

WINNALL PLANNING FRAMEWORK

FINAL REPORT

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Winnall Planning Framework

Final Report

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Prepared for
Winchester City Council, with support from Hampshire County Council

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EXECUTIVE SUMMARY

This Planning Framework was commissioned by Winchester City Council with the financial support of Hampshire County Council. The objective was to prepare a Planning Framework that would help enhance community life and business performance in Winnall. The Planning Framework will also establish a ten year plan that will inform decisions about policy, funding and service priorities in Winnall. The recommendations established in the report will also be used to shape the Winchester Local Plan Part 2.

The Framework links to the The Vision for Winchester Town 2012-2017 which is intended to guide future plans and help shape change. The vision promotes economic prosperity, strengthening heritage, history and setting, improving infrastructure, becoming a centre for creativity and culture, becoming an environmentally friendly city and supporting safe and stable communities. All are relevant to Winnall and inform the Planning Framework.

The Planning Framework took as its starting point the Winnall Community Plan and 'Future Fifty' Action Plan. It has also been informed by a combination of baseline research, consultation and engagement with the residential and business communities in Winnall. The issues and opportunities raised during these exercises have informed a vision, objectives and series of projects. Some of the projects can be taken forward as planning policies and help inform the creation of Winnall specific policies in Local Plan Part 2. However, some of the ideas presented in this Framework will need to be further developed in partnership with other organisations, stakeholders and land owners.

The research, consultation and participation exercises identified a series of issues, objectives and projects that respond to one of three main themes: (1) Working in Winnall, (2) Living in Winnall, and (3) Travelling in Winnall. These respond to an overarching vision for Winnall which seeks to:

- Support continued economic success and investment in Winnall for businesses of all sizes;
- Develop Winnall as an attractive, family friendly place to live; and
- Make it easier to move around Winnall and to access the business areas and city centre.

Several of the proposals put forward could be achieved relatively quickly and without the need to incur significant costs. These 'quick wins' will be extremely beneficial as they can be enacted within short timeframes and will demonstrate in a clear, visible manner that several of the proposals can be enacted relatively quickly and easily. Examples include:

- Improved signage at strategic sites in Winnall (covering both marketing signage and directional signage to help visitors and commercial delivery drivers);
- A business forum - could be established by working with partners at relatively quickly at little expense. This would have the benefit of providing the business community in Winnall with a unified 'voice' and would also be used to help attract inward investment to present a unified voice for the employment area; and
- Continuing educational programmes to demonstrate the benefits of being in close proximity to the moors and surrounding countryside.

A series of recommendations for each of the three themes are provided in the table(s) overleaf.

	Issues	Objectives	Projects to consider
Working in Winnall	<p>To recognise that the nature of the employment area is changing with more retail and trade activities locating here.</p> <p>There is a lack of space and premises for small businesses to be able to grow and stay within the area.</p> <p>There is a need for incubator space to help attract a more diverse employment base and respond to changing economies (including, for example, creative and cultural industries, and those in the low carbon and green sectors).</p> <p>The employment area suffers from a poor image, limited branding and generally poor quality environment.</p> <p>There are issues with broadband speed.</p>	<p>Encourage businesses to start up, stay and grow in Winnall.</p> <p>Provide facilities to support business functions that make this a desirable place to work.</p> <p>Provide space for creative and cultural start-up businesses, as well as those in low carbon industries.</p> <p>Establish a cohesive voice for the businesses in the area.</p>	<p>Reinforcement of Policy CP9 in Local Plan Part 1 seeking to protect and retain employment land and premises through the promotion of an 'employment first' approach to proposals in the Moorside Road area.</p> <p>Reinforce Policy CP8 in Local Plan Part 1 by encouraging a more diverse employment base responding to new economies.</p> <p>Promote the development of flexible premises in employment areas to allow businesses to adapt and grow so they can stay in Winnall.</p> <p>Enhance and improve the quality of the employment areas to the south of Easton lane (around Winnall Valley Road and Winnall Close) to continue to attract small businesses and SMEs..</p> <p>Define a retail / trade corridor along Easton Lane beyond which no further retail / trade uses will be permitted.</p> <p>Consider how to re-model Easton Lane as a 'civic boulevard', with strong frontages and good landscaping.</p> <p>Any opportunities for redevelopment should adhere to standard Local Plan policies regarding design, setting and amenity.</p> <p>Establishment of a forum of some kind, such as a BID or similar, to present a unified voice for the employment area.</p> <p>To develop an overarching branding, marketing and signage strategy for the area so that it is presented as one cohesive, easily understandable place.</p> <p>Look to facilitate faster broadband connections.</p> <p>Strengthen links with universities to help develop and encourage the creation, and retention, of creative and cultural industries within the city.</p>
Living in Winnall	<p>Facilities do not provide an effective range of opportunities particularly for 11-18 year olds.</p> <p>The poor quality of and limited access to green space.</p> <p>The poor setting of the retail parade on Garbett Road.</p>	<p>Strengthen Winnall as a family friendly residential neighbourhood.</p> <p>Establish a new approach to green space in Winnall to improve the use of and access to green spaces and increase biodiversity.</p> <p>Enhance the quality of community facilities in Winnall to maximise benefits.</p> <p>Improve the quality of the townscape.</p>	<p>Consider homezone / play street treatments on selected residential streets.</p> <p>Investigate the potential for re-using green verges and underused areas of public space for community gardens and allotments.</p> <p>Explore the best ways to promote the moors through continuing educational programmes whilst ensuring that those who make visits to the moors do so without harming the landscape and biodiversity of the area.</p> <p>Improve the quality of local play spaces.</p> <p>Should opportunities for re-development adjacent to existing green spaces come forward in the future, to encourage developers to improve the relationship of development with the park and play space.</p> <p>Promote delivery of replacement youth centre and facilities.</p> <p>Look at scope and feasibility of improving the quality of the public space and environment in the neighbourhood centre on Garbett Road.</p>

	Issues	Objectives	Projects to consider
Travelling in Winnall	<p>There are high levels of on-street parking, particularly on Winnall Valley Road, Moorside Road and Garbett Road.</p> <p>There is limited provision for heavy good vehicles in employment areas including a lack of turning space.</p> <p>Poor walking and cycling conditions, particularly along and across Easton Lane, and via the Black Path to Tesco.</p> <p>There are limited bus services, particularly at peak times.</p> <p>Limited access to the moors and surrounding countryside.</p>	<p>Encourage walking and cycling.</p> <p>Improve the connections to the town centre, particularly by bus, foot and cycle.</p> <p>Improve bus links, particularly to employment areas.</p> <p>Establish a new approach to parking.</p> <p>Reduce congestion at key spots.</p> <p>Make connections to green spaces safe and easy.</p> <p>Maximise opportunities for investment in Junction 9 of the M3.</p>	<p>Provide better and more segregated cycle routes through the area and to the moors.</p> <p>Enhance quality and safety of Black Path link between Winnall Manor Road and Tesco.</p> <p>Reconfigure junction of Winnall Valley Road and Winnall Manor Road to reduce speed and improve safety.</p> <p>Investigate the potential and possible benefits of a park and ride facility in the vicinity of Tesco, providing direct bus services between the city centre, station, residential neighbourhood and employment areas.</p> <p>Formalise on-street parking in the employment areas.</p> <p>Investigate opportunities for a turning space for large vehicles on Moorside Road.</p> <p>Investigate extension of Controlled Parking Zone (CPZ) across Winnall taking business views into consideration.</p> <p>Reconfigure junction of Easton Lane and Winnall Manor Road to reduce congestion at peak times.</p> <p>Promote the enhancement of Easton lane as an important civic boulevard and gateway into Winchester, with buildings fronting the street, wider footways and better pedestrian crossings.</p>

For the 'next steps', the Planning Framework has identified a series of initiatives that could be developed further to help deliver the vision for the area:

- Prepare a concept design for Easton Lane that integrates with the funding made available for Junction 9 improvements to the M3. This should be progressed in partnership with Hampshire County Council;
- Investigate the feasibility of a multi-storey parking facility and test the design and delivery of this in partnership with Hampshire County Council, bus operators and Tesco;
- Consult on the extension of the CPZ, the benefits of this and the costs and means of enforcement;
- Collaborate with residents to consider suitable locations for home zone treatments so that schemes may be properly tested prior to full interventions being costed and implemented – for example, Garbett Road;
- Explore the feasibility and design of possible new employment hubs in Moorside Road and along Winnall Valley Road, working in partnership with landowners to help develop deliverable schemes; and
- In partnership with Winchester City Council, agree and establish an appropriate form for a business forum to help drive change.

