



**Winchester Station  
Approach**  
Development Assessment

September 2014

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# Contents

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<b>1</b>	<b>Introduction</b>	<b>2</b>
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<b>2</b>	<b>Site and Context</b>	<b>6</b>
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<b>3</b>	<b>Character and Townscape</b>	<b>12</b>
----------	--------------------------------	-----------

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<b>4</b>	<b>Public realm, pedestrian / cycle movement</b>	<b>27</b>
----------	--	-----------

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<b>5</b>	<b>Vehicular movement and car parking</b>	<b>37</b>
----------	---	-----------

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<b>6</b>	<b>Key views: building height testing</b>	<b>39</b>
----------	---	-----------

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<b>7</b>	<b>Development Framework</b>	<b>42</b>
----------	------------------------------	-----------

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## Appendices

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Appendix 1: Public Realm

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Appendix 2: Local Views Assessment

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Appendix 3: Transport study

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Appendix 4: Viability Assessment

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Appendix 5: List of stakeholders

# 1 Introduction

The station area in Winchester has the potential to become a distinctive quarter of the City, providing a vibrant mix of uses and a welcoming arrival point. The area is complex, with steep level changes, conflicting movement patterns between pedestrians and vehicles, and is sensitively located in relation to local and city wide views. Achieving high quality redevelopment of this area will take some time. This report is an initial step on the way to achieving the Council's vision for the area. More detailed work will be required to realise the vision within the overall framework set out in this report.

*The Council's ambitions for the area are to:*

- *improve the aesthetic and environmental impact of the area;*
- *achieve greater economic performance from land uses;*
- *maintain or improve income from City Council assets.'*

Tibbalds Planning and Urban Design, together with Aspinall Verdi, Dally Henderson Landscape and Urban Flow have been commissioned by Winchester City Council to prepare a Development Assessment and Follow-up study of the 'Station Approach Area' in Winchester.

This document combines the initial Development Assessment and further work undertaken as part of the Follow-up study. Therefore, it includes material from the original document and new analysis.

The purpose of this study is to assess the potential for viable development within the area in order to maximise the benefits of this area for the city as a whole. The Development Assessment seeks to:

- identify the most suitable mix and broad scale of uses;
- identify development principles; and
- identify the main sites with potential for development and clarify the landowners' intentions, site availability and likely time-scales for development.

The initial development Assessment (November 2013) allowed the Council to:

- get a firmer idea about existing commercial interest;
- take decisions to release funds and move the project forward in the certainty that development within the Station Approach area is likely to be financially viable; and
- to consider the planning policy position.

The initial Development Assessment (Nov 2013) formed part of the evidence base for the Local Plan Part 2. Therefore, the outcome of the initial Development Assessment (November 2013) formed part of the Local Plan Part 2 consultation at the beginning of this year.

This raised a number of issues, including concerns about parking provision and its location, the need for further detail in regard to public realm and pedestrian movement, heritage and views.

This report builds on the initial Development Assessment, additional information made available and provides more detailed work focused on the above issues.

The scope of this study has been agreed with the Council and is tailored to their particular concerns and available budget. Additional survey work, detailed investigations and desk to assessments of archaeology as well as proposals for the City Centre one-way system and the 5 arm junction at City Road fall outside the scope of this commission.

In preparing this study we have drawn on the extensive information that is available, including:

- any available and emerging policy documents, including the City Council's 'Vision for Winchester';
- the Parking Strategy and available parking surveys;
- the document 'Winchester and its Setting';
- the Draft Walking Strategy for Winchester;
- the Draft Station Travel Plan; and
- information provided to us by landowners and stakeholders, including Winchester Action on Climate Change (WinACC), and City of Winchester Trust.

This report is structured around the following themes:

- Character and townscape, including heritage and views
- Public realm, including pedestrian movement
- Vehicle movement and car parking
- Key views: building height testing.

Each of the sections leads onto development principles which are summarised in the development framework in section 7.

Further detail on public realm, car parking and the commercial viability is included in appendices.

The structure is as follows:

- **Section 1 - Introduction:** background to this study and overarching aims and objectives.
- **Section 2 - Site and context:** description of the Station Approach area.
- **Section 3 - Character and townscape:** description of the existing character and townscape.
- **Section 4 - Public realm:** pedestrian and cycle movement and improvements to the public realm.
- **Section 5 - Vehicle movement and car parking:** High level summary of the Transport Study.
- **Section 6 - Key views:** Testing of the development impact on city wide and local views.
- **Section 7 - Development framework:** brings together the option testing, viability analysis and defined a development framework and principles.
- **Appendices:**
  - Appendix 1: Public Realm
  - Appendix 2: Local Views Assessment
  - Appendix 3: Transport study
  - Appendix 4: Viability Assessment
  - Appendix 5: List of stakeholders

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# Aspirations

At the outset of the project a number of stakeholders and interest groups were invited to brief the consultants. The Council's Brief, the briefing session and background material including the Vision for Winchester have led us to define these strategic aspirations for the area:

- ensure the area around the station enhances the economic vitality of the city, offering improved employment opportunities;
- create a high quality and welcoming arrival point and improve wayfinding and legibility so that people find their way to the city centre and other key destinations;
- create an area that serves a variety of people and builds on and adds to the existing commercial and cultural life in the city;
- improve the aesthetic and environmental impact of the area, including the retention of important existing trees;
- safeguard and enhance views and the character of the area including existing landscape; and
- repair the urban fabric and create a cohesive high quality townscape.

A list of stakeholders who informed this Development Assessment is provided in Appendix 5.

