

05 Public consultation

05.1 Summary of public consultation feedback

A public consultation was held at the Guildhall in Winchester on the 7th May 2008. The audience comprised local residents and other interested stakeholders and approximately 60 people attended the event. The evening consisted of a presentation by Matrix Partnership followed by a workshop. The initial options were used as a means to stimulate discussion and elicit views regarding the possible redevelopment of the site. Responses were also provided by means of a consultation feedback form, of which a total number of 25 were completed and submitted. A full breakdown of the responses is in the Appendix, but the main points are set out below.

05.2 Site context

The distinctive physical characteristics of the area surrounding the former laundry site as identified by the attendees, were largely the Conservation Area's Victorian and Edwardian terraces, their urban grain, materials, street line and the sympathetic new-builds such as Arlington Place, rather than some of the modern blocks which were felt to be out of character with the scale and style of the surroundings.

05.3 Building height

The majority of people thought that a maximum of two to three stories would be appropriate for any new development on the laundry site, perhaps with a mix of two and three storey elements to add interest and to prevent redevelopment consisting of monolithic blocks such as Matilda Place or Danemark Court.

05.4 Creating local employment

The most commonly perceived advantages of redevelopment on the site retaining an employment use, were the creation of local employment opportunities for residents, of which there are currently a notable lack, and the increased vitality and viability new jobs would bring to the area and the city itself. Some respondents felt there was a danger of Hyde and Winchester in its wider context becoming simply a 'sea of housing'. The main disadvantages of developing the site for employment use as noted by the attendees were an increase in traffic volume, pollution and noise on an

already busy road bend, and the safety implications of larger vehicles entering and leaving the site so close to the primary school entrance. This corner of Gordon Road was identified as a very hazardous place already for pedestrians and the introduction of lorries or a higher volume of traffic would increase this danger.

If employment were to be included in the redevelopment of the site, the preference was toward live-work units or small workshops rather than larger scale workshops or warehouses, as it was felt that these can often be ugly forms of development and would not sit well with the surrounding small-scale residential character. Another issue raised was that any larger scale industrial or employment use would add to the congestion and, subsequently, the safety problem around this sharp bend, with an increase in employees cars and heavier vehicles such as HGVs used for deliveries. Some respondents felt that community facilities should be considered instead, with the possibility of a small local shop within the development or start-up business units, similar to the live-work structure, to encourage graduates of the Winchester School of Art to stay on in the city and set up businesses.

05.5 Filling a housing gap

The most widely agreed advantages of the site being redeveloped into residential units, were that the development would help toward the demand for new homes, including affordable housing, and that the new development would have the potential to be more in keeping with the character of the predominantly residential surroundings. Conversely, it was felt that more residential development could increase the pre-existing parking and traffic flow issues and put even more pressure on the local St. Bedes Primary School which the respondents identified as already oversubscribed. When asked what type of residential development should be considered, most respondents identified houses with gardens as their preference, with an equally strong view that a mix of housing types should be incorporated. Concern was voiced that if the site were developed into another care home, the area could become a 'ghetto for the elderly'.

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05.6 Other uses

In response to the question of accommodating alternative land uses on the site, besides residential or employment, many of the attendees noted that open space and leisure facilities were already in adequate provision nearby and that there was no urgent need for more. However, about a third of respondents suggested that extra community facilities would be useful, citing as advantages the site's accessible location and the need for greater capacity at both the existing leisure centre and St. Bedes Primary School.

05.7 Mixed use

On the matter of whether development should be a mixture of employment and residential or other uses, and what that mix should be, opinion was divided, although the majority of respondents thought some sort of mixed use development was preferable.

05.8 Parking provision

The overwhelming response to the question of what form the parking should take was that it should be contained on the site in rear courtyard form. It was stressed by many attendees that sufficient parking should be provided, contained on the site, as there is already an issue with a lack of on-street spaces for existing residents. Many respondents rejected the idea of underground parking due to the high water table in the local area, as it would put neighbouring developments at increased risk of flooding. The suggestion of reduced or nil parking was generally unpopular for employment, residential or any other uses, again due to the existing parking issues.