1 INTRODUCTION

1.1 Purpose of the Planning Framework

- 1.1.1 This report presents a Planning Framework for Winnall. It is issued as Draft Final for comment and discussion.
- 1.1.2 The purpose of the Planning Framework is to establish a ten year plan that will inform decisions about policy, funding and service priorities in Winnall. The recommendations established in the report will also be used to inform the Winchester Local Plan Part 2.
- 1.1.3 Winnall is located to the north east of Winchester and comprises a large cluster of employment businesses and activities which sit adjacent to the residential neighbourhood. Winnall has excellent access to the M3 motorway, is close to the city centre and is located next to the Winnall Moors Nature Reserve and South Downs National Park. In addition, there is good access to the A34 which is the main trunk route from the south to the Midlands.
- 1.1.4 However, Winnall is one of the most deprived neighbourhoods in the City of Winchester district. It is an area with a high proportion of Council-owned housing and locally significant levels of unemployment. It also suffers day to day problems associated with access and movement.
- 1.1.5 The Planning Framework was commissioned by Winchester City Council with the financial support of Hampshire County Council. The intention of the commission was to prepare a Planning Framework that would help enhance community life and business performance in Winnall. This is linked to the City Council's commitment to delivering real change for local people as expressed in its Community Strategy (2010 to 2020) across three overarching objectives: Active Communities, Economic Prosperity and a High Quality Environment. It takes as its starting point the Winnall Community Plan and 'Future Fifty' Action Plan, and also links to the The Vision for Winchester Town 2012-2017 which is intended to guide future plans and help shape change. In respect of Winnall the vision states:
- 'Employment areas such as Winnall industrial estate provide very valuable employment opportunities and should be improved further... Getting transport and housing provision right to support business is also vitally important.'*
- 1.1.6 The vision promotes economic prosperity, strengthening heritage, history and setting, improving infrastructure, becoming a centre for creativity and culture, becoming an environmentally friendly city and supporting safe and stable communities. All are relevant to Winnall and inform the Planning Framework.
- 1.1.7 From the perspective of housing provision in Winnall, this did not form a key part of the overall scope of work. This is because Winchester's housing requirements are addressed in the City Council's current residential development and community plans. Nevertheless, if any new proposals do come forward, these will be determined on their merits and in accordance with policies in the Local Plan. This issue is covered in more detail in Section 3.3 of the report.
- 1.1.8 The Planning Framework has been prepared by Parsons Brinckerhoff in association with Outdesign Ltd on behalf of Winchester City Council and commissioned with the support of Hampshire County Council. It was prepared between January and May 2015.

1.2 Approach

1.2.1 The Planning Framework has been informed by a combination of baseline research, consultation and engagement with the residential and business communities in Winnall. The issues and opportunities raised during these exercises have informed a vision, objectives and series of projects. The projects are presented as recommendations which might be taken forward as planning policy or through other initiatives.

1.2.2 The first consultation exercises took place in January and included:

- A breakfast briefing with businesses within the Winnall area.
- A stakeholder drop-in event.
- A 'community jamboree' held at the community centre on Garbett Road.
- A poster drawing competition run in conjunction with Winnall Primary School.
- An on-line survey.

1.2.3 A second round of consultation was then held to seek comment and feedback on the vision, objectives and projects developed in response to the identified issues. This took place during March and included:

- A breakfast briefing with businesses within the Winnall area.
- A stakeholder drop-in event.
- A staffed exhibition at the Community Centre on Garbett Road.
- Exhibition boards displayed at Tesco Extra, Winnall, and at the Tourist Information Centre in Winchester City Centre.
- An on-line survey.

1.2.4 Consultation and engagement has been central to the approach taken as this has allowed the Planning Framework to build upon and develop the community (residential and business) priorities.

1.3 Structure and content of the Planning Framework

1.3.1 The core of the Planning Framework is presented in the following three chapters:

- Chapter 2: Entitled 'Winnall Tomorrow', this presents a vision for what Winnall might be like over the long term. A series of objectives are also presented across three main themes, which are:
 - a. 'Working in Winnall', which is focused on change and opportunities within the employment area
 - b. 'Living in Winnall', which is focused on the opportunities for enhancing quality of life within the residential neighbourhood
 - c. 'Travelling in Winnall', which is focussed on improvements to accessibility, movement and transport-related matters in Winnall
 - Chapter 3: This presents a series of projects and recommendations for Winnall across the three main themes outlined above. These will help deliver the vision and objectives.
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- Chapter 4: Summarises the opportunities and outlines a number of next steps that might be progressed to help deliver the recommendations.

1.3.2 This main report is also supported by additional information provided in a technical annex. This includes the following:

- A section entitled 'Winnall Today': this presents detailed information on the baseline context as well as a review of the area;
- A section covering the consultation activities undertaken and a summary of the key messages from these;
- A summary of the actions ('Future Fifty') emerging from the previous Winnall Community Plan (and which has helped inform the Planning Framework); and
- A breakdown of the results from the online surveys undertaken during both rounds of consultation.

1.3.3 Furthermore, a free-standing record of the employment area has been produced, mapping use types and activities in the area as of January 2015.

2 WINNALL TOMORROW**2.1 A vision for change**

2.1.1 Winnall is already a good place to live and work. It is close to the city centre, the moors and motorway network, there are a wide range of businesses and a vibrant neighbourhood centre. But the sum of these parts could come together and offer so much more. The purpose of the Planning Framework is to build on these strengths and prepare Winnall for the future to ensure it continues to be a place people want to live and work. Based upon consultation feedback and baseline research the following strategic vision for Winnall has been established:

“Winnall will continue to be a place where people are proud to live and work. It will cater for a range of employment activities, with space for companies to start up, stay and grow. The residential neighbourhood will be known for its high quality green spaces and strong community heart. Walking and cycling will be encouraged and improved bus services promoted. Parking provision will also be improved. It will be easier to reach the city centre, station and moors. Winnall be an attractive and welcoming gateway to the city, with supporting services for the employment area, such as a café, meeting space and flexible business units located in a new hub on Moorside Road. Winnall will be a place for continued economic investment and success, and where residential amenity is respected and improved.”

2.2 Objectives

2.2.1 Following from the vision are a series of objectives. These respond to three main themes and allow for policies and projects to be identified to help deliver the vision. They are:

Working in Winnall

2.2.2 Winnall Industrial Estate is a thriving and well occupied employment area. The results of our analysis and the outcomes of consultation with businesses has demonstrated that although people enjoy working in the area, there are a number of ways it could be improved to better support the business function of the area. These should help reinvigorate the employment area so that it can respond to changing economies, including new businesses who want to locate in the area, those who are growing and need space so they can stay in Winnall, and those already in Winnall whose presence should be retained and continued economic investment encouraged. The following objectives have been prepared:

- Encourage businesses to start up, stay and grow in Winnall

- Provide facilities to support business functions that make this a desirable place to work.
- Provide space for creative and cultural start-ups, as well as businesses in low carbon industries.
- Establish a cohesive voice for businesses in the area.

Living in Winnall

2.2.3

There are many benefits to living in Winnall. From the baseline research and the outcomes of the community consultation it is clear that there is a good sense of community spirit and local pride. However, Winnall is one of the most deprived neighbourhoods in Winchester and there are number of issues that the community would like to be addressed to make this an even better place to live. The following objectives have been developed:

- Strengthen Winnall as a family friendly residential neighbourhood whilst simultaneously acknowledging an increasingly aging population whose specific requirements will be met through improved public transport services and other improvements proposed for Winnall.
- Establish a new approach to green space in Winnall - to improve the use of and access to green spaces and to increase biodiversity.
- Enhance the quality of community facilities in Winnall.
- Improve the quality of the townscape.

Travelling in Winnall

2.2.4

Both local businesses and the local community recognise that one of the key benefits of Winnall is its location within close proximity to the M3, the city centre and the wider countryside. However, travelling in Winnall is not always simple due to issues associated with poor pedestrian and cycle environments, car parking pressures, limited public transport and traffic. In order to improve travelling in Winnall, the following objectives have been developed:

- Encourage walking and cycling.
- Improve connections to the town centre, particularly by bus, foot and bike.
- Improve bus links, particularly to employment areas.
- Establish a new approach to parking that aligns with broader City Council strategies.
- Reduce congestion at key spots.
- Make connections to green spaces safe and easy.
- Maximise opportunities for investment in Junction 9 of the M3 to create a better entrance into Winnall and to enhance access to the countryside and South Downs National Park.

3 RECOMMENDATIONS

3.1 A strategy for change

3.1.1 Delivering the Vision and Objectives will require a positive strategy for change. A number of projects and recommendations have been prepared to provide guidance on how the Planning Framework can be implemented. These have been brought together in an overarching strategy and interventions plan for Winnall.