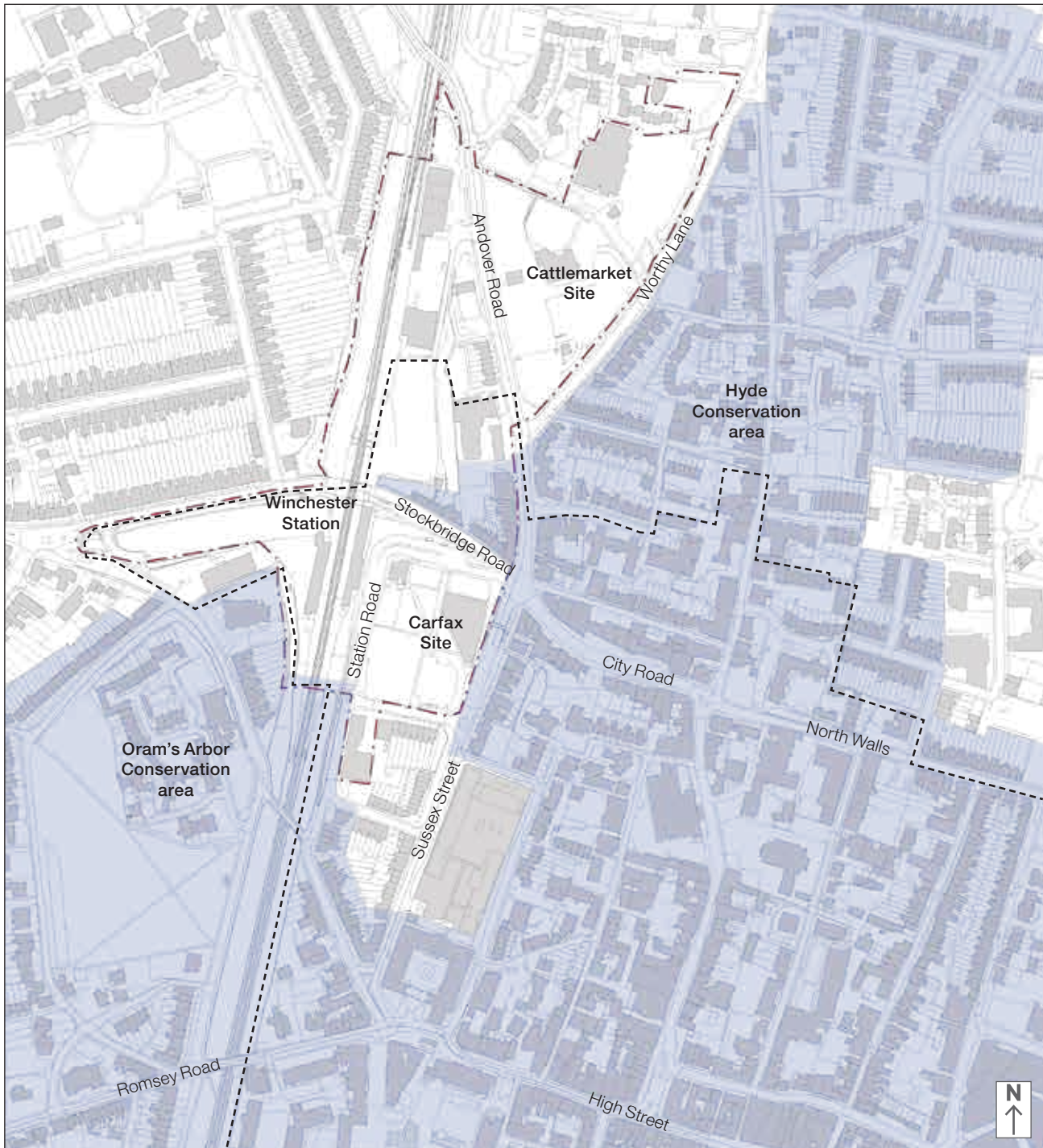


## 2 Site and Context Station Approach area

The Station Approach area provides an important gateway into the city, not only for rail users, but also for visitors arriving by car due to the confluence of several roads into the city.

The area covers various ownerships and uses, including car parking, the Winchester Record Office, offices and small retail units.

- - - - - Study area
- Town Centre
- Conservation areas



Site plan showing the Station Approach area in relation to the city centre



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## Land use

Parts of the study area has been previously developed and the majority is currently used as surface car parking either for public or railway users.

A row of small shops and commercial uses are located along Stockbridge Road and Andover Road. City Road leading into the city centre also contains a varied mix of shops and restaurants. The area to the east of Andover Road (referred to as the Cattlemarket site) is used predominately for surface car parking with the exception of the Conservative Club, which is located in the centre of this area.

Further surface car parks are located either side of the railway tracks.

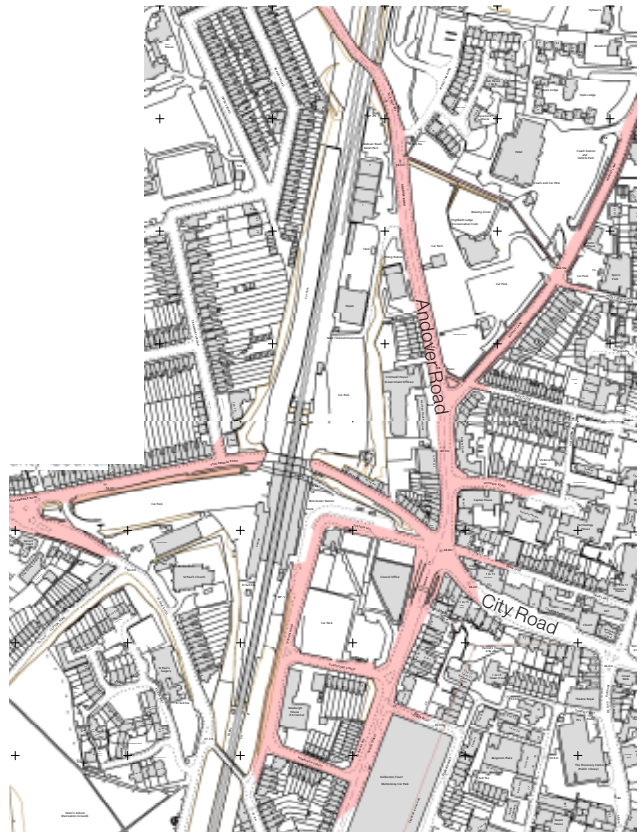
Immediately outside the main entrance to the station lies the Registry Office, Hampshire Records Office and more surface car parking. This area is referred to as the Carfax site.

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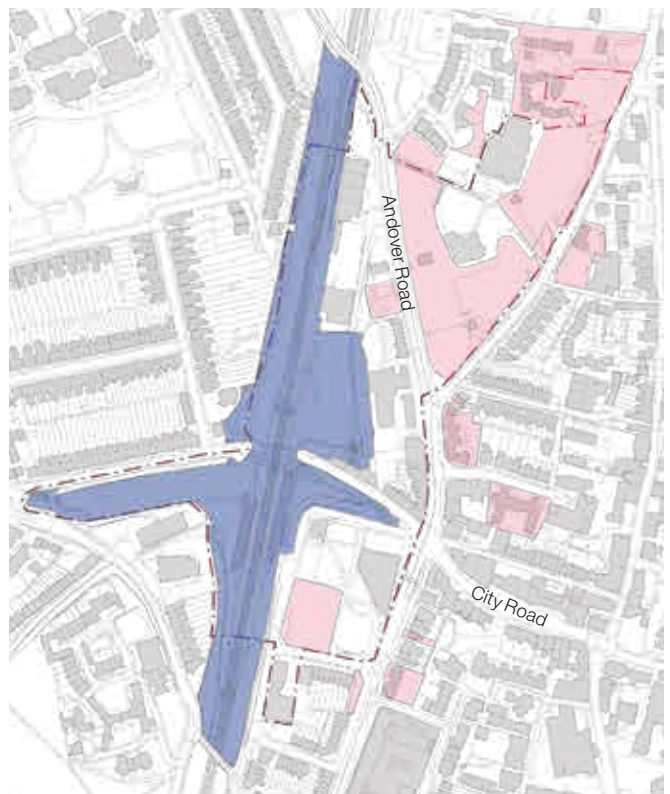
## Landownership

Network Rail control a substantial area of the land surrounding the station approach, meaning that Hampshire County Council are not the highways authority for parts of the station forecourt. Network Rail also control the three surrounding car parks, one of which has seen the addition of a 100+ space parking deck for commuter parking.

Any potential alterations to the station area will need to be in agreement with South-West trains (who operate the train services) and Network rail (who own the land).



Area maintained by Hampshire County Council (HCC)



Land Ownership

--- Study area

■ Network Rail  
Controlled Land

■ Winchester City  
Council Land

# Development opportunities

A significant proportion of the study area is in public ownership by the City Council or County Council. The majority of the remaining site is owned by Network Rail. Other significant land owners in the area are the Conservative Club and the Winchester Hotel.

The land to the west of Andover Road is in fragmented private ownerships.

Based on land ownership and existing uses, individual sites have been assessed for their development potential. The largest development opportunities in the area are the Cattlemarket site and the Carfax site, due to them being predominately in public ownership.

**TA Centre site:** The site is currently occupied by the MOD and its availability for development is uncertain.

**Carfax site:** This site is jointly owned by the City and the County Council. It currently contains the County Council Records Office, the Registry Office which is earmarked to move in the near future, and public and private surface car parking.

An existing pedestrian route runs diagonally through the centre of the site alongside some good quality open space.

**Station car parks east and west:** These areas are used as car parks for station customers. They lie at a high level, but are fairly well contained behind large trees, so minimising the visual impact of the car parking. Access to the eastern car park is constrained due to a narrow access drive off Andover Road. The western car park site that runs alongside the station is narrow with residential units immediately to the west of it. It therefore has limited potential for future development.

Network Rail has indicated that they have no intention to develop their sites other than for additional car parking through an additional deck or multi storey car park.

**Andover Road sites A and B:** These sites are located immediately to the east of the railway tracks. They are currently occupied by an industrial unit and a four retail sheds.

