

DRAFT MAYFLOWER QUARTER MASTERPLAN

This is draft background evidence and not Council policy. It illustrates in broad terms the scale of growth and transformational placemaking which might be achieved in the Mayflower Quarter over the short, medium and longer term. It assists in informing the consultation on policy SI1, which sets out the key principles for development. Specific proposals need to be considered against the Local Plan policies and through the planning application process. The Council may update its masterplans for the city centre. These updates would review and may supersede the specific approach as currently set out in the draft masterplan. This review would take account of comments received on the draft Local Plan and other evidence.

Version	Date	Description
A	11/03/2021	Interim Draft
B	01/10/2021	Report v2

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Introduction

The Mayflower Quarter Masterplan is an ambitious plan to transform a key area of Southampton City Centre, creating a thriving new place, providing world class facilities for business, homes, retail and leisure. The Mayflower Quarter will be a visionary development of national and regional significance that strengthens Southampton's standing in central Southern England and which attracts visitors and businesses as well as providing an asset for residents of which they can be proud.

The Mayflower Quarter represents the largest city centre redevelopment in the South of England, linking the heart of the city's retail core to Southampton Central railway station, and the waterfront along the River Test, via new major green spaces. The project brings unparalleled potential for Southampton to bring forward thousands of new jobs, and high quality homes, along with leisure and cultural facilities to support the aspirations and opportunities for existing and new residents. The new quarter will identify Southampton as a prime destination city, and secure its position as a global

player, particularly in marine and environmental innovation.

This document, including the masterplan report and associated design codes, forms a draft SPD for public consultation, and presents the outcomes of the masterplanning exercise, exploring how the Mayflower Quarter Masterplan can deliver visionary, transformational and deliverable change to this key city centre location.

The masterplan is robust, featuring a strong and deliverable vision for the area, while accommodating the flexibility and resilience to ensure proposals are relevant for ongoing social, economic, political and physical evolution. This masterplan document includes an illustration of the supplementary strategies that support the vision and design of the masterplan, including explanations of movement, sustainability, viability and delivery principles.

This document is grounded in the parallel work of understanding the site, its limitations, constraints and opportunities, within a dedicated baseline study.

Additionally, this document is accompanied by a Design Code for the Mayflower Quarter. This sets out a series of coherent and well-tested design codes and guidance to assist in delivering high-quality design in the Mayflower Quarter, as development begins to come forward on this transformational site.

Southampton City Council has ambitious plans to transform the Mayflower Quarter as a key area of the city centre. These ambitions include:

- To transform the centre of Southampton to become a **regional destination for office-based employment** and to be at the forefront of innovation and the development of sustainable industries;
- For the city centre to maintain its strong regional position as a major shopping destination and develop a **variety of complementary leisure attractions**, along with **inspiring cultural and arts development**, promoting Southampton as a **city of culture** (in line with current bid preparation for City of Culture 2025);
- To make the city centre a great place to live, with a wide **variety of sustainable, new and improved homes and high quality supporting infrastructure**, attractive to a diverse range of people including families with children;
- To develop an **attractive and distinctive environment with high-quality buildings, streets and spaces** with a strong underlying landscape structure enhancing the special character of the city centre;
- To develop the environment and infrastructure which will **help the city centre respond to the challenges of climate change with rich and accessible green infrastructure**, comprehensive flood risk and water management strategies, and provide for an extended sustainable network to serve the growth of the city;
- To ensure **high-quality access to and within the city centre** that contributes towards an economically successful city, an inclusive system that works for everyone while incrementally changing the way people travel.

Initial Principles

As part of the requirements, the City Council expects the masterplan to fully embrace the following principles:

- Enabling Southampton to **function effectively as a regional magnet** for commercial activity including:
- **Improved points of arrival and departure** capable of providing greater capacity and improved conditions for visitors and residents;
- **Linking points of arrival/departure to destinations** within the Mayflower Quarter, the Waterfront, the City Centre and the Port;
- **Well-managed operational access to the Port;**
- **Increasing development densities and values**, while reducing the negative impact of surface car parking;
- Providing examples of **high quality, contemporary urban design;**
- Contributing to the **creation of a Green City, a Healthy City and a Cultural City;**
- Providing the conditions that **foster the creation of a vibrant community.**

Location and extent of the Mayflower Quarter



Responding to COVID-19

The COVID-19 pandemic could not have been foreseen during the inception of this project. Its emergence and subsequent impact on Southampton has significantly shifted the priorities and focus of the masterplan as it developed during 2020.

The impacts of the pandemic have provided an opportunity to revisit many of the assumptions regarding how we live and work in cities. Notably, working from home has been adopted not simply as an unfortunate effect of government imposed lock-downs, but as an impetus to accelerate already emerging and popular trends in more flexible working practices. Additionally, the importance of high-quality and accessible public spaces and amenities has been brought into sharp focus, particularly for residents of city centres.

To best address the impact of COVID-19, and ensure that the wider project of the Mayflower Quarter helps **build back better**, we have also adopted the following priorities in developing the masterplan:

- An emphasis on **flexibility and resilience**, responding to the uncertainty of the market by ensuring the masterplan prioritises the delivery of a robust network of public spaces and super-blocks that can **accommodate a range of different uses** as the masterplan is delivered over time;
- Recentre **public health and well-being** as a key component of urban design, emphasising **accessibility and inclusion** in public realm design, and encouraging healthier modes of living, working and moving about;
- Ensuring proposals can facilitate a **range of different employment spaces**, including traditional offices, co-working, working-from-home, etc, responding to new working practices and ensuring these are integrated with supporting facilities;
- Seizing opportunities to best **promote sustainability** through blue-green infrastructure (public realm provision that provides spaces for nature and water in a way that help alleviate environmental issues such as drainage, biodiversity loss and flooding), '15 minute City' principles, and energy provision;
- Promoting diversity in a genuine mix of uses, a high level of culture and leisure provision, and new public parks and spaces, ensuring that the Mayflower Quarter provides a range of **inclusive opportunities for the whole of Southampton**.



For greater insight and analysis into the existing Mayflower Quarter, please see the accompanying Baseline Report produced as part of the Mayflower Quarter Masterplan Project.

The Mayflower Quarter is a significant area of Southampton's City Centre. It contains key assets for the wider city including the Southampton Central Railway Station and Mayflower Park.

Much of the structure and use of the area has been informed by its history. Most of the quarter was created through land reclamation during construction of the Western Docks, and benefits from a flat topography but with frustrated connectivity to the city's historic core to the east due to the sharp topographic shifts along the quarter's eastern edge.

Although the Mayflower Quarter is adjacent to the River Test, it has little waterfront presence. Much of the available waterfront edge is given over to the Port of Southampton, including the smaller Town Quay. The presence of the Port brings significant issues around traffic, noise and air quality. However, the Port also brings enormous economic benefits to the wider city and features prominently in the identity of the area, particularly in regard to the presence and visibility of cruise ships docking at the City Cruise Terminal, adjacent to Mayflower Park. While Mayflower Park itself is a significant green public open space by the water, it is poorly connected and lacks the amenities one would expect from a major city park.

The quality of the Mayflower Quarter, and its capacity for improvement or wholesale redevelopment is hampered by the presence of significant infrastructure. This includes key components of the city's ring road such as West Quay Road and Western Esplanade, as well as large energy and drainage infrastructure elements.

The uses within the Mayflower Quarter reflect inefficient occupiers of key city centre land, particularly given recent trends of traditional retail decline and the

renewed urgency to promote more sustainable forms of development and city centre living. Much of the surface car parking provided in the area is underused, and many of the large footprint retail uses are ripe for redevelopment to better enhance retail provision within the retail core itself to the east.

The Historic Core is a key component of the character and attractiveness of Southampton, but its presence adjacent to the Mayflower Quarter is muted, as well as overshadowed by busy roads. The heritage setting could be greatly improved.

The International Southampton Boat Show is an important event held within the Mayflower Park every year. While its presence attracts many visitors to the city and it showcases Southampton's significant maritime industry, the event's location requires the retention of the park as a large open site that suffers from exposure and poor quality user amenities for the rest of the year.

The character of the Mayflower Quarter is currently determined by its loose and fragmented urban grain and openness, including large areas of parking and road infrastructure. While the quarter currently lacks clear character areas itself, it does absorb character from its adjacencies to key uses and areas within Southampton's city centre.

The area to the north of the railway line has a more consistent and amenable character due to the strong formal arrangement of buildings, supported by recent development, and substantial recent investment in public realm provision in the area. This area can support and develop the wider character around the emerging Cultural Quarter which is currently centred on and around the Civic Centre.






Areas south of West Quay Road feature a concentration of semi-industrial uses within the City Business Park and West Quay Industrial Estate, together with the 'big boxes' of Leisure World and John Lewis distribution centre. This area therefore has a consistent semi-industrial character with little pedestrian amenity or high-quality public realm, although West Quay Road itself is well tree'd.



The Mayflower Quarter within Southampton City Centre - 1:15000



Key

- Mayflower Quarter 
- Main High Street 
- Key Uses 
- Port Uses 
- Key Open Space 



The Mayflower Quarter, within the wider City Centre of Southampton



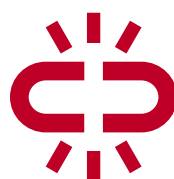


RIVER TEST



Strengths

- **Major opportunity area**, between the city centre and waterside;
- **Good core transport links**, with railway station and potential for integrating buses into a hub;
- Few heritage assets on site, but significant **heritage assets** on site's periphery;
- **Appetite for development** from private landowners and developers in the area;
- The **City Cruise Terminal** in Southampton Port is adjacent to the site;
- Regional **hub for service businesses**, e.g., law firms, accountants, cruise/shipping HQs;
- Decline in some retail uses has made **large plots available for redevelopment** for other uses;
- **Significant land interests in Council ownership** (but nature and extent of leaseholds unknown);
- Successful **district heating network and energy centre** on site;
- **Flat topography** aids internal pedestrian/cycle circulation;
- Southern extent of site **abuts water's edge**;
- Adjacent to a regionally significant **city centre, historic and retail core**;
- Adjacent to the town's **cultural quarter**, with new and expanded public realm and cultural uses;



Challenges

- Existing **uses rely heavily on extensive car parking**, both at grade and in multi-storey blocks;
- Volume and availability of car parking **encourages vehicular travel** over more sustainable modes;
- **Poor connectivity** of the site to the north by the train line and station, with few pedestrian links;
- **Poor quality pedestrian connections** between train station and core of city centre;
- **Poor connectivity** (pedestrian and public transport) between existing activities (eg: Leisure World site, hotels, City Cruise Terminal, etc.) to surrounding uses and city assets;
- **Severance** by major roads within the area (West Quay, Western Esplanade, Mountbatten Way);
- **No sense of place**, identity or intimacy due to dominance of cars;
- Lack of **green infrastructure** throughout area;
- **Little experience of water** within the site (visually and physically) with **reduced access to waterfront**;
- Site's **abutment to water's edge** is of limited scale, poorly accessed and not integrated into wider site;
- **Mayflower Park** of poor quality, with poor connectivity and commitment to the annual **Boat Show**;
- Adjacent **Port of Southampton's operational needs** impact on use opportunities for nearby plots;
- Existing large urban blocks reduce current **permeability**;
- Existing **fragmented built form** with little coherence or legibility along key routes;
- Poor quality architecture and **lack of beauty** throughout the area, particularly around new buildings.



Opportunities

- Create truly **sustainable new mixed-use urban quarter** which responds to climate change issues, the **Green City Charter, Economic & Green Growth Strategy**, and contributes to transforming the city;
- Creating a vibrant, high-density development in a **highly-accessible location close to public transport, jobs, and services**;
- **Improve connectivity** throughout the site and create a **highly walk-able quarter**, enhancing the **well-being** of residents, workers and visitors;
- Improve **cycle infrastructure** along all major routes and throughout the quarter, including cycle parking and cycle hire scheme;
- Potential for a **diverse range of employment spaces**, from grade-A offices, to business incubators, co-working, education and innovation spaces;
- Capacity for inclusion of **larger, taller buildings**, including clusters; **'landmark'** buildings and functions (conference centre, larger music venue, university uses, cultural uses);
- Create UK exemplar project that **re-tools poorly occupied space into genuine urban fabric**, re-branding the quarter;
- Introduce **high-quality 'blue/green' public realm throughout**, particularly leading to and at the waterfront;
- Recognise that **the waterfront is part of the centre**, not separate from it, and **integrate** with improved connections and **enhanced public realm**;
- **Transform Mayflower Park** to become the **key public space** connecting to the waterfront, making the Park an identity and landmark for Southampton;
- Focus on maritime uses and local history as a **strong basis for place-making**;
- Relocate existing passenger and car **ferry services** at Town Quay and **redevelop waterfront area**;
- Create memorable and welcoming **gateway/reception** areas for ferry and railway arrivals.



Threats

- **Risk of fluvial flooding** around station and of **tidal flooding** around Mayflower Park and into the site;
- **Re-alignment of West Quay Road** may not progress (if funding refused), or may have reduced extent;
- Other **street realignments may be restricted** due to site ownerships or funding issues;
- **Possible Port expansion** – Port intentions unknown at present - and resistance to certain types of development close to operational area;
- New developers may be **reluctant to significantly reduce car parking** in the short term;
- Anticipated extent of **office development** may be unrealistic;
- **Leaseholds on site**, including presence of any **easements or covenants**, are currently **unknown**;
- **Developments coming forward ad hoc** outside of the masterplan;
- Potential difficulties of integrating **physical and social integration** to foster a sense of ownership and engagement from existing communities (accentuated by lack of residents on site).

The Mayflower Quarter is the largest proposed City Centre redevelopment in the South of England. The scale of the masterplan brings unparalleled potential for Southampton to bring forward thousands of new homes, quality jobs, leisure and amenity uses, to support the aspirations and opportunities of Southampton’s residents. Similarly, the quarter has the potential to strengthen Southampton as a destination city, and secure its position as a global player, particularly in marine and environmental innovation.

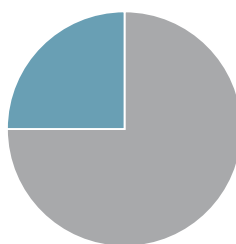
To secure these ambitious goals, the Mayflower Quarter masterplan aspires to **enable transformational change**. This requires vision and creativity to ensure proposals remain deliverable in a way that secures the maximum public benefit for the wider city and region.

The Mayflower Quarter masterplan provides a vision for the transformation of the area **from 2021 to 2040**, but also considers the longer-term opportunities of early strategic interventions. This significant time-frame requires a masterplan that prioritises flexibility to respond to unknown changes in the social, economic and environmental context. This also acknowledges that the fundamental characteristic of great and well-loved places is that they emerge and evolve over time. At the same time, early delivery of key interventions are vital to develop momentum and begin the place-making process.

Overall, the scale and time-frame of the Mayflower Quarter masterplan requires strategic and proactive interventions which resist over-prescription and provide a robust structure that can accommodate a range of potential positive outcomes.

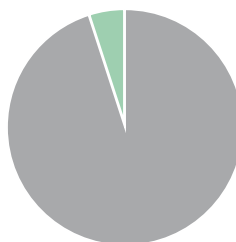
To illustrate the scale of opportunity that the Mayflower Quarter represents, the opposite page includes a series of ‘tissue studies’ that demonstrate the size of the masterplan area in the context of comparative urban areas. The following pages also provide a brief overview of comparable city centre regeneration and waterfront masterplans that provide an understanding of what can be achieved through proactive ‘city-making’.

84 ha

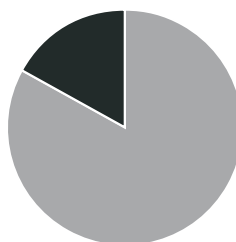


Total land area of the Mayflower Quarter

The Mayflower Quarter occupies 25% of Southampton’s City Centre



Under 5% of total land in the Mayflower Quarter is green public open space



Approx. 17% of total land in the Mayflower Quarter is surface car parking

Tissue Study - Existing Mayflower Quarter



Tissue Study - Barcelona superimposed



Tissue Study - Manhattan superimposed



Tissue Study - Helsinki superimposed



King's Cross Central, London

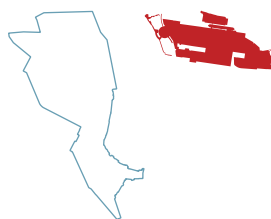


Key Facts¹

- **27ha** of former industrial land, to the north of King's Cross and St Pancras International Railway Stations, central London;
- **743,200m² gross** of mixed-use development, including 278,700m² of offices; 46,400m² of retail, cafes, bars, restaurants and leisure facilities, and around 2000 new homes;
- **40%** of the planning permission area is principal open space;
- Key attractors include new town hall for Camden (with new swimming and gym facilities), district energy centre, and a new home for Central Saint Martins School of Art (tertiary education);
- **2006/7** (planning permission granted) - **2023** (projected completion);
- **Public-Private Partnership** led by the Kings Cross Central LP acting as a single landowner, governed by adopted masterplan.

1 Kings Cross Overview, October 2018 (kingscross.co.uk/media/KX-Overview-October-2018.pdf)

Canary Wharf, London



Key Facts²

- **39ha** of former docklands in East London;
- **1.5 million m²** of completed office and retail space, with an additional **1.1 million m²** of office, residential, retail and social buildings under construction or design;
- **20%** of the area (8ha) is dedicated outdoor space in 4 urban parks. Also includes retained open dock areas with waterfront edges;
- Key anchor uses are major offices and a shopping centre;
- **1988** (construction begins) - **2023** (projected completion);
- Regeneration strategically supported at the early stages by creation of the London Docklands Development Corporation and granting of an Urban Enterprise Zone status, Canary Wharf itself developed and now owned by private consortium.

2 Canary Wharf Factsheet, December 2019 (group.canarywharf.com)

Hafencity, Hamburg

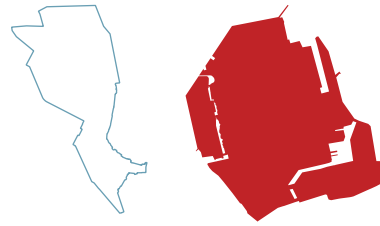


Key Facts³

- **127ha** of former port and industrial land in Hamburg, Germany;
- **2.5 million m² GFA**, of which 880,000m² is residential (7,500 homes); 880,000m² of offices; 240,000m² of retail, cafes, restaurants; and 400,000m² of academia, education, culture, leisure and hotels;
- **38%** of total area dedicated to accessible public green open spaces. Set around existing open docks;
- Key attractors including new Elbphilharmonie Concert Hall, HCU Hafencity University campus and Hafencity Cruise Terminal;
- **1997** (commencement) - **2000** (construction begins) - **2030** (projected completion);
- **Private investment - around €10 billion, public investment - around €3 billion**, mostly financed from special assets fund Stadt und Hafen (public landowner) sales of plots in Hafencity.

3 Hafencity Facts & Figures, March 2020 (hafencity.com/en/overview/hafencity-development-fact-and-figures.html)

Western Harbour, Malmo



Key Facts⁴

- **187ha** of former industrial and port use in Malmo, Sweden;
- Expected to accommodate **11,000 homes** and **17,000 jobs**. By 2018: 9469 residents and 16163 jobs;
- **30ha** of new green public parks, together with **9.6km of accessible coastline**;
- The area is supported by **100% locally sourced renewable energy**, an innovative system for recycling household waste, emphasis on public transport, and exemplar approach to ensuring individual plots deliver required green and blue infrastructure;
- **1998** (construction begins) - **2030** (expected completion);
- Western Harbour was acquired by the local Council for regeneration, with initial phase (Bo01) delivered as an exemplar scheme under the "City of Tomorrow" Housing Expo.

4 Western Harbour, Facts & Figures, 2018 (malmo.se/Service/Var-stad-och-var-omgivning/Stadsplanering-och-strategier/Stadsutvecklingsomraden/Vastra-Hamnen-/Samlade-skrifter-om-Vastra-Hamnen.html)

Vision



Southampton: City of Opportunity

The City of Southampton Corporate Plan 2020-2025 sets out a vision for how Southampton City Council will deliver a city of opportunity. This vision is structured around three key principles, of creating a city that is **greener, fairer and healthier**, and delivering a city of culture that is accessible to everyone¹

The Mayflower Quarter forms part of this vision and is considered a major development and a key part of the city's bold and ambitious plans for growth. The vision for the Mayflower Quarter recognises its strategic importance in delivering transformational change for the wider city.

The masterplan will be adopted as a supplementary planning document to the adopted Core Strategy and City Centre Action Plan. The Core Strategy (policies CS1 and CS2) identify the area as a 'major development quarter' for high density mixed use development for office, retail, leisure and residential uses. The City Centre Action Plan (policy AP20) sets out that development will achieve a high quality of design which enhances the cityscape, provides new high quality pedestrian/cycle links across the quarter to connect key destinations, supports the remodelling of roads to facilitate this, creates high quality squares and green spaces, and maintains or creates key views.

Subsequent policies provide more detail on the requirements for different areas (policies AP21, AP22, AP23, and AP25). This masterplan, as a supplementary planning document, provides a more detailed vision and strategy consistent with these policies. The masterplan, as evidence, will also inform the emerging Southampton City Vision Local Plan. Once this new Local Plan is adopted, the masterplan will be reviewed to ensure it remains consistent.

¹ p.3 Southampton: City of Opportunity, Corporate Plan 2020-2025: SCC

The Mayflower Quarter is the visionary expansion of Southampton's city centre, to create the UK's leading sustainable district. Embracing a new natural setting, the Mayflower Quarter peels back layers of infrastructure to establish a forward-looking, mixed-use neighbourhood promoting well-being, prosperity, creativity and resilience.

Mayflower Quarter Vision

Occupying a key location between the city centre, Port of Southampton, railway station and River Test, the Mayflower Quarter delivers transformational interventions that would secure the future of Southampton as a city of opportunity. The vision includes:

- A transformed waterfront at Mayflower Park, reconnecting the city to its maritime heritage and creating a new riverside focus for the City;
- A leading business, innovation and education cluster, unlocking Southampton's economic potential while promoting skills and jobs for the local community;
- A wealth of new leisure, cultural and social infrastructure, reinforcing Southampton as the Cultural Capital of the South;
- Bustling green/blue arteries, referencing historic streams, create green connections between the railway station, the city core, old town, and waterfront, while designed as contemporary additions to the magnificent Central Parks;
- A range of sustainable and inclusive mixed-use neighbourhoods, enabling local communities to grow and prosper;
- An inclusive environment with excellent public transport links, and safe and accessible streets that promote walking and cycling for all;
- A place of growth, nature and community epitomised by distinctive architecture, and beautiful new public spaces for the benefit of all Southampton.