05.9 Gordon Road corner

One of the main points raised during the workshop session was that any redevelopment of the site should address the dangerous corner on Gordon Road. It was generally agreed that such a tight corner located close to the school entrance on a main access route to surrounding residential developments and the leisure centre was an 'accident waiting to happen'. Suggestions included rounding off the corner of the development or setting it back off the pavement to increase safety by improving sight lines, or by

diverting pedestrian access through the site via a footpath, thus avoiding the dangerous corner altogether.

Other concerns were that new development should be high quality in terms of design and materials, and sympathetically reflect the tight urban grain of the traditional terraces. Some respondents requested that all the site's existing buildings should be demolished. It was also noted that new development should not increase the parking and congestion issues the area already faces.

Key Points











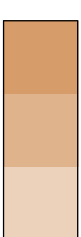

- Any redevelopment needs to address the danger posed by the corner on Gordon Road.
- Development should not increase parking and traffic problems. There should be sufficient parking contained within the site at ground level.
- Future development should be sympathetic to the fine grain, massing and detailing of the existing Conservation Area terraces.
- Any employment should be small-scale and should seek to create job opportunities for the local community.
- Proposals incorporating residential development should comprise either houses with gardens or a mix of houses with gardens and some flats, but not exclusively flats or a care home.
- Development would preferably be mixed-use, perhaps comprising some combination of residential, small-scale employment or a community facility.

06 Planning and design principles

06.1 Site design principles

Following the site and context analysis and the feedback received through the public consultation process, a series of design principles have been developed. Proposals coming forward for the redevelopment of the site must demonstrate how these principles have been considered and show how they are reflected in the submitted design scheme.

The site design principles are indicated on the diagram opposite.

-  Boundary of mixed-use development [mixed use may include residential, employment - B1b, B1c or community uses]
-  Conservation Area
-  Sensitive site edges: risk of overlooking or overshadowing if development is too high or too near these edges
-  Improve safety of sharp corner on Gordon Road
-  Positive frontages sympathetic to the fine grain, massing and detailing of the Conservation Area terraces
-  Parking contained on site in rear courtyard form
-  Vehicular access
-  Pedestrian access / residential entrances
-  Strategic view to Winchester Cathedral: development must not detract from this
-  Opportunity for buildings to address the corner
-  Max. 3 storey
Opportunity to increase height and massing of development
-  Planting along boundary edges

06 Planning and design principles



Figure 42; Site design principles

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06.2 Land uses

It is envisaged that the redevelopment of this site will include a mix of land uses. The employment element should form a significant proportion of the redeveloped site, thereby providing a balance between commercial and other uses, which may include residential.

A community facility may also be appropriate in addition to employment uses on this site. A community facility would not be acceptable wholly in place of business uses as Council policies seek to retain employment floor space.

Proposed employment uses must not include office (Use Class B1 [a]) development, which is restricted outside the town centre. However, suitable employment uses would, for example, include research and development (Use Class B1 [b]) and light industry (Use Class B1 [c]). The provision of ancillary office space associated with another acceptable primary use would be appropriate provided that their size is minimised.

Exceptionally, an element of office space in the form of live-work units would be acceptable in principle.

06.3 Residential component

Proposals which include an element of residential development (as part of a mixed use scheme) must provide a mix of accommodation. Ideally, this would be in the form of houses with gardens together with some flats, which should also incorporate some form of amenity space.

06.4 Access and movement

Vehicular access into the site should be located on Gordon Road towards the northern part of the site at or close to the existing point of access.

Alternative pedestrian access points into the site are also encouraged to facilitate walking and ease of movement to local amenities and to contribute to enlivening the site frontages.

06.5 Car and cycle parking

Development proposals should provide on-site parking sufficient to achieve 1 parking space

per residential unit. Parking for employment uses should be provided in accordance with the guidance contained in the Hampshire Parking Strategy.

Basement or undercroft parking is unlikely to be appropriate in this location due to the high water table. In addition, undercroft parking would also be likely to have a detrimental effect on the appearance of the streetscene due to the need for ventilation at street level resulting in an elevated ground floor for building located above, resulting in 'dead' frontages.