**Andover Road C:** This area to the west of Andover Road contains a number of successful businesses. At the lower

end of the rental market, these provide an important function for the city as a whole. It is unlikely that any of these sites will come forward for development in the near future.

**Cattlemarket Site:** This site is the largest development opportunity in the area. It is in public ownership and currently used for surface car parking. The site slopes substantially and is constrained by a number of retaining walls. It is also an area of archaeological significance and any redevelopment will need to take this into consideration. At weekends this area hosts the Winchester car boot sale.

**Conservative Club site:** This site is located at the centre of the Cattlemarket site, and currently consists of an old manor house that is not listed and a bowling green. The Conservative Club has indicated that they are interested in redeveloping or relocating off site.

**Worthy Lane site:** This site includes coach parking and provides access to the Winchester Hotel. The frontage to Worthy Lane is heavily planted and set on an embankment. In accordance with the brief, this study focuses on the two key development opportunities the Carfax site and the Cattlemarket site.

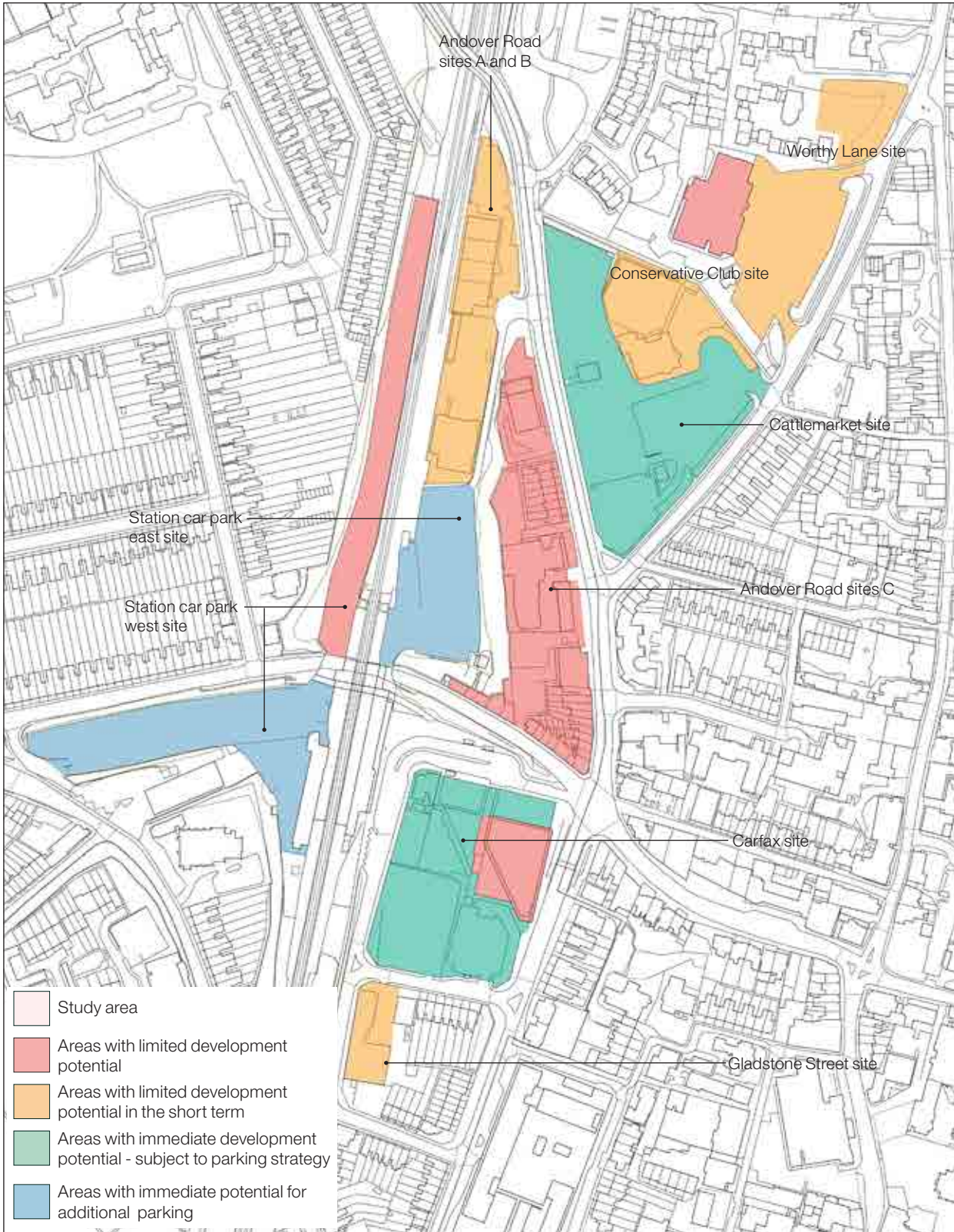


Cattlemarket site



Carfax site





Plan showing the development potential for different areas within the study area

# Commercial brief and land use

The brief for the Development Assessment asked us to consider a wide range of land uses ranging from commercial offices to extra care homes. In response Aspinall Verdi have undertaken a market overview to identify potential uses for the Station Approach area. More detail is set out in the Market Assessment produced by Aspinall Verdi in Appendix 4.

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## Offices

The area surrounding the station has the potential to be a prime office location. Its central position with access to town centre amenities and good transport connectivity will be attractive to occupiers. However, parking would be an issue and should be considered if an office development were to proceed. Although there are a fairly high number of second-hand units advertised at present, there is limited availability of modern quality units across the city. From the review of offices, it seems units under 5,000 sqft are in highest demand and therefore the provision of a mixture of small and medium offices is likely to meet local requirements. A select number of large offices may be appropriate for more established occupiers.

In terms of an office development coming forward it is unlikely that a speculative office development scheme will come forward on this site and that a pre-let will be required in order for funding to be secured. We understand there are a number of significant office requirements for new office floorspace in the city centre, varying from 25,000 to 50,000 sq ft. . The total requirement for these interested parties is in excess of 100,000 sqft. If these occupiers can be secured there is potential to deliver a new commercial office destination/hub at this location. To allow for flexibility, large offices should allow for subdivision with floor plates of between 5,000 and 10,000 sq ft.

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## Managed workspace

The Winchester City Council Workspace Demand Study recommends that to respond to firms demands and current constraints on supply a 'hub and spokes' offer is provided within Winchester City Centre area. The City Centre should be easily accessible by public transport and by road with parking available.

Both Basepoint and Winchester Business Centre (WBC) are fairly recently opened. However continued demand is

likely to outstrip supply over the mid-long term, making this a suitable use for the Station Approach area.

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## Residential

Station Approach area lies within Winchester City and the high value market area of Hampshire. A mix of housing in the Station Approach area is likely to improve viability of mixed use proposals.

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## Student housing

There is currently no identified demand for additional student housing in this location. However, the pressures on Houses in Multiple Occupation (HMO) and high values of student accommodation make it a potential option for the area, particularly if neither university in the city seeks to increase the number of students taught.

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## Care Home / Extra Care

The changing demographic, with an increasing number of older people make demand a certainty. However, care home operators have very specific requirements and any provision by an operator is likely to be particular to their aspirations. The potential for establishing the quantum and type of development is more difficult to achieve. The Market Assessment includes a list of known interests. However, the site is seen as too far removed from Winchester Town Centre and its topography may be an additional constraint for such use.

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## Retail, leisure & hotel

Winchester has a relatively buoyant retail market with the potential for some growth, however this retail requirement will be delivered at Silver Hill in the City Centre. The Station Approach area is a short distance from the prime shopping areas, therefore any provision in the study area would centre around the train station and new development itself due to a lack of connectivity to the retail core and the need to avoid competing with the City Centre. Any retail offer will be limited to the needs of the local area (e.g. train station and servicing new development).