Greener

- Creating a **cleaner, greener, and more sustainable city quarter** that supports Council targets to become carbon neutral by 2030;
- A new natural setting, delivering **high-quality public green spaces** and arteries that embrace and expand the waterfront;
- New green-blue arteries (including green streets, and connecting parks, combining water and nature) forming a network of green spaces for nature that **enhance biodiversity** and support a city-wide 'Green Grid';
- Prioritising a **low-carbon approach** to reduce energy consumption and promote renewable energy through the existing district energy network;
- Ensuring efficient land use by promoting **sustainable densities** and the principles of transit-orientated development (focusing higher-density developments around public transport nodes);
- Promoting **sustainable and active travel**, including public transport, walking and cycling, as well as enabling sustainable logistic solutions;
- A **strategic approach to flooding** and water management, promoting sustainable drainage systems, blue infrastructure and naturalisation;
- A **resilient expansion** of the city centre prepared for future climate change challenges.



Fairer

- Delivering a leading innovation and employment cluster supporting diverse employment spaces, **driving economic prosperity** and jobs for Southampton;
- Creating a new quarter that is **accessible and inclusive to those with disabilities**, contributing to a more disability-friendly city;
- **Improving connections** between the Mayflower Quarter and surrounding local communities;
- **Celebrating Southampton's diverse culture, heritage, and communities** by providing accessible and inclusive new cultural and leisure facilities;
- **Promoting a '15-minute city'** where local communities have fair and easy access to key services and opportunities within the Mayflower Quarter and wider city;
- Providing **opportunities for future generations**, a 'Child Friendly City' as well as a place where young people have great opportunities to live, work and study;
- **Promoting a learning city**, through new educational amenities that expand opportunities for local communities;
- A range of **high-quality homes**, including new affordable homes in the city centre, within attractive mixed-use neighbourhoods;
- Delivering an **inclusive and high-quality waterfront** with a range of inclusive cultural and leisure destinations, as the pre-eminent civic space for Southampton.



Healthier

- Widening and enabling travel choices to support a **healthy, active and inclusive movement** patterns, including cycling and walking;
- **Enhancing air quality** through proposals that reduce emissions, increase green infrastructure, and promote a cleaner local economy;
- Delivering **high quality new green open spaces** in the city centre, that support a range of inclusive recreational facilities for all ages and abilities;
- Adopting best practice place-making and urban design standards to ensure proposals **promote mental and physical well-being**;
- Transforming the Mayflower Quarter with a network of **attractive and accessible streets**, making it easy and comfortable for people of all abilities to move about and accommodating;
- Delivering **lifetime neighbourhoods and homes** that provide a range of amenities and facilities (including education and health) to support an improved quality of life for all ages;
- Creating **attractive and distinctive** places to work, live and visit that are popular and cherished by the local community;
- Delivering a **safe and friendly environment** where everyone who lives, works, and visits the Mayflower Quarter feels secure, particularly during the evening and night.

Above Bar Street



Blechynden Terrace



Guildhall Square, Southampton



Character and Heritage

Our approach to the Mayflower Quarter acknowledges the history of the area and its context as the starting point for design.

Southampton is a city rich in maritime, aviation and military history, which is physically and spatially embedded throughout the city. Southampton today is a city of travel and trade, with a constant flow and interchange of people and goods on a global scale around the Port of Southampton. The city is made up of layers of place, people and time that can be experienced throughout the different quarters. These layers of history can be amplified to create a distinctive identity for the city centre's future.

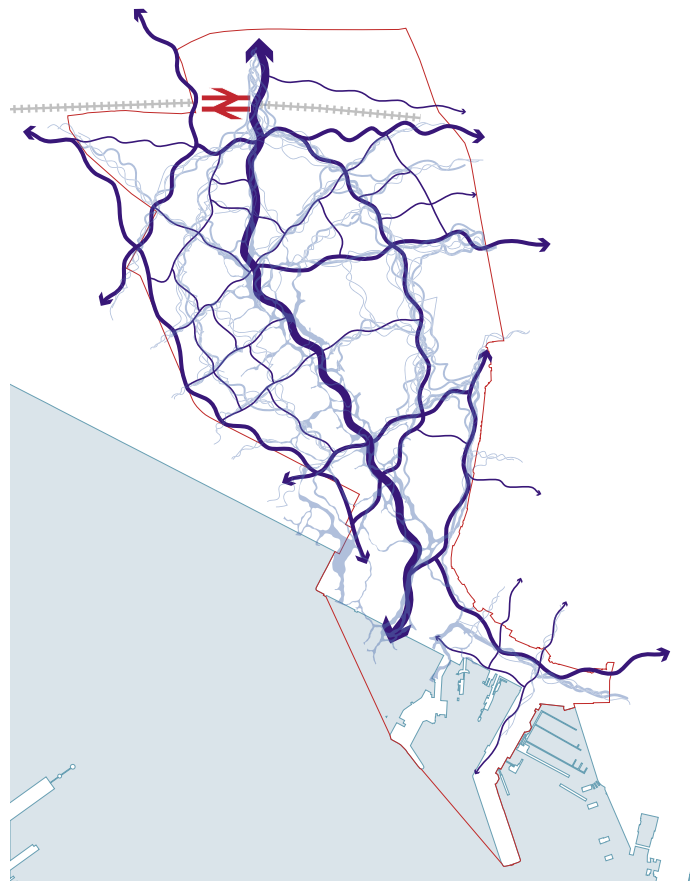
Looking back at the evolution of the Mayflower Quarter shows an original landscape carved and formed by water, mud and ancient tidal streams. Before the land reclamation started in the 1920s to enable the construction of the Western Docks, the city centre had a strong physical and visual connection to its tidal riverside along an extensive promenade that ran alongside the Town Walls. This experience today is limited due to the restricted area of accessible waterside, to large scale infrastructure, car parks and port operations. Because of this, Southampton does not feel like the maritime waterfront city it should be.

Approach

Our fundamental approach to the Mayflower Quarter is to develop a flexible structure for development that builds on and acknowledges the history and character of the quarter, its maritime setting, and the waterfront identity of Southampton.

The design approach prioritises reinstating the physical, visual and spiritual connection between the city and its waterfront, **re-linking the threads between land and sea**. This historical landscape of the quarter, with its ancient tidal streams, becomes the basis for green-blue routes running through and connecting the new urban quarter to the city centre and wider context.

Concept Drawing for Mayflower Quarter

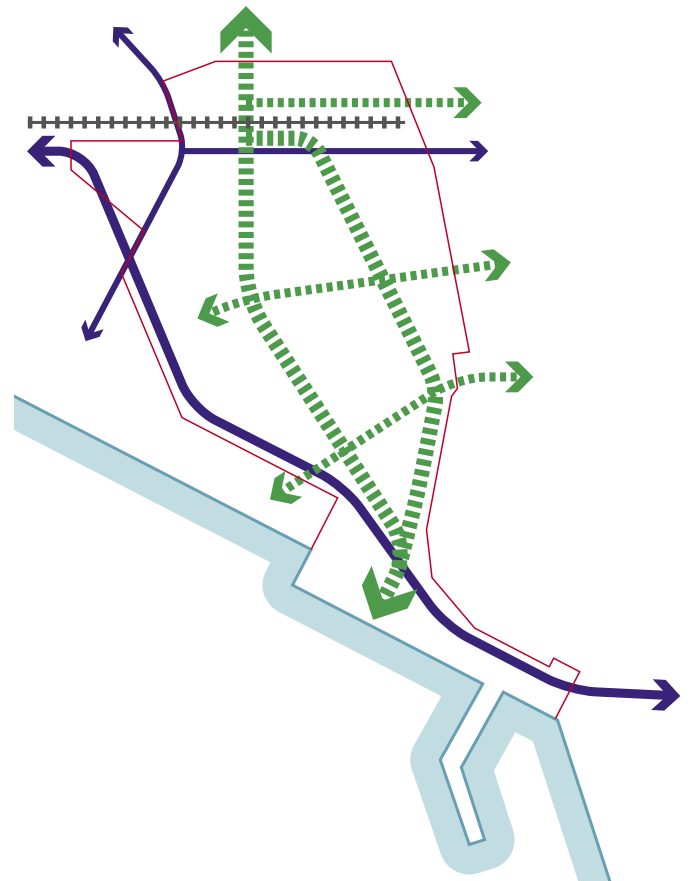
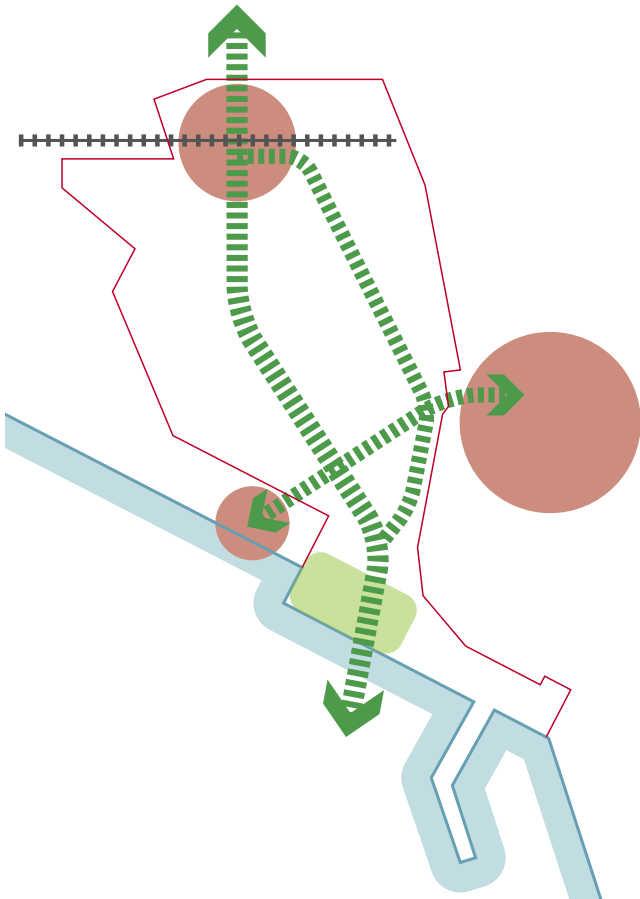


Estuary - Concept precedent for design approach



1896 Map of the Mayflower Quarter, prior to land reclamation



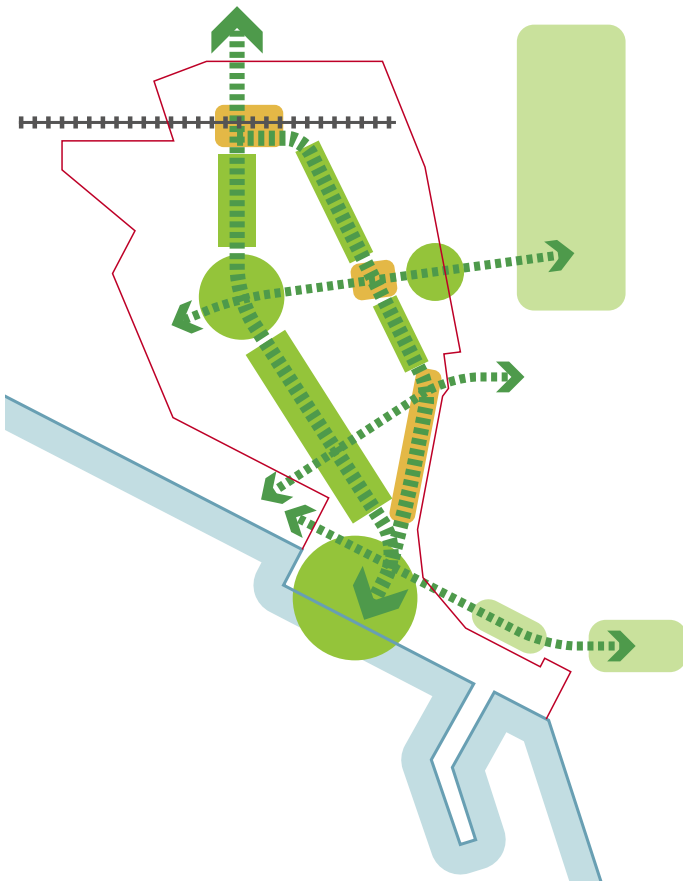


1. A Future Maritime City

- **Reconnecting the city to the waterfront** through the Mayflower Quarter;
- **Linking together key city assets**, including the train station, Mayflower Park and historic retail core;
- Delivering the **sustainable regeneration** of a large area of Southampton's city centre into a new urban quarter;
- **Celebrating Southampton's maritime roots**, with new and strong links between the Port, especially the cruise terminal and the city centre.

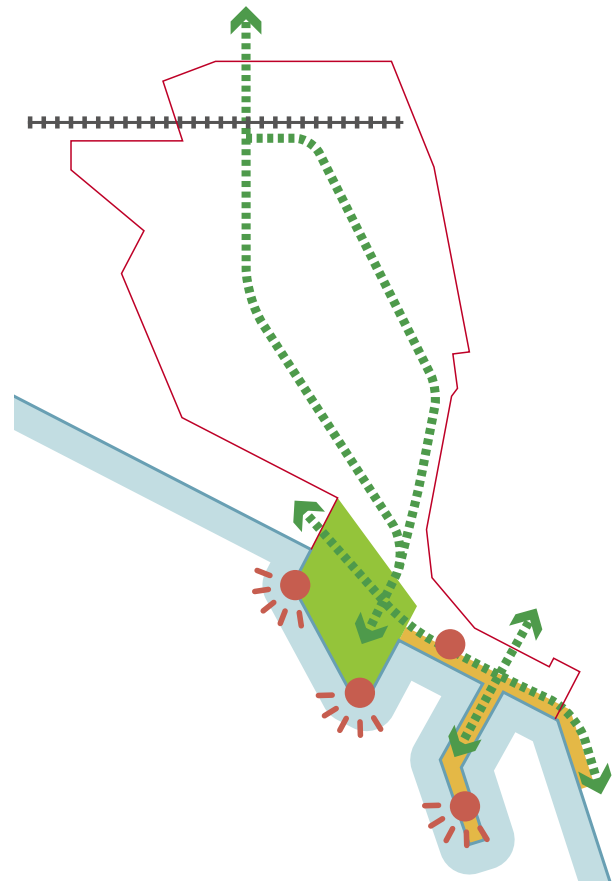
2. Linking the Quarter

- **Rationalising vehicular movements** through and around the site, including the realignment of West Quay Road;
- **Addressing severance of infrastructure and topography**, through new high-quality pedestrian links;
- **Improving pedestrian connections** towards the city centre and waterfront;
- **Improving access to the Port** while reducing the impact of traffic;
- Delivering enhancements to the **city's cycle network and strategic routes**;
- Reducing car need and parking, by **promoting sustainable, active and public transport**.



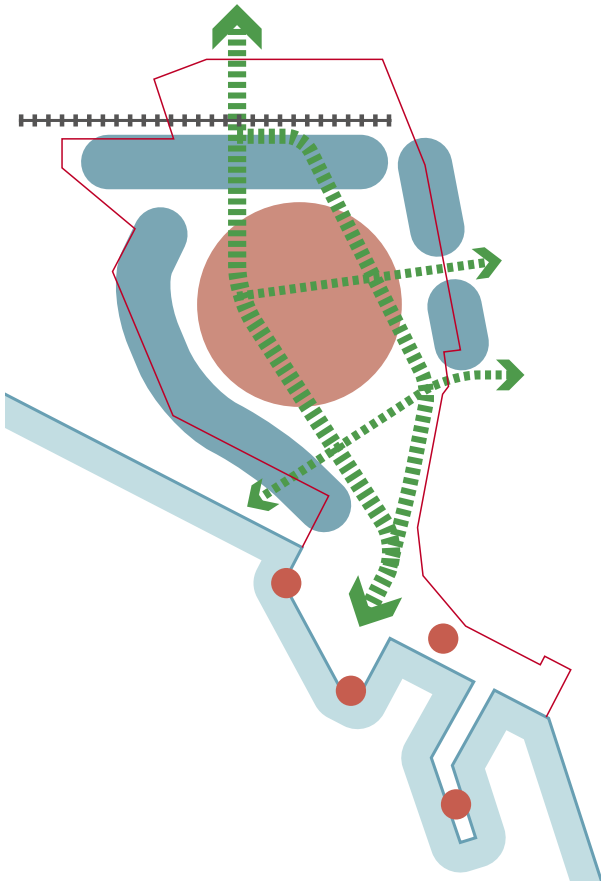
3. Defining Green Spines

- Delivering a **major new green-blue open space for the city**, along a new central spine;
- Enhancing the **continuity and quality of the Maritime Promenade** as a key green link;
- Articulating a **network of well-connected public spaces** with diversified uses and functions;
- Enhancing **the Mayflower Park and existing green open spaces**, with improved new connections between these and the rest of the city;
- Delivering **blue-green infrastructure that promotes sustainable drainage and biodiversity** throughout the Mayflower Quarter, connecting to a city wide 'Green Grid'.



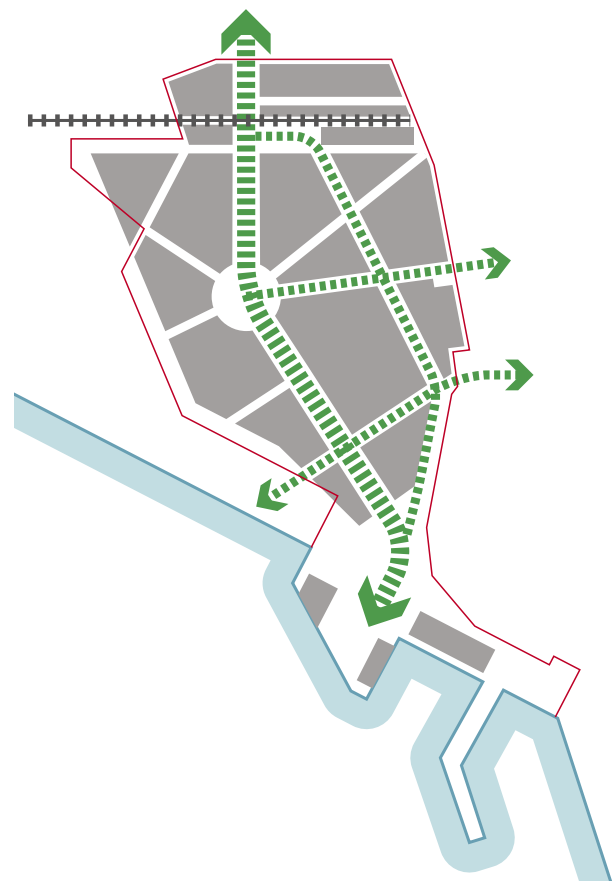
4. Extending the Waterfront

- Expanding the **size, quality and amenity value of Southampton's waterfront**;
- **Projecting Mayflower Park** into the harbour and enhancing the existing park amenity;
- Enhancing **connectivity and views to the waterfront from the city centre** and expanding public realm towards the water's edge;
- Promoting visual and physical **connections to cruise operations**;
- Providing an **improved setting to Southampton's maritime heritage**, including the Old Town Walls;
- Establishing **new landmark cultural and leisure uses** along the water's edge, including as a location for the Southampton Boat Show.



5. Developing Character

- Creating a series of **distinct and attractive character areas** within the Mayflower Quarter, structured around new public realm;
- Protecting and enhancing **key strategic views**, connecting the city and the quarter to the waterfront and surrounding landmarks;
- **Buffering residential uses from the Port**, with leisure and commercial uses;
- Delivering **landmark buildings of creative and exceptional architectural quality**, to signify key spaces and uses within the masterplan;
- Contribute to creating a **city of culture**, with excellent facilities, spaces, and opportunities for events.



6. Ensuring Future Flexibility

- Delivering a **resilient mixed-use quarter** around high-quality public realm and movement infrastructure;
- Maintaining **flexibility through 'superblocks'** capable of accommodating a range of uses as the masterplan is delivered;
- Integrating living, working and leisure activities, promoting sustainability through **'15-minute City' principles**;
- Providing for a **flexible approach to phasing** to respond to alternative delivery conditions.



Masterplan Approach



The long time frame envisaged for the delivery of the Mayflower Quarter requires a masterplan that is flexible and resilient: to respond to socio-economic changes while delivering the long-term prosperity of Southampton's communities. At the same time, it is important that the first developments effectively 'set the tone' for the wider masterplan, and ensure early and incremental delivery of strategic objectives. The Mayflower Quarter does not sit in isolation, but contains several strategic infrastructure elements that represent key major parameters for the wider city. The ability of the masterplan to influence and integrate these parameters will fundamentally determine the ability of the Mayflower Quarter to effectively deliver on its defined vision. These parameters include:

- The future Alignment of West Quay Road;
- The integration of the Port of Southampton.

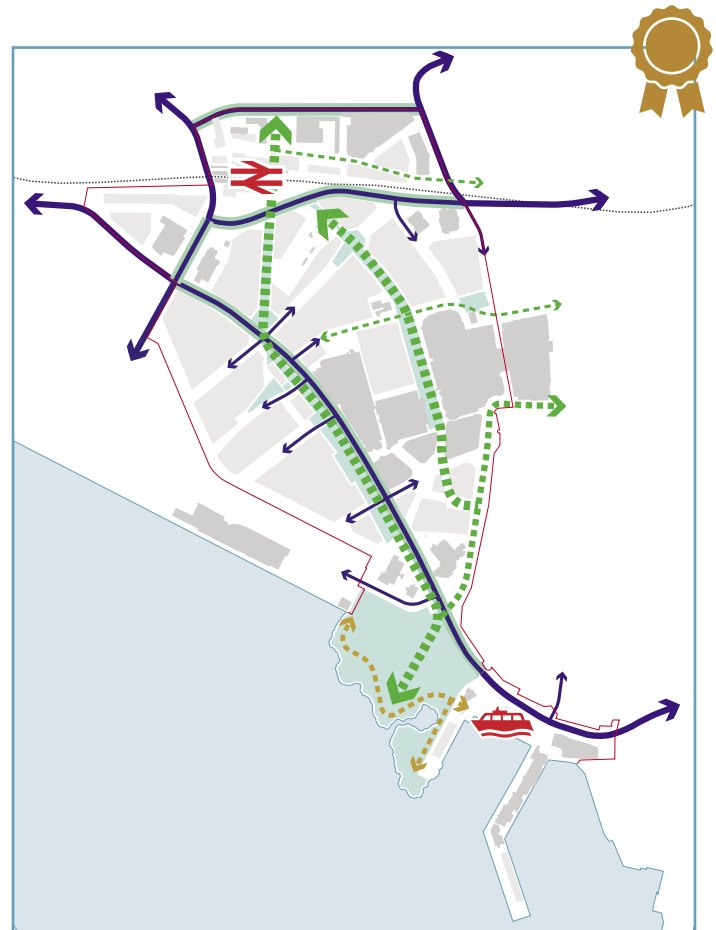
In particular, these parameters would have significant effects on the ability of the Mayflower Quarter to:

- Promote sustainable travel and improve air quality;
- Address the existing severance of the area, including connections to Mayflower Park;
- Deliver an enhanced and expanded waterfront.