Zero parking schemes will also not be appropriate for this site.

Adequate cycle parking must also be provided to the required Council standards.

06.6 Positive frontages

Buildings should be located around the perimeter of the site, situated close to or on the back edge of the pavement. Modest setbacks and privacy strips would be acceptable as a means of maintaining a degree privacy and defensible space for occupants, provided the proposals form a strong definition to edge of the street. This may necessitate suitable boundary treatments that reflect those of the surrounding area.

Proposals should be outward looking with entrances and windows to both residential properties and employment space located along frontages facing the street, so as to present positive, enlivened frontages, a degree of activity and passive surveillance of the adjacent public spaces.

Expanses of blank walls or 'dead' frontages will not be appropriate.

06.7 Important Corners

Development proposals should address key corners of the site through the design of the built form or an appropriately designed space or a combination of these. Designs should contribute to the legibility of the area by clearly defining these locations.

06.8 Gordon Road corner

The tight bend on Gordon Road (opposite the

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entrance to the car park) is perceived as a safety hazard and proposals may seek a means of addressing this concern through the built form, such as through the provision of setbacks, a small space or a chamfered corner.

Nevertheless, improving the visibility on such a tight bend can have the effect of encouraging vehicles to travel at faster speeds. Proposals suggesting improvements to visibility at this corner will require careful consideration and the guidance of the Highway Authority.

06.9 Height, scale and massing

Redevelopment proposals should provide variation in the height and scale of the proposed buildings across the site.

Building heights should not exceed a maximum of 3 storeys.

Heights should be graded across the site so that lower buildings are located where sensitive boundaries have been identified, and be designed so as to avoid harming the amenities of adjacent residential properties.

Higher 3 storey elements would be appropriate along less sensitive site frontages, where an increase in building height would contribute to the definition of the streetscene and strengthen the Gordon Road corner as a positive corner position.

Building scale and massing should be sensitive to the context of the site and respect the finer urban grain of the established traditional street pattern, through the provision of building forms/blocks and plot divisions that are respectfully modest and frequent.

Large scale massing or monolithic designs would be inappropriate in this context and should be avoided. Where larger building elements are proposed, their scale and massing should be refined and the plan, roof form and elevations articulated to break down the mass of the building.

06.10 Strategic view

The strategic view towards Winchester Cathedral, looking south along Gordon Road, should be maintained and proposals should not obscure this view to a significant extent. However, it is recognised that the redevelopment of this site to a greater scale than currently exists would probably result in some encroachment on the existing view.

06.11 Amenity

The residential amenity of occupiers of existing properties adjacent to or close to the site should be maintained. Development proposals should avoid designs that would result in undue overlooking or loss of privacy, or through their siting or proximity cause loss of light or result in an overbearing relationship.

The amenity of future occupiers of any the proposed development proposals should also be considered.

06.12 Landscaping and spaces

Internal site boundaries adjoining residential properties should be designed to allow sufficient space to accommodate soft landscape boundary treatment.

Along public site frontages adjoining the street planting should be provided where privacy strips are included as part of the proposed design.

Alternative methods of greening the development would also be considered.

The key principle is that hard and soft landscape should be designed in an integrated way, creating usable public and private spaces. Planting should not be used as a convenient filler of residual space.

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06.13 Sustainable development

Opportunities should be sought to reduce energy usage. This should be achieved through the application of the Code for Sustainable Homes (CSH) and BREEAM sustainability assessments.

The Code for Sustainable Homes (CSH) assesses residential developments for environmental impacts whilst maintaining a high quality of life and a safe and healthy environment. The assessed issues are grouped into nine categories:

- Energy
- Surface water run-off
- Water
- Materials
- Waste
- Pollution
- Health and well-being
- Management
- Ecology

There are 6 different levels of sustainability defined by the Code which are related to the total number of the overall credits obtained:

Code Level	Total Points (min)
1 (□)	36
2 (□□)	48
3 (□□□)	57
4 (□□□□)	68
5 (□□□□□)	84
6 (□□□□□□)	90

CSH pass rates

Level 3 of the Code for Sustainable Homes is likely to become compulsory for dwellings in April 2008, however in order to ensure a high standard of sustainability, assessments according to the CSH are recommendable for every residential project.