3.1.2 The key moves identified on the strategy plan are

- Transforming Easton Lane as a new 'civic boulevard' and attractive gateway into Winchester and Winnall, enhancing the attractiveness, look and feel of the area.
- Creation of a new hub in the Moorside Road area in the future, providing support services for the area as well as flexible space and incubator units for new and growing businesses.
- Exploration of the requirement (and viability) of a new parking facility as part of a package of measures to help increase accessibility for all between the area, the town centre and station, and to relieve parking pressures on local streets. This could be termed a 'park and walk' facility as its principal objective would be to offer existing employees at the Winnall site a new parking site from which they could walk to / from their places of work.
- Improve the quality of the pedestrian and cycle network, including links along the Black Path between Winnall Manor Road and Tesco, and onwards as part of the National Cycle Network.
- Enhanced and new local play space, with continuation of 'awareness programmes' to demonstrate the benefits of being in close proximity to the moors and the South Downs National Park (and to encourage responsible behaviour by those visiting these environmentally sensitive areas).
- Improvements to the quality of streets and spaces across the area, with residential streets redesigned as home zones and the setting of the neighbourhood centre on Garbett Lane enhanced as a place for all ages and members of the community to use and enjoy.

3.1.3 These moves, the possible policies and projects identified as a response to these are discussed in more detail in the following sections. They are presented across the three themes of (1) Working in Winnall, (2) Living in Winnall, and (3) Travelling in Winnall.

3.1.4 This strategy is illustrated in the plan shown overleaf.

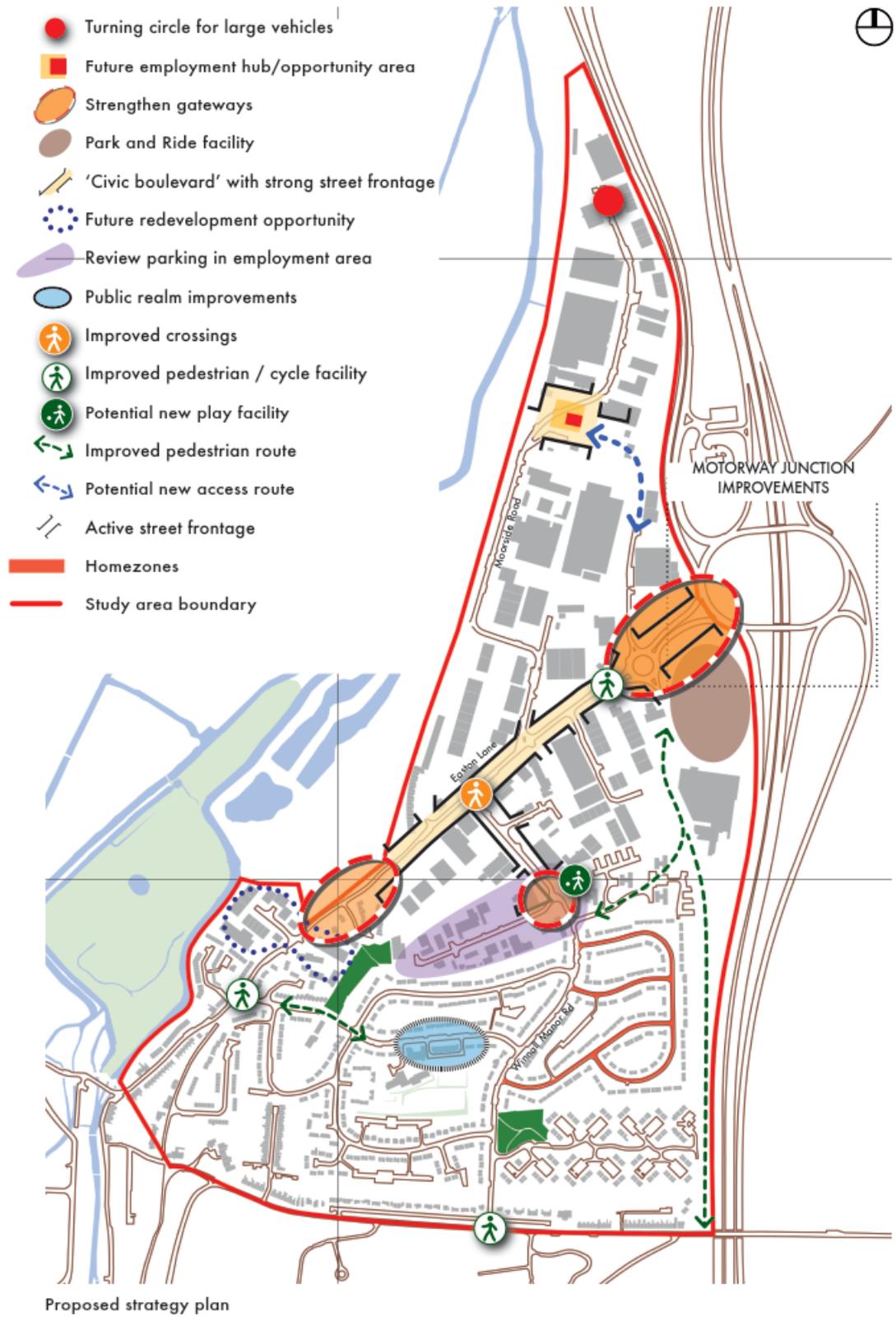


Figure 3-1: Proposed Strategy Plan

3.2 Theme 1: Working in Winnall

Theme 1.

Working
Winnall

3.2.1 Winnall Industrial Estate is an important employment location for Winchester, providing a range of employment opportunities across a range of sectors. However, the traditional function of the area is changing and employment uses (in terms of B1, B2 and B8 uses) are coming under increasing threat from other types of employment, such as retail and trade. Although these activities do provide an important source of employment, their presence needs to be balanced with the wider economic offer in Winnall and the city.

3.2.2 The following recommendations are suggested, broken down by possible policy approaches and other potential interventions and initiatives that the Council could explore in association with others. These other initiatives are not strictly land use planning related matters but they can help towards achieving the vision for the area and represent an important part of the overall strategy for Winnall.

Proposed policy approach to the employment area

3.2.3 We suggest that the employment area is broken down into a series of different locations which have different but complementary functions and that this is reflected in the policy approach and interventions plan. The proposed policy areas outlined below are illustrated on the plan overleaf.