However, leisure and ancillary retail, such as small scale convenience stores and A3 restaurants may be attracted to



the area to service the needs of the proposed development and residential properties. This could create a relatively self contained 'local centre'.

Little interest has been shown in the location by new hotel operators.

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### **Public transport interchange**

Currently a small number of buses serve the station with the majority of buses stopping on City road. Further provision in the form of additional buses has been considered and recent conversations with stagecoach has indicated that more bus stops may be required in the future when Barton Farm is developed. Reflecting current demand, there are no immediate plans to reroute any existing buses to the station.

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### **Parking**

There is currently a large amount of public and some private parking in the Station Approach area. Developed in line with the existing Parking Strategy, the study seeks to replace the existing parking as far as possible and provide adequate levels of parking for new development. Detail about the car parking strategy is set out in the Transport Study at Appendix 3 of this document.

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### **Viability Assessment**

Based on the property market analysis and the proposed development framework we have undertaken residual development appraisals to test whether the emerging proposals are viable and deliverable. We have tested two illustrative options; one (Option 1b) which retains the Conservative Club/Bowling Green on the Cattlemarket site and the Register Office on the Carfax site; the other which sees them redeveloped as part of a comprehensive scheme (option 1a). The residual analysis demonstrates that Option 1a produces a higher positive residual land value for both sites as the development is not constrained by existing buildings. In Option 1b the Cattlemarket site produces a positive residual land value, however, the Carfax site is unviable and produces a negative land value; thus suggesting that the Registry Office would need to be redeveloped to deliver a viable scheme.

Although positive residual land value is achieved under one of the options, it is important to note that this may be insufficient to meet the aim of achieving a primarily employment-led development,, or to match existing use value of the current site. Therefore consideration will need to be given as to how to improve the viability further; including reviewing how planning policy and car parking requirements are addressed in a way which does not harm the viability of a commercial scheme.

## 3 Character and Townscape

### Introduction

This section provides a description of the important characteristics and townscape of the wider context of the study area and the study area itself.

The majority of Winchester City Centre is covered by conservation areas, two of them lie immediately adjacent to the Station Approach area. Any redevelopment will need to respect their setting.

High level influences and opportunities from an character and townscape perspective have been summarised at the end of this section.

### Study area context

Winchester is a historic City with a distinct and intricate character. The combination of historic urban fabric, new buildings and an established landscape setting is what makes Winchester unique. Its qualities have been cited in a number of documents including, the Vision for Winchester. The Winchester Conservation Area Project (2003) which looks at the character of the City Centre quotes the following strength:

*'The Conservation Area, which covers the central area of the town, combines a wealth of varied and intricate public spaces and buildings of a quality and consistency which is almost unique in Britain. The variety of spatial experiences and dramatic contrasts—emerging from narrow, medieval street patterns around the High Street into the open greenery of the Cathedral Close, or the transition from the walled town into the Victorian suburb make the exploration of Winchester a continuous series of unexpected delights. The key strengths are then:*

- *its high consistency of quality and survival of complete elements—terraces, street patterns, walled enclaves and water courses;*
- *clearly defined areas of individual character with a strong sense of place by virtue of materials, details, land use and topography;*
- *accessible and, for the most part, permeable street patterns which encourage exploration, particularly on foot;*



High Street



Winchester University

- a rich source of archaeological information and potential; and
- large parts of the Conservation Area have significant mature tree cover.

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### Oram's Arbor Conservation Area

The area, known as Oram's Arbour is famous for the remains of an Iron Age enclosure and its fine terraced housing.

The conservation area contains a contrast between high quality brickwork terraces such as Clifton Terrace and low quality modern buildings including Hampshire Police HQ and Winchester Prison. A clear mix of building heights exists with the Police HQ standing at 8 storeys tall, in comparison to the lower surrounding housing.

These contrasts give Winchester its special character where most parts of the City comprise a mix of building ages, heights and styles.



Oram's Arbor Conservation Area: Clifton Terrace



Oram's Arbor Conservation Area: Oram's Arbor park

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### Hyde Conservation Area

Hyde is a distinctive area within Winchester situated to the north of the walled city. Residential terraces dominate this conservation area supplemented with a number of offices, flats and a small collection of local services.

The character of the area is typified by long brick terraces, well defined boundaries, and a clear street scape hierarchy. Building heights are typically 2-3 storeys with a certain uniformity in style and frontage treatment. The scale of the streets are quite intimate, with narrow road widths commonplace in the area.

Any potential development at the Cattlemarket will be expected to respect the heritage and built qualities of the Hyde Conservation area, and in particular the terrace along the southern section of Worthy Lane.



Hyde Conservation Area: Hyde Close



Hyde Conservation Area: Worthy Lane

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## **Study area character and townscape**

Winchester is an historic town with many buildings of significant historic value. The study area, however, contains no listed buildings. The station building is characterful and the modern Hampshire Record Office is of high quality, although failing to address its surrounding context positively. The Registry Office has been highlighted by some residents as being of local interest due to its social importance.

As part of this study and in response to consultation feedback we have assessed key buildings in terms of their townscape value using criteria agreed with the local council officers. This assessment is preliminary to inform the design principles for the Station Approach area and is not a full heritage assessment in line with English Heritage guidance. The assessment only considers the exterior of buildings and we have not had access to the interiors. Records of the structural building conditions were not available. The criteria used for the assessment of buildings are as follows, in line with emerging policy:

- Design Value
- Group value
- Archaeological interest
- Designed landscape structures
- Landmark Status
- Local Distinctiveness
- Historic Association
- Social and Communal Value



## Station Area and Carfax Site

Immediately outside the main entrance to the Station lies the Registry Office, Hampshire Records Office and some surface car parking. This area is referred to as the Carfax site.



Location plan



Winchester Station Building: View of Station frontage and forecourt

## A: Station Building

The Winchester Station building is one of the most recognisable buildings in the Station Approach area. Refurbished in 2004 it currently functions well and serves around 1.5 million station entries in the year 2011/12.

**Design Value:** With a strong horizontal focus of the canopy the station building sits well on its site. The design is of its time, with some sympathetic additions added in a similar style. The decorative detailing to the external porch and a large clock-face to the frontage give the station its iconic appearance.

**Group value:** Built as a stand alone Station, the building has minimal group value. The Registry Office and Station Building appear to be of a similar age and have been painted in similar tones tying them together visually

**Archaeological interest:** Of no known interest.

**Designed landscape structures:** The surrounding landscape has recently been upgraded with new tree planting and cycle parking.

**Landmark Status:** Substantial landmark status as over 4 million people pass through the station every year. It stands as one of the most prominent and recognisable buildings in the Station Approach area. Its landmark status is further enhanced by its elevated position.

**Local Distinctiveness:** Particularly distinct is the strong horizontal focus of the canopy and built in clock-face. Locally very distinctive due its particular appearance, horizontal emphasis and clock tower.

**Historic Association:** No known written records of historic value.

**Social and Communal Value:** The building forms an important role in Winchester and the wider area as a key hub along the South-West rail line. It is also a place where most local people will have some memory of, as the starting and end point of journeys.

## Summary - townscape value

Recently upgraded, and currently functioning well, this building should be retained.

## B: Registry Office

The first building you see as you leave Winchester Station is a former public house, currently used as the Winchester Register Office. This function is soon to be relocated leaving the building without an occupier.

**Design Value:** As it currently stands the Registry Office is of some design value. As a former public house the original design was altered with a later extension added to the rear of the building. The building itself is a simply detailed Victorian villa, with decorative quoins to each of the buildings corners.

**Group value:** As a detached villa, the building is isolated and has minimal group value. The Registry Office and Station Building appear to be of a similar age and have been painted in similar tones giving them some visual group value.

**Archaeological interest:** Of no known interest.

**Designed landscape structures:** The surrounding landscape consists of surface car parking.

**Landmark Status:** The Registry Office has some landmark status as it is the first building seen upon exit from the Winchester Station. But this status exists due to its close proximity to the station and not due to its architectural qualities.