Development proposals for the brief area should meet a minimum of Code level 3 and therefore at least of 57 points overall. However, applicants are strongly encouraged to explore opportunities to achieve higher standards wherever possible. In practice, it is advisable not to meet the minimum requirements exactly, but to include a margin of approximately 2% in case minor changes in the checklist have to be carried out at a later stage.

Carbon reduction in the Code for Sustainable Homes:

A minimum percentage of reduction in Dwelling Emission Rate (DER) over Target Emission Rate (TER) as it is determined by the 2006 Building Regulation Standards.

Code Level	Total Points (min)
1 (□)	10%
2 (□□)	18%
3 (□□□)	25%
4 (□□□□)	44%
5 (□□□□□)	100%

CSH requirements on emission improvements

The BREEAM are sustainability assessments for all types of non-domestic buildings. Although not compulsory to date, these assessments should be taken into account to guarantee a certified level of sustainability in the non-housing element of the site.

Drainage systems - A Sustainable drainage system (SUDS) will be required throughout the site, wherever practical.

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Alternative energy systems - Wherever practical, alternative energy systems, such as Combined Heat and Power (CHP), incorporating innovative energy sources such as biomass, should be considered. The incorporation of photovoltaics cells and vacuum tube solar heating into roof design should be considered where orientation and roof pitches are suited.

Water Conservation - All buildings will be designed, including their internal systems with appropriate water conservation in mind. This may include rainwater harvesting, water recycling and grey water systems, permeable surface treatments.

Green Roofs - Innovative green roofs may be considered, reducing run-off and reducing urban heat island effect.

Reducing Waste - Opportunities should be taken to minimise development-related waste at all stages of the design and construction process. For example, consideration of reducing and recycling operational waste from the development will reduce demolition waste and minimise lorry movements to and from the site by recycling waste on-site where appropriate.

07

Interpretation of the design principles

07.1 Interpretation of design principles

This part of the brief provides three examples of how the design principles identified above could be interpreted. They show variations in terms of the mix of uses and residential components, as well as built form, scale and massing.

These interpretations are for illustrative purposes only and are not intended to represent a prescriptive solution or exclude other interpretations or design solutions for the redevelopment of this site.

