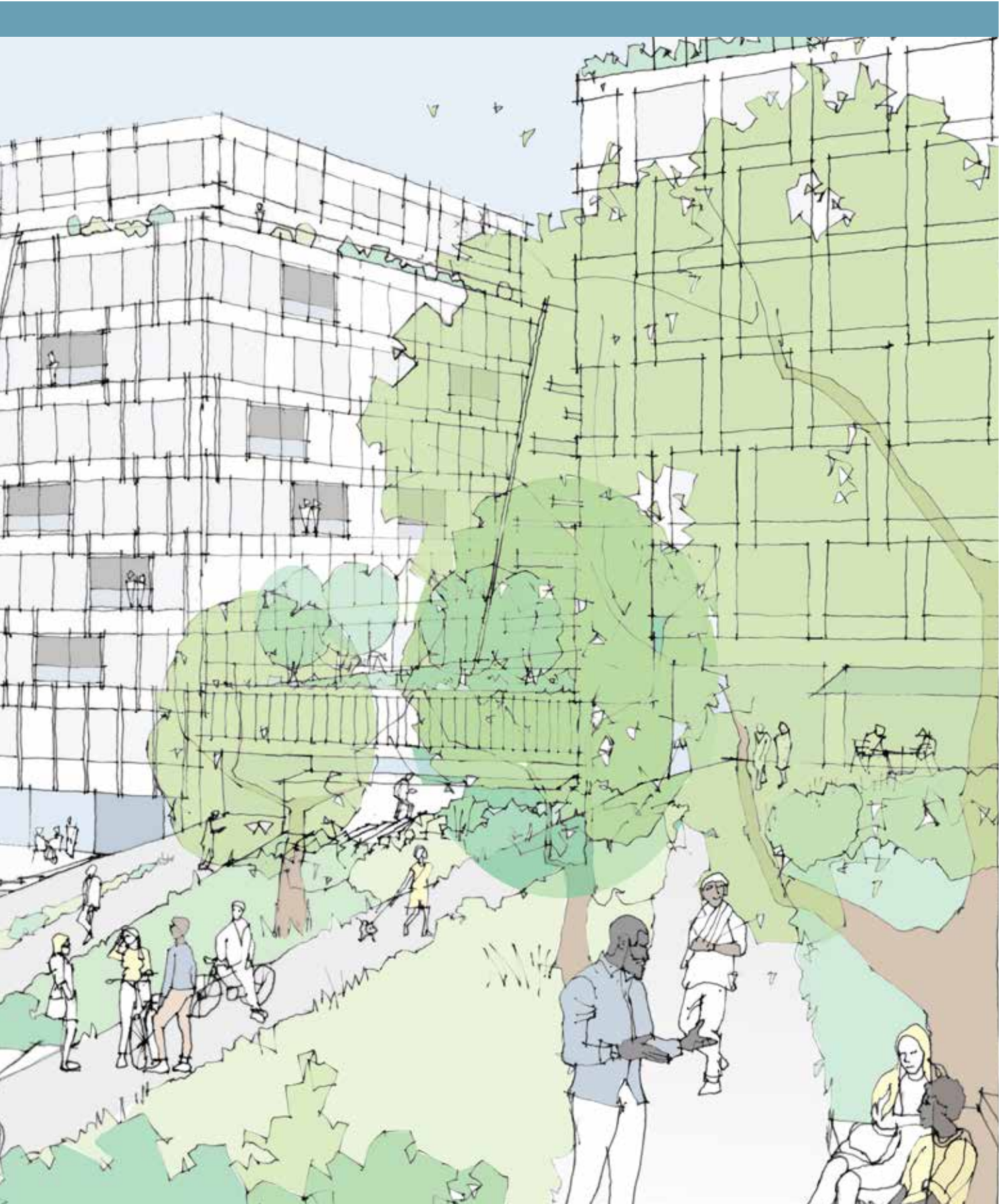




Portland Link, looking north-west from Portland Terrace









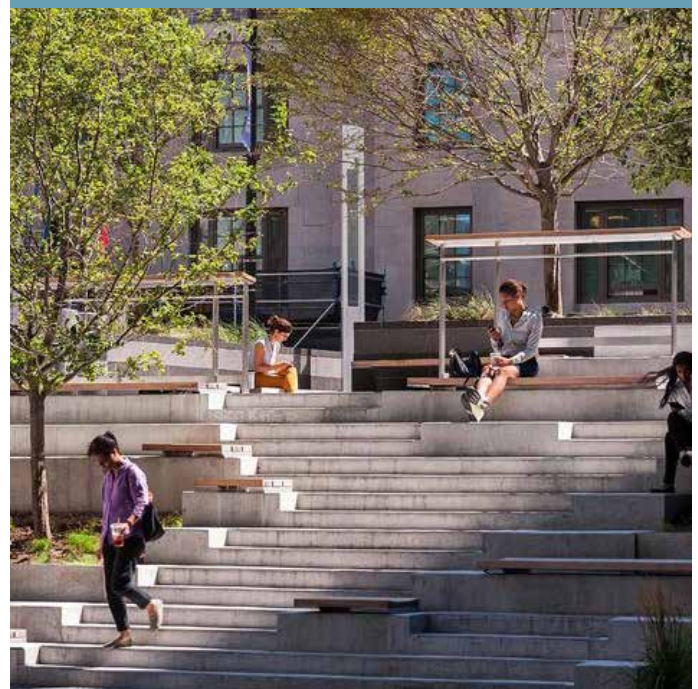
## Design Principles

- Redeveloping the NCP Portland Terrace Car Park to deliver a new public realm intervention, the 'Portland Link' (and associated residential or office development) to provide access to the city core from the quarter;
- New ramped connection, combined with resting places, stairs and lift to provide multi-modal and inclusive access for pedestrians and cyclists across a significant level change;
- Combining the use of terracing with ramping to ensure the 'Portland Link' is a movement route, a green space and a place for rest and relaxation;
- Prioritising inclusive access, ensuring the integration of places to rest, and ease of movement particularly for older and disabled users;