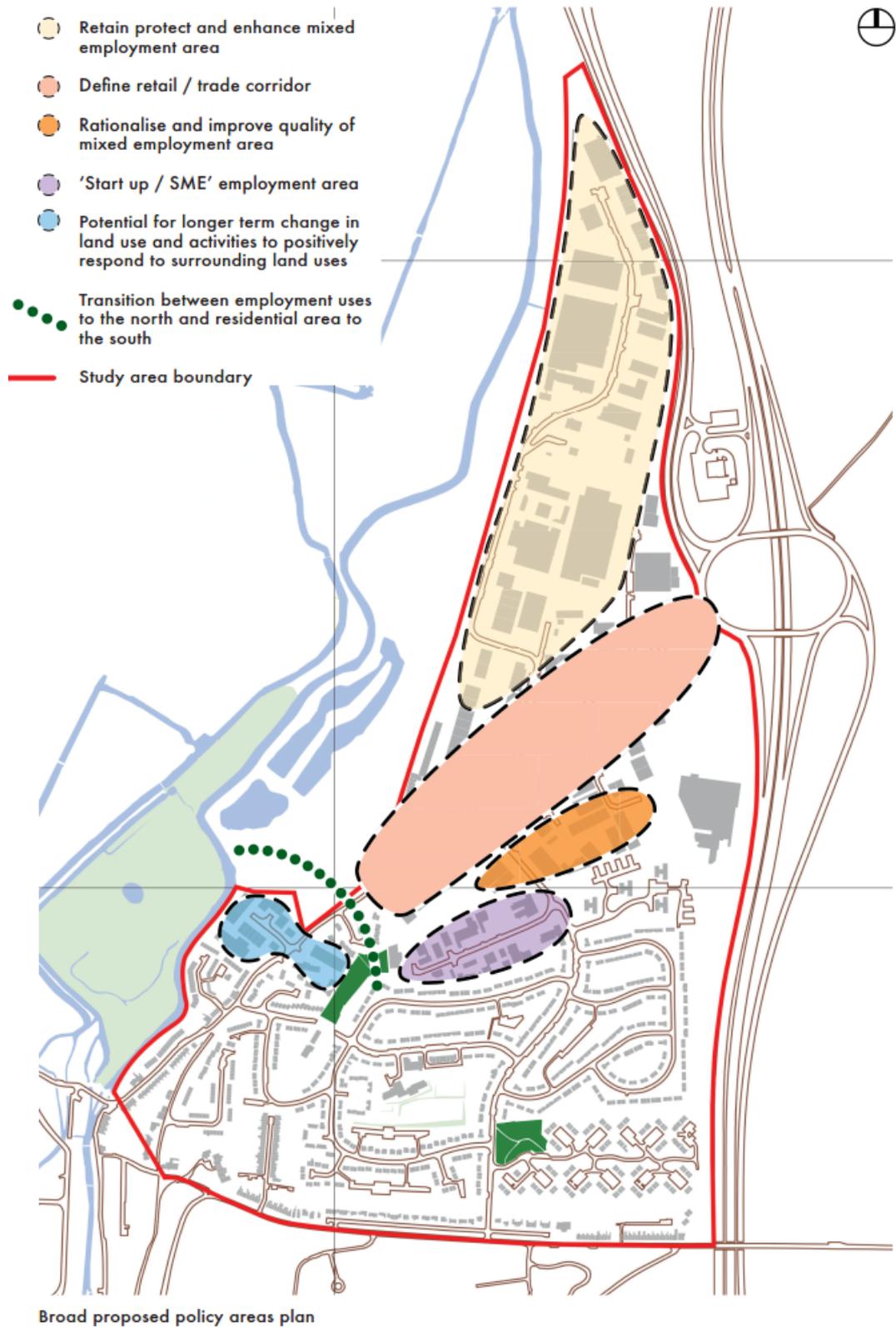


Figure 3-2: Proposed Policy Areas

Moorside Road: 'core' employment area

- 3.2.4 The northern part of the industrial estate, largely based around Moorside Road, is currently a focus for larger businesses and employers. It is a vibrant and active business area with few vacancies but where retail and Sui Generis uses, are encroaching. Policy CP9 of the Local Plan, which seeks to retain and protect employment land and premises, needs reinforcing in this area. An 'employment first' approach should be taken that restricts other uses, including those classed as Sui Generis, from locating here, unless there are clear and justifiable policy reasons to suggest otherwise.
- 3.2.5 Many of the units in this area are insular and there are no supporting facilities or recreational spaces, such as meeting and conference facilities or cafes, that are provided in many contemporary employment areas and which could strengthen this as a place to invest, to retain skills and business activities. This area would benefit from a new hub which could become a focal point around which new meeting spaces and other support functions, such as places to eat and relax could be provided. The new hub could also include flexible workspace and incubator units to meet the needs of medium size businesses and also attract new industries into the area, including those in the creative and cultural industries. Such a facility would contribute to upgrading the image of the area, and reinforce perceptions of this as a good place to work and locate a business.
- 3.2.6 At the centre of the Moorside Road area there is a potential development area of a cluster of Victorian buildings, which appear to have previously been associated with the former railway running through the area. These buildings could be celebrated as an asset to the area, and through sensitive long term redevelopment could be transformed into the Moorside Road hub. This site also represents an opportune location, as the redevelopment of the site would offer the chance to provide a new link connecting Moorside Road to Leicester Way, unblocking problems associated with the cul-de-sac nature of Moorside Road at present. In addition, any proposal on the site should be encouraged to explore the potential to enhance the visual connection to the moors (with the very strong proviso that there is no detrimental impact on the quality of the landscape and biodiversity of the moors and National Park).

Easton Lane: 'Civic Boulevard'

- 3.2.7 Around half of all premises in the industrial estate are in retail and trade use, and most of these are located along or off Easton Lane. This is generally accepted as a relatively good location for these types of activities given visibility, accessibility and compatibility with surrounding use types. However, these uses are spreading and leaking into employment areas beyond the immediate Easton Lane frontage, with some being found along Moorside Road. It is suggested that Easton Lane is defined as a retail and trade corridor (subject to compliance with other policies in the Local Plan), although this should not preclude employment uses coming forward in this location either, so long as they help contribute to the aspirations for Easton Lane. This corridor should extend as far back as one block either side of Easton Lane and only include the land and premises falling within this. Retail and trade employment uses should be restricted outside of this area.
- 3.2.8 Alongside this, longer term enhancements to the appearance of Easton Lane should be promoted. The concept of a 'civic boulevard' is promoted. The components of this are:

- As and when opportunities for development come forward buildings should be reconfigured to actively front Easton Lane.
- A strong and consistent building line should be encouraged, providing uniformity along the street.
- Visual narrowing of the carriageway through street design, materials, tree planting and use of central medians to reduce speed and improve the ease of which pedestrians and cyclists can cross Easton Lane.
- Increase the width of the footways along Easton Lane, improving the pedestrian environment and ease of which people, of all ages, can walk along this and into the City Centre.
- Promote new segregated cycle facilities alongside Easton Lane, allowing safe conditions for people of all ages free of traffic.
- Promote the reconfiguration of key junctions along Easton Lane, including that with Winnall Manor Road, to address congestion and provide crossing facilities for pedestrians and cyclists.
- Incorporate landscaping along a reconfiguration of Easton Lane.

3.2.9

A potential future cross section through Easton Lane is illustrated below. Some of these components are discussed in more detail and should be read alongside the recommendations contained in the 'Travelling in Winnall' section below. The ambition is that Easton Lane will become an attractive gateway into both Winnall and Winchester. It will enhance the visitor experience as well as the quality of life for residents and businesses on a daily basis. This approach will challenge perceptions of the area and enhance 'kerb-appeal' for business activities and investment. Winchester City council should work in partnership with Hampshire County Council to coordinate these recommendations for Easton Lane and embed them into the longer term plans for improving junction 9 of the M3.

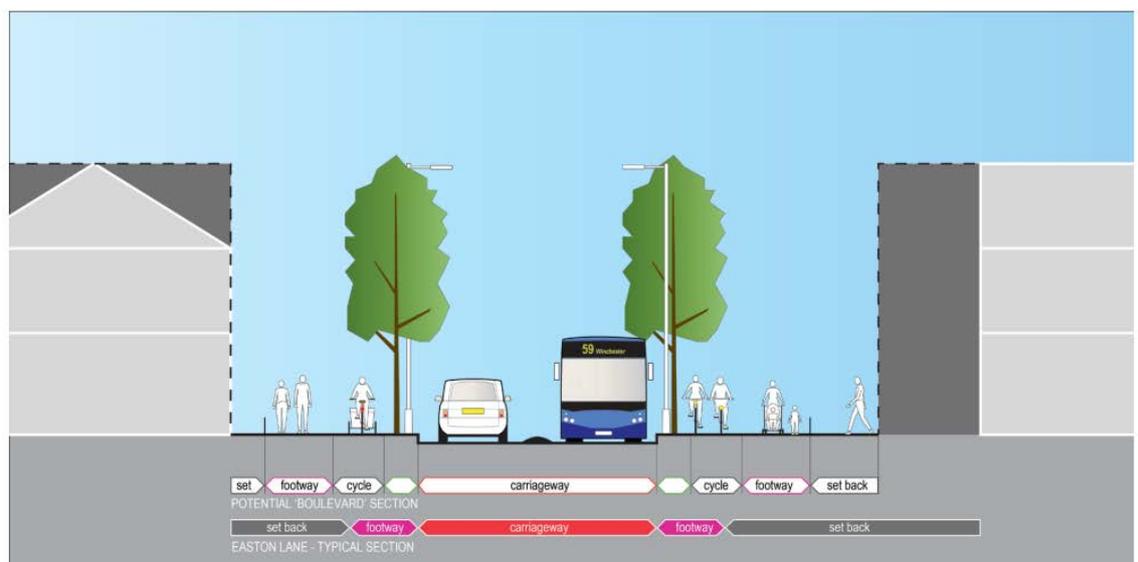


Figure 3-3: Proposed Cross Section through Easton Lane

Winnall Valley Road: A location for SMEs and Start-ups

- 3.2.10 The businesses along Winnall Valley Road comprise a cluster of smaller organisations and start-ups and include a mix of manufacturing, light industrial and office based research and consultancy services within managed office space. It is a diverse and dynamic area providing an 'entry' location for new businesses as well as longer established local organisations. The success of Basepoint demonstrates the demand for good quality managed office space across Winchester. More space akin to this is needed in Winchester to stop new business start-ups locating elsewhere. Winnall Valley Road could be promoted as a location for this type of space, responding both to demand but also to its setting adjacent to the residential neighbourhood.
- 3.2.11 It is suggested that land along Winnall Valley Road should be protected for employment uses (classes B1, B2 and B8) and that proposals for other uses should be restricted. If sites become available for redevelopment and reuse then opportunities to provide space for smaller businesses and start-ups should be explored in the first instance. Proposals for other uses, particularly wholly residential, should not be permitted as they could undermine the ambitions to see a more diverse economic base in Winchester with greater opportunities for local people to be involved in the creation of economic diversity, which is a key plank of the Winchester town-wide vision (The Vision for Winchester Town, 2012-2017).
- 3.2.12 The currently vacant site on the junction of Winnall Valley Road and Winnall Manor Road has the potential to provide new employment space for start-up businesses, similar to that provided by Basepoint. The topography of the site provides scope to address parking on-site through under-croft provision, with a strong building frontage on Winnall Manor Road contributing to an improved townscape and gateway between employment and residential areas. We would also suggest that this site could incorporate a hub facility of some sort. Similar to that suggested within the Moorside Road area, the businesses on Winnall Valley Road (and nearby) are poorly served by supporting facilities and services. A meeting space and café, associated with general improvements to the quality of the street environment, could contribute to the attractiveness of this area as a place to invest.
- 3.2.13 Further along Winnall Valley Road is the youth centre (KAYAC). This facility requires major repairs at the time of writing this report. Improved facilities would allow for a greater range of youth and community activity in the area. Opportunities could be explored within the area. Potential locations for a replacement youth centre are explored further in the Living in Winnall theme, though scope may exist to explore how this could be reprovided as part of any longer term restructuring of employment land backing onto Imber Road Park. More on this is set out below.
- 3.2.14 Matters associated with parking along Winnall Valley Road are addressed within the package of transport related recommendations outlined in the 'Travelling in Winnall' theme.