07 Interpretation of the design principles

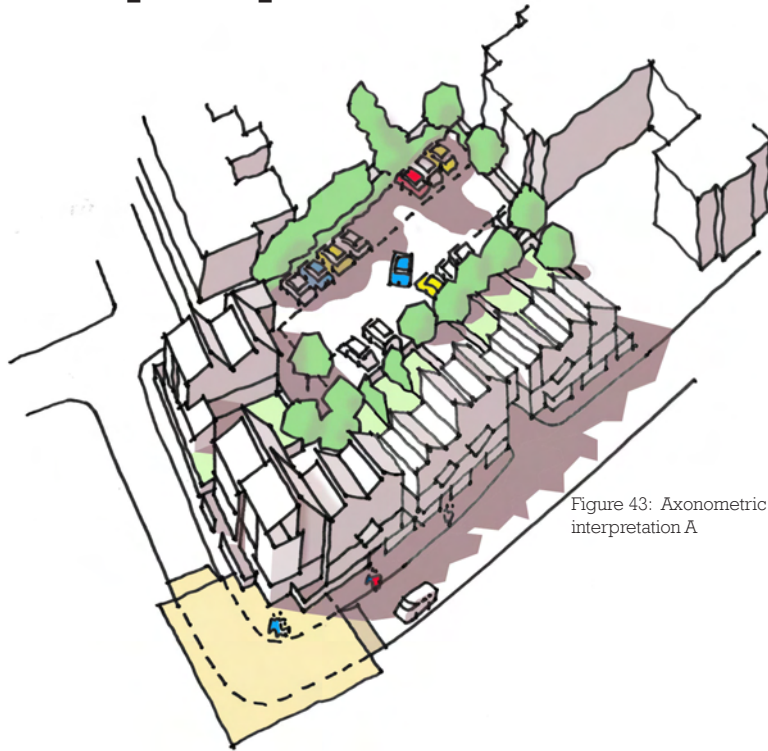


Figure 43: Axonometric illustration of interpretation A

Interpretation A

- Live-work units with rear gardens
- Mixed use development on Gordon Road corner may include flats over B1 (b), B1 (c), community or retail use at ground floor level
- Safety improvements to Gordon Road corner
- Mixed storey heights [maximum 3]
- Rear courtyard parking
- Active ground floor frontages
- Building design emphasises corner opposite the car park
- Multiple pedestrian entrances/exits
- Building divisions reflect fine grain townscape to the west

