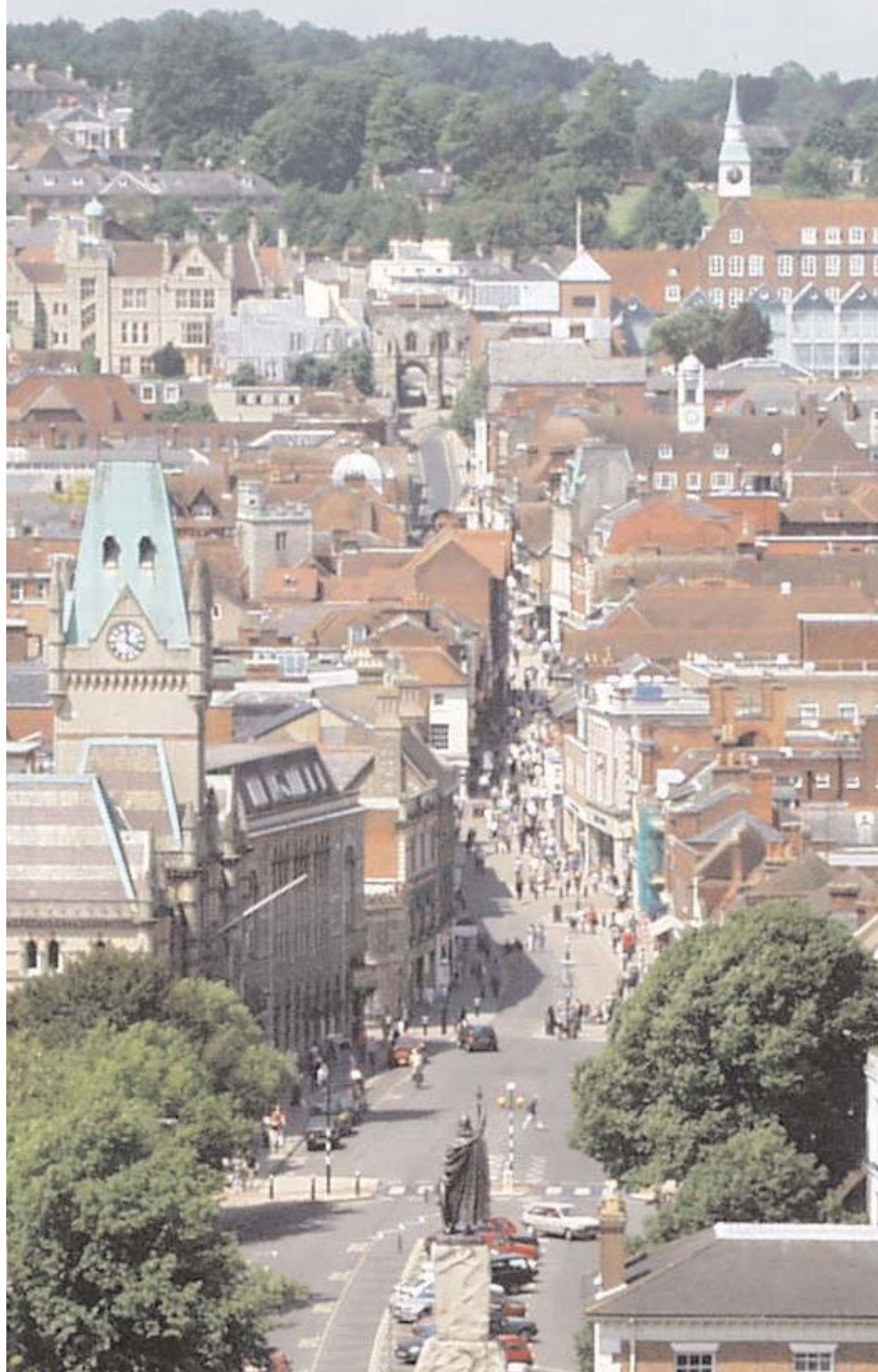


# BROADWAY FRIARSGATE PLANNING BRIEF



# PART ONE

## Development Objectives

### 1.0 Introduction

The purpose of this planning brief is to guide redevelopment of that part of Winchester town centre outlined in *Figure 1*. The aim is to ensure that the resulting development achieves the highest standards of architecture, urban design and public realm as well as making major positive contributions to the local community and economy.