**Local Distinctiveness:** Quite common building style in the area, as the Victorian style can be seen throughout the city centre and surrounding area. This building is somewhat distinctive locally, mainly due to its close relationship to the Station Entrance and its use as a former public house.

**Historic Association:** No known written records of historic value.

**Social and Communal Value:** The Registry Office has substantial social and communal value. Through its years of use as a place where births and deaths are registered, together with its use as a venue for weddings the building has a history of social interaction and forms part of many local people's collective memories.

### Summary - townscape value

Whilst this is a pleasant building, its location on the edge of the Carfax site means that its retention would be likely to constrain future development significantly reducing the potential of the Carfax site to contribute to the regeneration of the area. As such, its retention should not be a priority.

Any future development that may replace this building should demonstrate architectural quality and provide additional pedestrian area and a positive ground floor frontage onto the station forecourt.



The Registry Office: View from Station entrance



The Registry Office: Rear view



Hampshire Records Office: Well liked local modern building

### C: Hampshire Records Office

This site is owned by the County Council and currently contains the County Council Records and associated outdoor space.

**Design Value:** Modern building built in 1993 by Hampshire County Architects. The design can be seen as quite innovative due to its hybrid structure combining concrete frame with a steel trussed roof. The building is of a high standard and functions well.

**Group value:** Designed as a stand alone building it has no group value.

**Archaeological interest:** Of no known interest.

**Designed landscape structures:** The building itself has a sunken garden, and the building sits well in its setting.

**Landmark Status:** The Records Office has some landmark status as it sits on a prominent corner of Sussex Street. But as a modern building it has no historical associations.

**Rarity:** Contemporary styles are a rarity within the centre of Winchester, this gives the building a status as one of the few high quality modern buildings.

**Local Distinctiveness:** Similar to the above point, as the building is somewhat of a rarity within its context this raises the distinctive qualities of the Records Office.

**Historic Association:** No historic value.

**Social and Communal Value:** Due to the building's recent construction it has yet to attain a valuable social or communal value. However, consultation events indicated that this building is well liked.

#### Summary - townscape value

While the building is inward looking and does not present a welcoming or active frontage onto the City Road junction, it is a successful modern public building, well liked by the public and of a high design quality. It acts as landmark building in its location. The building should be retained, and not be altered or demolished.

### D: Newburgh House (TA Site)

Currently used as the Hampshire and Isle of White Army Cadet Force Headquarters.

**Design Value:** The building has minimal design value. With a blank facade facing onto both Station Road and Gladstone Street, the building is very introverted and impacts negatively on the streetscene.

**Group value:** Designed as a stand alone building it has no group value.

**Archaeological interest:** Of no known interest.

**Designed landscape structures:** None, as the building is surrounded by surface car parking.

**Landmark Status:** No landmark status, as Newburgh House is very much a background building.

**Local Distinctiveness:** No local identity or distinctiveness due to its introverted design and usage as Army Cadet HQ.

**Historic Association:** No known historic value.

**Social and Communal Value:** Limited social value as it is only available to those who are cadets.

#### Summary - townscape value

This building has a poor relationship to both Station Road and Gladstone Street. With Newburgh House having no substantial benefit to the local area this sites provides an opportunity to improve the townscape in the station approach area.



Newburgh House: Low quality building with car parking to front



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### Gladstone Street

As part of the immediate context of the Carfax development site, the terrace along the Southern side of Gladstone Street is assessed to inform the proposed design framework.

Simply detailed brick terrace consisting of 7 houses, with small garden areas to the front and larger green gardens to the rear. The terrace has a long pitched roof, with a consistent treatment to all of the 7 units. Each house has two large sash windows to its frontage, with a round headed entrance doorway.

While simple in character and humble in design the terrace provides homes, gives an active frontage and creates a high quality townscape. The terrace should be retained and respected by future development.



Gladstone Street: Simple terrace in good condition

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### Sussex Street

Sussex Street is a three lane, highly trafficked route towards the new Hampshire County Council Offices and Tower Street Multi-storey car park.

The built context is a mix of styles with both a contrast in age and building height. The modern Council Offices are 7 storeys tall in comparison to the period style residential units on Sussex Street at 2 and 3 storeys. The residential units have relatively small front gardens with only some units having private on-curtilage parking.

The quality of the residential development varies, with some buildings of poor maintenance. The houses make a positive contribution to the townscape through their active frontages. The quality of individual buildings and landscape, however, creates an opportunity for improvement.



Sussex Street: Varying style and building scale along the street

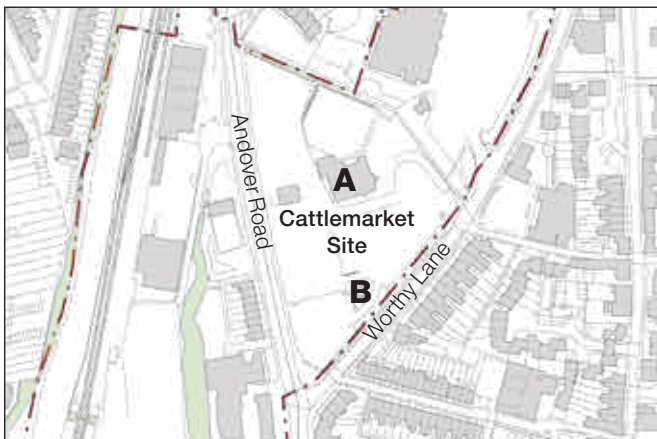


Winchester Conservative Club: Front entrance



## Cattlemarket Site

The area to the east of Andover Road (referred to as the Cattlemarket site) is used predominately for surface car parking with the exception of the Conservative Club and a small brick villa.



Location Plan

### A: Winchester Conservative Club

Otherwise known as Highfield Lodge this building is located at the centre of the Cattlemarket site. The two story building appears to be from the Georgian period. Currently used as the Winchester Conservative Club the building serves its function. The owners of the building have indicated that it requires extensive restoration.

**Design Value:** Historical photos show that the original building was a picturesque villa set in a substantial green setting. This former manor house has been extensively altered over the last century and has seen the addition of a substantial flat roof extension. Undoubtedly has irrevocably affected the quality of the original design.

**Group value:** Designed as one of a pair of almost identical private residences, now sits isolated at the centre of the Cattlemarket car park. Thus the building has negligible group value.

**Archaeological interest:** There is some known archaeological interest beneath the Conservative Club site, with it thought to be part of a former Roman burial site. This needs to be investigated further.

**Designed landscape structures:** No meaningful landscape structures.

**Landmark Status:** Some landmark status as the building sits perched above the main Cattlemarket site. In cityscape terms the building has no meaningful status.

**Local Distinctiveness:** Somewhat a rarity due to its setting and its age. Built around 1830, the building has long lost its scenic setting and much of its original character. Quite distinctive within the local area as one of the few stand alone villas in the area.

**Historic Association:** Historically associated with the Conservative Club, who moved into the building in 1936 and have continuously used the building for this function ever since.

**Social and Communal Value:** Due to the buildings usage as a venue for social interaction the Conservative Club scores high in social and communal value.

### Summary - townscape value

Given that the building has been substantially altered over the years, we believe it has lost its value. Its poor quality provides the opportunity for it to be replaced by a comprehensive scheme to develop the Cattlemarket.

**B: Brick Villa:** A smaller, two storey building, on the southeast side of the site, appears to date from the mid-20th century. The building may have formed a store for hurdles in association with the cattle market as well as auctioneers' offices. This building is of no architectural merit, and is of insufficient interest to warrant retention.



Brick Villa: In state of disrepair with windows boarded shut.

## Andover Road

Andover Road is a key arterial route into Winchester. The Cattlemarket site should act as a welcoming approach into Andover Road. Currently, development either side lacks any positive townscape quality, with the exception of a small group of terrace houses and the buildings located around the City Road junction, that form part of the Conservation Area.