Wider opportunities in the employment area: (1) Promoting flexible space

- 3.2.15 The diversity of the types and sizes of employment premises across Winnall is one of the greatest assets of the area. However, at present, these provide space for either small or larger businesses. There is a lack of space in the area within which organisations can grow and expand. Businesses that have reached this scale or critical mass struggle to continue operating in Winnall and need to relocate elsewhere. It is suggest that planning policies help support the retention of these

organisations and thus promote the provision of flexible and adaptable business premises in Winnall as and when development opportunities come forward, providing scope for organisations to start-up, stay and grow in Winnall.

- 3.2.16 Opportunities for redevelopment may come forward within the core employment areas along Moorside Road and Winnall Valley Road as outlined above. Where they do so, they should adhere with wider policies in the Local Plan relating to design, setting and other environmental matters.

Wider opportunities in the employment area: (1) Winnall Close improvements

- 3.2.17 A mix of business activities are located around and access via Winnall Close. However, access is convoluted, the area lacks legibility and suffers from a poor quality environment. It is suggested that the employment role and function of this area is retained, but that incremental improvements to the quality of streets and spaces, the layout and relationship of buildings to each other and the street environment is improved over time. This can be delivered as opportunities come forward though would also benefit from a coordinated approach to signage and branding to help better understand the area (see 'other initiatives' below).

Wider opportunities in the employment area: (1) Nickel Close / Easton Lane

- 3.2.18 Located to the southern end of Easton Lane and somewhat disjointed from the core employment area is the cluster of activities around Nickel Close. This comprises a range of different uses, including office space, trade / retail, car sales, workshops and studios. It is a vibrant area with few vacancies. It however lacks cohesiveness. The four main areas comprising the cluster of activity here are poorly related to each other and are, to different degrees, all somewhat inward looking. The quality of the environment and building stock also varies: it is better on the northern side of Easton Lane where the premises are well relatively well maintained. To the south of Easton Lane however, the Easton Lane Business Park and workshop spaces adjacent to this are of a lower quality, with a poor and unwelcoming street environment, dated buildings, poor access arrangements and limited circulation space. These uses are though surrounded by homes, including a recently completed small development of homes on Easton Lane, the Imber Road Park and green links through to the moors and National Park. This green infrastructure presents a form of transition between the core employment area and residential neighbourhood.

- 3.2.19 This is an area which might come under pressure in the future for change and development. It is suggested that any change here accords with general policies and principles established in Local Plan Part 1 with regard to scale and use and is considered on its merits. However, any change here, whether it is for employment or other uses deemed appropriate, should be structure in such a way that responds to the park environment. The Council could also work in partnership with landowners and developers to improve community facilities. This might involve some sort of land swap, with new or replacement employment activities provided on Winnall Valley Road.

Wider opportunities in the employment area: (4) Green Space

- 3.2.20 There are very few employment areas that benefit from having large areas of open space on their doorstep. Winnall Industrial Estate is fortunate to be located beside Winnall Moors, which can be viewed from the Itchen Way footpath. However, although the employment area benefits from views of the moors, access to them is limited due to the sensitive nature of the site. In addition, some parts of the Industrial

Estate back onto areas of open space, but more could be done to improve the environment at these transition points. It is suggested that planning policies for the area stipulate that any future development responds positively to the moors and network of green spaces in the area in line with the principles of good urban design and placemaking, but without harming the landscape or biodiversity of these areas. Prevention of disturbance to the nature reserve at Winnall is imperative. In particular, the industrial estate buildings and lighting impact upon the setting of Winnall Moors: this could be addressed through improved screening and/or reduced light levels.

Other initiatives for the employment area

- 3.2.21 The quality and function of the employment area could also be strengthened by a series of other initiatives, which would need to be delivered outside of the planning process. These include:

A business forum

- 3.2.22 It is clear from the consultation undertaken that the business community would like to see a forum created that can come together to best represent their interests which are not only planning related, but also relate to matters such as skills, marketing and broadband connectivity. Such a forum would present a unified voice for the employment area, championing change and improvement in a cohesive way.

- 3.2.23 A Business Improvement District (BID) is already active in Winchester, though focussed on the interests of businesses in the city centre. It is suggested that an extension to or a similar organisation to this is established for the Winnall employment area. BIDs can be set up by the local authority, a business rate payer or a person or company whose purpose is to develop the BID area, or that has an interest in the land in the area. Since October 2013 the Government has run a loan system to make up to £500,000 available to communities wishing to set up a BID to help cover initial start-up costs.

- 3.2.24 In advance of and as an alternative to a formal BID Winchester City Council could use the consultation undertaken as part of this study as the basis for creating a business forum that could meet at regular intervals, with the Council, to discuss issues and progress on projects. Pilot schemes identified through this could be used to test the idea of a BID and whether this should be established in Winnall.

Place branding

- 3.2.25 The Winnall employment area is, at present, comprised of a collection of separate estates and business areas. Many are inward looking in, arranged around central courtyards and accesses, with a poor relationship to the street. The natural topography and resulting development plateaus created also masks some areas from view, and the routes to these are often convoluted. Signage varies from place to place and, for the visitor, can be a difficult place to understand.

- 3.2.26 Although the term 'employment area' has been used in this report the area is currently known as and referred to as the Winnall Industrial Area. Given the nature of businesses present in the area, and those that will be created as the economy continues to change, the overarching term of industrial area gives the wrong perception of the place.

- 3.2.27 It is suggested that, alongside policy aspirations to reinvigorate the employment base, that a 'place presentation' strategy is investigated and developed, creating a cohesive

identity for the area. This could be used to help sell and market the area. The new presentational 'brand' should be derived from an understanding of the place, drawing on its assets as a diverse employment location with excellent access to the moors and National park, the City Centre and motorway network. The employment and business function of the area should be strengthened and communicated through improved marketing, graphics and signage. This would aid visitors and investment in the area.

- 3.2.28 The place presentation strategy could be championed by a new business forum and delivered in partnership with Winchester and Hampshire County Council where key business issues are discussed such as: changes to the public realm, including landscaping and signage, parking (refer to section 3.4).

Broadband

- 3.2.29 During consultation local businesses drew attention to slow broadband speeds in the area. Whilst we have been unable to obtain information on the speed of local connections, though based on UK-wide data, it is understood the Winchester ranks 275 out of 970 cities in the UK for broadband speed¹. There are of course variations within this which may mask slower connections in Winnall. Businesses stated that the slow broadband connections are hindering their activities and, with the growth in newer knowledge based economies, cultural and creative industries, poor connections will be a barrier to these types of businesses locating in Winnall.
- 3.2.30 In 2010, the Government launched 'Britain's Superfast Broadband Future'² in which broadband was identified as a key priority. It was noted that fast broadband is '*vital to the growth of the economy – especially to small businesses who are so often the engines of innovation....*'. More recently, the House of Lords Select Committee on Digital Skills is calling for the next Government to deliver, better, more accessible and faster digital technologies³. This report makes the link to quality of life and economic growth.
- 3.2.31 Improvements are being rolled out nationwide, particularly in rural areas. In Winchester, the Hampshire Broadband Programme, delivered in partnership with BT, the district and borough councils, is currently rolling out access to 'superfast' broadband connectivity for all premises.
- 3.2.32 However, connection speeds in the Winnall employment area remain a concern. The Hampshire Superfast Broadband website⁴ shows that, in Winnall, there is limited commercial coverage of superfast broadband and that few registrations of interest for improved connection speeds have been made.
- 3.2.33 It is suggested that the Council work with service providers to identify the issues associated with current connections and encourage them to rectify this. The establishment of a business forum, as suggested above, could present the unified voice to help request, campaign for and deliver these improvements.

