

Winchester District Local Plan Review
Analysis of Representations on the Revised Deposit Plan

Issue: 11.1 Deposit 8.2)

RD11.02 – RD11.12

Broadway / Friarsgate

Representations:

Support/resolved/withdrawn:

Sport England (312/4)

The identified opportunity for increasing the indoor leisure facilities in the City Centre within the redevelopment of the Broadway / Friarsgate site is welcomed.

Change sought - none

Objections:

Redrow Homes (474/22) (474/23)

(474/24) (474/25) (474/26) (474/27) (474/28) (474/29) (474/30) (474/31) P Garber (2297/14) (2297/15) (2297/16) (2297/17) (2297/18) (2297/19) (2297/20) (2297/21) (2297/22) (2297/23)

Object to the new policy proposing the redevelopment of Broadway / Friarsgate to provide for a mixed development, comprising retail and residential. Question the ability of the development to come forward during the Plan period. Further problems include land ownership difficulties and requirements for archaeological surveys and flood risk assessment.

We do not accept the site should be allocated for housing.

Change sought – *Local Plan should delete reference to the housing element of the redevelopment as an allocation. Additional development opportunities should be identified to balance the deletion of 100 dwellings.*

London & Henley Property Holdings Ltd (2316/3)

L&H are supportive of the aim to secure the regeneration and redevelopment of the area but are concerned that the proposed policies are too prescriptive and are potentially unrealistic. They should be amended to allow for the area to be developed, if necessary, on a block by block basis rather than pressing (as seems to be the case) for a comprehensive scheme.

Needs to make clear that the burden of costs such as the relocation of the bus station are not unfairly allocated to new development on adjacent sites. Also object to the Planning Brief, whether the Brief merits such a statement, which will have policy status, depends on the level of consultation that takes place.

Change sought – *Amend to allow the redevelopment of the area to take place on a block by block basis and not a comprehensive scheme. Relocation cost*

City Council's response to representation

The support is welcomed.

The redevelopment of the Broadway / Friarsgate area as a mixed-use scheme is consistent with sound planning principles and will provide a positive contribution to the local community and economy of Winchester, as well as regenerating a run-down part of the town centre. The Urban Capacity Study (2001) identified mixed-use developments and housing above shops as an appropriate way of contributing to the future housing needs of Winchester. The location of such residential units fulfils the requirements of the revised PPG3 (2000) and the sequential test that endeavours to maximise the reuse of previously developed land. As an identified allocation in the Revised Deposit Local Plan, the site will provide a significant contribution to meeting the District's housing needs within this Plan Period in an accessible City Centre location, and on previously developed land.

Part of the site lies within the Environment Agency's Indicative Flood Plain for the River Itchen. Prior to any development proceeding, it will be necessary to assess the potential flood risk in line with PPG25. The Revised Deposit Local Plan endorses this, encouraging developers to work alongside the Environment Agency to assess and resolve any potential flood risk.

There is no sound basis to suggest that the proposed redevelopment will not come forward within the Plan period. As with any large mixed-use proposal within the urban area, the Council recognises land ownership issues as a potential problem, and as such may be required to use compulsory purchase powers to ensure the site is developed in a satisfactory manner. However, the estimated housing capacity of the site is very modest and is considered entirely likely to be completed within the Plan Period.

With such a large site located in the heart of the City Centre, the intention of the Broadway / Friarsgate Planning Brief is to achieve a high standard of architecture and public realm, and the planning of the site in a comprehensive manner will assist this. Planning such an important site in an ad hoc way cannot be seen to offer a more suitable alternative to providing sound design and achieving good permeability by planning the site comprehensively in line with an adopted Planning Brief.

It is likely that because of relocation, development of the site will be phased. As a result of the need for a co-ordinated approach to the treatment of flood plain, archaeological, public realm and transportation issues, including the re-provision of a bus station, it is considered that a comprehensive approach is required. This could be led by a single developer or a consortium of owners and developers ensuring that a fair and proportionate contribution is made by all.

The Draft Planning Brief was published for consultation on the 3rd March 2003 with the six-week consultation period concluding on the 11th April 2003. Approximately 30 individuals and groups made comments on the Draft Brief and following subsequent amendments, the Brief was adopted as a background document to the Local Plan by Council on the 24th June 2003.

This period of consultation and approval affords the Planning Brief its status as a background document to the Local Plan and it is appropriate that it should be mentioned in the Plan.

In response to the comment (223/3), it is recommended that the last sentence of RD11.07 be deleted so as to avoid inconsistency with the final form of the brief.

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implications need to be made clear.

City of Winchester Trust (223/3)

The last sentence of RD11.07 may need to be appropriately amended in the light of the final form of the brief to ensure consistency.

Change sought – *Amend if necessary the final sentence of RD11.07 to ensure consistency with the Planning Brief.*

Mr & Mrs P English (1401/3)

The inclusion of the (supported) references to the opportunity to regenerate a grim area of the city highlights the meaninglessness of Proposal W1, when it can also allow development on such a scale as 2,000 dwellings at Winchester City (North)

Change Sought – *The removal of all reference of Winchester City (North) from the Local Plan.*

The objector 1401/3 appears to support the redevelopment of the Broadway / Friarsgate area of the City, which is welcomed, however the main element of the representation raises further objections to the allocation of the reserve MDA at Winchester City (North) which has been addressed at the Deposit stage (Issue number 12.27).

Change Proposed – to RD11.07:

...Retail provision should reflect the floorspace needs in central Winchester for convenience and comparison goods as identified in the Winchester Retail Study 2003. ~~The site should ideally accommodate all of the identified need for additional town centre comparison floorspace and the majority of the identified need for convenience shopping.~~