**Industrial style commercial units:** Two storey tall industrial style brick units with commercial usage. The building is set back from Andover Road and with large expanses of surface car parking for customers make the units seem far detached from the roadside.

**Esso Petrol Station and Tesco:** A single story petrol station with convenience store, sat back from the main road front. The building itself is a modern Tesco store with no active frontage to the road.

**Andover Road terrace:** A simply detailed two storey, painted brick terrace with 8 residential units. Large sash windows overlooking Andover Road, together with small hedged front gardens gives a pleasant, active edge to the street. They provide a positive contribution to the existing townscape and should be retained.

**Cromwell House:** Currently only partly occupied, this large office block stands at four storeys towards Andover Road and rises to six towards to the back of its plot. In a bland modern brick style, the office has a poor relationship to the street with a blank wall frontage at ground floor.

**Harman House:** A simple three storey office block constructed with brick walls and concrete panelling. Set back from the Road to provide car parking for its users. It is of its time and contributes little quality to Andover Road.

### Summary - townscape value

Apart from the terrace houses, the buildings on Andover Road provide an opportunity to improve the existing townscape with a greater street presence and active frontage. The commercial properties are of their time and do not meet modern office requirements.



Industrial Style Units: Surface parking facing Andover Road



Andover Road terrace with Petrol Station in background



Harman House (left) and Cromwell House (right)

## Worthy Lane

Worthy Lane lies to the East of the Cattlemarket Site, and forms part of the Hyde conservation area. Thus it is of clear importance and will be an important design influence onto the development at the Cattlemarket.

The lower section of Worthy Lane has tree lined green verges separating the road from the footpath creating a pleasant green environment which should be retained.

**Worthy Lane terrace:** “Terraces with well defined boundaries and traditional railings and gates demonstrate a uniformity within streets. The generous standardised road and path layout of the Victorian/ Edwardian grand suburbs and the subtle but highly effective changes in architectural detail, treatments and use of materials...” - Conservation Area Policy description of Worthy Lane.

Long terrace of 11 units on Worthy Lane face onto the Cattlemarket site. A mix of red brick and painted brick with decorative banding to the facade. Large projecting bay windows at ground level dominate with pleasant stepped planted gardens up to the terrace entrances.

**The Winchester Hotel:** Three storey hotel with a steep pitched roof. Simple design with mix of brick to lower levels and slate cladding to the upper levels. Large area of car parking to the front of the hotel, used as Coach Park and as Hotel guest parking.

Hotel currently contributes little to the overall townscape as it is set back and screened by vegetation. There is an opportunity to improve its townscape quality.



Worthy Lane: Terrace forms part of the Hyde Conservation Area



The Winchester Hotel



# Landscape

Winchester's topography, development heights and landscape structure has created a distinct characteristic. This is further explained in the Winchester in Its Setting document, prepared by the City of Winchester Trust. It states that: 'a very important component of the character of the city is its landscape setting.' It further goes on to quote John Keates: 'The whole town is beautifully wooded - from the Hill at the eastern extremity you see a prospect of Streets, and the Buildings mixed up with Trees.' This described Winchester in 1819. While the City has changed substantially these characteristics are still recognisable.

The report further emphasises the importance of landscape along radial roads approaching the City Centre.

In the Station Approach area a number of roads are lined by mature trees, in particular the southern edge of Stockbridge Road, Worthy Lane and Station Road. Other groups of trees are located on the embankments between Station Hill and Stockbridge Road and along the edges of the railway car parks.

These mature trees provide an important backdrop to any future development and contribute to the City skyline as a whole.

Future development in the Station Approach area should retain existing mature trees where reasonably possible and further enhance its green setting, with new tree planting. Where trees are unable to be retained there is scope for tree mitigation

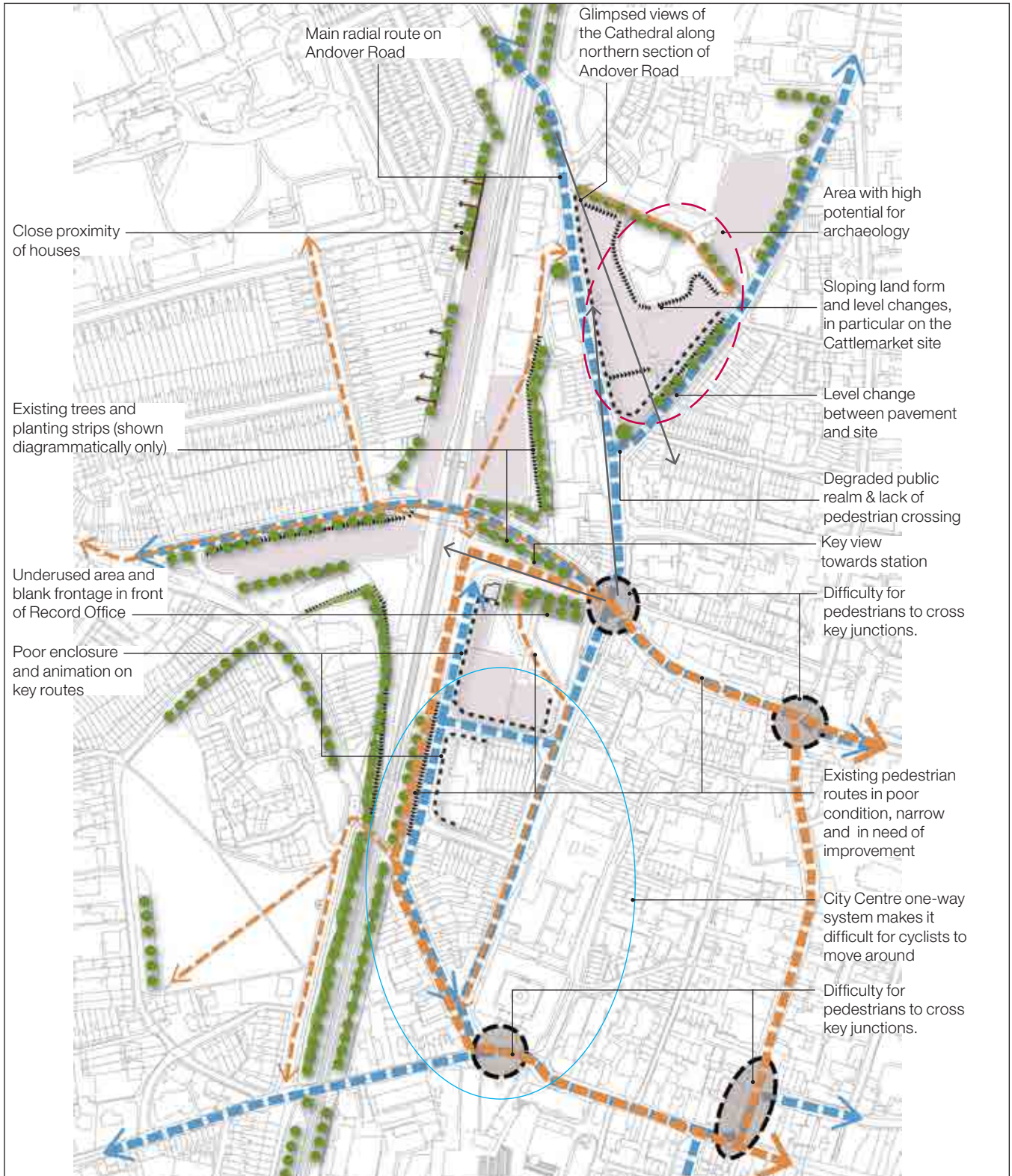




# Summary of influences and opportunities

## Existing site influences

The Station Approach area is let down by the amount of surface car parking and the fragmented land ownership that has led to a poor urban design quality. The following high level issues have influenced the development principles. Further detail on public realm, movement and car parking is included in subsequent sections and appendices.