¹ Source: Ookla, Net Index Explorer (Beta), <http://explorer.netindex.com/maps>, accessed 18/02/2015

² BIS and DCMS, December 2010, Britain's Superfast Broadband Future

³ House of Lords, Select Committee on Digital Skills, February 2015, HL Paper 111, Report of Session 2014-15, Make or Break: The UK's Digital Future

⁴ <http://www.hampshiresuperfastbroadband.com/> accessed 05/03/2015

Summary recommendations for the employment area

3.2.34 We suggest that the following policies taken forward and developed within Local Plan Part 2:

Table 3-1: Recommended policy approach to the Winnall employment area

To draft and develop new policies in Local Plan Part 2 specific to Winnall that identifies broad areas of activity where different types of employment and other activities are appropriate, including:

- Reinforcement of Policy CP9 in Local Plan Part 1 seeking to protect and retain employment land and premises through the promotion of an 'employment first' approach to proposals in the Moorside Road area.
- Reinforce Policy CP8 in Local Plan Part 1 by encouraging a more diverse employment base responding to new economies. This could include encouraging the creation of a new hub within the Moorside Road area that becomes a focal point around which incubator space, meeting space and support functions, such as places to eat and relax, will be provided.
- Promote the development of flexible premises in employment areas to allow businesses to adapt and grow so they can stay in Winnall.
- Enhance and improve the quality of the employment areas to the south of Easton Lane (around Winnall Valley Road and Winnall Close) to continue to attract small businesses and SMEs, and where retail and trade employment uses will not be permitted other than in a small support hub (including a café and meeting space) on Winnall Valley Road.
- Define a retail / trade corridor along Easton Lane beyond which no further retail / trade uses will be permitted.
- Re-model Easton Lane as a 'civic boulevard', with strong frontages and good landscaping to create an attractive gateway into Winnall and Winchester.
- Any opportunities for redevelopment should adhere to standard Local Plan policies regarding design, setting and amenity. Where opportunities arise, development should respond positively to the moors / South Downs National Park and network of green spaces in the area, without impacting on the landscape value or biodiversity of these spaces.

These proposed policies respond to the following objectives:

- Encourage businesses to start up, stay and grow in Winnall.
- Provide facilities to support business functions that make this a desirable place to work.
- Provide space for creative and cultural start-up businesses, as well as those in low carbon industries.

3.2.35 We suggest that the following projects and initiatives are taken forward by Winchester City Council in partnership with other organisations:

Table 3-2: Other recommended (non-planning policy) initiatives for the Winnall employment area

To seek to strengthen the economic success of the Winnall employment area in partnership with others through a series of initiatives that include:

- Establishment of a forum of some kind, such as a BID or similar, to present a unified voice and branding for the employment area.
- To develop an overarching branding, marketing and signage strategy for the area so that it is presented as one cohesive, easily understandable place.
- Look to facilitate faster broadband connections.
- Strengthen links with universities to help develop and encourage the creation, and retention, of creative and cultural industries within the city.
- Strengthen links with Enterprise M3 and Solent LEAs in order to drive greater awareness for this area and new funding opportunities to encourage enterprise hubs and business growth

These proposed projects and initiatives respond to the following objectives:

- Encourage businesses to start up, stay and grow in Winnall.
- Provide facilities to support business functions that make this a desirable place to work.
- Establish a cohesive voice for the businesses in the area.

3.3 Theme 2: Living in Winnall

Theme **2.**

Living

Winnall

Creating safe and attractive streets

- 3.3.1 Winnall currently provides a diverse range of homes, with a focus on family sized, affordable housing. There is a need to make sure streets and spaces provide safe environments for children. During the consultation, there was a very positive response towards the concept of “Play Streets” in Germany, and Winnall would be appropriate to provide Homezone/ Play Street treatments on selected residential streets.

Enhancing play and open space for all ages

- 3.3.2 There are many green spaces around Winnall that are under-used, including green verges along the residential streets. The area would benefit from having a new approach to green space which could include recommendations on how to make these spaces work harder, as well as improving connections to them.
- 3.3.3 Green verges and other under-used area of public space could be transformed into community gardens and allotments. There is already interest in the area for such initiatives, as demonstrated through the success of the temporary allotments, and there was strong support at consultation for images depicting “edible bus stops” and other gardening initiatives.

Making the most of the Winnall Moors and behaving responsibly

- 3.3.4 This sensitive nature reserve offers an excellent opportunity for local residents to enjoy and learn about the countryside in this area. As well as the exceptional views over the countryside offered from Winnall, there is a broad selection of wildlife on the moors, including species that are declining and sensitive to disturbance.
- 3.3.5 Given the sensitivity of the wildlife on the moors The Hampshire and Isle of Wight Wildlife Trust (HIWWT) have developed educational programmes and guidance for local residents. These are aimed at educating visitors to the moors about the natural habitat there as well as the extensive wildlife that can be found.
- 3.3.6 These are excellent programmes and should be encouraged, especially in terms of programmes within local schools that enable pupils of all ages to learn about the moors and the need to behave responsibly when visiting the area.

3.3.7 The moors are an important attraction and one of the city's green assets. Visits to and understanding of the area should be encouraged, but it is important to emphasise the need for responsible behaviour by visitors. Several declining species of bird use the moors for breeding and roosting: these species are highly sensitive during these activities. As such, it is essential that they are not disturbed by unacceptable visitor behaviour. In order to keep disturbance to a minimum, fishing, dog walking and cycling are not permitted on the reserve. This ensures that the wildlife is protected and visitors are able to enjoy the reserve quietly. Peace and quiet, watching nature and gentle exercise (walking) are the main reasons given by people visiting the reserve. This is why the continuing visitor education initiatives are so important. Continued funding and support for the volunteer warden programme, managed by HIWWT in partnership with Winchester City Council, will ensure that the peace and tranquillity of the reserve will be maintained and wildlife protected in the future.

Upgraded Youth/Community Facilities

3.3.8 There are opportunities to review and improve community infrastructure in partnership with local voluntary organisations. Existing facilities require investment, and in some cases are not in the best location to serve the community. The services on offer could evolve to enhance the links between the resident and business communities, as part of any upgrade to the existing facilities.

Strengthening the neighbourhood centre

3.3.9 Garbett Road is home to Winnall's successful neighbourhood centre and comprises a small parade of shops, the community centre and school. National Cycle Route 23 also passes along Garbett Road.

3.3.10 The layout and structure of development on Garbett Road responds to the sloping topography in Winnall. The result is that the shopping parade has been set back from the road on raised ground that is approximately one metre higher than Garbett Road. The parade and shops along this are accessed via steps and ramps, with a high brick wall between the road and shops obscuring both views and access. Garbett Road itself is wide and straight with unstructured car parking making it easy for vehicles to drive quickly and thus difficult for people to cross the road.

3.3.11 It is recommended that the quality of space, the public realm and environmental quality as a whole within the neighbourhood centre is improved, strengthening its role at the heart of the community, where people of all ages are able to come together, enjoy and feel safe in the space.

3.3.12 Suggestions for improvements include.

- Widened steps to improve access.
- Reduced carriageway width in front to the shops to reduce traffic speed.
- Widened footways and clear pedestrian crossings to improve access.
- Improved cycle facilities to encourage cycling.
- Additional shrub planting to improve biodiversity and the sense of place.
- New seating, litter bins and cycle stands.
- Removal of the brick wall and replacement with lower railings to allow views onto the parade.

- Improvements to the shops fronts, which might include new doors, windows and canopies.

Housing in Winnall

3.3.13 As noted in 1.1.7 in the introductory chapter, there is no specific need for new housing provision in Winnall given that Winchester’s housing requirements are already addressed in the city council’s current residential development plans.

3.3.14 Nevertheless, if housing development proposals were to come forward in, for example, the ‘garage courts’ areas in Winnall, these will be determined on their merits and in accordance with policies in the Local Plan. This will ensure that new housing in these areas complies with current guidelines and are developed so that they are commensurate with the necessary quality standards.

Summary recommendations for the ‘Living in Winnall’ theme

3.3.15 We suggest that the following projects and initiatives are taken forward. These may need to be delivered in partnership with other organisations and stakeholders, including Hampshire County Council, South Downs National Park, Hampshire and Isle of Wight Wildlife Trust and others:

Table 3-3: Recommended projects and initiatives for the ‘Living in Winnall’ theme

<p>To help Winnall continue being an attractive, family friendly place live:</p> <ul style="list-style-type: none"> • Consider homezone / play street treatments on selected residential streets. • Investigate the potential for re-using green verges and underused areas of public space for community gardens and allotments. • Continue promoting the moors (whilst also continuing to educate local residents about the moors and what is there / how to behave responsibly). Although access to the moors is to be encouraged, it is essential that this happens without harming the landscape and biodiversity of the area. • Improve the quality of local play spaces, and explore potential for new play spaces around the tower blocks. • Should opportunities for development adjacent to existing green spaces come forward in the future, to encourage developers to improve the relationship of development with the park and play space. • Promote delivery of replacement youth centre and facilities. • Look at scope and feasibility of improving the quality of the public space and environment in the neighbourhood centre on Garbett Road. <p>These proposed projects and initiatives respond to the following objectives:</p> <ul style="list-style-type: none"> • Strengthen Winnall as a family friendly residential neighbourhood.

- Establish a new approach to green space in Winnall to improve the use of and access to green spaces and increase biodiversity.
- Enhance the quality of community facilities in Winnall.
- Improve the quality of the townscape.