- Landscape-led public realm intervention with substantial tree planting and greening to create a multi-functional green open space in an area of deficiency;
- Active frontages along new adjacent buildings, with potential for spill-out at the upper and lower ends of the Portland Link, providing activation;
- Opportunity for taller massing and built form adjacent to Portland Terrace, to create a landmark visible from Mayflower Circus, promoting a clear and legible route to the city core;
- Design language of Portland Link to extend west along Pirelli St, through landscaping and street tree planting, to create a clear and consistent 'green route' from Mayflower Circus to the city core.

Freyberg Place - Auckland



Roemer Plaza - Boston





Lower Sproul Plaza - California



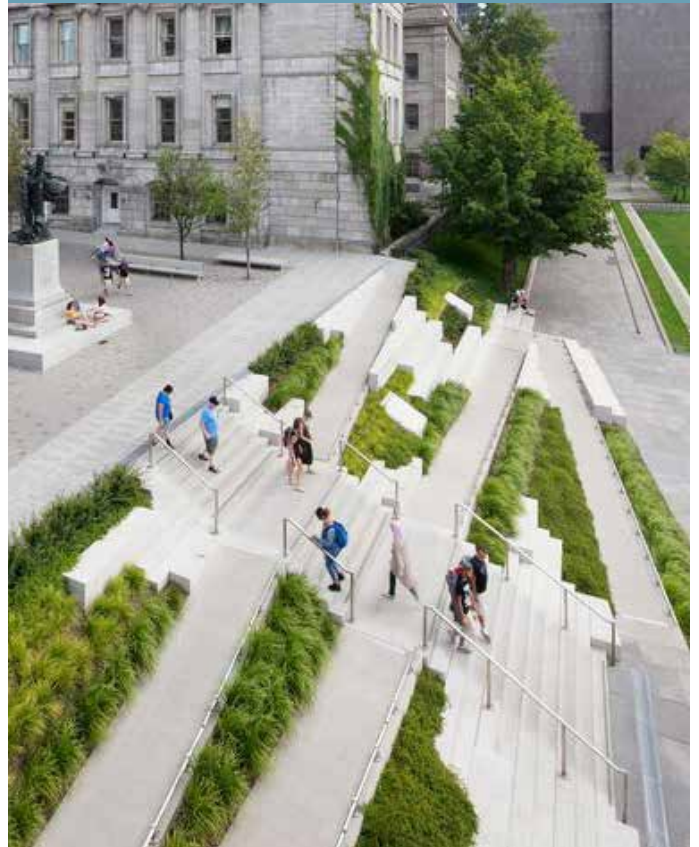
Waller Park - San Francisco



Roemer Plaza - Boston



Place Vauquelin - Montreal





Portland Link, looking east