1.0.1 This Brief forms a stepping-stone between the provisions of the Revised Deposit Winchester District Local Plan Review and the detailed requirements of a planning application. Following endorsement by the Council this Planning Brief forms background information to the Revised Deposit District Local Plan Review published in 2003.



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1 View along Middle Brook Street

2 Bus Station exit

3/4 Sainsbury's on the corner of Middle Brook St/Silver Hill



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### 1.0.2

This Brief explains in detail the Council's requirements for any development proposed in response to the new Proposal (*ref: RD11.04*) of the Revised Deposit Winchester Local Plan Review. The City Council published the Revised Deposit Plan and has adopted it for development control purposes, but it will not be adopted as the Council's Statutory Development Plan until the statutory process is completed. The date for this cannot be determined at this stage, as the legislation regarding the development plan process is likely to change in Spring 2004. Extracts of the Revised Deposit Local Plan relating to retail provision and the Broadway/Friarsgate are attached at *Appendix 1*.

### 1.0.3

Until the Local Plan Review has been formally adopted, the development promoted by this Brief will remain a "departure" from the Winchester District Local Plan approved in 1998. Any planning application submitted in accordance with the Brief may have to be referred to the Office of the Deputy Prime Minister and could be "called-in" and determined by the Deputy Prime Minister.



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5 Rear of Bus Station



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- 1.0.4 The City Council considers, however, that the development recommended by this Brief is consistent with sound planning principles, and with the interests of the town and the community as a whole. It will therefore be willing to work with a developer or developers proposing to implement development consistent with this Brief in advance of the formal adoption of the Local Plan Review. The Council has considered all the comments made on the draft Planning Brief and made necessary changes. A summary of the public consultation exercise that was carried out on the draft Brief, the comments received and the changes made as a result, is contained at *Appendix 3*.
- 1.0.5 This Brief updates and takes forward an earlier draft, which was adopted for public consultation in June 1999. This Brief takes account of all of the preceding studies and the results of consultation with the public that have gone before. It also incorporates the results of a great deal of detailed technical work that has been carried out since the previous draft was prepared.
- 1.0.6 By following all of the requirements of this Planning Brief the developers of this project will ensure that the completed development contributes to the public good as well as being commercially successful (see *Proposal DP1* of the Revised Deposit Local Plan Review).

**1.1 Development objectives**

The Council requires new development to achieve the following broad development aims and objectives:

**1.2 Image and local distinctiveness**

The development should provide a distinctive place that will give this part of the town centre a sense of place and identity. It should be safe, convenient, attractive, and adaptable to changing needs. It should provide a range of housing, shopping, leisure, limited office use, parking and perhaps civic and cultural functions. These will reinforce, and be complementary to, the rest of the town centre.

**1.3 Appropriate urban form**

1.3.1 Development must be consistent with the Council's policies on sustainability and energy efficiency, set out in *Proposal DP.8* of the Revised Deposit Winchester District Local Plan Review.

1.3.2 The approach to design and construction should facilitate adaptation over time to meet changing needs.

1.3.3 Overall residential density should be consistent with Government guidance (PPG3), and *Proposal DP.3* of the Revised Deposit Local Plan Review.

1.3.4 The layout and form should respect and reflect the historic character of the area, for example the Saxon/medieval street pattern. It should be legible and traditional, using components such as squares and streets with active frontages, with architectural landmark features and public art to add richness and diversity at appropriate locations.