A Trajectory of Development

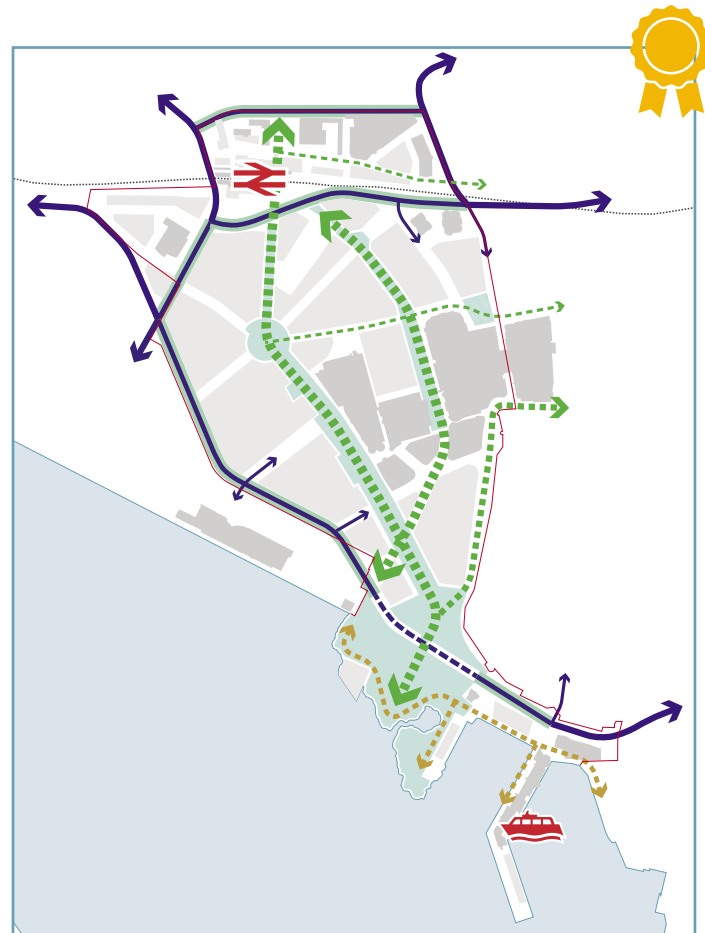
To maintain flexibility and resilience in the masterplan, three options have been developed that explore differing approaches to these major parameters: Bronze, Silver and Gold. All three options have been considered as a trajectory along a spectrum of intervention, from least amount of intervention to the existing conditions on site in the Bronze option, to transformational intervention in existing infrastructure, in the Gold option.

While the Mayflower Quarter Masterplan envisages the redevelopment of the area largely within a proposed 20 year time frame, the options themselves can build upon one another, allowing longer-term transformation - if this becomes more likely - to move towards the Gold option beyond the masterplan time-frame.



Bronze Option (10 years +)

- Major redevelopment of Mayflower Quarter
- West Quay Road current route retained with upgrades to cycling and pedestrian infrastructure;
- Expansion and enhancement of existing strategic public realm links, including International Maritime Promenade;
- New green link provided adjacent to West Quay Road, compliments International Maritime Promenade;
- The extension and transformation of Mayflower Park and new landmark recreation, leisure and culture facilities.



Silver Option (20 years +)

Bronze Option plus:




- West Quay Road realigned along port boundary, removing through traffic from centre of quarter;
- Central new green link along former route of West Quay Park, better integrating with a network of wider green links including International Maritime Promenade.




Gold Option (30 years +)

Silver Option plus:

- West Quay Road alignment by Mayflower Park pushed further south, minimising impact on Old Town Walls and improving Port access;
- A section of West Quay Road alongside Mayflower Park lowered with a new 'green bridge' over, creating a direct pedestrian link to the water's edge;
- Red Funnel Ferries are relocated, connecting Mayflower Park and Town Quay into a continuous public waterfront.

Key

- Key Routes 
- Lowered section of West Quay Rd 
- Route Improvements 

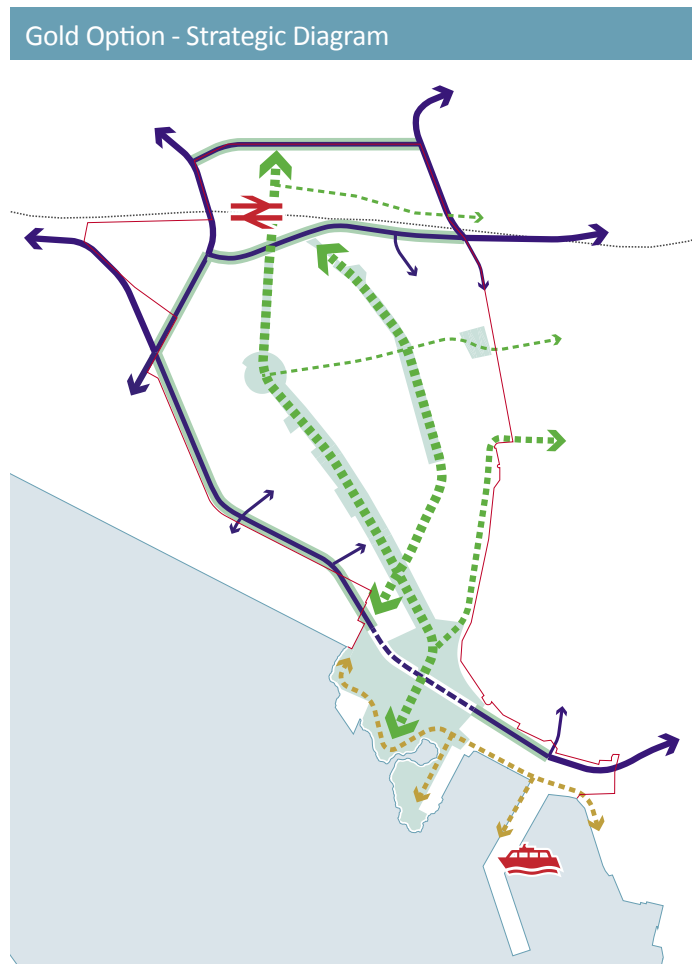
- Major Green Open Spaces 
- Key Public Routes / Green Links 
- Extent of Public Waterfront 



The Gold option presents major proactive and transformative interventions with regard to West Quay Road, Mayflower Park, the Port of Southampton and the whole area, to best deliver the long-term value and vision of the Mayflower Quarter and wider city. It adopts a holistic approach and envisages the long-term redevelopment of much of the quarter.

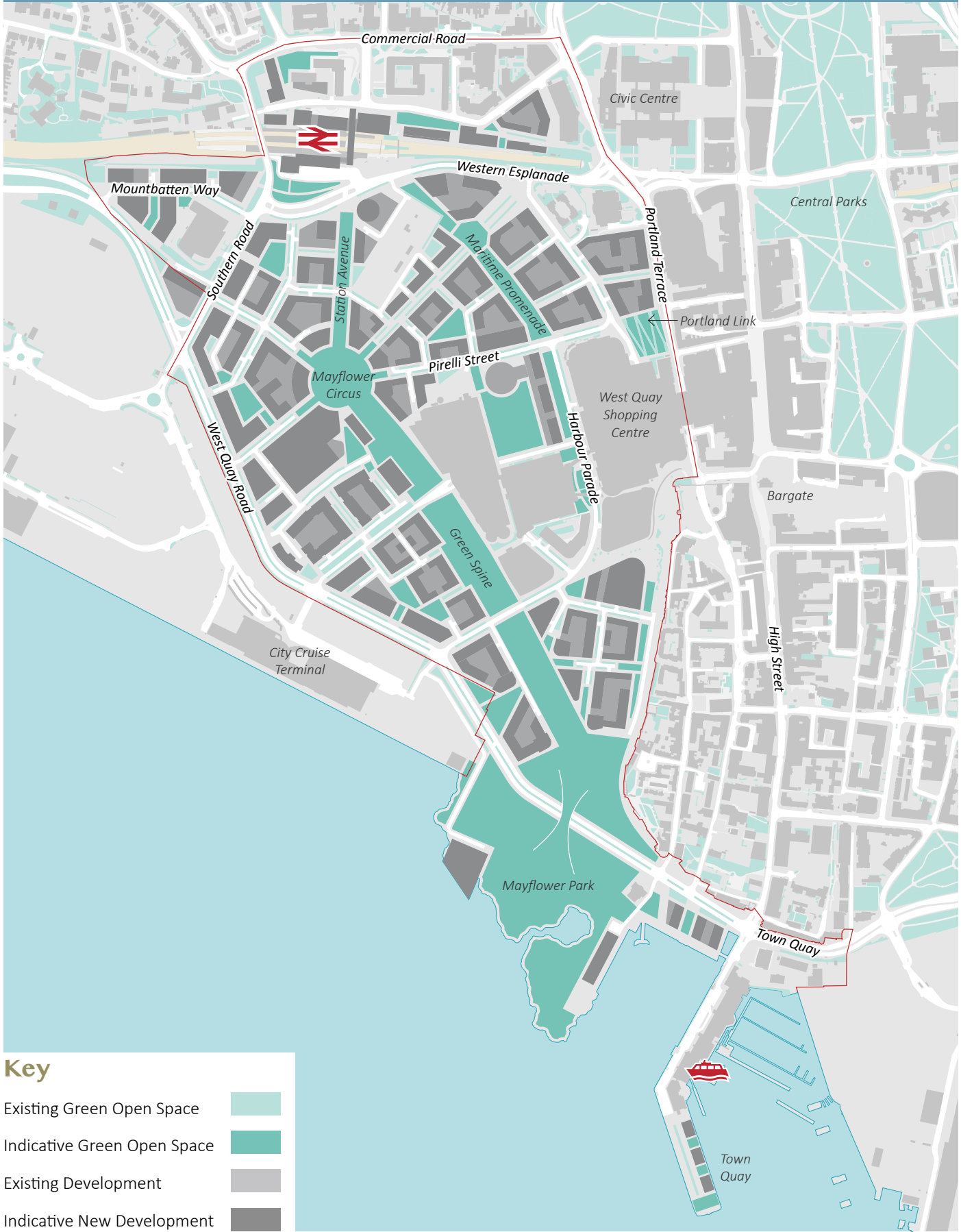
Parameters

- West Quay Road is realigned south alongside the Port Boundary, opening up the centre of the masterplan area for dedicated public realm and more attractive development sites;
- The proposed realignment uses two small parcels of existing Port land to deliver a route that improves access to the Port, the quality of the quarter and the setting of the Town Walls, as well as enabling efficient land use and access within the quarter;
- A section of West Quay Road alongside Mayflower Park would be lowered with a new 'green bridge' over, creating a direct pedestrian link to the water's edge from the city centre and the redeveloped quarter;
- The ruins of the old Royal Pier are demolished and removed, allowing for the extension and transformation of Mayflower Park and new landmark recreation, leisure and culture facilities;
- Red Funnel Ferries are relocated, with the site developed to transform this area of Town Quay into a publicly accessible quayside, including new public realm around the water's edge and a new customhouse quay.



Measure	
Total New Development (GEA)	1,220,000m ²
<i>New Jobs (approximate)</i>	24,300
<i>New dwellings (approximate)</i>	6,000
Density (FAR)	2.08
Public Green Open Space	15.5ha
Length of Public Waterfront	1.86km

Gold Option - Masterplan



Key

- Existing Green Open Space
- Indicative Green Open Space
- Existing Development
- Indicative New Development



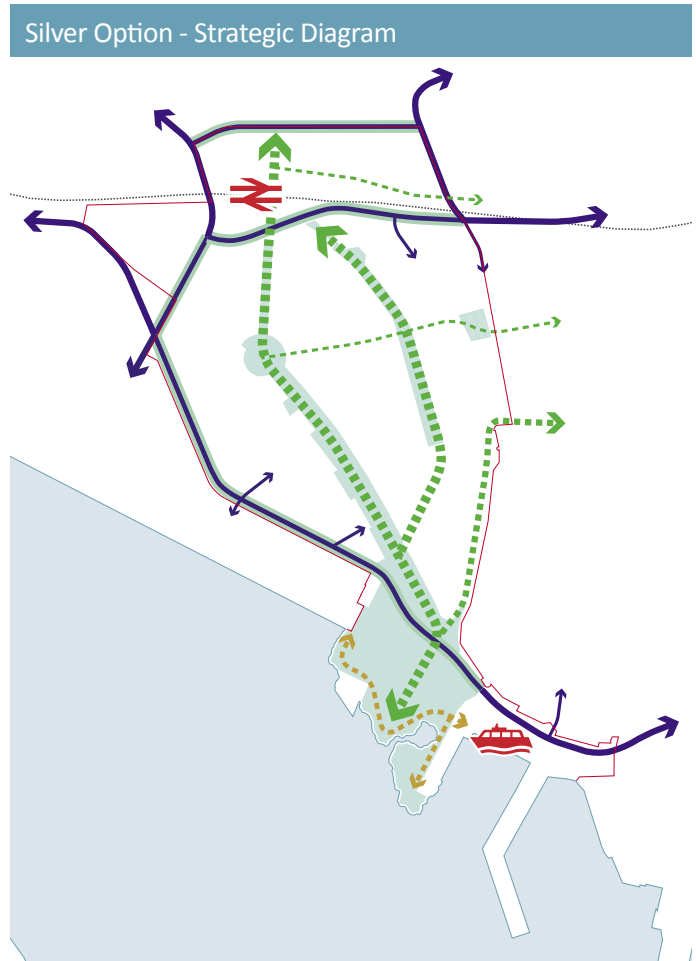
The Silver option presents a mixed approach to the key interventions, envisaging the realignment of West Quay Road, but with minimal impact on the Port of Southampton’s current operational land.

The main impact of this option is that this alignment of West Quay Road around Mayflower Park restricts the opportunity to create a lowered section of West Quay Road (delivering a direct pedestrian link into Mayflower Park) because of reduced amount of land available for engineering works.

This option would address the road severance by downgrading vehicle speeds and increasing pedestrian crossing points and times, slowing vehicle movement along this section of West Quay Road. Without relocating the Red Funnel Ferry operations, the opportunities for a expanded public waterfront are more limited.

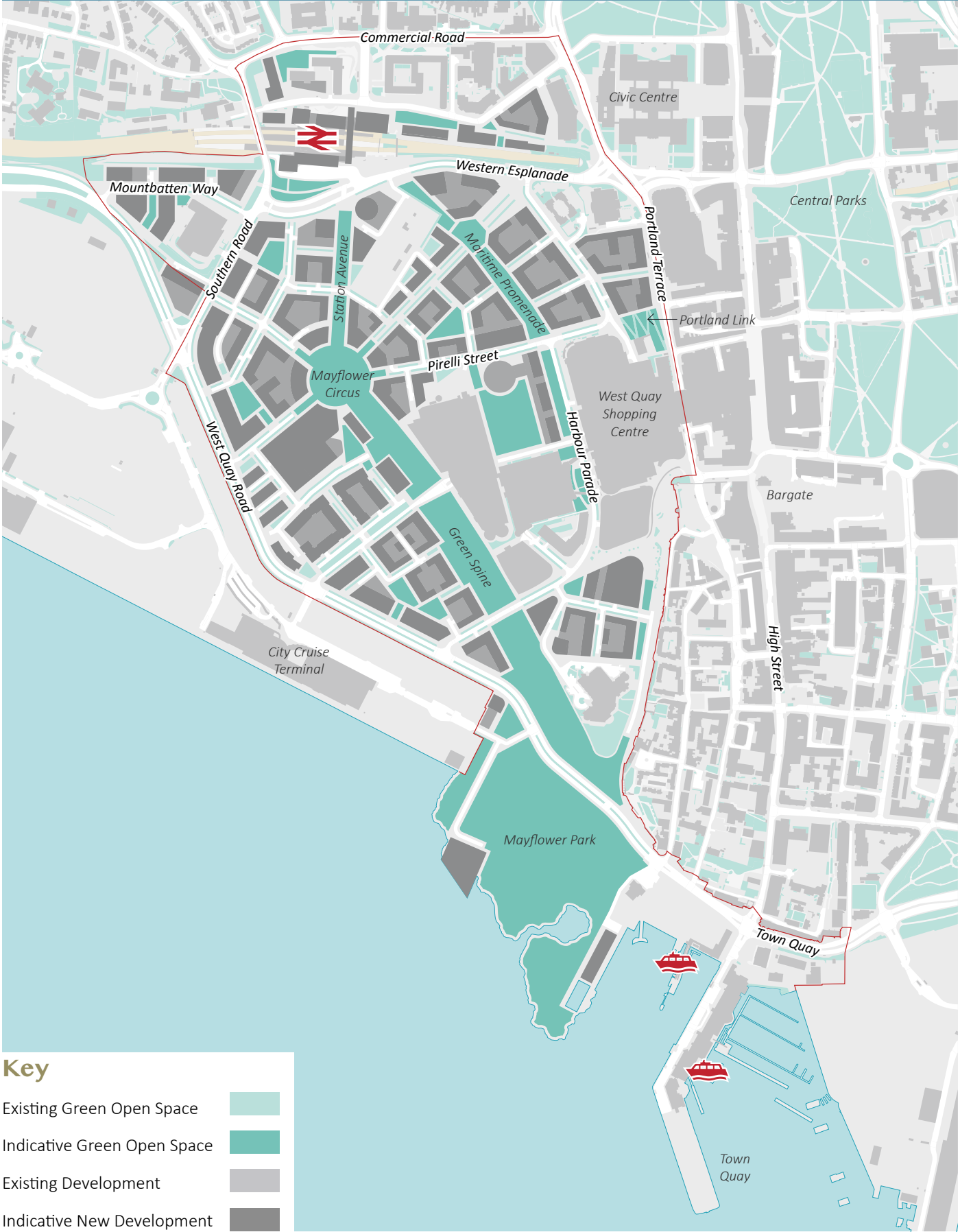
Parameters

- West Quay Road is realigned following the Port Boundary, with a small section of Port land to the north to enable a better connection to Mountbatten Way. Improved pedestrian access to Mayflower Park would be through enhanced, accessible, and regular pedestrian crossings;
- Proposed realignment follows a line similar to the existing route by Mayflower Park to respect current Port ownerships in the area. This reduces the capacity to improve the setting of the Town Walls, although some improvements are possible, like removal of the existing roundabout;
- The ruins of the old Royal Pier are demolished and removed, allowing for the extension and transformation of Mayflower Park and new landmark recreation, leisure and culture facilities;
- Red Funnel Ferries remains in its current location, preventing the expansion of a public waterfront east to Town Quay.



Measure	
Total New Development (GEA)	1,128,000m ²
<i>New Jobs (approximate)</i>	22,300
<i>New dwellings (approximate)</i>	5,500
Density (FAR)	2.06
Public Green Open Space	15.3ha
Length of Public Waterfront	0.9km

Silver Option - Masterplan

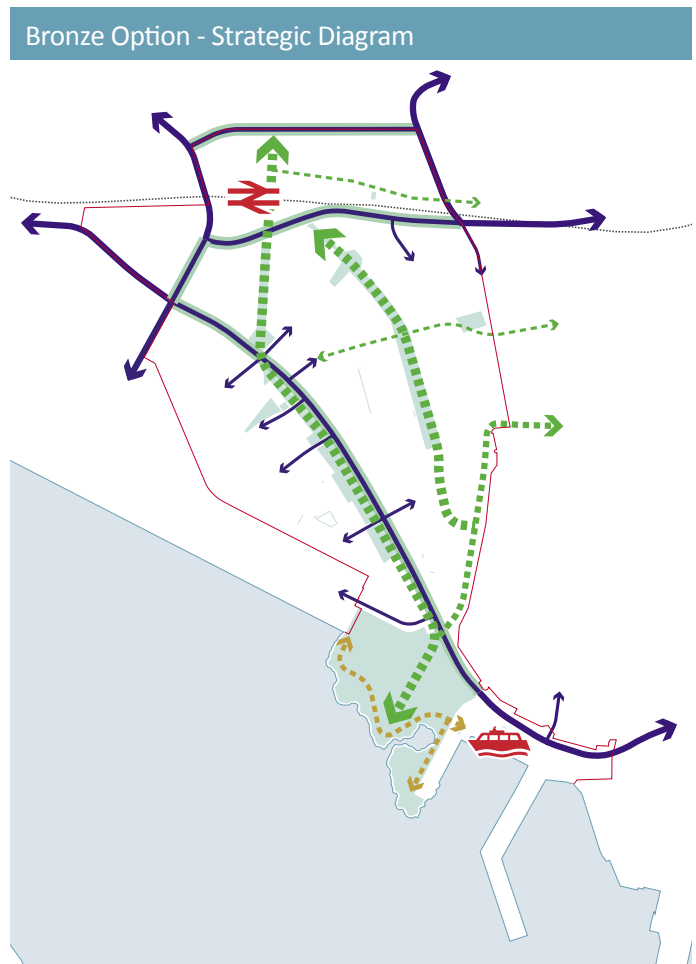


The Bronze option represents the minimal intervention on the key parameters. This reduces the ability of the masterplan to deliver on the fundamental aims of the Mayflower vision, but also represents a lost opportunity to better integrate the city’s strategic infrastructure in a manner that helps deliver wider benefits in the creation of a greener, fairer and healthier city of opportunity.

The Bronze option also represents a shorter term approach to development, taking fewer opportunities to transform infrastructure for longer term value gain, and retains several additional existing buildings which represent inefficient use of land in the long term (and may therefore be subject to development later on). Because of these reasons, the Bronze option can be seen to deliver a lower potential return on investment.

Parameters

- West Quay Road is retained in its current location, with opportunities to upgrade its amenity, providing new crossings, landscaping and cycle infrastructure;
- Retention of West Quay Road largely following its present route would continue the issue of severance and poor air quality in the quarter, and reduce the ability to deliver central and strategic new open green spaces or improve the setting for the Old Town Walls;
- The ruins of the old Royal Pier are demolished and removed, allowing for the extension and transformation of Mayflower Park and new landmark recreation, leisure and culture facilities;
- Red Funnel Ferries remains in its current locaiton, preventing the expansion of a public waterfront east to Town Quay.



Key Measures	
Total New Development (GEA)	1,081,000m ²
<i>New Jobs (approximate)</i>	21,400
<i>New dwellings (approximate)</i>	5,200
Density (FAR)	2.05
Public Green Open Space	12.8ha
Length of Public Waterfront	0.9km

Bronze Option - Masterplan



Key

- Existing Green Open Space
- Indicative Green Open Space
- Existing Development
- Indicative New Development



The three options developed (Gold, Silver, and Bronze), outline a series of responses to different levels of intervention in key parameters existing on site. These key parameters include:

- Potential re-alignment of West Quay Road;
- Relationship of current Port of Southampton land to the strategic objectives of the masterplan.