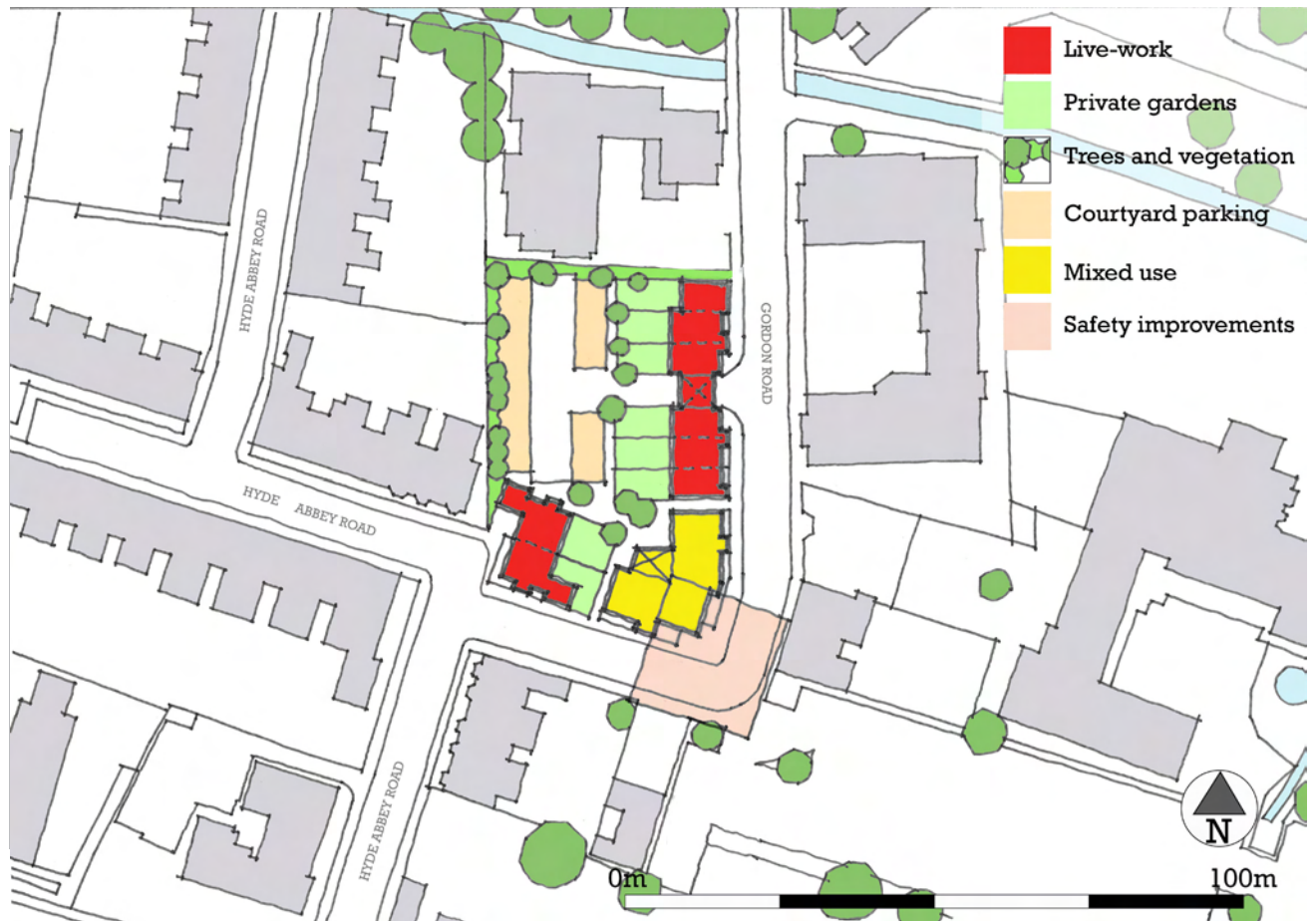


Figure 44: Site plan illustrating interpretation A

07 Interpretation of the design principles

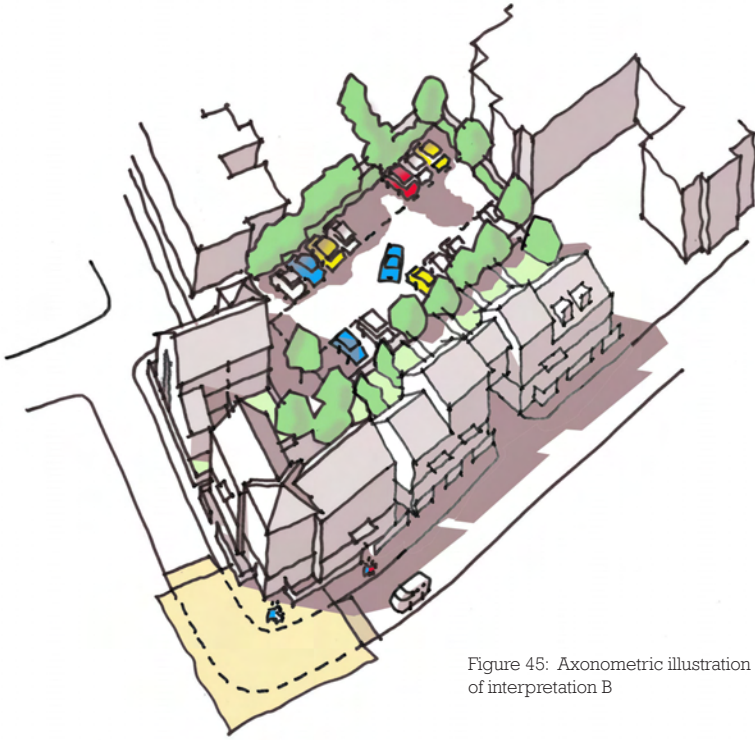


Figure 45: Axonometric illustration of interpretation B

Interpretation B

- Houses with gardens
- Employment use on the Gordon Road corner B1(b), B1(c), possible community or retail use at ground floor level
- Safety improvements to Gordon Road corner
- Mixed storey heights [maximum 3]
- Rear courtyard parking
- Active ground floor frontages
- Building design emphasises corner opposite the car park
- Multiple pedestrian entrances/exits
- Rear courtyard parking