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## Opportunities

The area has the opportunity to become a high quality gateway into Winchester and improve the experience of people arriving at the station.

Opportunities have been identified to:

- **Create a gateway** marking the arrival in Winchester City at the top of Andover Road;
- **Create active frontages** on Andover Road, Station Hill, Worthy Lane, Station Road and Gladstone Street;
- **Create focal points** at the junctions of Worthy Lane and Andover Road, and the 5-arm junction with City Road;
- **Improve junctions** so that pedestrian can cross more easily;
- **Create a high quality station forecourt** incorporating trees, landscape and a variety of activities;
- **Retain existing trees** where appropriate but incorporate new trees as part of an integrated landscaping scheme;
- **Integrate and utilise the topography** and existing level changes; and
- **Maximise the environmental benefits** that can be derived from southerly sloping sites (such as the Cattlemarket) and a mixed use scheme.



Opportunity to improve frontage



Opportunity to create focal point



Opportunity to improve pedestrian crossing



Opportunity for a new ped/cycle link



Opportunity to improve pedestrian route



Opportunity to improve highway network



Opportunity to improve the landscape setting



Buildings with high townscape value

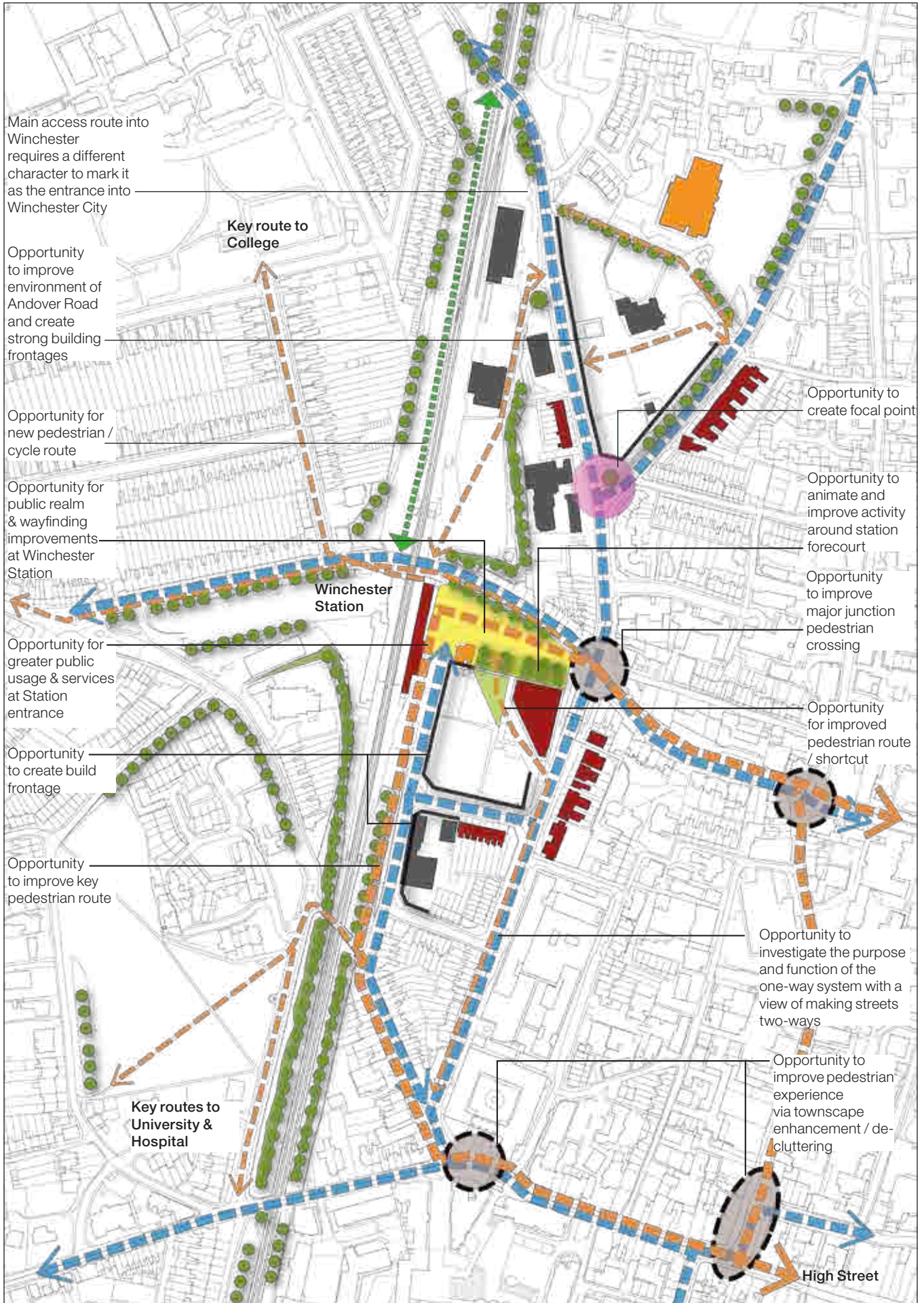


Buildings with medium townscape value



Buildings with low townscape value





Study area opportunities

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## 4 Public realm, pedestrian / cycle movement

### Introduction

Pedestrian and cycle movement within and through the Station Approach area as well as the quality of the public realm are key objectives, identified by the Council and in a number of existing reports and initiatives, notably:

- The Draft Walking Strategy for Winchester: a joint vision by local councillors and local representatives, and
- The Draft Station Travel Plan by Hampshire County Council with Halcrow.

This section identifies the key pedestrian/cycle routes existing as well as proposed. For each of these routes issues and opportunities have been identified as well as proposals to improve the pedestrian/cycle environment. Further detail and broad costs are set out in Appendix 1.

### Walking Strategy for Winchester

The Station Approach Development Assessment is based on the following core objectives set out in the Walking Strategy:

- Infrastructure changes to the existing streets that demonstrate that the needs of pedestrians are prioritised and that walking is the most normal, and acceptable, means of transport for all, or part of, short journeys within the city.
- Roads in all new developments with internal streets should be designed to ensure that walking is prioritised.
- Ensuring that the street frontages of new developments enhance the pedestrian environment.
- Integrating the city's green open spaces [existing and new] into the network of pedestrian routes.
- Using the opportunity of planned highway maintenance, and other works to the streets, to ensure that the needs of pedestrians are fully addressed.
- Improved signage.
- Removal of clutter and overgrown planting on pavement edges.
- Identification of budgets and funding opportunities to achieve the objectives of the Strategy.

- Collaborative working between departments and councils.

### Draft Station Travel Plan

A Station Travel Plan is a strategy for managing access to a railway station, with a view to improving access to the station by sustainable modes of transport; particularly walking, cycling, bus and car share. The overall objectives for the travel plan were agreed as:

- improve local networks for pedestrians and cyclists;
- improve trip-end facilities for people travelling by sustainable modes;
- improve access to the local bus network;
- increase the number of people using the rail network; and
- improve safety for everyone accessing Winchester Station.

The Station Travel Plan identifies the following issues and initiatives related to the Station Approach area:

- Lack of cycle parking.
- Link to Andover Road via station car park. This route is shared with vehicles, and the link road to the car park is unlit, has poor natural surveillance, and lacks a footway, despite heavy pedestrian use. As part of the car park expansion scheme, the route through the car park itself is due to be improved, with pedestrian routes painted on the surface.
- Link to Andover Road west of the railway. There could be a new link from Andover Road, entering the northern part of the platform 1 side car park. The link would emerge onto the highway adjacent to the Jolly Farmer pub on Andover Road. South West Trains reports that the construction of a link is technically feasible, subject to appropriate fencing of the railway.
- Station square. The main approach from the city centre is an area with multiple uses; the taxi rank, bus stops, and retail, as well as catering for pedestrians and cyclists. The station approach is also used as an informal drop-off point, and for vehicles making deliveries to the station, although these uses are technically banned.