All three options have been considered as a trajectory along a spectrum of intervention, from least amount of intervention to the existing conditions on site in the Bronze option, to transformational intervention in existing infrastructure, in the Gold option.

While the Mayflower Quarter Masterplan envisages the redevelopment of the area largely within a proposed 20 year time frame, the options themselves can build upon one another, allowing longer-term transformation - if this becomes more likely - to move towards the Gold option beyond the masterplan time-frame.

However, a significant degree of transformational intervention in the area at early stages brings significant added benefits in unlocking the wider opportunities of the Mayflower Quarter. This includes substantial improvements in sustainability and environmental quality, cognisant of Southampton Council’s ambitions to become carbon net zero by 2030.

Assessment Themes

In assessing and providing a comparison of the proposed options, a series of themes have been explored based on the proposed vision for the Mayflower Quarter and taking into consideration the Council’s ambition to promote a **greener, fairer and healthier city of opportunity**. These themes include:

- Impact of vehicular traffic;
- Sustainable and active movement;
- Environmental quality (including public open spaces);
- Enhancing the waterfront;
- Integration with the wider city;
- Ability to deliver sustainable urbanism;
- Supporting Southampton’s communities;
- Driving transformational change for the city.

Key Measures	Gold	Silver	Bronze
Total New Development (GEA)	1,220,000m ²	1,128,000m ²	1,081,000m ²
Density (FAR)	2.08	2.06	2.05
Public Green Open Space	15.5ha	15.3ha	12.8ha
Length of Public Waterfront	1.86km	0.9km	0.9km

Theme	Gold Option	Silver Option	Bronze Option
Impact of vehicular traffic	<ul style="list-style-type: none"> • Realignment of West Quay Road away from centre of masterplan area reducing impact of vehicular traffic of new communities • Lowering of section of West Quay Road by Mayflower Park reduces impact of severance between the waterfront and the heritage setting of Town Walls • Relocation of Red Funnel ferries and parking at the end of Town Quay reduces vehicle movements around waterfront in favour of public realm • Access-only routes into Mayflower Quarter (with exceptions for buses) further reduces impact of vehicles 	<ul style="list-style-type: none"> • Realignment of West Quay Road away from centre of masterplan area reducing impact of vehicular traffic on new communities • Realigned West Quay Road still acts as a barrier to easy pedestrian connections to Mayflower Park and the waterfront, and impacts the setting of old Town Walls • Retention of Red Funnel ferry site and public parking at Town Quay retains existing vehicle movements around waterfront • Access-only routes into Mayflower Quarter (with exceptions for buses) minimise impact of vehicles 	<ul style="list-style-type: none"> • No realignment of West Quay Road, retaining heavy vehicular movement, including Port traffic, within the centre of the masterplan area • Little improvement along Mayflower Park, retaining severance and impacts to setting of Town Walls • Retention of Red Funnel ferry site and public parking at Town Quay retains existing vehicle movements around waterfront • Access-only routes around Mayflower Quarter (with exceptions for buses) reduces impact of vehicles
Sustainable and active movement	<ul style="list-style-type: none"> • Major new green spine provides additional direct pedestrian and cycle route from station to waterfront • Incorporating strategic links into key new public realm, improving pedestrian and cycling amenity • Bus-only routes through the Mayflower Quarter • Lowering of West Quay Road with green bridge enhancing pedestrian and cycling access to Waterfront 	<ul style="list-style-type: none"> • Major new green spine provides additional direct pedestrian and cycle route from station to waterfront • Incorporating strategic links into key new public realm, improving pedestrian and cycling amenity • Bus-only routes through the Mayflower Quarter • Route of West Quay Road by Mayflower Park limits access to waterfront and diminishes quality of cycle routes adjacent 	<ul style="list-style-type: none"> • Retention of West Quay Road within centre of quarter reduces quality of pedestrian and cycle routes along streets • Incorporating strategic links into key new public realm, improving pedestrian and cycling amenity • Bus-only routes through the Mayflower Quarter • Route of West Quay Road by Mayflower Park limits access to waterfront and diminishes quality of cycle routes adjacent

Theme	Gold Option	Silver Option	Bronze Option
<p>Environmental quality (including public open spaces)</p>	<ul style="list-style-type: none"> Major new green spine providing connected public realm from Central Station to the waterfront, over lowered section of West Quay Road A range of new, connected, green open spaces throughout quarter Street layout minimises adjacencies between green open spaces and vehicles Realigned West Quay Road forms buffer to Port Expansion of Mayflower Park into major new green open space for the city New public spaces at waterfront enabled by relocation of Red Funnel ferries Air quality in quarter improved with relocation of heavy vehicular traffic from its centre 	<ul style="list-style-type: none"> Major new green spine providing connected public realm from Central Station to the waterfront Green spine quality reduced by severance at West Quay Road by Mayflower Park A range of new, connected, green open spaces throughout quarter Street layout minimises most adjacencies between green open spaces and vehicles Realigned West Quay Road forms buffer to Port Expansion of Mayflower Park into major new green open space for the city Retention of Red Funnel ferries at Town Quay limits opportunities to improve air quality more widely Air quality in quarter improved with relocation of heavy vehicular traffic from its centre 	<ul style="list-style-type: none"> Retention of West Quay Road in current location limits opportunities for strategic green links and spaces within the centre of the quarter A range of new green open spaces throughout quarter Street layout creates adjacencies between green open spaces and vehicles Green buffer to Port at rear of development parcels represents inefficient land use Expansion of Mayflower Park into major new green open space for the city Retention of Red Funnel ferries and West Quay Road route limits opportunities to improve air quality more widely
<p>Enhancing the waterfront</p>	<ul style="list-style-type: none"> Expansion of Mayflower Park with new cultural and leisure facilities Transformation of Red Funnel Car Ferries site at Town Quay to create new public realm and Quayside development Opportunities for further, integrated, waterfront extension to the east of Town Quay, around Waterside Place New green bridge over lowered West Quay Road provides direct pedestrian and cycle access to the waterfront 	<ul style="list-style-type: none"> Expansion of Mayflower Park with new cultural and leisure facilities Retention of existing Red Funnel Car Ferry operations diminishes quality of Mayflower Park Retention of Red Funnel Car Ferries operations prevents accessible waterfront extension east of Town Quay West Quay Road remains a barrier to easy access from city to waterfront at Mayflower Park 	<ul style="list-style-type: none"> Expansion of Mayflower Park with some new leisure facilities Retention of Red Funnel Car Ferry operations diminishes quality of Mayflower Park Retention of Red Funnel Car Ferry operations prevents accessible waterfront extension east of Town Quay West Quay Road remains a continuous significant barrier to easy access from city to waterfront



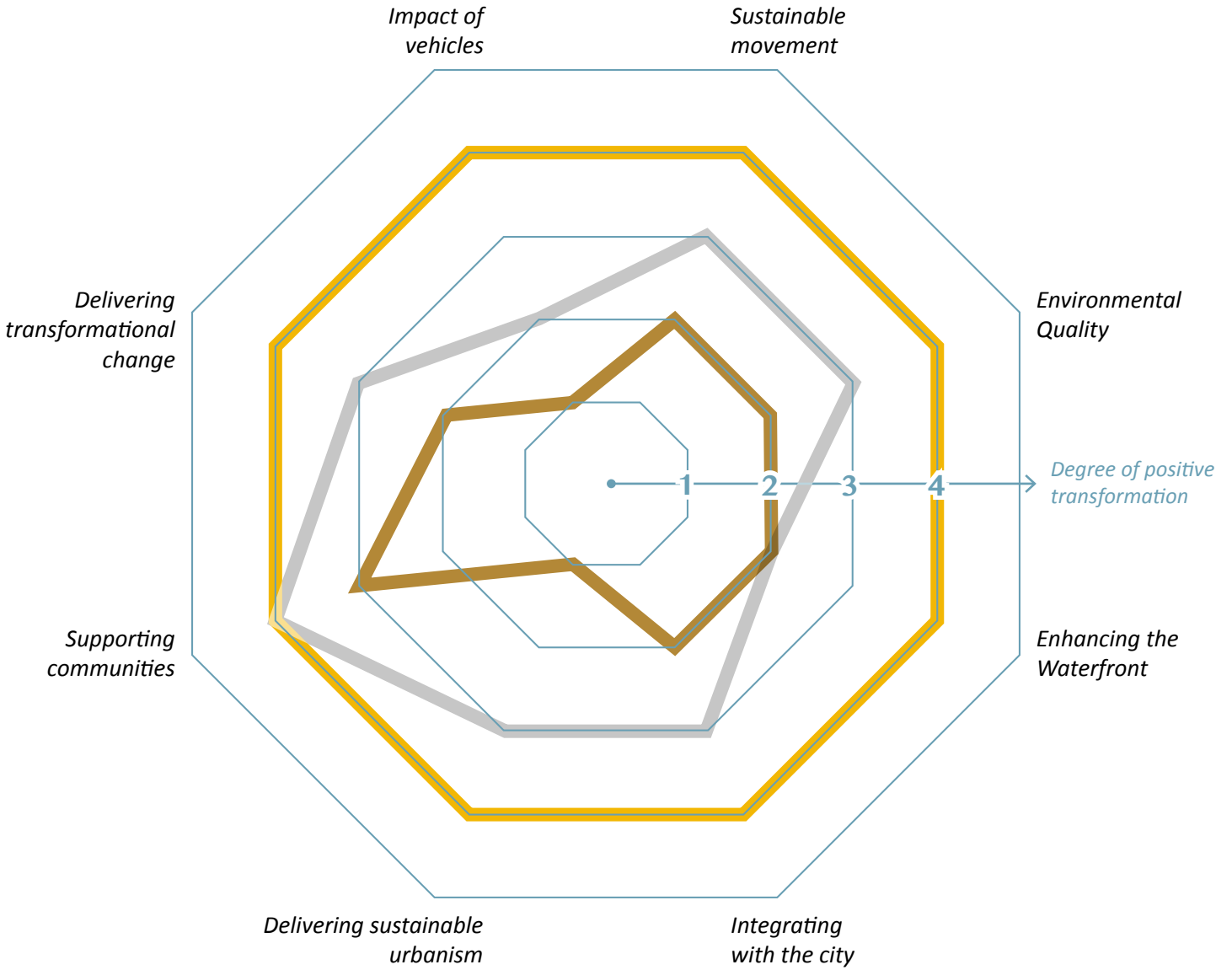
Theme	Gold Option	Silver Option	Bronze Option
<p>Integration with wider city</p>	<ul style="list-style-type: none"> • New Portland Link, public space with accessible ramps and steps, connecting the Mayflower Quarter with the city centre core • Proposed new Station Bridge providing improved access over railway • Realignment and lowering of West Quay Road and new Green Spine provide improved setting and integration with Old Town • Retaining strategic views to key landmarks, including the Civic Centre and St Michael’s church • New green bridge provides direct connections between city centre and new Mayflower Park 	<ul style="list-style-type: none"> • New Portland Link, public space with accessible ramps and steps, connecting the Mayflower Quarter with the city centre core • Proposed new Station Bridge providing improved access over railway • Realigned West Quay Road makes some improvement to setting and integration with Old Town • Retaining strategic views to key landmarks, including the Civic Centre and St Michael’s church • Realigned West Quay Road still acts as a barrier to pedestrian movement from city centre to Mayflower Park 	<ul style="list-style-type: none"> • New Portland Link, public space with accessible ramps and steps, connecting the Mayflower Quarter with the city centre core • Proposed new Station Bridge providing improved access over railway • Retained West Quay Road route diminishes setting of Old Town • Retaining strategic views to key landmarks, including the Civic Centre and St Michael’s church • Retained West Quay Road route acts as a significant barrier to pedestrian movement from city centre to Mayflower Park
<p>Ability to deliver sustainable urbanism - place-making</p>	<ul style="list-style-type: none"> • Strategic redevelopment of area around the railway station helps best promote transit oriented development principles • Connected public spaces, with removal of through traffic (except buses) provides optimum conditions to promote cycling, walking and public transport • Creating new, substantial green spaces in highly-accessible central locations to support a network of blue-green infrastructure that supports biodiversity, flood resilience and healthy lifestyles 	<ul style="list-style-type: none"> • Strategic redevelopment of area around the railway station helps best promote transit oriented development principles • Connected public spaces, with removal of through traffic (except buses) provides optimum conditions to promote cycling, walking and public transport • Creating new, substantial green spaces in highly-accessible central locations to support a network of blue-green infrastructure that supports biodiversity, flood resilience and healthy lifestyles • Retention of Red Funnel Car Ferries at town Quay diminishes environmental quality 	<ul style="list-style-type: none"> • Retention of inefficient and poor quality land uses by railway station diminishes ability to deliver high-density transit oriented development • Severance caused by retained West Quay Road reduces ability to deliver connected public spaces that promote cycling and walking, or network of green spaces that support a distributed blue-green infrastructure to support biodiversity, flood resilience and a healthy lifestyle • Retention of Red Funnel Car Ferries at Town Quay diminishes environmental quality






Theme	Gold Option	Silver Option	Bronze Option
<p>Supporting Southampton's communities</p>	<ul style="list-style-type: none"> • Delivering a new local centre supported by substantial and major new public realm • A new primary school, health facilities and sustainable energy uses located at 'community hub' to support new residential populations within the quarter • Creating new and accessible cultural and leisure facilities by the waterfront • Opportunity for new education/research campus-style development area to support skills, training and innovation in Southampton 	<ul style="list-style-type: none"> • Delivering a new local centre supported by substantial and major new public realm • A new primary school, health facilities, and sustainable energy uses located at 'community hub' to support new residential populations within the quarter • Creating new and accessible cultural and leisure facilities by the waterfront • Opportunity for new education/research campus-style development area to support skills, training and innovation in Southampton 	<ul style="list-style-type: none"> • Central location of potential local centre not supported by retention of West Quay Road. Uses likely to be more spread out. • A new primary school, health facilities, and sustainable energy uses located at 'community hub' to support new residential populations within the quarter • Creating new and accessible cultural and leisure facilities by the waterfront • Opportunity for new education/research campus-style development area to support skills, training and innovation in Southampton
<p>Driving transformational change for the city</p>	<ul style="list-style-type: none"> • Expansion of waterfront public realm and attractions create new city destination • Delivering substantial new business, residential, hotel, leisure, cultural, health and retail uses supported by high-quality place-making • Proposals address significant highways infrastructure in a strategic way • Proposals define a clear relationship between the city and the Port of Southampton that brings value to both 	<ul style="list-style-type: none"> • New attractions at waterfront limited by inability to address severance of West Quay Road and retention of Red Funnel ferries site • Delivering substantial new business, residential, hotel, leisure, cultural, health and retail uses supported by high-quality place-making • Proposals address significant highways infrastructure in a strategic way, but limited by Port ownerships • Proposals fail to propose a proactive relationship between the city and the Port of Southampton in a manner that brings value to the Mayflower Quarter 	<ul style="list-style-type: none"> • New attractions at waterfront limited by severance of West Quay Road and retention of Red Funnel ferries site • Delivering substantial new business, residential, hotel, leisure, cultural, health and retail. But retention of West Quay Road route limits opportunities for high-quality place-making and desirability of quarter to new businesses, communities, & visitors • Proposals fail to address significant highway infrastructure strategically • Proposals fail to propose a proactive relationship between the city and the Port of Southampton in a manner that brings value to the Mayflower Quarter



Overview of Assessment Themes



Key:

- Gold Option 
- Silver Option 
- Bronze Option 

Degree of positive transformation considers 1 to equal existing condition of the Mayflower Quarter



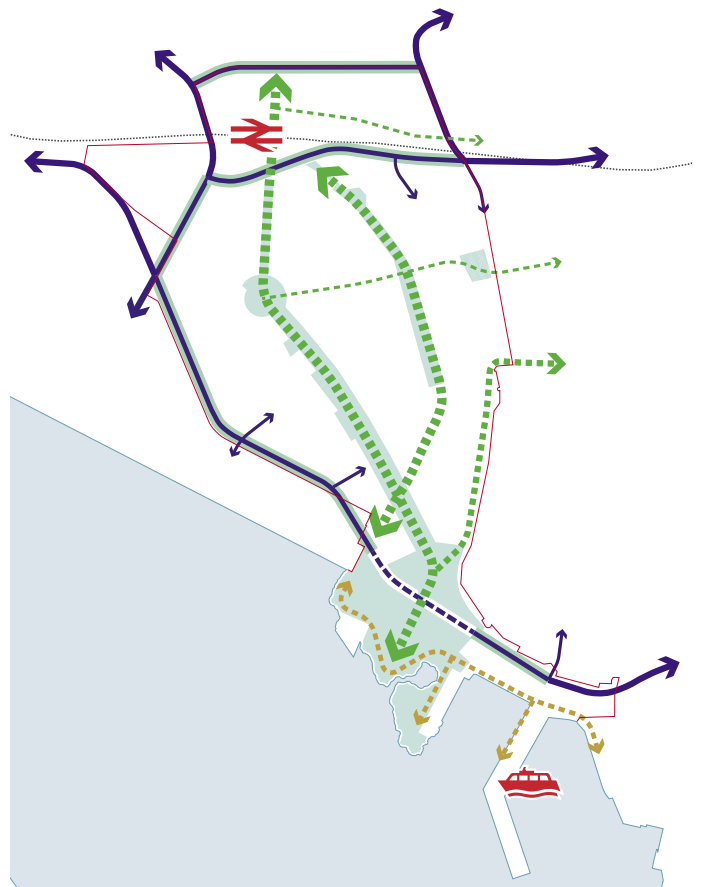
Preferred Option (Gold Option)

Following extensive engagement, and discussion around the opportunities and issues of each scenario, the **Gold Option** was selected as the preferred option for more detailed masterplan development. The **Gold Option** best acknowledges the Council’s intention to deliver transformational change for the city of Southampton, while integrating the quarter with the wider city.

It should be noted again, that the initial options represented a trajectory of potential development. The Gold Option therefore outlines a long-term potential structure for the site, and does not preclude the potential for the site to accommodate the bronze option in the shorter term, the silver option in the medium term, before transforming into the gold option in the long term. The scenarios themselves were based on a phased approach to infrastructure transformation which can be delivered sequentially.

For this reason, the Gold Option has been taken forward for more detailed development, as ensuring its success and delivery potential would set a long-term transformational goal for the Mayflower Quarter.

Preferred Option (Gold) - Strategic Diagram



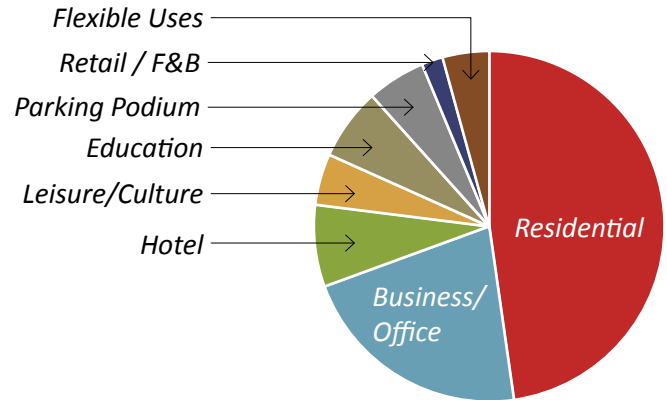
Measure	
Total New Development (GEA)	1,220,000m ²
<i>New Jobs (approximate)</i>	24,300
<i>New dwellings (approximate)</i>	6,000
Density (FAR)	2.08
Public Green Open Space	15.5ha
Length of Public Waterfront	1.86km

Preferred Option (Gold) - Illustrative Diagram



Indicative Capacity of Gold Option

The following summary of quantum is an indicative assessment of the capacity of the site in line with the vision for the Mayflower Quarter. It does not represent policy objectives in terms of projected uses but provides an indicative arrangement of development, use, distribution of functions, and public open green space that has been used as a basis for initial viability and delivery assessment. However, the masterplan has been designed to be truly flexible, with transformative network of green open spaces around a series of ‘super-blocks’ that could incorporate a range of different uses of different quantum, responding to market changes as the masterplan moves forward.



Measure	
Area of Mayflower Quarter	82ha
- of which is considered for development	55ha
Total New Development (GEA)	1,220,000m ²
- Residential	584,000m ²
(Approximate no. of new dwellings)	Approx. 6000 dwellings
- Business/commercial	265,000m ²
- Hotel	90,000m ²
- Education/community	81,000m ²
- Leisure/culture	57,000m ²
- Retail/F&B	24,000m ²
- Flexible ground floor uses	52,000m ²
(Approximate no. of new jobs)	Approx. 24,300
Public Green Open Space (excludes street public realm)	15.5ha
- as % of total developed land	28%

Indicative Masterplan



Movement & Access

Improved mobility is pivotal for the overall success of the Mayflower Quarter. By promoting a coherent and connected mobility network, suitable to all users, the Quarter will be able to support urban growth, creating a place that is attractive to both people and businesses.

The Mayflower Quarter’s movement strategy is founded on the governing principles set out by the Southampton Corporate Plan 2020-2025, in that it strives to create a **greener, fairer, healthier**, and more **accessible** city.

In pursuit of the vision, the Mayflower Quarter wishes to enable and facilitate sustainable and active travel, focused on walking, cycling and public transport. To do so, it seeks to create a district of integrated active travel corridors, where walking and cycling predominate, while providing inclusive accessibility throughout the quarter, especially for those with disabilities. The improved routes will weave together key destinations – the Port of Southampton and the historic waterfront, railway station and city centre retail, providing an attractive setting for new, mixed-use development.

However, the arterial roles of West Quay Road and Western Esplanade (north of West Quay), will be preserved as key motorised links, allowing access across and into the quarter, and especially serving the Port of Southampton. The strategy acknowledges the importance those two links serve in the context of wider urban mobility and localised dependence by big-box retailers, but wishes to better integrate these routes within the urban fabric.

Finally, the development of Mayflower Quarter’s movement strategy has been underpinned by understanding that no place is static. The area has continuously evolved in response to urban and mobility needs and possibilities, morphing from a historic port and freight hub to a motorised thoroughfare of the 1960s. To assure that Mayflower Quarter thrives well into the future, the strategy seeks resilience in flexibility and adaptability, proposing future mobility solutions that will keep the district running in the future.