Figure 46: Site plan illustrating interpretation B

07 Interpretation of the design principles

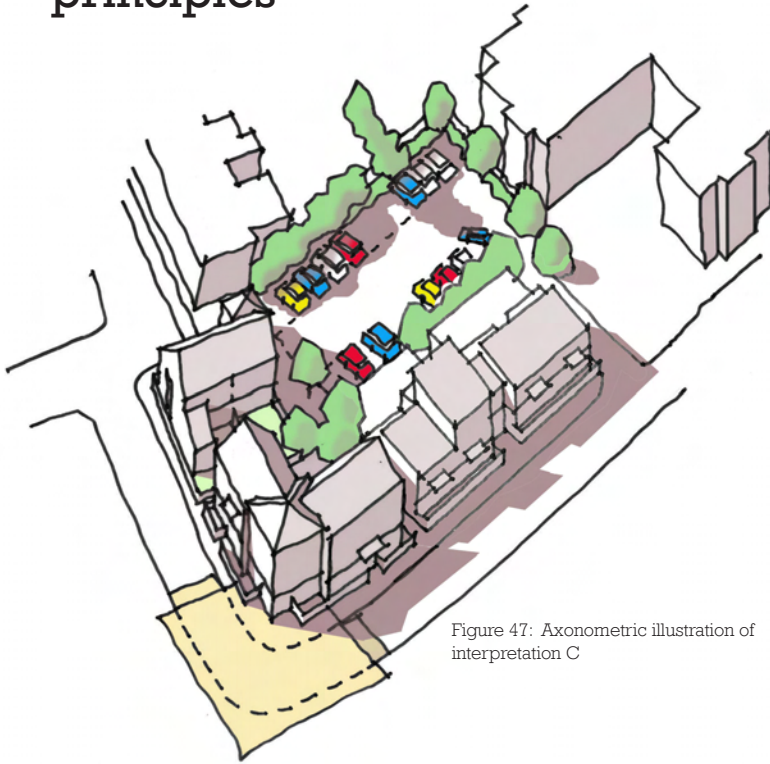


Figure 47: Axonometric illustration of interpretation C

Interpretation C

- Some houses with gardens
- Residential units over B1(c) or B2
- Mixed use development on Gordon Road corner may include flats over B1(b), B1(c), community or retail use at ground floor level
- Safety improvements to Gordon Road corner
- Mixed storey heights [maximum 3]
- Rear courtyard parking
- Active ground floor frontages
- Design addresses key corners
- Multiple pedestrian entrances/exits
- Building divisions reflect fine grain townscape of the Conservation Area



Figure 48: Site plan illustrating interpretation C

08

Submission requirements

08.1 Planning application requirements

Outline and detailed planning applications must accord with each of the relevant policies in the Winchester District Plan Review (2006) and with the requirements of LAAP, details of which are set out on the Council's website.

Detailed applications for planning permission will need to be accompanied by:

Drawings

In making an application for planning permission, it is vital to present a clear and accurate picture of what exists and what is proposed. Drawings must be to scale, with sufficient detail to show the proposals in context. This should include:

A location plan:

- preferably to 1:1250 (no smaller than 1:2500)
- outline the application property
- show in relation to surrounding area
- vehicular access

Details of existing site layout:

- typically 1:200
- the whole property, including all buildings, open space and parking
- tree surveys

Details of proposed layout

- typically 1:200
- the siting of all new buildings and landscape in context, including details of the roof design
- special detailed analysis of all impacts and benefits to buildings of historic importance

Floor plans

- scale 1:50 or 1:100
- including the relationship to adjacent buildings

Elevations

- scale 1:50 or 1:100
- show every elevation-include details of materials and external appearance
- show elevations in the context of adjacent buildings, where appropriate

Photographs will be required and perspectives

and models will be strongly encouraged to help communicate the proposals in three dimensions.

Land Contamination Assessment

A site investigation and report to undertaken by suitably qualified and experienced consultants detailing site investigations and assessments to determine whether the site is contaminated and what mitigating measures are required to remediate the land.

Heritage Statement

Any proposals for development will be required to provide an archaeological assessment, including a strategy for assessing and managing potential archaeology on the site to be agreed with the local planning authority.

Planning Statement

This statement should explain how the proposed development relates to relevant national and local planning policies and should also provide the details of public consultation undertaken in accordance with the Council's Statement of Community Involvement.

In addition, as detailed on the Winchester City Council website, the following statements are also required:

- Affordable Housing Statement;
- Foul Sewage and Utilities Assessment.

08.2 Design and Access Statement.

As set out in PPS1, applications should provide a written statement setting out:

- the design principles and design concept adopted in relation to the site and its wider context and demonstrate how proposals have responded to the principles set out in this brief;
- outline how these are reflected in the development's layout, density, scale, visual appearance and landscape;
- explain the purpose of the proposed development and how the site relates to its

08 Submission requirements

wider area;

- providing a full site and area appraisal where necessary;
- explain how the development will meet the brief's design objectives;
- include an executive summary where this would be useful for public consultation;
- explain how the phasing will meet the requirements of timely comprehensive development of this site;
- undertake further studies as necessary.

08.3 Developer Contributions/Planning Obligations

Pre-application discussions with planning officers will help identify potential Heads of Terms for developer contributions required through a Section 106 legal agreement. Matters to be the subject of planning obligations are likely to include contributions for open space and transport as well as affordable housing, where relevant.