3.4 Theme 3: Travelling in Winnall

Theme **3.**

Travelling Winnall

Promoting a holistic approach to travel and movement in Winnall

- 3.4.1 To improve travelling to, from and within Winnall, it will be important to provide travel choices and credible alternatives to travelling by car.
- 3.4.2 Like many developed urban areas in the UK, there is limited scope to achieve substantial capacity improvements to the existing highway network, and whilst we go on to identify a number of important improvements to make best use of the existing network, which include removing some bottlenecks and improving road safety, these can only ever represent part of the solution.
- 3.4.3 Winnall's proximity to the city centre, is well suited to travel by walking and cycling, and benefits from frequent bus services. It will be important to strengthen the routes and links that underpin travel by sustainable modes.
- 3.4.4 However, whilst our approach focuses on promoting travel by sustainable modes and managing the impact of parking, we recognise that the nature of many of the activities and goods and services in Winnall is such that the demand for travel by car, and therefore parking, is always going to be a prominent feature of the area.
- 3.4.5 We have therefore sought to promote a holistic approach to improving travel in Winnall, adopting a combination of measures to promote more sustainable travel, chiefly by improving the environment for walking and cycling, whilst also managing parking activity and providing targeted junction improvements in a way that is hopefully compatible with the twin aims for the area; making it a better place to live for its residents, whilst staying open for business within its growing commercial quarter.

Promoting improved bus services to Winnall

- 3.4.6 Bus services to the area are currently infrequent and only serve part of the area. In particular, there is no direct service to the employment area, no direct link to the station, and services through the residential area to Tesco only operate during off-peak hours. This can only serve to accentuate the reliance on travel by car, and so place added pressure on the area to accommodate significant volumes of parking.

- 3.4.7 New, direct bus services should thus be promoted, with a direct link to the station a crucial component of a more sustainable future for the area. Many people, including those who live outside Winchester and work in Winnall, noted during consultation that they would prefer to commute by a combination of rail and bus, but the absence of a direct bus link from the station leaves them with no alternative but to drive.
- 3.4.8 It is further suggested that new and more direct bus routes could be delivered hand in hand and alongside possible solutions to parking problems, potentially through provision of a new park and ride facility.
- Towards a new approach to parking in Winnall*
- 3.4.9 The lack of parking provision in Winnall and the impact on streets in both the business and residential areas has been raised, during consultation and through previous work such as the Community Plan, as a key issue to consider.
- 3.4.10 Parking pressures naturally radiate outwards from their intended arrival point when there is insufficient capacity in private off-street and on-street parking. In Winnall this manifests itself with business and retail parking spilling over into residential areas, inconveniencing residents. This is particularly evident around Winnall Valley Road. Whilst a potential solution might be to provide some additional off-street parking if possible, this may only serve to induce further traffic and car use in close proximity to the neighbouring residential area. There are other dis-benefits to such a solution, including for example the amount of land required for efficient operation, the viability of delivering such a facility given under-lying land values, the impact on the quality and appearance of the street scene.
- 3.4.11 Existing on-street parking could be formalised, with dedicated bays provided as part of the street scene. However, this will not resolve all problems. As part of the longer term solutions considered for the area, the desirability and viability of new parking spaces (possibly in the form of a multi-storey car park in Tesco's surface car park) could be explored. Such a facility (possibly termed 'park and walk') would bring with it additional parking capacity for the area, without increasing the footprint of land given over to parking, whilst importantly it could deliver a direct bus connection to the railway station. This could deliver a real step-change in mode choice for the wider area. It may also enable some traffic bound for the city centre to be intercepted at the top of Easton Lane.
- 3.4.12 The additional parking could be utilised by local businesses midweek and shoppers on weekends. The provision of a direct bus connection from the station in peak periods would improve access to the industrial estates by public transport. There may also be scope to incorporate proposals for the P+R facility within any future plans for the M3 J9 major improvement scheme.
- 3.4.13 A high level review of the Tesco car park site indicates there may be scope to accommodate a small to medium sized park and ride facility in the form of a multi-storey car park. More detailed feasibility assessments would be needed to determine the viability of such an option, including the scope for provision of sufficient bus priority measures and access arrangements.
- 3.4.14 This current surface car park in the vicinity of Tesco is well screened, which would reduce the visual impact of any such structure on the surrounding countryside and streetscape. However, subject to good design, it could help contribute to a strengthening of the Easton Lane frontage and gateway into Winchester. It might also be possible to incorporate a new square outside the existing retail store, enhancing

the setting and links with the Black Path, residential neighbourhood and businesses around Winnall Valley Road. Indeed, enhancing these links forms part of the package of measures tied up with a possible park and ride facility. Although this link needs improving in any event, it will become ever more important if a Park and Ride is provided, particularly if this is designed to offset parking controls in the Winnall neighbourhood: the Black Path could become an important pedestrian thoroughfare. Improved surfaces and lighting will be needed, and regular maintenance of the landscaping and vegetation undertaken to create a more open and safer place for people to walk and cycle through.

- 3.4.15 In parallel to a park and ride and series of more formalised parking bays in the business and residential areas, a 'stick' to continued car use should be considered. In this instance, it is suggested that the existing controlled parking zone (CPZ), that currently covers the south western corner of Winnall, is extended out across the remainder of the residential area. This would disentangle commuter parking from residential streets to the benefit of local residents.

Promoting walking and cycling

- 3.4.16 The impact on local residents and businesses created by the possible extension of the CPZ will need to be considered carefully however, and where this results in a significant loss of parking supply, credible alternatives, including both other modes of travel and different parking locations, will need to be provided. The aims and objectives of the walking and cycling strategies have been incorporated into these proposals. The Park and Ride facility is part of the solution here, but improved pedestrian and cycling routes also form part of the package. Key interventions here include:

- Improvements to the Black Path link between Winnall Manor Road and Tesco as outlined above, providing safe and pleasant walking routes at all times of the day.
- The remodelling of Easton Lane into a civic boulevard to incorporate segregated cycle infrastructure as well as better crossing facilities along it, making walking and cycling a more attractive proposition. This could include investigating the the scope for installing a signalised or zebra crossing on a key desire line near 'The First in Last Out' pub. Along Easton Lane, traffic calming measures could also be introduced, particularly in the vicinity of the old railway bridge where topography and the geometry of the road encourage fast traffic speeds. The cross section shown in the 'Working in Winnall' section above illustrates some of these ideas.
- Specific improvements on Easton Lane will include a pedestrian crossing at the top of the lane (near the Tesco roundabout). This will be beneficial to pedestrians as it will enable them to access Tesco from the retail outlets such as Homebase (and vice versa).
- Remodelling the junctions of Easton Lane and Winnall Manor Road, and Winnall Manor Road and Winnall Valley Road, to incorporate improved crossing facilities, slow traffic and reinforce priority movements.
- Further gateway treatments at the junction of Winnall Manor Road and Alresford Road to incorporate improved crossing facilities.
- Investigate the scope for opening up a pedestrian/cyclist link between Firmstone Road and St Johns Road, or improving the link to Alresford Road.

- Incorporating dedicated cycle links across the M3, enhancing the current route of the National Cycle Network, and which could be delivered in partnership with Hampshire County Council with funding made available for improvements to junction 9.

3.4.17 In all instances, particular care and attention should be given to crossing points as this is where cyclists are most vulnerable.

Traffic flow and congestion

3.4.18 Given Winnall’s location and the direct nature of the link provided by Easton Lane between the M3 and City Centre there will continue to be a significant volume of through traffic in Winnall. This needs managing accordingly to lessen its impact on residential areas and places of high pedestrian activity. This through traffic is though also part of the attraction of the area to businesses, which welcome the passing trade that comes with it. Measures to assist the flow of traffic and congestion problems in Winnall include:

- Investigate extending the right turning pocket at the junction with Moorside Road.
- Review scope for formalising additional on-street parking in industrial area to the north of Easton Lane, preserving a turning space for larger vehicles on Moorside Road.
- Investigate revising the approach lane movement on the Easton Lane arm of M3 J9, to permit left turning movements from both the nearside and central lanes to reducing queuing back onto Easton Lane in peak periods.

Summary recommendations for the ‘Travelling in Winnall’ theme

3.4.19 We suggest that the following projects and initiatives are taken forward. These may need to be delivered in partnership with other organisations and stakeholders, particularly Hampshire County Council:

Table 3-4: Recommended projects and initiatives for the ‘Travelling in Winnall’ theme

<p>To help make it easier to move around Winnall, to access the business area, City centre and the moors:</p> <ul style="list-style-type: none"> • Provide better and more segregated cycle routes through the area and to the moors. • Enhance quality and safety of Black Path link between Alresford Road and Tesco. • Reconfigure junction of Winnall Valley Road and Winnall Manor Road to reduce speed and improve safety. • Investigate the desirability and viability of a new parking facility (‘park and walk’) in the vicinity of Tesco. • Formalise on-street parking in the employment areas. • Investigate opportunities for a turning space for large vehicles on Moorside

Road.

- Investigate extension of Controlled Parking Zone across Winnall.
- Reconfigure junction of Easton Lane and Winnall Manor Road to reduce congestion at peak times.
- Promote the enhancement of Easton Lane as an important civic boulevard and gateway into Winchester, with buildings fronting the street, wider footways and better pedestrian crossings.