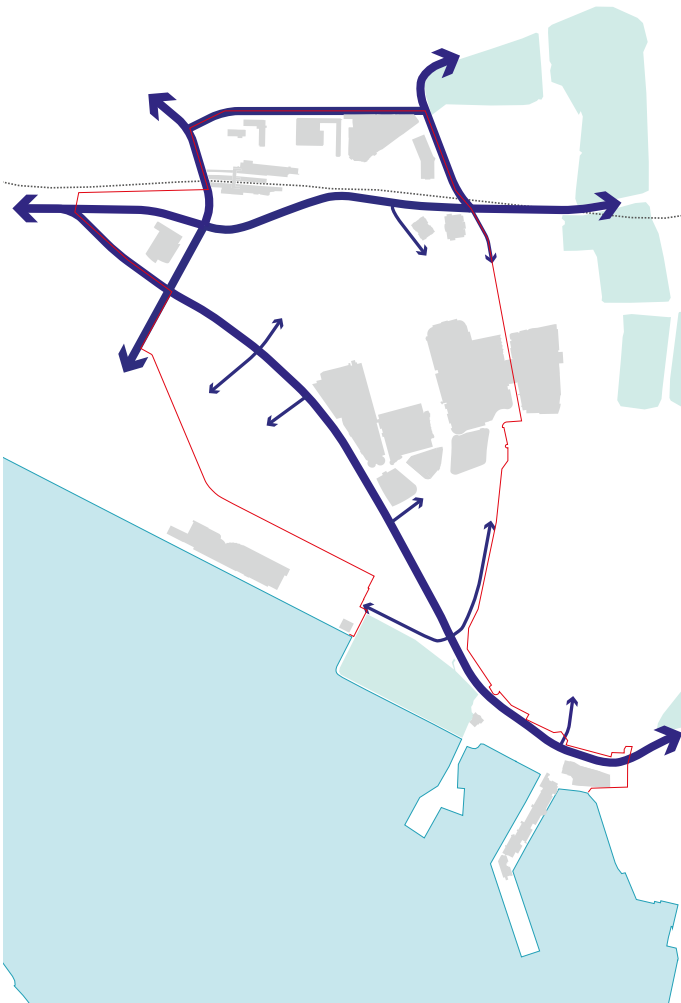
Re-imagining the Quarter

A review of the existing transport conditions in the quarter highlighted an overwhelming dominance for vehicles and prioritising of the private car. Pedestrians and cyclists are often pushed to the background, asked to navigate between car parks and overpasses and required to navigate around guardrails in search of a crossing. While the Inner Ring Road performs a key arterial role in connecting the main road corridors, encircling the City Centre and the Mayflower Quarter, the vehicular dominance and ‘cut across’ nature of the existing highway grid is to the detriment of creating a pleasant and safe environment.

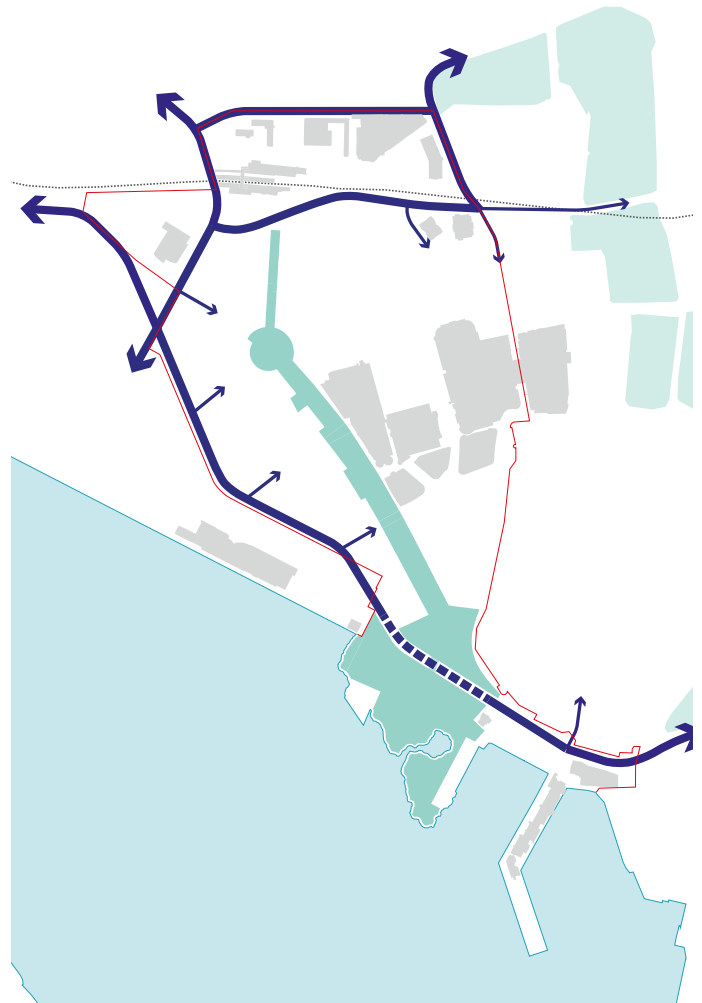
With car traffic volumes around the north and west of the city centre (i.e. around the quarter) expected to grow, decisive action is needed to avoid further detrimental impacts resultant from congestion and severance on the experiences of all other travellers. The Mayflower Quarter provides a major opportunity to achieve modal shift given its proximity to Southampton Central Railway station, bus links, and city centre facilities.

Understanding the ‘maker and breaker’ role of the highways, Southampton’s Transport Strategy (2019) aims to make the City Centre ‘not as easy to drive through without having a reason to be there’, emphasising the need to help the city centre become a more attractive place for visitors and users. The document highlights that the Inner Ring Road should move the traffic around the City Centre, not through it and sets out the vision aspiring to convert West Quay Road into a vibrant, pedestrian and cyclist friendly space, by encouraging active frontages, high-quality public realm and landscaping measures. However, appreciating the arterial function, the Transport Strategy further outlines the need to improve the Inner Ring Road to help it reliably accommodate strategic traffic flows, enable a reduction in traffic volumes and support regeneration (including that of the Mayflower Quarter) and interchange improvements.

Current Movement Patterns



Future Movement Patterns



Current Condition

- Mayflower Quarter bisected by the busy West Quay Road
- Large areas of car parking and oversized roads create severance
- Excessive vehicle use creating poor environment and air quality

Future Condition

- Soften road infrastructure, improving the pedestrian environment and better enabling sustainable transport modes
- Realigning West Quay Road away from the centre of the Mayflower Quarter
- Delivering new major green spaces over former route of West Quay Road, improving environmental quality for residents and visitors

Aims & Objectives

In keeping with the wider policies and aspirations, the Mayflower Quarter Masterplan seeks to re-imagine and re-align the street network within the district, focused on mobility within the area, rather than through it. While, the characteristics of the current and proposed street network are described in detail in the Street Types section ahead, the vision of the Masterplan is to transform the major physical barrier that is West Quay Road. The preferred option proposes to transform West Quay Road from an intra-urban cord to a perimeter distributor. The corridor left vacant upon West Quay's Road relocation would be transformed into a space of sustainable, shared mobility – the Green Spine, accessible to pedestrians, cyclists, and public transport.

Regardless of the changes to the Inner Ring Road which will seek to discourage car travel, the shift will need to be supported through a series of mobility interventions within the quarter.

First and foremost, the Mayflower Quarter seeks to achieve a transformation in travel behaviour away from private car towards sustainable modes of transport by making the latter modes the more convenient, and hence default option.

It is envisaged, that a significant shift towards greener modes needs to be promoted by taking a dual 'push and pull' approach – discouraging private car use (e.g. by imposing limitations on vehicular traffic through the district's core and limiting available car parking) and encouraging active travel (e.g. by providing adequate foot-way and cycle space along convenient access to public transport). All proposals would seek to link with ongoing active travel initiatives currently being developed by SCC, including active travel hubs.

Mixed mode precedent - Oxford Street, Manchester








Strategic Link precedent - South Park, Stratford



Overall Proposed Movement Arrangements



Key

- Key Vehicular Routes 
- Strategic Pedestrian/Cycle Links 
- Strategic Cycle Network 
- Proposed Bus Routes 
- Bus only/Emergency Sections 



Future Mobility

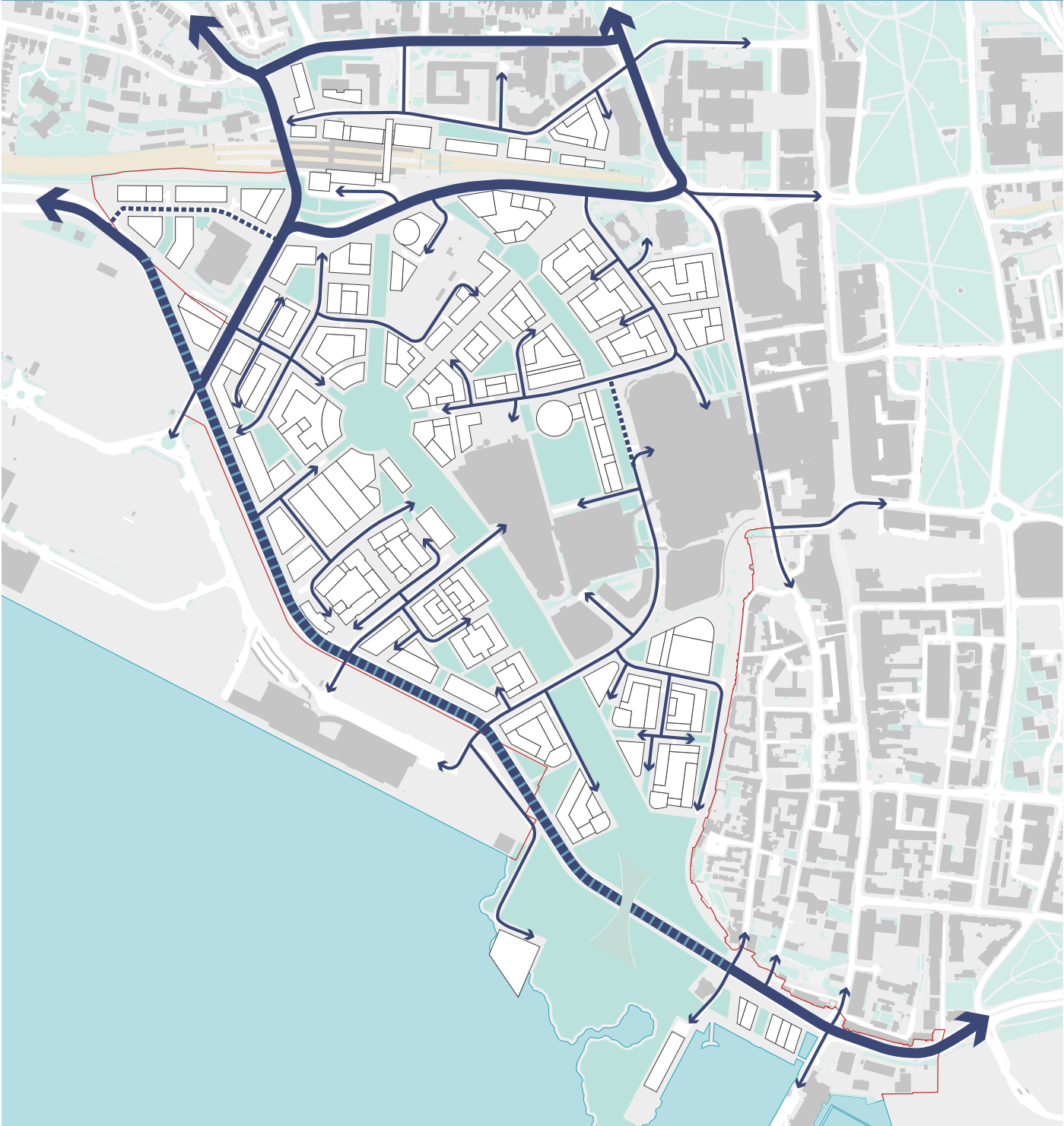
In reference to the overarching objectives and vision of the Masterplan, the successful implementation of the movement strategy will be one not only to overcome the issues of today, but also of tomorrow. To promote adaptability and flexibility, the Masterplan proposes an expansion and greater promotion of new and future mobility concepts, for example:

- **Car clubs** which will allow for incidental car use by residents and businesses.
- **Micro Mobility** options, such as e-scooter and e-bike share services which are becoming increasingly popular.
- **Electric vehicle charging** to encourage the uptake of green vehicles for those who need them.
- **Built in flexibility to car parking** allowing parking to be phased out or transformed to pick-up/drop-off or servicing centres as the quarter transitions to more active travel.





The Masterplan will incorporate a range of current and future smart urban transport and management measures alongside micro-mobility elements, as summarised at the end of each section.



Proposed Vehicular Access Arrangements



Key

- Key Routes 
- Suggested realignment of West Quay Road 
- Access Routes 
- Bus/Emergency Only 



Context

Developing a clear hierarchy of streets within the masterplan is an important way to structure the quarter in terms of movement, access and townscape. A range of street types have been developed that build on existing streets throughout the city centre, and those street types promoted in policy through the Streets + Spaces Framework (2015).

For compliance, we have adopted the same name and street types as those set out in the Streets + Spaces Framework. We have contributed and built on this existing advice through reference to best-practice street design to develop indicative street types, illustrated with cross-sections, that would support the ambition and vision of the Mayflower Quarter

Aims & Objectives

In developing the proposed street types, we have sought to address the following guiding principles:

- Promote sustainable movement, with emphasis on walking and cycling, and bus movement where appropriate.
- Maximise the amount of 'greenery' within the street environment, with street trees and other planting, offering benefits in terms of amenity, micro-climate, biodiversity, and contributing to positive environmental impacts.
- Incorporate sustainable drainage solutions to help attenuate surface water generally, and intercept and clean run-off before entering local water bodies.
- Facilitate active street environments in terms of social, leisure, and business uses.
- Maintain flexibility for future adaptation of streets, such as reducing car parking provision over time.

Strategic Streets precedent - Above Bar Street



City Streets precedent - Oxford Street, Southampton






Pedestrian Access Streets - Old Town Walls



Proposed Street Hierarchy



Key

- Strategic Streets 
- City Streets 
- Pedestrian Priority Streets 



Type 1: Strategic Streets

Variant 1A – West Quay Road

Existing Arrangement

Key attributes are:

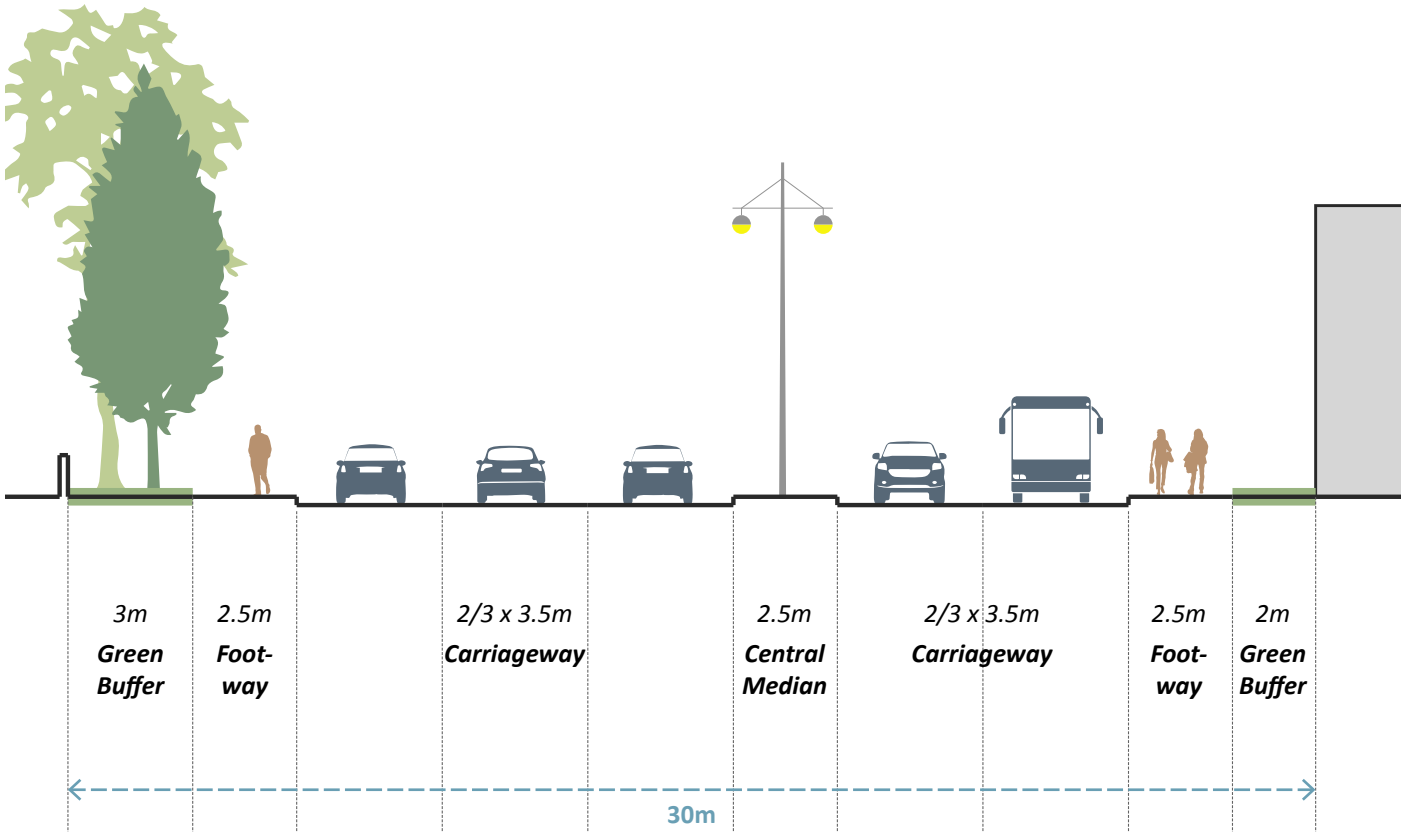
- Major through route carrying high volumes of traffic including heavy vehicles
- Buildings generally do not address street; setback behind landscape and fences
- No frontage activity on street
- Typically no direct vehicular access to properties from road
- Traffic lanes generally fairly wide (around 3.5m each)
- Foot-ways of above minimum width, but proximity to high traffic volumes without buffer likely to make them uncomfortable to use
- No cycle lanes, however some sharing of foot-way space
- Central median present (typically paved), which allows for turning movements in various locations
- General highways lighting – no foot-way illumination
- Landscape generally limited to strip on outside (may be within adjacent property boundaries)
- Standard highways design treatment
- Estimated only 16% of typical width is permeable (i.e. landscape area)

Proposed approach

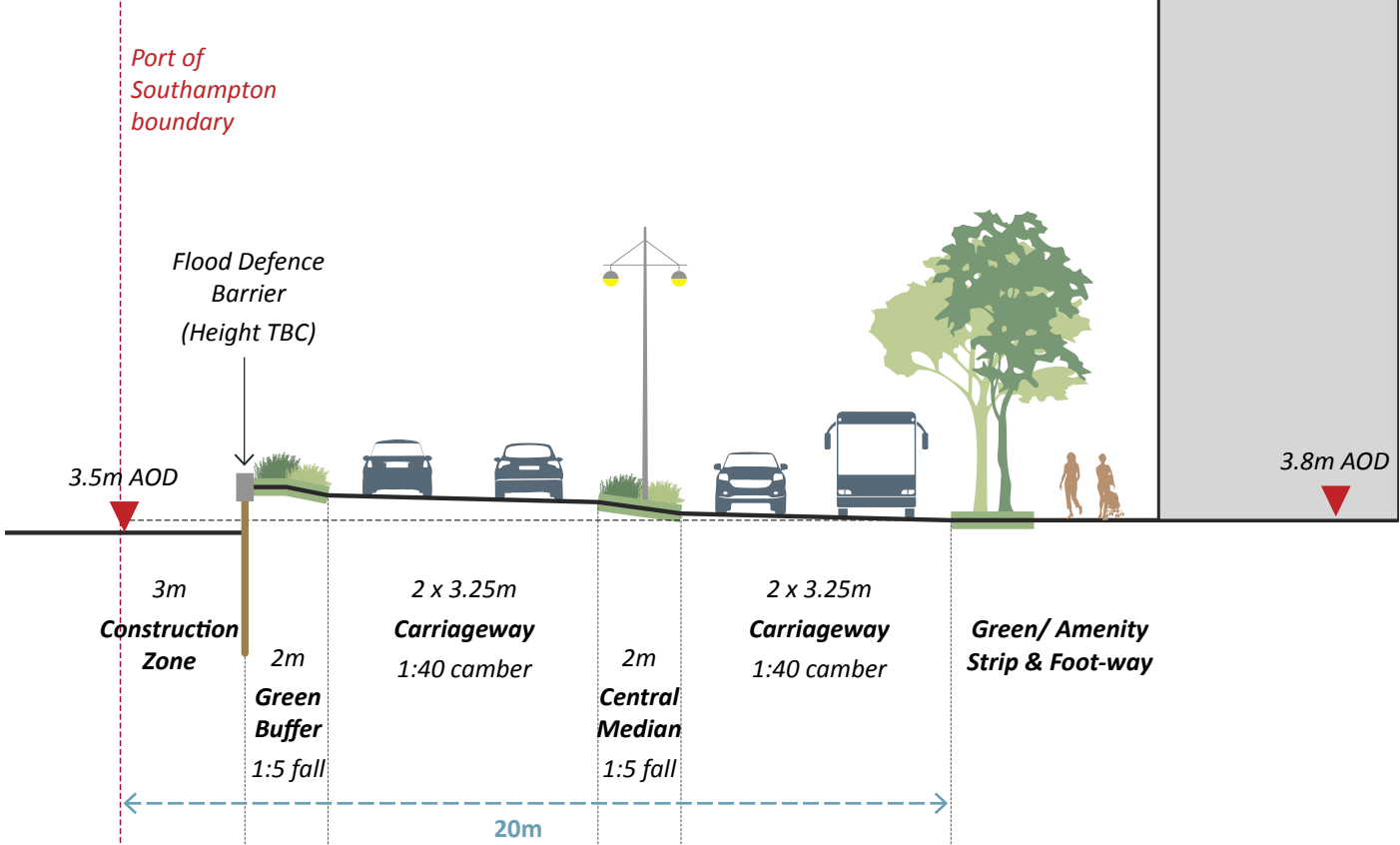
Key attributes are:

- Road realigned to run along Port of Southampton, with pedestrian amenity focused along northern edge of road adjacent to new development
- Opportunity to incorporate flood defences through land raising within the design of the road, and within a 20m wide strip along the Port boundary, with surface run-off to be addressed through permeable surfaces and integration of SuDS in green strips along highways
- Design to ensure mix and volume of traffic can still be accommodated while improving facilities for people walking and cycling
- Traffic lanes narrowed to 3.25m each
- Central median present and landscaped, ideally designed for natural drainage (e.g. rain-garden/ swale)
- Landscape strip along either side of road to provide buffer for foot-ways, incorporating tree planting and natural drainage solutions; also the location for bus stops where required
- Pedestrian-focussed lighting

West Quay Road - Existing Arrangement



West Quay Road - Proposed Approach



Variante 1B – Western Esplanade

Existing Arrangement

Key attributes are:

- Major through route carrying high volumes of traffic including heavy vehicles and buses
- Buildings generally do not address street; setback behind landscape and fences
- No frontage activity on street
- Limited number of direct vehicular accesses to adjacent properties
- Traffic lanes generally wide (around 4.0m each)
- Foot-ways narrow and proximity to high traffic volumes without buffer likely to make them uncomfortable to use
- No cycle lanes
- General highways lighting – no foot-way illumination
- No landscaping present
- Standard highways design treatment
- No permeable surfacing apparent

Proposed approach

Key attributes are:

- Design to ensure mix and volume of traffic can still be accommodated while improving conditions for walking
- Opportunities to reduce number of lanes within Western Esplanade to two, maintaining wider 4m width to ensure resilience to traffic incidents
- 3m wide landscape strip along either side of road to provide buffer for foot-ways, incorporating tree planting while also providing space for potential drop-off/bus stops/etc
- Additional 2m green strip along northern edge, providing a buffer to the railway adjacent
- Street lighting re-provided with pedestrian-focussed lighting arms
- Foot-ways widened to be 3m on each side
- Dedicated cycle lanes on either side of the road
- Estimated potential for 35% of width to be permeable by incorporating additional landscape areas and permeable paving on foot-ways

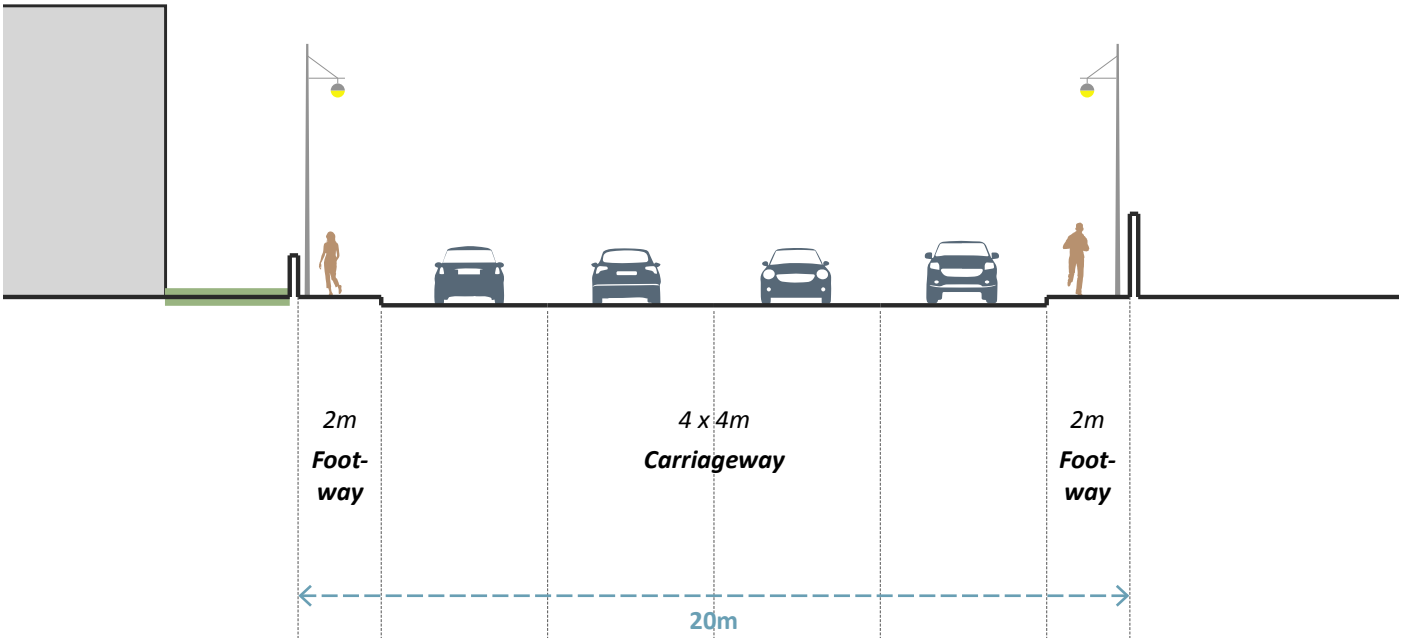
Strategic Streets precedent - Götgatan, Stockholm



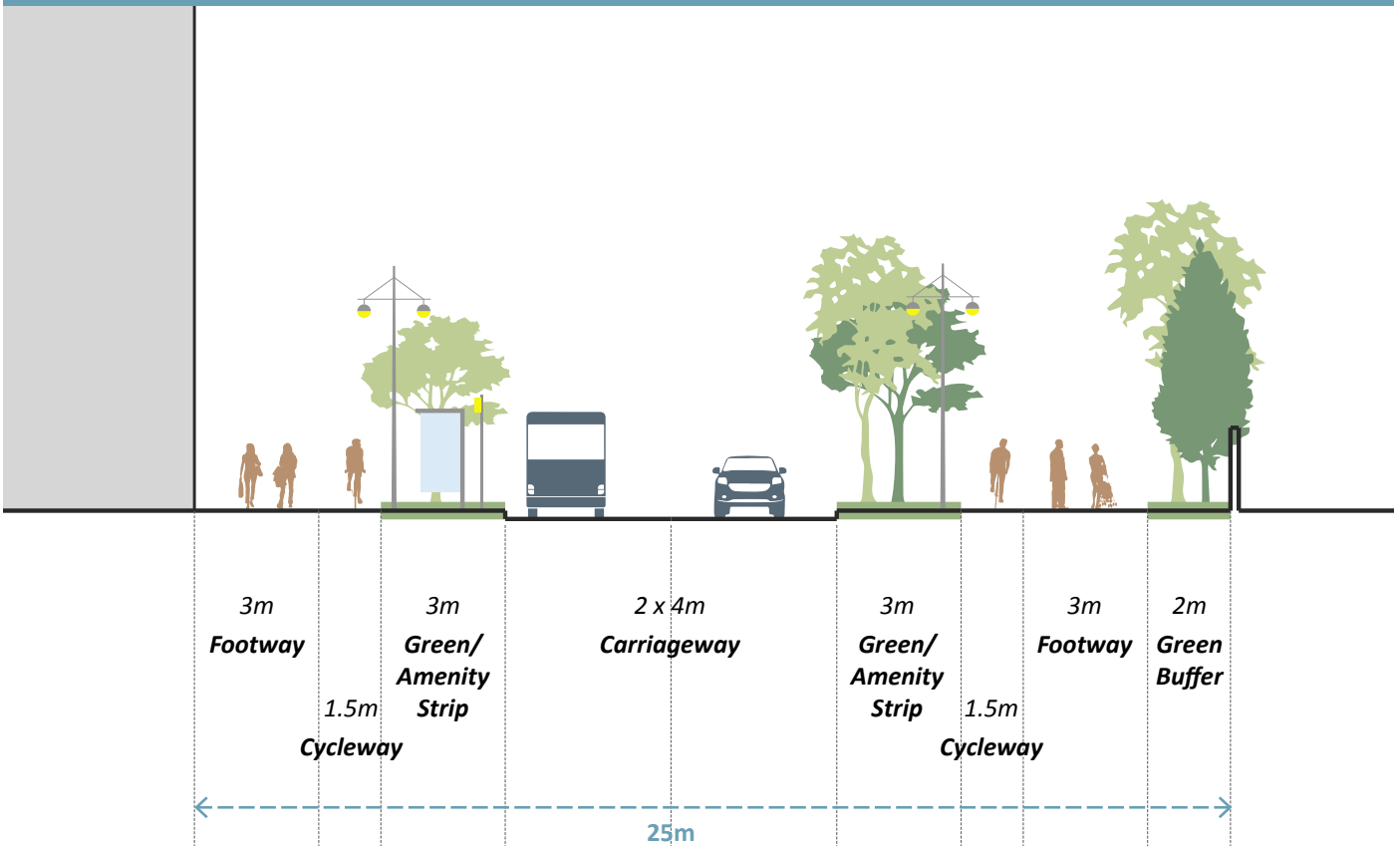
Strategic Street precedent - Swanston St, Melbourne



Western Esplanade - Existing Arrangement



Western Esplanade - Proposed Approach



Type 2: City Streets

Variant 2A – Without bus services

Proposed approach

Key attributes are:

- 5.5m carriageway to encourage a slow speed environment, where cyclists can take primary position
- 3m strip on either side predominantly used for landscape, incorporating tree planting and natural drainage solutions; also the location for parking/loading/ drop-off where required
- Wide foot-ways (e.g. 4.25m) to allow for pedestrian movement and space for frontage activity
- Re-provide lighting that includes pedestrian-focussed lighting on either side
- Estimated potential for 72% of width to be permeable by incorporating additional landscape areas and permeable paving on foot-ways

Variant 2B – With bus services

Proposed approach

Key attributes are as for 2A, except for:

- Wider carriageway at 6.5m to accommodate two-way bus operations while encouraging slow speeds and enabling safe on-street cycling
- Bus stops set within landscape strip, where required
- Estimated potential for 67% of width to be permeable by incorporating additional landscape areas and permeable paving on foot-ways

City Streets precedent - Auckland, integration of parking



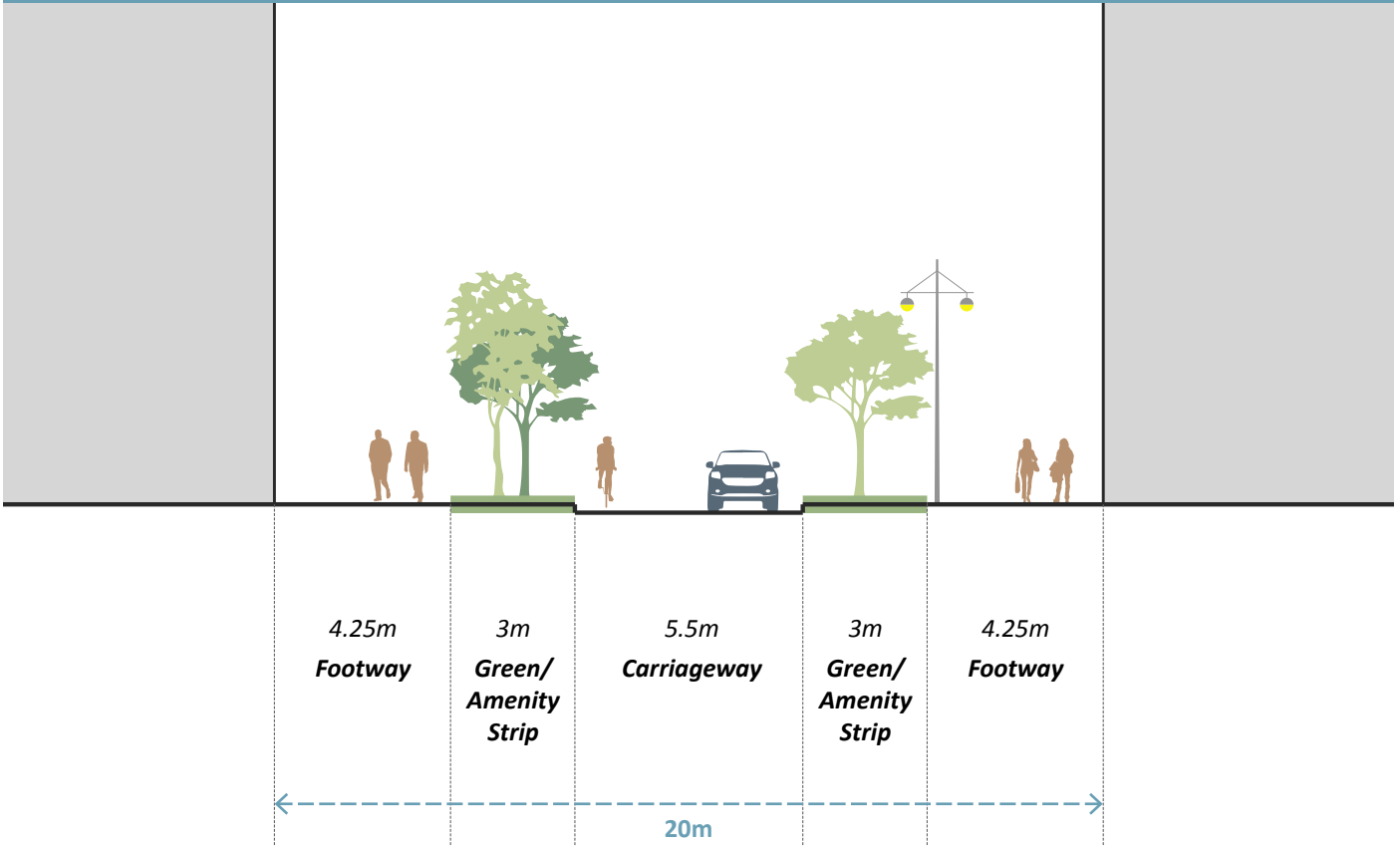
City Streets precedent - Derbyshire St, London (SuDS)



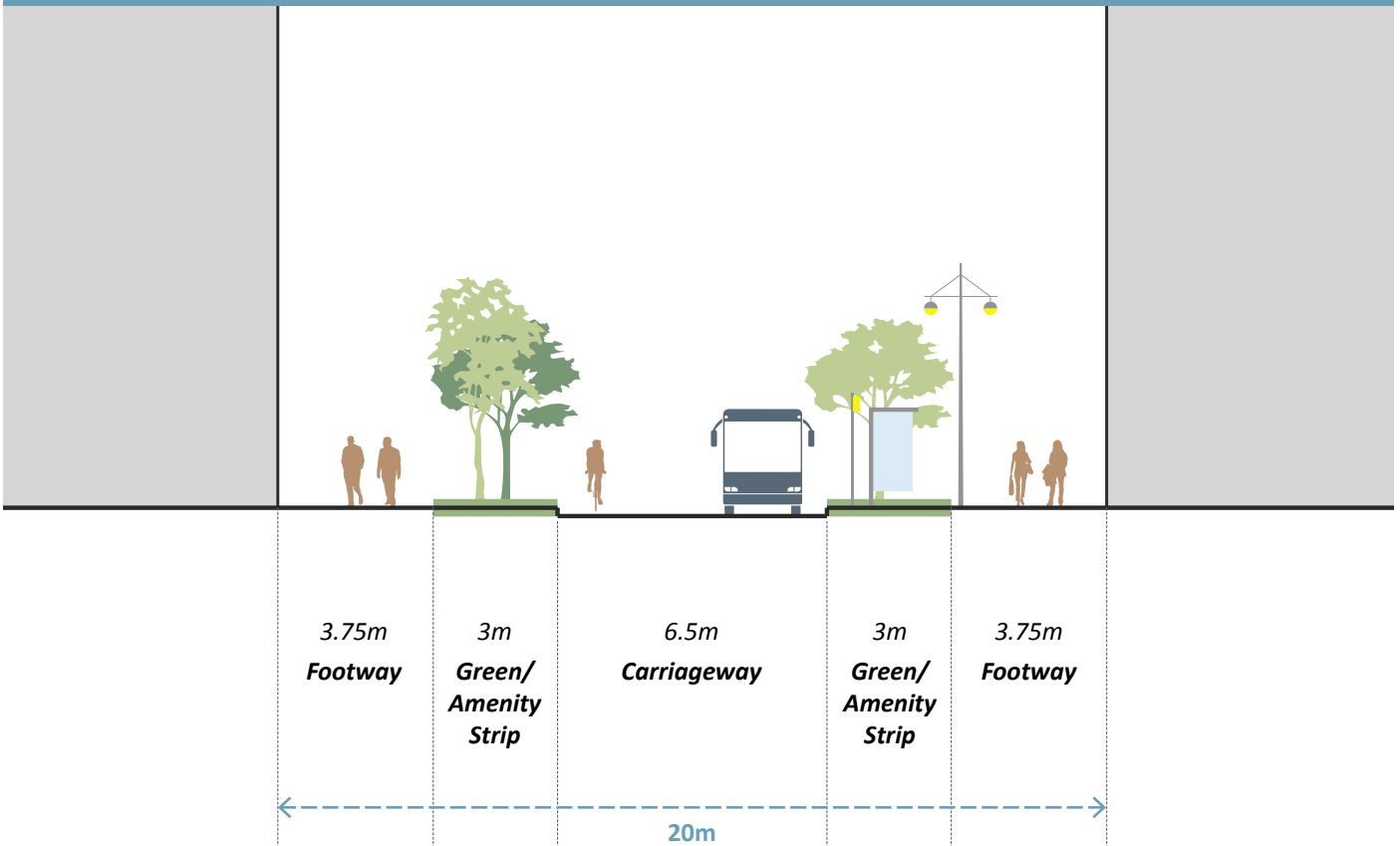
City Streets precedent - McKinney Avenue, Houston



Variant 2A - Without Bus Services - Proposed Approach



Variant 2B - With Bus Services - Proposed Approach



Type 3: Pedestrian Priority Streets

Variant 3A – Minor access route

Key attributes are:

- Carriageway width at 5.5m for two-way traffic to encourage a slow speed environment, where cyclists can take primary position
- 2.25m strip on either side predominantly used for landscape, incorporating tree planting and natural drainage solutions; also the location for parking/ loading/ drop-off where required
- Moderate width foot-ways (e.g. 2.5m) to allow for pedestrian movement and access to/from building entrances
- Provide lighting that incorporates pedestrian-focussed lighting on either side
- Estimated potential for 100% of width to be permeable by incorporating additional landscape areas, permeable road surfacing, and permeable paving on foot-ways

Variant 3B – Pedestrian Priority Streets (20m & 15 m)

Key attributes are:

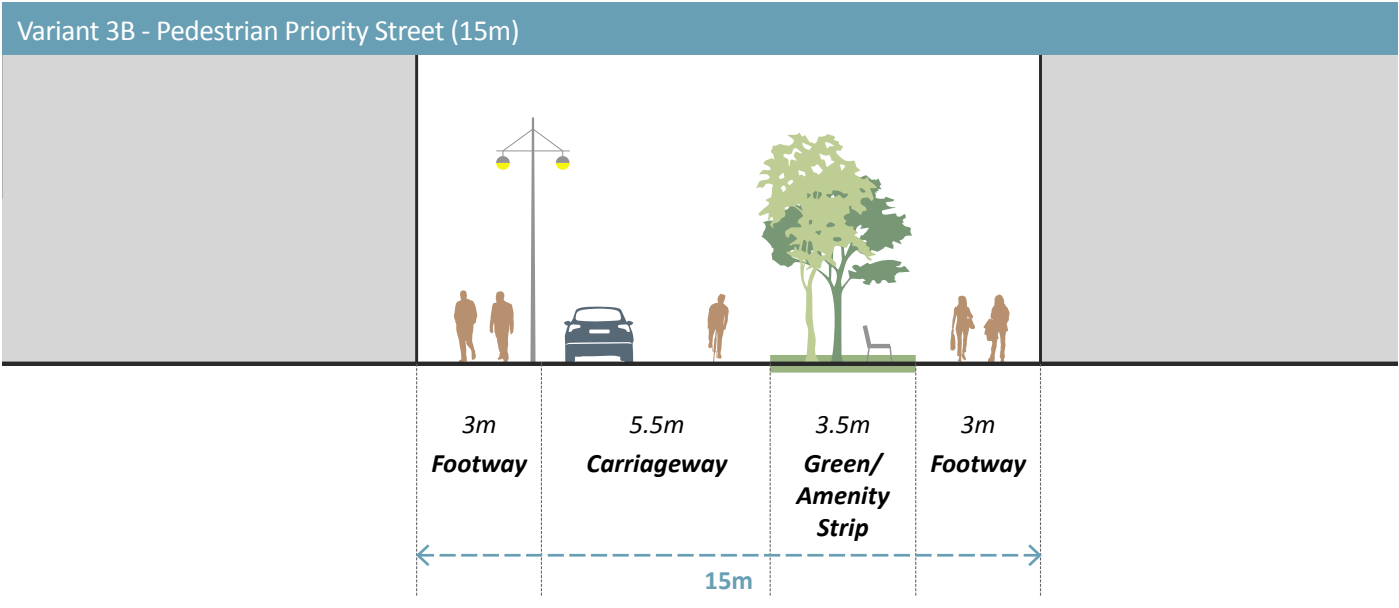
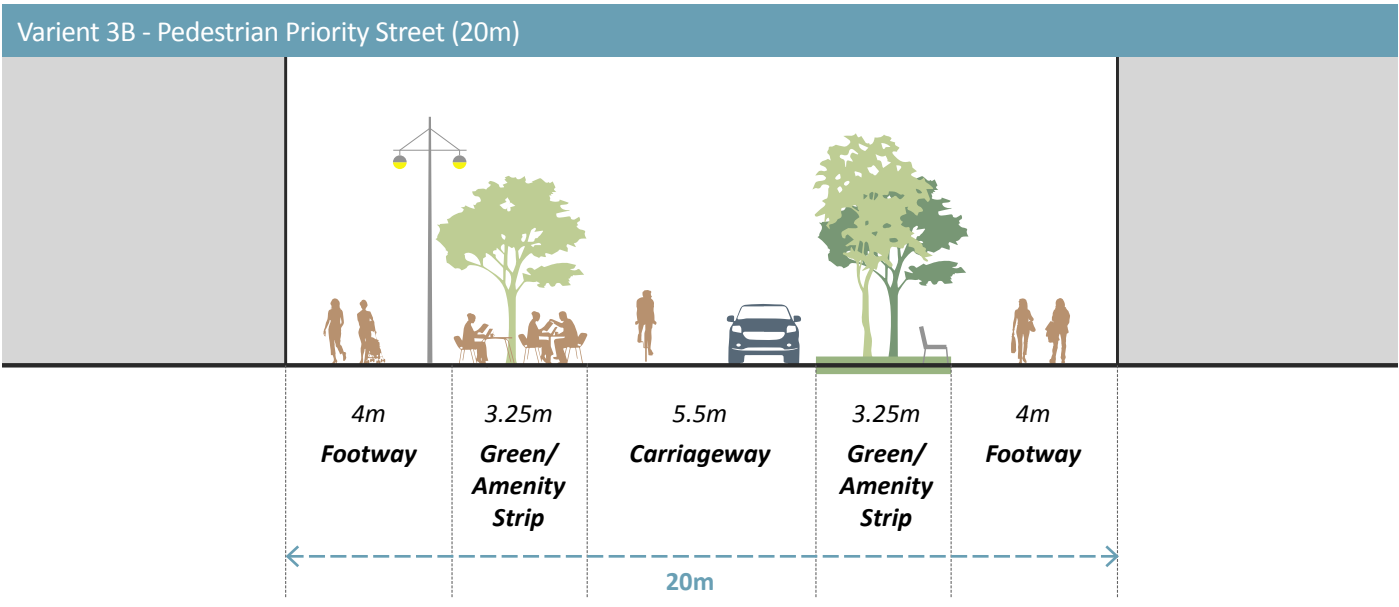
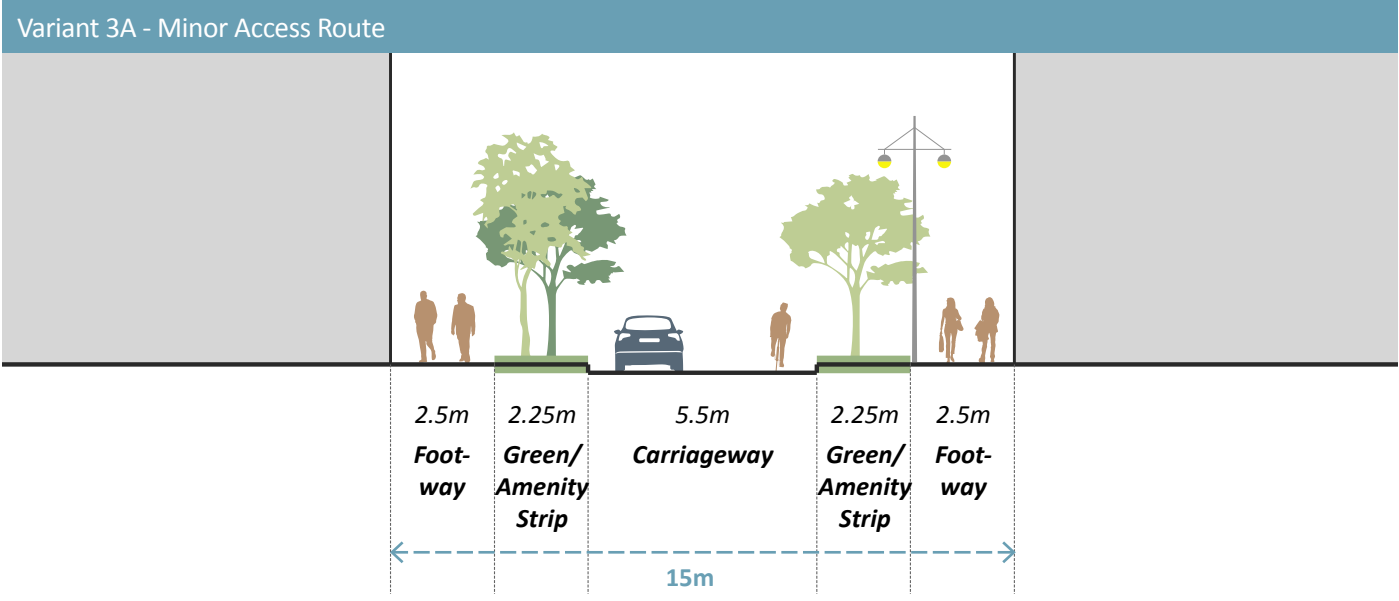
- Full level and continuous shared surface design approach.
- Notional carriageway width 5.5m to encourage a slow speed environment, where cyclists can take primary position
- Notional foot-way width between 3-4m (depending on overall width) to allow for pedestrian movement and access to/from building entrances
- 3.25m – 3.5m strip on either both sides or one side (depending on overall width) which alternates between various usages including mini-parks; pocket play-space; natural drainage; café seating; location for drop-off etc.
- Distinctive lighting that incorporates pedestrian-focussed lighting
- Estimated potential for 100% of width to be permeable by incorporating additional landscape areas, permeable road surfacing, and permeable paving on foot-ways