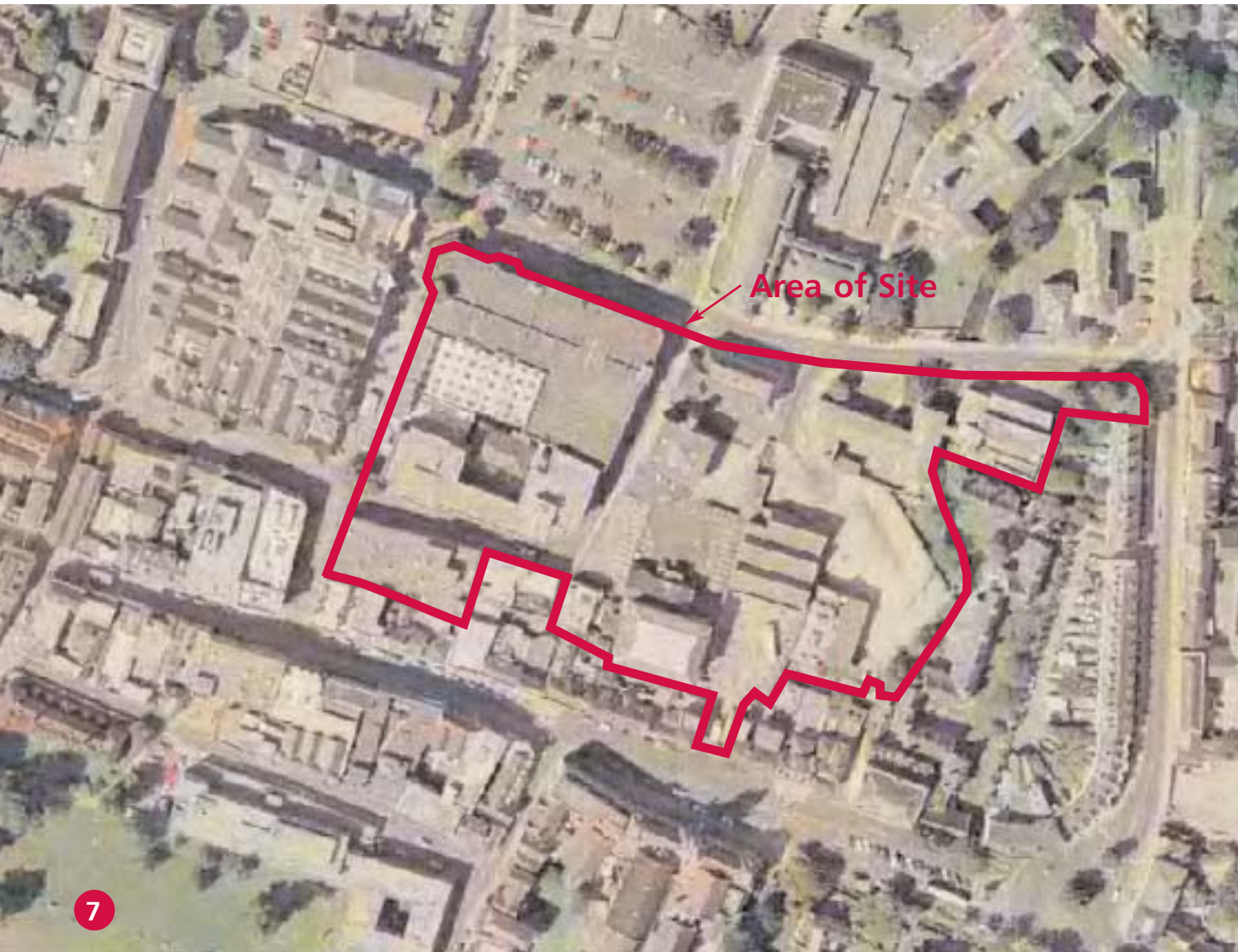
**1.4 Enhanced environment**

1.4.1 The 'public realm', the spaces between buildings, should be designed to compliment the new buildings and those to be retained, and provide a lively and attractive setting. The buildings in turn should be designed, or redesigned, to reinforce the distinctive character of the town.



6 Culvert at Buskets Lane

1.4.2 The culverted brooks should be opened up where possible, and the quality of environment along the banks improved, provided this does not compromise flood defence measures. Public spaces should be useful and linked. Foundation structures should maximise the preservation and conservation of surviving archaeological remains.



7 Broadway and Friarsgate area viewed from the air

## 1.5 A sustainable approach

- 1.5.1 Design and construction measures should minimise the use of energy and raw materials, and provide long-life buildings and public realm.
- 1.5.2 Design and layout must take into account the location of the site in the floodplain of the River Itchen, and the importance of protecting buildings from flooding, while not reducing the storage capacity of the floodplain.
- 1.5.3 Infrastructure provision should maximise efficiency, including the use of common trenching, acknowledging the constraints of the floodplain and archaeology
- 1.5.4 The development should help reduce reliance on car travel and encourage the use of public transport. It must incorporate an attractive new bus station, and a vehicle and pedestrian network that is safe and secure at all times.

## 1.6 Involving the public

- 1.6.1 The development process should build on the success of previous consultations with the general public and key stakeholders, and the developer will be expected to agree with the City Council a programme of continuing consultation as part of the project's evolution.



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