These proposed projects and initiatives respond to the following objectives:

- Encourage walking and cycling.
- Improve the connections to the town centre, particularly by bus, foot and cycle.
- Improve bus links, particularly to employment areas. Note that improving bus services is very much an operational issue rather than an infrastructure issue (it is the latter that is the particular focus of this Planning Framework). Nevertheless, improvements to bus services will complement the aims of the Framework and together with the other proposals being put forward, will be beneficial to residents and workers alike.
- Continue to improve parking provision.
- Reduce congestion at key spots.
- Make connections to green spaces safe and easy.
- Maximise opportunities for investment in Junction 9 of the M3 to create a better entrance into Winnall and to enhance access to the countryside.

4 SUMMARY

4.1 Overview

4.1.1 This Planning Framework has been commissioned to help act as a catalyst for positive change in Winnall, to help inform and guide future decisions affecting the area. Some of these can be taken forward as planning policies and help inform the creation of Winnall specific policies in Local Plan Part 2. However, some of the ideas presented in the Planning Framework will need to be further developed in partnership with other organisations, stakeholders and land owners.

4.1.2 Whilst planning policies may not be able to deliver the possible changes outlined in this document, they can help influence what should happen and it is this Planning Framework, alongside other more detail studies and any feasibility work undertaken, that establishes the strategy for directing change in Winnall for the benefit of all.

4.2 The opportunities

4.2.1 The research, consultation and participation exercises undertaken through this study identified a series of issues, objectives and projects that respond to one of three main themes: (1) Working in Winnall, (2) Living in Winnall, and (3) Travelling in Winnall. These respond to an overarching vision for Winnall which seeks to:

- Support continued economic success and investment in Winnall for businesses of all sizes.
- Support Winnall as an attractive, family friendly place to live.
- Make it easier to move around Winnall, to access the business areas, City centre and the moors.

4.2.2 The possible projects and policies identified to help deliver this are summarised in the table overleaf.

4.3 “Quick Wins”

4.3.1 Several of the proposals put forward could be achieved relatively quickly and without the need to incur significant costs. These ‘quick wins’ will be extremely beneficial as they can be enacted within short timeframes and will demonstrate in a clear, visible manner that the proposals are being put into practice.

4.3.2 Examples of these ‘quick wins’ include:

- Improved signage at strategic sites in Winnall – this will cover both ‘marketing’ signage at key points within Winnall as well as ‘direction’ signage to help visitors and commercial delivery drivers.
- A business forum (such as a Business Improvement District, BID) could be established relatively quickly at little expense. This would have the benefit of providing the business community in Winnall with a unified ‘voice’ and would also be used to help attract inward investment to present a unified voice for the employment area.
- Continuing educational programmes to demonstrate the close proximity of the moors and the surrounding countryside.

Table 4-1: Summary of issues, objectives, projects and lead agency

	Issues	Objectives	Projects	Lead Agency
Working in Winnall	<p>To recognise that the nature of the employment area is changing with more retail and trade activities locating here.</p> <p>There is a lack of space and premises for small businesses to be able to grow and stay within the area.</p> <p>There is a need for incubator space to help attract a more diverse employment base and respond to changing economies (including, for example, creative and cultural industries, and those in the low carbon and green sectors).</p> <p>The employment area suffers from a poor image, limited branding and generally poor quality environment.</p> <p>There are issues with broadband speed.</p>	<p>Encourage businesses to start up, stay and grow in Winnall.</p> <p>Provide facilities to support business functions that make this a desirable place to work.</p> <p>Provide space for creative and cultural start-up businesses, as well as those in low carbon industries.</p> <p>Establish a cohesive voice for the businesses in the area.</p>	<p>Reinforcement of Policy CP9 in Local Plan Part 1 seeking to protect and retain employment land and premises through the promotion of an 'employment first' approach to proposals in the Moorside Road area.</p> <p>Reinforce Policy CP8 in Local Plan Part 1 by encouraging a more diverse employment base responding to new economies.</p> <p>Promote the development of flexible premises in employment areas to allow businesses to adapt and grow so they can stay in Winnall.</p> <p>Enhance and improve the quality of the employment areas to the south of Easton lane (around Winnall Valley Road and Winnall Close) to continue to attract small businesses and SMEs.</p> <p>Define a retail / trade corridor along Easton Lane beyond which no further retail / trade uses will be permitted.</p> <p>Consider how to re-model Easton Lane as a 'civic boulevard', with strong frontages and good landscaping.</p> <p>Any opportunities for redevelopment should adhere to standard Local Plan policies regarding design, setting and amenity.</p> <p>Establishment of a forum of some kind, such as a BID or similar, to present a unified voice for the employment area.</p> <p>To develop an overarching branding, marketing and signage strategy for the area so that it is presented as one cohesive, easily understandable place.</p> <p>Look to facilitate faster broadband connections.</p> <p>Strengthen links with universities to help develop and encourage the creation, and retention, of creative and cultural industries within the city.</p>	

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Living in Winnall	<p>Facilities do not provide an effective range of opportunities, particularly for 11-18 year olds.</p> <p>The poor quality of and limited access to green space.</p> <p>The poor setting of retail parade on Garbett Road.</p>	<p>Strengthen Winnall as a family friendly residential neighbourhood.</p> <p>Establish a new approach to green space in Winnall to improve the use of and access to green spaces and increase biodiversity.</p> <p>Enhance the quality of community facilities in Winnall to maximise benefits.</p> <p>Improve the quality of the townscape.</p>	<p>Consider homezone / play street treatments on selected residential streets.</p> <p>Investigate the potential for re-using green verges and underused areas of public space for community gardens and allotments.</p> <p>Explore the best ways to promote the moors through continuing educational programmes whilst ensuring that those who make visits to the moors do so without harming the landscape and biodiversity of the area.</p> <p>Investigate the trialling of HIWWT 'Wildlife Rangers' club for teenagers.</p> <p>Improve the quality of local play spaces.</p> <p>Should opportunities for re-development adjacent to existing green spaces come forward in the future, to encourage developers to improve the relationship of development with the park and play space.</p> <p>Promote delivery of replacement youth centre and facilities.</p> <p>Look at scope and feasibility of improving the quality of the public space and environment in the neighbourhood centre on Garbett Road.</p>	
Travelling in Winnall	<p>There are high levels of on-street parking, particularly on Winnall Valley Road, Moorside Road and Garbett Road.</p> <p>There is limited provision for heavy good vehicles in employment areas including a lack of turning space.</p> <p>Poor walking and cycling conditions, particularly along and across Easton Lane, and via the Black Path to Tesco.</p> <p>There are limited bus services, particularly at peak times.</p> <p>Limited access to the moors and surrounding countryside.</p>	<p>Encourage walking and cycling.</p> <p>Improve the connections to the town centre, particularly by bus, foot and cycle.</p> <p>Improve bus links, particularly to employment areas.</p> <p>Establish a new approach to parking.</p> <p>Reduce congestion at key spots.</p> <p>Make connections to green spaces safe and easy.</p> <p>Maximise opportunities for investment in Junction 9 of the M3.</p>	<p>Provide better and more segregated cycle routes through the area and to the moors.</p> <p>Enhance quality and safety of Black Path link between Winnall Manor Road and Tesco.</p> <p>Reconfigure junction of Winnall Valley Road and Winnall Manor Road to reduce speed and improve safety.</p> <p>Investigate the potential and possible benefits of a park and ride facility in the vicinity of Tesco, providing direct bus services between the city centre, station, residential neighbourhood and employment areas.</p> <p>Formalise on-street parking in the employment areas.</p> <p>Investigate opportunities for a turning space for large vehicles on Moorside Road.</p> <p>Investigate extension of Controlled Parking Zone (CPZ) across Winnall taking business views into consideration.</p> <p>Reconfigure junction of Easton Lane and Winnall Manor Road to reduce congestion at peak times.</p> <p>Promote the enhancement of Easton lane as an important civic boulevard and gateway into Winchester, with buildings fronting the street, wider footways and better pedestrian crossings.</p>	

4.4 Next steps

4.4.1 The Planning Framework identified a series of initiatives that could be developed further to help deliver the vision for the area. Beyond the creation of Winnall specific planning policies, relating primarily to the nature, role and function of the employment area, the following could be undertaken:

- Prepare a concept design for Easton Lane that integrates with the funding made available for Junction 9 improvements to the M3. This should be progressed in partnership with Hampshire County Council.
 - Investigate the feasibility of a multi-storey park and ride facility and test the design and delivery of this in partnership with Hampshire County Council, bus operators and Tesco.
 - Consult on the extension of the CPZ, the benefits of this, costs and means of enforcement.
 - Collaborate with residents to identify suitable locations for home zone treatments and work with them to test and trial schemes prior to full interventions being costed and implemented.
 - Explore feasibility and design of possible new employment hubs in Moorside Road and along Winnall Valley Road, working in partnership with landowners to help develop deliverable schemes.
 - In partnership with Winchester City Council, agree and establish an appropriate form for a business forum to help drive change.
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