Pedestrian street precedent - New Road, Brighton



Pedestrian street precedent - Van Gogh Walk, London





Context

Despite its central location, Mayflower Quarter suffers from a poorly integrated and maintained pedestrian network. The interior of the quarter is difficult to penetrate on foot, as it is predominantly occupied by car parks, deprived of formal paths following key desire lines. There is an acute lack in quality and quantity of footways linking the major trip attractors of the area – the Southampton Central station, West Quay Shopping Centre, and the waterfront. As a way of example, the most direct route from the railway station towards the historic centre requires crossing a dual carriageway and meandering amongst car parks.

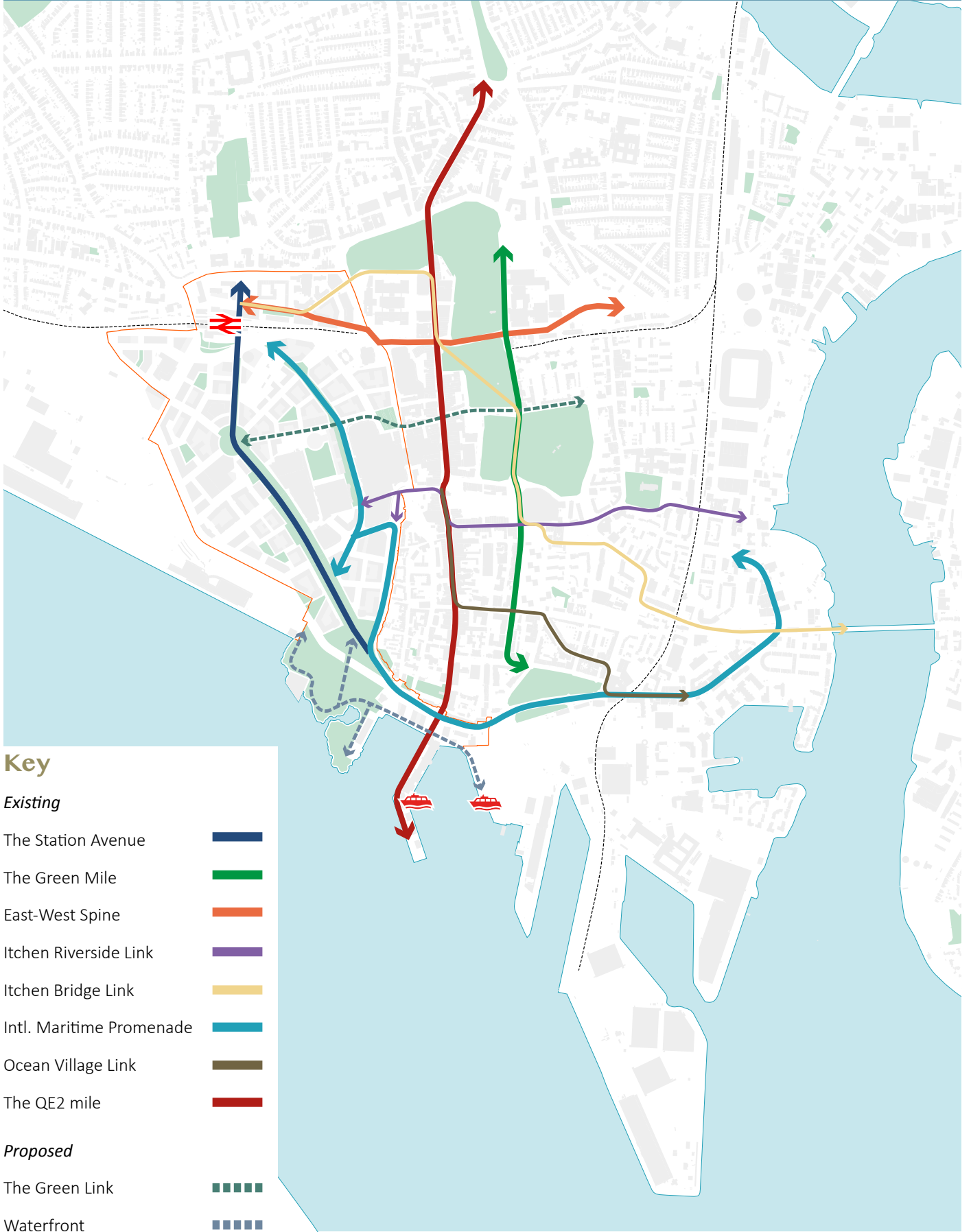
The key vehicular routes in the quarter – West Quay Road, Mountbatten Road/Western Esplanade, and Harbour Parade, while supportive of large volumes of traffic fail to cater for pedestrians. The footways are frequently interrupted by access lanes, crossovers and guardrails, forcing pedestrians to elongate their routes or risk running across traffic.

Conscious of these limitations, SCC has made a series of recommendations and policies which aim to enhance the pedestrian realm in the quarter, in particular improve the access to/from the Southampton Central and the waterfront, which is a strong asset to the City, famous for its maritime history, but with limited access points and quality public spaces pertaining to it. The Streets + Spaces Framework (2015) calls for a direct, pedestrian priority connection from the railway station to West Quay Road and Harbour Parade, and the Policy AP19 of the City Centre Action Plan (2015) assumes the promotion and enhancement of strategic links.

The Mayflower Quarter Masterplan’s approach and proposal for the walking network has evolved as a direct response to the needs and wishes, focused around the creation of a highly walkable area, with a high-quality pedestrian network that provides direct, legible, and connected routes. Reinforcing the strategic links and suggesting new ones where appropriate



Strategic Links within and around the Mayflower Quarter



Key

Existing

- The Station Avenue
- The Green Mile
- East-West Spine
- Itchen Riverside Link
- Itchen Bridge Link
- Intl. Maritime Promenade
- Ocean Village Link
- The QE2 mile

Proposed

- The Green Link
- Waterfront



Aims & Objectives

- Two major north-south connection (Station Avenue) from north of Southampton Central Station, over the railway via the station, and to the waterfront via a proposed new Green Spine, with enhancements to the continuity and quality of the existing Maritime Promenade. These links responds to the long-standing aspiration to provide a direct, bustling green artery with high-quality setting and distinct character.
- East-west connections that knit the Masterplan area back into the city centre, including a route designed to overcome level difference between Portland Terrace and Harbour Parade (a new Green Link)
- Redesign of the major roads around the perimeter of the Masterplan area (explained in more detail in the Street Types section) to uplift the pedestrian experience with more space, integrated landscape (to provide buffer from traffic), and frequent crossings.
- Pedestrian priority local links (e.g. shared space, explained in more detail in the Street Types section) that provide a more granular choice of routes to/from amenities and destinations, designed with attractive landscape and to support on-street activity.
- Ensuring walking routes to all proposed Micro Mobility Hubs are clear and intuitive.
- Ensuring all routes are designed to be consistent, comfortable, safe, attractive and suitable for all ages. Wide footways, extensive planting, pedestrian-focused lighting, and activity which provides natural surveillance will all come into play to help achieve this.
- Street design which ensures slow traffic speeds across the Masterplan area, to help make the pedestrian experience as comfortable and welcoming as possible.

The underpinning notions – direct, legible, connected routes – all sit well with the expectations and current policy, aiming at creating an urban fabric that is conducive to a shift away towards more walking.

Yet, emphasising the place making role of the Masterplan, designing a more granular and restricted network of streets and lanes works towards the principles outlined in the Streets + Spaces Framework in that it captures the best opportunity to deliver far more than mere traffic movement. The application of modal filters which remove car traffic but keep the street open for pedestrians and cyclists – benches, sculptures, or trees, creating ‘moments of play’ areas will works towards achieving the vision of a quarter where walking is not only convenient, but also desirable.





Future Mobility Solutions

- **Micro Mobility hubs:** The exact provisions of a Micro Mobility Hub depends on context and local demand but, examples include secure bike storage, designated areas for dockless bikes or e-scooters, and delivery lockers. As such, Hubs can be the local centres of mobility, where residents and visitors can walk to for a number of medium-distance travel solutions. The SCC Transforming Cities Fund (TCF) proposals include Local Mobility Hubs at key places (e.g. interchanges and district centres) across the city region. To complement this approach, the Masterplan proposes to provide nodes designed as Micro Mobility Hubs; essentially a localised, small-scale version of the Local Mobility Hubs.

Walking network of the Mayflower Quarter



Key

- Strategic Links 
- Pedestrian Access 
- Internal/Private Access 
- Indicative micro-mobility hubs 



Context

The Southampton’s ever-evolving cycle network has seen substantial improvements in recent years in pursuit of the goal to “transform Southampton into a true Cycling City, creating a liveable, integrated, thriving and mobile city where safe cycling is a daily norm.” However, SCC’s goal to create a cycling culture, quantified by a 10% increase¹ (up to 15.8%) in the cycling mode share, requires the cycle network to accommodate more than 20,000 new cycle trips a day within less than a decade – a goal which the current infrastructure may struggle to enable and support.

To help realise these goals, the Masterplan embeds cycling as a key component of the area, structured to create seamless routes, with high-quality infrastructure, that supports the Council’s city-wide investment in the Southampton Cycle Network (SCN).

Aims & Objectives

- Integrate SCN routes within the quarter (1, 2, 3, 4 converging on West Quay Road) and connect to adjacent routes (5, 6, 7). Further, the Masterplan seeks to reinforce SCN routes with additional connections to create connected grid of core routes.
- Design all streets to give cyclists priority over vehicles as default, with modal filtering features to promote low-speed and low traffic volumes.
- Secure cycle parking to be provided within all blocks and buildings for occupiers and users. The cycle parking will be designed into development from the outset, in a manner that feels convenient and safe – close to entrances, covered, and overlooked.
- Seek a high ratio of minimum cycle parking provision will be sought after, for example 1 stand per bedroom, for office uses – 1 space per 90 sqm. Cycle parking to be supplemented with plentiful on-street parking, particularly at key destinations.

1 p.9, Cycling Southampton: Plan for our city 2016-2026

Cycle Superhighways, London



City Centre access road, Norwich





Micro mobility hub precedent - Beryl



Strategic Cycle Network



Key

- Strategic Cycle Network 
- National Cycle Network 

- Cycle parking provision will include stands for non-standard bicycles, including cargo bikes, to facilitate move towards greener local freight movements, in line with the desired future of urban freight in Southampton.

In understanding that optimal conditions are imperative for a successful shift to cycling, the Masterplan seeks to create a safe cycling environment, where cycling is helped not to interfere with other modes, as far as is practically possible. The modal transformation can both be achieved through and will result in an overall reduction in traffic within the quarter’s core, satisfying both the vision for the quarter and city-wide aspirations. The flexibility and forward thinking of the Strategy, in particular in regard to rigorous provision of cycle parking, shows the strive to keep the quarter prepared for years to come, as the urban population increases.

Future Mobility Solutions

- **Micro Mobility:** Integrating area-wide private bike/e-bike/e-scooter share services, ensuring these dovetail or form part of provision in the City Centre and wider Southampton area. Micro Mobility would be enabled and encouraged by providing storage places across the quarter for these modes, within developments and at Micro Mobility Hubs at key destinations.

Bourke Street, Sydney



Cycle Infrastructure, Copenhagen



Cambridge Station CyclePoint



Cycling within the Mayflower Quarter



Context

Thanks to its central location, the Mayflower Quarter boasts a comprehensive public transport network, with numerous bus routes cutting across, Southampton Central Station flanking the area to the north and ferry connections available to the south. Nevertheless, public transport is not without its woes – buses are often unreliable owing to congestion on key roads, the railway station is poorly connected, and the coach station lies isolated amongst three large car parks.

The progressing regeneration of the district and surrounding areas, with addition of new homes, offices and retail, as well as the growing patronage of the ferry services, are expected to increase the flows through the area, especially to and from the railway station.

Due to the forecast growth, SCC aspires to improve public transport in the area, with a particular focus on the railway station and its surroundings, knitting together improvements to pedestrian, cycle, public transport and road networks, re-imagining Southampton Central as a major gateway (see City Centre Action Plan (2015) Policy AP 21). In particular, the CCAP emphasises that “realignment and/or remodelling of the Western Esplanade will be supported to reduce the impact of the traffic, help enable the development of the Station Quarter and to improve pedestrian links across and along the street to the wider MDZ and city centre.”

Further, the Transport Strategy (2019) points out the need to develop multi-modal interchanges with rail at Southampton Central Station and with ferries at Town Quay, with an overarching strategy to integrate all public transport modes throughout the City. The document outlines the aspiration for Southampton Mass Transit System (SMTS, Policy C1), planned to be a horizontally and vertically integrated network of various transport modes and transport solutions including, but not limited to:

- Rail
- Mass Rapid Transit (Metro/BRT)
- Rapid and Link Buses

- Interchanges
- Information
- Integrated Ticketing

To help realise these goals, the Mayflower Quarter Masterplan works with the overall aspiration is to help provide reliable, accessible and integrated services providing a genuine alternative to car travel.

Aims & Objectives

Key components of the Strategy propose to:

- Establish street types designed to integrate bus services on key streets (West Quay Road, Western Esplanade, Harbour Parade, Southern Road).
- Install bus gates on Western Esplanade/ Mountbatten Way and Harbour Parade to ensure that buses are prioritised on both travel corridors.
- Provide high-quality walking routes to/from proposed super-stops in the wider area, including at Southampton Central Station.
- Relocate coach station closer to the railway stations, creating an integrated, multi-modal interchange.
- Consider trial of demand responsive electric bus to service the Mayflower Quarter and surrounding areas (see MaaS in the Future Mobility solutions on page 90).





The Mayflower Quarter’s Masterplan seeks to give Public Transport a competitive edge. With SCC highlighting the importance of integrating active and public transport travel, improving paths to stops and interchanges and future mobility hubs is a key consideration of the Strategy. The Masterplan evolved in understanding that the quality of the ‘first/last-mile’ part of the journey can often be the deciding factor in a person (not) choosing to use public transport. Hence, by creating the central Green Spine, the Masterplan will provide a pleasant and convenient route linking the two Public Transport

Proposed Bus Movements



New Transport Interchange to south of Central Station

Key

- Bus Routes 
- Bus only Routes 
- Bus Stops 
- 5 min. walk catchment 



Bus-only route precedent - Cambridge Busway



Green Bus Stops - Utrecht



Sustainable transport corridor - Nantes, France



Station Interchange Precedent - Lorient, France



Context

Car parking is overflowing in the Mayflower Quarter – there are approximately 8,000 spaces in or in immediate vicinity of the district, with another 8,000 available within the wider City Centre. The average occupancy rate is around 60% on weekdays, slightly higher, on weekends, rendering at least 3,000 spaces empty most of the time. The availability of car parking spaces further encourages high car mode share and contributes to high traffic flows into the City Centre and the quarter, creating a car-dominated environment.

Many of the car parks are large, open-air surface lots, standing in the way of pedestrian and cycling desire lines, making walking and cycling in the quarter an unpleasant, car-centric, experience, and the traffic enabled by the overprovision impedes reliable bus operations.

These issues are understood at strategic level - the Southampton Parking Action Plan (2018) and the City Centre Parking Plan (2019) state that there is already a sufficient capacity of car park spaces, identifying spare capacity in existing shopping car parks (particularly within the Western Gateway Area adjacent to the Cruise Terminal and around the station).

In recognition that a mode shift to sustainable travel can only be achieved by balancing the availability of parking with improved provision for pedestrians and cyclists, the Transport Strategy (2019) aims to rationalise and consolidate car parking, focusing it around the Inner Ring. The City Centre Parking Plan, goes a step further, proposing to remove at least 500 city centre car parking spaces, stating there is total potential to remove 1,000 city centre car parking spaces by 2023, including a substantial number of existing parking spaces within the Mayflower Quarter.

Aims & Objectives








- Limit on-plot parking to blue-badge holders and servicing for residential and commercial uses.
- Employ a maximum parking ratio of 0.5 car parking spaces per unit for residential uses, or subsequent standard set by the Council (the masterplan assumes 0.5 for the purposes of establishing development capacity);
- Where possible, provide a ‘parking free’ approach to make residential development practically car-free (except for disabled spaces) with limited space provided at the periphery of the masterplan area. By designing car parks in a way adaptable to suit Electric Vehicles and future Connected Autonomous Vehicles, help the quarter remain flexible for years to come.
- Provide limited visitors parking allowed in the early stages (potentially bookable kerbside space).
- ‘Phase out’ NCP and Marlands multistorey car parks and restrict on-street parking provided, with strategy of progressive reduction of spaces (conversion to other uses) over time.
- Implement CPZ across entire area and adjoining areas to avoid displacement of parking.
- Provide integrated, limited stay pick-up/drop-off zones and street parking for servicing and hop-on-drop-off (HODOs).

The parking component of Mayflower Quarter’s Masterplan seeks to limit the dominance of private cars by restricting the availability of car parking spaces, in line with SCC’s objectives. Limiting parking is a necessary step towards a more active and more sustainable travel within the quarter – as long as parking is readily available, the modal choice remains an individual decision based on comfort and lifestyle, rather than a decision taken with the common good in mind. By removing the availability of parking and enhancing public transport, and walking and cycling infrastructure, the Masterplan is creating a level playing field, working towards the common goal of sustainability and greener future.

Proposed Parking Approach within the Mayflower Quarter



Key

- Key Routes 
- Retained MSCPs 
- MSCPs to be phased out 
- Buildings with no dedicated parking 
- Hop-on/drop-off streets (HODOs) 
- Community Car Parks (indicative) 
- 5 minute walk catchment 



However, although parking will be significantly limited, the Masterplan recognises that the use of cars – private or shared – is based on many factors and whilst it can be reduced, it cannot be totally eradicated, for various reasons such as mobility issues, shift patterns, socialising, or as might be the case for Mayflower Quarter – retail.

Hence, a key part of the Masterplan will be a phased approach to limiting and simultaneous relocation of existing parking. Acknowledging the retail environment, West Quay Shopping Centre and IKEA will retain their existing car parking spaces. While on-street spaces will be converted to accessible bays, HODOs or reclaimed as public space, residential car parking will be provided in two dedicated locations.

Situated in the north-eastern and south-eastern corners, these Vauban style car parks will be accessible within a short walk. These will be designed in a way suitable for future conversion to Electric Vehicle Charging Points and transition to CAV operations. Taking the current guidance a step further – at present, the 2011 SPD states that developers are encouraged to provide Electric Vehicle charging facilities, the Masterplan will require a percentage of spaces to be convertible to EVCPs, echoing the direction of Southampton’s Transport Strategy. This will help the quarter remain flexible and adaptable for years to come, as vehicles are expected to become increasingly interconnected and gradually transition towards cleaner sources of fuel.




Future Mobility Solutions

- **Car clubs:** Car Clubs are another MaaS solution, designed to provide the flexibility of a car, while reducing an area’s car ownership and hence overall traffic and the number of required parking spaces. The Masterplan seeks to work with car club providers to provide service and incorporate shared spaces into developments. The Strategy will place emphasis will be on Electric Vehicles (EVs), to help car journeys in the area become greener and more environmentally friendly.
- **EV charging:** Provide EV charging points across the area (including slow, fast and rapid). The masterplan would assume that for residential units at least 20% spaces should have active charging facilities, in the short-term with passive provision provided for all remaining spaces (reflecting the in-coming ban on the sale of new petrol and diesel cars by 2030). The masterplan would also consider provision of EV charging solutions for car clubs/taxis/fleet operators.
- **Connected Autonomous Vehicles (CAVs):** Connected Autonomous Vehicles are vehicles where the machine is responsible for all operations – e.g. driving and parking, with potential for a higher traffic volume using less road space or one vehicle servicing multiple users. While CAVs are still within the realm of the future, this long-term consideration for the Masterplan depends on manufacturers achieving Level 5 automation and a subsequent replacement of the existing vehicle fleet. Nonetheless it would be pragmatic to build in flexibility into designs for parking and public space to be able to successfully adapt to an expected future where demand for parking is lower, while demand for pick up and drop off is expected to increase.

Future Mobility Approach - Automation



Key

- Key Routes 
- Potential CAV mobility hubs/
micro-neighbourhood logistics hubs 
- Potential CAV streets 

Context

Promoting sustainable and well-thought servicing practices will be key to keep the quarter running. Mayflower Quarter is home to numerous retailers which depend on timed and efficient deliveries to operate successfully. Such operations are often rendered more difficult with goods vehicles delayed by peak hour traffic, both within and outside the City Centre.

Further, online shopping and take-away sector has been growing rapidly over the recent years, further exacerbated by the Covid-19 pandemic, with many brick-and-mortar businesses closing and /or focusing on internet sales.

The latter category has been increasingly reliant on smaller vehicles – cargo bikes, mopeds or electric scooters. Although growing in popularity and less polluting and intimidating than HGVs, these often lack the network to operate on and trip-end locations to park at, forcing them to use foot-ways and obstruct building entrances, creating tensions between themselves and pedestrians.

Aims & Objectives

Wary of these challenges, the Mayflower Quarter Masterplan seeks to meet SCC's Transport Strategy by encouraging better delivery and servicing strategies. The Strategy seeks to encourage better delivery and servicing practices through both infrastructural and policy measures, wishing to:

- Route HGV traffic predominantly on routes around the Masterplan perimeter, with access routes provided for local servicing but not connecting through the Site.
- Incorporate a micro-consolidation/last mile logistics hub within the area to serve residents and businesses in the Mayflower Quarter, helping to consolidate multiple delivery trips into one and, hence, reducing cargo traffic.
- Include provision for new mobility delivery vehicles – docking and charging stations for mopeds, electric scooters, cargo bicycles in the short-term and drone deliveries in the long-term.

By providing the framework to operate within the area – on the periphery, outside of core hours, the Masterplan will help HGVs become less dominating and intimidating, fostering more active travel within the quarter. Simultaneously, promoting and facilitating the use of smaller vehicles will help the district become more prosperous for local businesses, while maintaining the connectivity and convenience for residents.

The inclusion of future mobility solutions within the Strategy, will help the area prosper in the future decades, in line with the emergent trends of more compact, rechargeable vehicles overtaking the local retail scene.

E-cargo precedent - Zedify, Bristol



Autonomous deliveries precedent - Nuro, California



E-Cargo precedent - Ecofleet, Tooting



Future Mobility Solutions

- E-cargo:** Smaller delivery vehicles, such as e-cargo bikes, mopeds or electric scooters, while increasingly popular, are often in conflict with pedestrians or larger road users. The Masterplan seeks to provide dedicated e-cargo storage locations within developments, and loading spaces at destinations, to help remove large goods vehicles while keeping residents and businesses connected.
- Autonomous deliveries:** Similar to CAVs, in future, autonomous delivery vehicles could form a part of the overall car fleet. In order to 'future proof' developments, drop-off space, with the facility to charge an electric vehicle, should be allocated for the possibility of widespread adoption.
- Drone deliveries:** Drone deliveries, similar to autonomous vehicles, could help limit the space required for servicing facilities. By integrating passive provision of rooftop 'vertiports' for future drone delivery activity, the Masterplan seeks to be more flexible for the years to come.
- Drop-off boxes:** Click-and-collect lockers or drop-off boxes located integrated into residential areas and Mobility Hubs could limit the space needed for delivery and servicing, allowing for a higher degree of consolidation. This could help with saving space otherwise delegated to service yards and help with re-timing of deliveries outside of traffic peaks.
- Smart waste management:** Smart waste can be implemented in a variety of ways, all aiming to rationalise waste management. For example, by installing sensors detecting the fullness level of a bin, waste vehicles could be dispatched only when needed. By integrating smart bins and autonomous waste collection systems as part of an area-wide waste management system, the Masterplan would limit the impact of waste traffic on the road network.

Character Areas



The Mayflower Quarter will develop a series of coherent and complementary character areas, helping to structure the area in terms of key uses, edges, and public realm, while supporting and enhancing the identity of the Southampton

Context

The Mayflower Quarter represents a significant part of the city centre, potentially doubling its size. The quarter embodies a range of unique and special conditions, including the waterfront, proximity to the Old Town and heritage assets and the opportunities around Southampton Central Railway Station, together with further opportunities to define new public spaces and uses as part of a strategic masterplan. The creation of distinct character areas within the quarter helps to structure the masterplan and define the interconnection of different parts of the area with others, as well as how the new quarter integrates with the surrounding city.

Currently, the site is dominated by a single character of large footprint retail and warehouse uses with significant areas of at grade parking. This offers little in terms of a quality environment for visitors and pedestrians. Previous characterisations have been undertaken by Southampton City Council. These considered both the character of the existing site, and potential character areas as part of the strategic visioning of the area. These include:

- City Centre Action Plan (2015), particularly policies AP20, AP21, AP22, AP23 and AP25
- City Centre Masterplan (2013)
- City Centre Characterisation Appraisal (2009)

This masterplan proposes character areas that seek to build on these, but acknowledge the opportunities that strategic redevelopment brings, in defining new environmental relationships within and between substantially redeveloped areas.

Approach to Character Areas

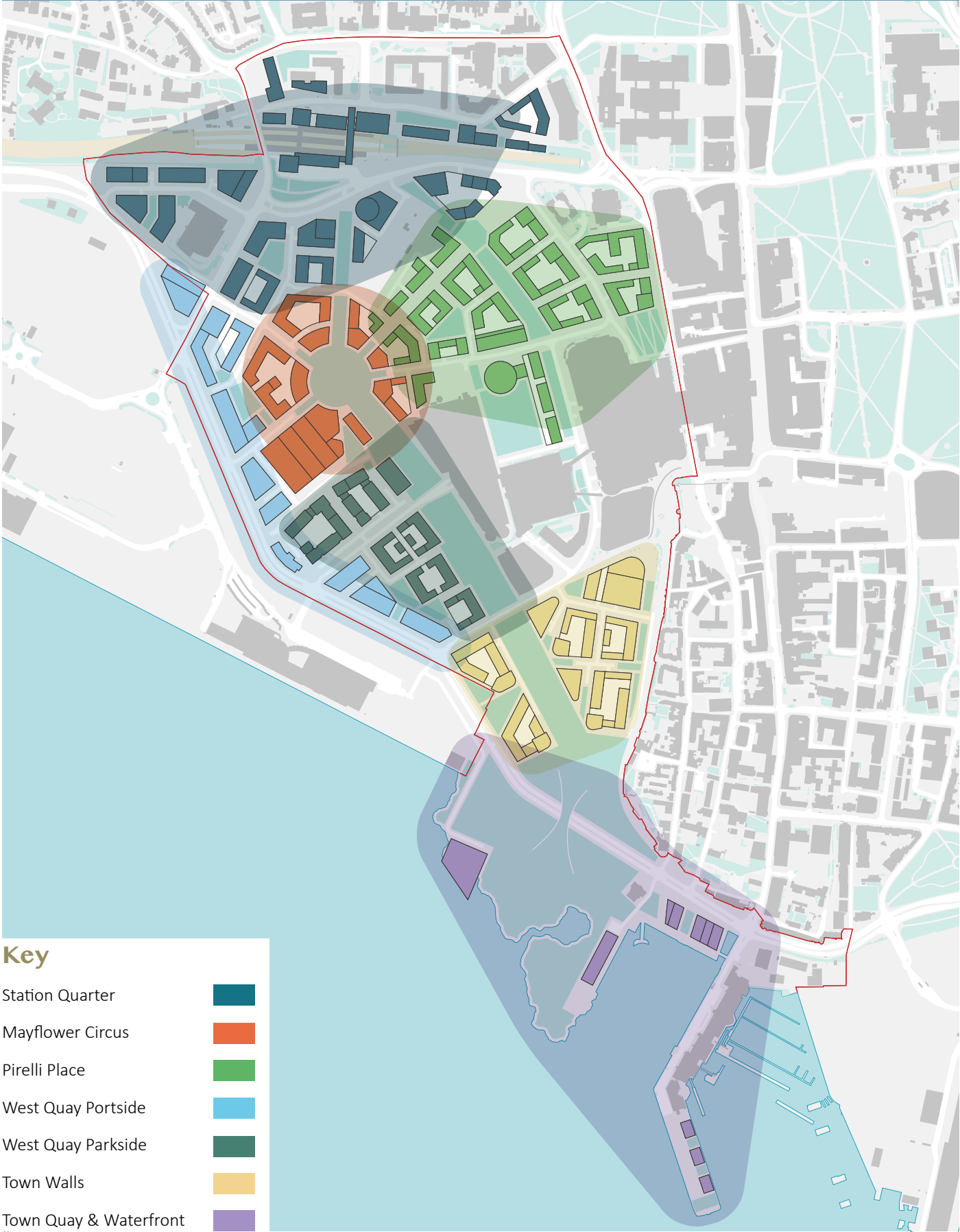
In developing the character areas, consideration was given to the relationships of parts of the masterplan area in terms of: key proposed uses, movement patterns, existing heritage, edge conditions, and public realm. Proposed phasing and an understanding of land-ownership is also fundamental, to ensure that character areas are able to develop coherently and in an integrated manner.

It is acknowledged that the relationships between and within character areas could shift and change as the development comes forward. For this reason, hard boundaries have been avoided in favour of a softer approach that focuses on relationships to key public realm and potential uses. These strategic character areas will also include different spatial character places within them and these are further defined in the Design Codes.

A total of seven initial character areas have been defined, which include:

- **Station Quarter**
- **Mayflower Circus**
- **Pirelli Place**
- **West Quay Portside**
- **West Quay Parkside**
- **Town Walls**
- **Town Quay & Waterfront**

Character Areas



Key

- Station Quarter
- Mayflower Circus
- Pirelli Place
- West Quay Portside
- West Quay Parkside
- Town Walls
- Town Quay & Waterfront



A new economic heart for Southampton, delivering a sustainable business district around an improved station and transport node, promoting sustainable transport

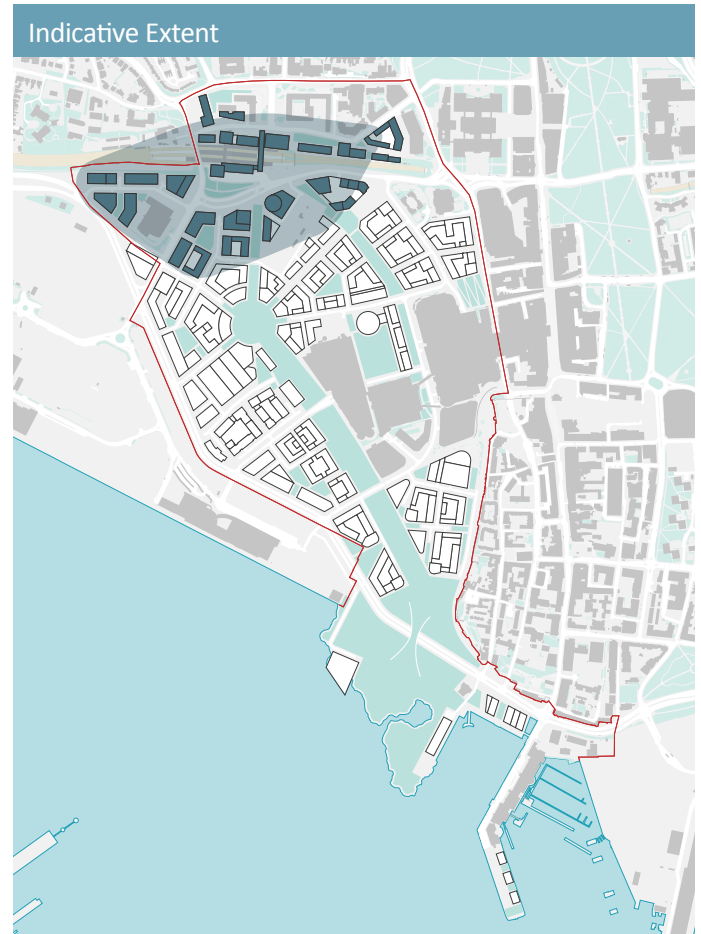
Definition

The Station Quarter is concentrated along the railway line as it passes through the northern section of the Mayflower Quarter, and around Southampton Central Station. This highly accessible area becomes the focus for transit-oriented development, delivering high-density uses where they can best be accommodated in a sustainable manner.

The Station Quarter extends west to new development along a improved section of Mountbatten Way and around the existing Hampshire Constabulary building adjacent. The area also includes new developments along the northern edge of the railway line, and substantial buildings to the south along Western Esplanade and Southern Road.

The Station Quarter would be the focus for a high-quality central business district (CBD), featuring a range of employment and associated business uses including larger office buildings, innovation labs and co-working spaces. This also includes a potential campus-style development that builds on Southampton’s knowledge economy and partnership with existing Universities.

This area would benefit from a transformed and enhanced railway station at its core, with new public realm routes leading from the station to the city and wider Mayflower Quarter. Softening of the substantial road infrastructure in the area would promote easier pedestrian and cycling movements, and a new station bridge would provide excellent access across the railway line. New and improved public spaces, including Station Avenue and a new public square to the south of the station, will establish high quality place-making in the heart and throughout this character area, linking uses together.



Station Quarter - Illustrative Masterplan



Station Interchange precedent - King's Cross, London



Station Bridge precedent - Koge Nord Station



Key Components

Movement & Access

- Creating an enhanced station interchange to the south, better integrating taxi, bus and coach movements, exploring integration of coaches within a compact and accessible space within, or very close to, the station area;
- Upgrade of Western Esplanade to minimise severance, and integrate improved cycling and public transport infrastructure, as well as new and improved pedestrian crossings;
- Closure of a section of Mountbatten Way to through traffic, retaining an access route for service access and bus-only through movement to the A33;
- Delivering a new Station Bridge for pedestrian access above the location of the current entrance to the Station, and aligned with the new Station Avenue;
- Improvements to the strategic pedestrian and cycling route running along the northern edge of railway line towards the Civic Centre;
- Promoting a dedicated cycling hub at the station to best enable sustainable and active travel for the wider area;
- Longer-term opportunities for transformation of the Railway Station itself into a major new regional station;
- Safeguarding sufficient space around railway line to enable expanded rail infrastructure if required in the future.

Massing & Townscape

- A focus for a tall building cluster around the Station, taking advantage of the easy access to this public transport hub to support the principles of transit-oriented development;
- Provision for a taller landmark 'gateway' building at the junction of Mountbatten Way and West Quay Road, signalling an entry to the city centre from those arriving from the west;
- Creating a new landmark tall building by the Railway Station/Station Avenue to signify this important use and junction;
- Developing a series of new blocks along the railway line, where possible, to buffer the wider quarter from the impacts of rail infrastructure;
- Delivering a coherent massing of buildings down Station Avenue, protecting and buffering the public realm from the electrical substation to the east.

Public Realm & Landscape

- Creating a significant new pedestrian/cycle route, Station Avenue, leading south from the railway station to the new Mayflower Circus, aligned to frame views of the upper profile of larger cruise ships when docked at the City Cruise Terminal;
- Delivering new local green spaces within super-blocks to the south and west of the station;
- Creating high-quality pedestrian connections to the Maritime Promenade to the east, providing a secondary pedestrian and cycling link from the station to the waterfront;
- Creating a new, high-quality civic space around the south of the Railway Station, incorporating a new transport interchange;

Station Quarter - Massing Diagram



Office tower precedent - White Collar Factory, London



Office precedent - 2 Bailey Square, Manchester



- Preserving and enhancing Blechynden Terrace green space, with new development proposed along its edges to provide enclosure, activation and a buffer to the railway line;
- Delivering new green buffers along substantial infrastructure including the southern edge of the railway where it abuts Western Esplanade, and around the major electrical substation.

Uses & Culture

- Delivering a range of office and business spaces, including Grade-A offices, co-working spaces and innovation hubs;
- Potential for campus style development around downgraded section of Mountbatten Way and around Hampshire Police, seeking synergies with existing Universities and research institutions in Southampton;
- Providing for residential/hotel uses further along Station Avenue, creating a mixed-use quarter and enabling activation of the area beyond office hours;
- Providing a focus on residential and hotel uses to the north of the railway station, building on existing provision in the area;
- Creating active frontages for retail and F&B uses around the station and along key public realm including Station Avenue, Maritime Promenade, and small active frontages around proposed local green spaces, supporting the regional importance of this place;

Phasing & Delivery

Several sites within the character area are already identified development sites subject to emerging applications. This includes the former Toys 'R' Us and Nelson Gate sites, which could potentially come forward early on within the masterplan time-line.

The Mountbatten Retail Park and Novotel sites occupying a significant part of the area and would represent redevelopment of current low-density uses with substantial parking, into higher-value proposals featuring taller, denser uses.

Much of the work associated with and around the Station, including redevelopment of current station parking assets, would rely on partnership and momentum with Network Rail and would be likely to follow a parallel time-line to that of the masterplan, in line with Network Rail's strategic objectives.

Redevelopment of the West Park MSCP for a residential block is likely to occur later in the masterplan process, following a phased approach to overall parking relocation and reduction for the city centre. Similarly, the upgrade of Mountbatten Way and subsequent development of a campus in this location would be a longer-term ambition that aligns with Southampton's time-frame for strategic improvements to the movement infrastructure.

Campus precedent - Campus tower, Hamburg



Station Interchange precedent - Reuil Station Interchange, Paris



Creating a formal edge to the Port of Southampton, buffering other uses within the Mayflower Quarter while delivering a focus for employment

Definition

The West Quay Portside character area is focused along the realigned West Quay Road and adjacent development, opposite the port boundary. This character area extends along the boundary of the Port of Southampton's Western Docks and defines this critical edge condition for the city. The predominant character of this 'edge location' is the creation of a strong physical buffer close to port uses, featuring a linear edge of coherent built form including offices, hotels and other employment uses, to create a strong built form edge to the masterplan area and to West Quay Road itself.

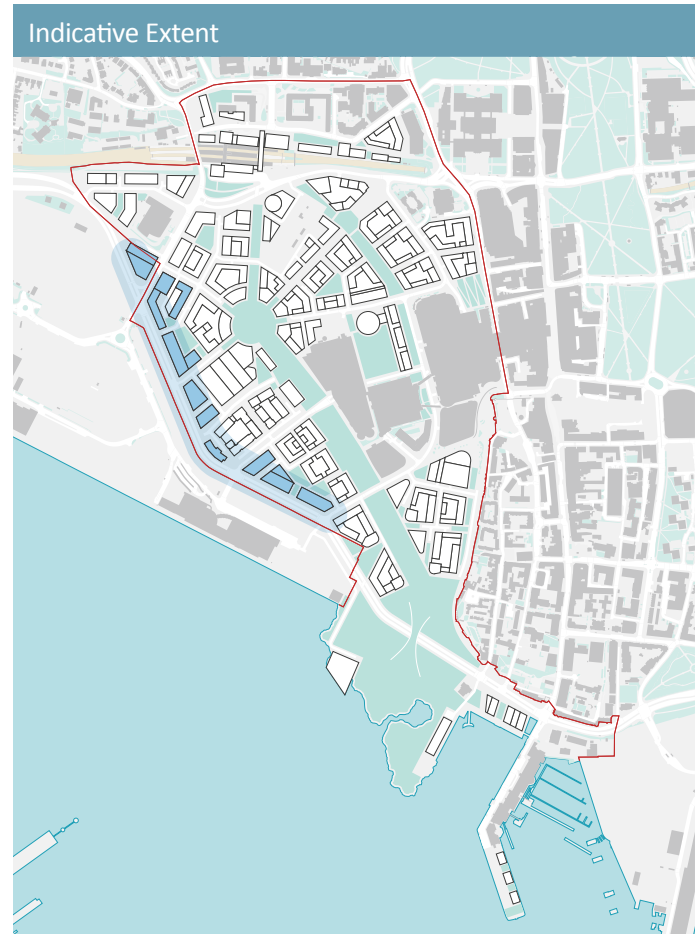
Key Components

Movement & Access

- West Quay Road is realigned to more closely follow the boundaries of the Port of Southampton, removing through traffic from within the Mayflower Quarter;
- New access streets into the quarter provided off realigned West Quay Road;
- Redesigned road and intersections facilitate improved access to the Port of Southampton for port traffic, while improving the pedestrian and cycling environment.

Massing & Townscape

- Consistent massing and building line, to present a strong edge to West Quay Road and the Port, helping to buffer the wider Mayflower Quarter from noise, air and light pollution;
- Massing of blocks around the northern end of the character area to be lowered to frame and respect strategic views from Havelock Road to the Port;



- Massing within the central section of the character area is sculpted to respect strategic views from the Railway Station to docked cruise ships by the City Cruise Terminal.

Public Realm & Landscape

- Redesigned West Quay Road with an emphasis on tree planting and enabling higher-quality pedestrian and cycling infrastructure to create a more elegant city street rather than major ring road;
- A substantial green buffer along the Port boundary separates Port activities from the Mayflower Quarter;
- Opportunities for the realigned West Quay Road to incorporate strategic flood defences on the portside to protect the wider Mayflower Quarter.

Illustrative Render of West Quay Portside



West Quay Road precedent - Ballerup Boulevard



Green buffer to Port of Algeciras, Spain



Uses & Culture

- New developments to focus on employment and hotel uses along the realigned West Quay Road;
- No residential blocks to be proposed along West Quay Road adjacent to the Port of Southampton;
- Potential for retention of existing light industrial/storage uses in the short-term, or delivery of medium-term multi-storey car parking to facilitate longer-term development objectives in the quarter.

Phasing & Delivery

The character area encompasses several different land-ownerships, as well as being adjacent to ABP's Port of Southampton, bringing additional challenges to delivery.

The LeisureWorld site, occupying a central section of the character area, has been granted an outline permission for redevelopment in February 2021. Hence this section of the character area may be delivered at an early phase in the masterplan time-frame.

Much of the character area is predicated on the eventual realignment of West Quay Road, which requires more detailed strategic planning in terms of phasing to ensure realignment does not jeopardise movement and access around the quarter in the short-term. This infrastructure proposal would also require collaboration with the Port of Southampton, respecting their operational and strategic requirements.

In the short term, there are opportunities to retain many of the light industrial uses existing on these sites, to the extent that they can provide a level of buffering to the Port as the wider masterplan is developed. Similarly, there may be opportunities to deliver short to medium term carparking to help address the Council strategic approach to parking reduction in the city centre over time.