- Crossing of Stockbridge Road. There is no formal crossing here, despite it being a well-used route, particularly by students travelling to Peter Symonds College. The high banks on the southern side of the road mean that there is no footway on this side of the road, limiting the options for a more formal crossing here.
- Pedestrian Links to City Centre. The installation of a map as part of the wayfinding project will provide people unfamiliar with the city with the information required to make their own route choice.

### Pedestrian routes

On foot the Station Approach area is around 10 minute walk from the City Centre. Pedestrian routes, however, are not very direct, leading to a lack of legibility. In particular, visitors find it difficult to orientate themselves when arriving at Winchester station. There are two main pedestrian routes to the city centre, both of which have their own difficulties and barriers:

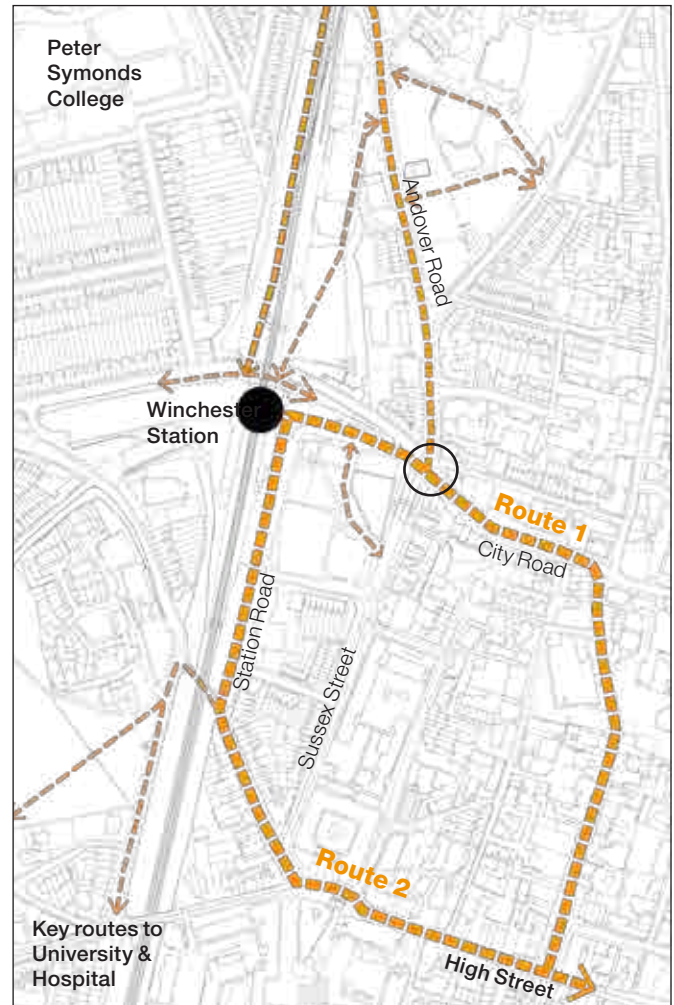
**Route 1 - City Road:** This route is the more obvious route towards the centre. However, the junction of City Road, Andover Road and Sussex Road presents a large busy junction which makes it difficult for pedestrian to cross. However, this route leads more quickly to the fringes of the Town Centre, with its shops, cafés, restaurants and the theatre and follows a natural desire line.

**Route 2 - Station Road:** This route is less likely to be used by visitors who arrive in Winchester for the first time. However, it is quieter and leads directly to the top of the High Street and the historic core of the City.

Stakeholders have identified another route which runs diagonally past the Records Office and to Sussex Street. This route is a pleasant short cut for people in the know but it is not considered a primary route as its not obvious to people who don't know the area.

Other key pedestrian routes in the area are routes to the Peter Symonds College, University and Hospital.

Issues and opportunities for these routes are identified on the following pages and more detail is provided in Appendix 1.



Existing pedestrian routes



Pedestrian route alongside Station Road

## Cycle movement

There are no dedicated cycle routes towards the station. This is also highlighted in the Draft Station Travel Plan. (figure below)

Currently, cyclists arriving from the north of Andover Road cut across the station car park (east). While this is a popular route it was never a formal route. The car park has now been decked with a formal route marked through it for cyclists and pedestrians.

Cycling from the Andover Road towards the City Centre, a key route is via the Cattlemarket site and through Hyde Church Lane.

Both of these routes avoid the junction of Andover Road/ City Road/ Sussex Road, which appears unsafe for cyclists.

The City Centre's one-way system further increases the difficulties for cyclists as the natural desire lines towards the centre go against traffic flows.

The wider cycling network should be investigated in conjunction with a review of the one-way system and opportunities should be identified to improve cycling in the long and short term.



## Public Realm Improvements

The following pages identify opportunities and high level proposals for improving the pedestrian environment and public realm of:

- Pedestrian / cycle route along City Road / Jewry Street;
- Pedestrian / cycle routes West of the Station leading to the College, Hospital and towards the University;
- Station Road and the Station square;

Proposals to provide a new open space on the Cattlemarket site and improvements to Andover Road are set out in Appendix 1. Where preliminary proposals have been suggested these will need to be developed in more detail and agreed with the local highway authority.

HCC have commissioned a study to look into options to improve the pedestrian / cycle routes in the Station Approach Area. At the time of writing this report the outcome of this study was not available.

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## East of the Station - City Road

### Issues

- Crossing from station to City Road is either via a subway or surface crossing. Though the subway is clean and well light the preference for pedestrians is the surface crossings. Congested traffic at key times can block crossing points.
- City Road pavements have worn old slabs which do not provide the impression of entering the historic centre. This extends into Jewry Street at the north end with quality natural stone slabs ending near the Discovery centre.
- Footway widths vary along its length to Jewry street with particular pinch points on the south side created by the three bus shelters and associated passengers waiting. The eastern most shelter in particular is sited at a pinch point. These combined with litter bins, a large road sign with a support in the middle of the footway, untidy boundary to private land and occasional wheelie bin creates a cluttered route for pedestrians.
- The junction with Jewry Street is traffic dominated with narrow footpaths and island crossings for pedestrians crossing from the north side or Hyde Street. This provides a poor gateway into the Historic centre.
- Jewry Street has a strong historic character and part of its appeal is the irregular building and kerb lines. However in certain locations the footway appears excessively narrow compared to the carriageway creating pedestrian congestion. This limits shoppers potential to browse in shop windows or visitors to stop and enjoying the historic character.

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## City Road / Jewry Street improvements

- Provide paved crossing point from Station Hill to City Road across Sussex Street to enhance legibility of this route into the city centre and alert drivers not to stop on the crossing. Consideration should be given to extending pedestrian phase on lights.
- Rationalise location of street furniture along City Road putting litter bins and all signage supports to be in line with bus shelters and provide cantilevered sign post if required. Encourage private land owner to improve boundary wall near bus stops or consider purchase strip of land to back of footway create wider path adjacent to the bus shelters.
- Consider relocating the bus stops and shelters 3m west to avoid creating a pinch point.
- Enhance legibility of route from station to town centre by extending natural stone paving along Jewry Street to the junction with City Road and then improving the footways along City Road to Sussex Street either with natural stone slabs or an alternative high quality paving slab to match the station area.
- Improve Jewry Street / City Road / Hyde Street gateway by.
  - Reduce width of carriageway on south side of City Road between junction and bus stops to one lane either way, extend footway and provide tree planting to reinforce gateway to centre and ease crossing.
  - Improve pedestrian crossing facilities by removing islands, relocating stop lines back 3-5m and providing straight paved crossings.
  - Extend width of footway along part of Jewry Street (where feasible) by providing raised loading bay pads set flush with paving level to widen the footway when not in use by a delivery vehicle.

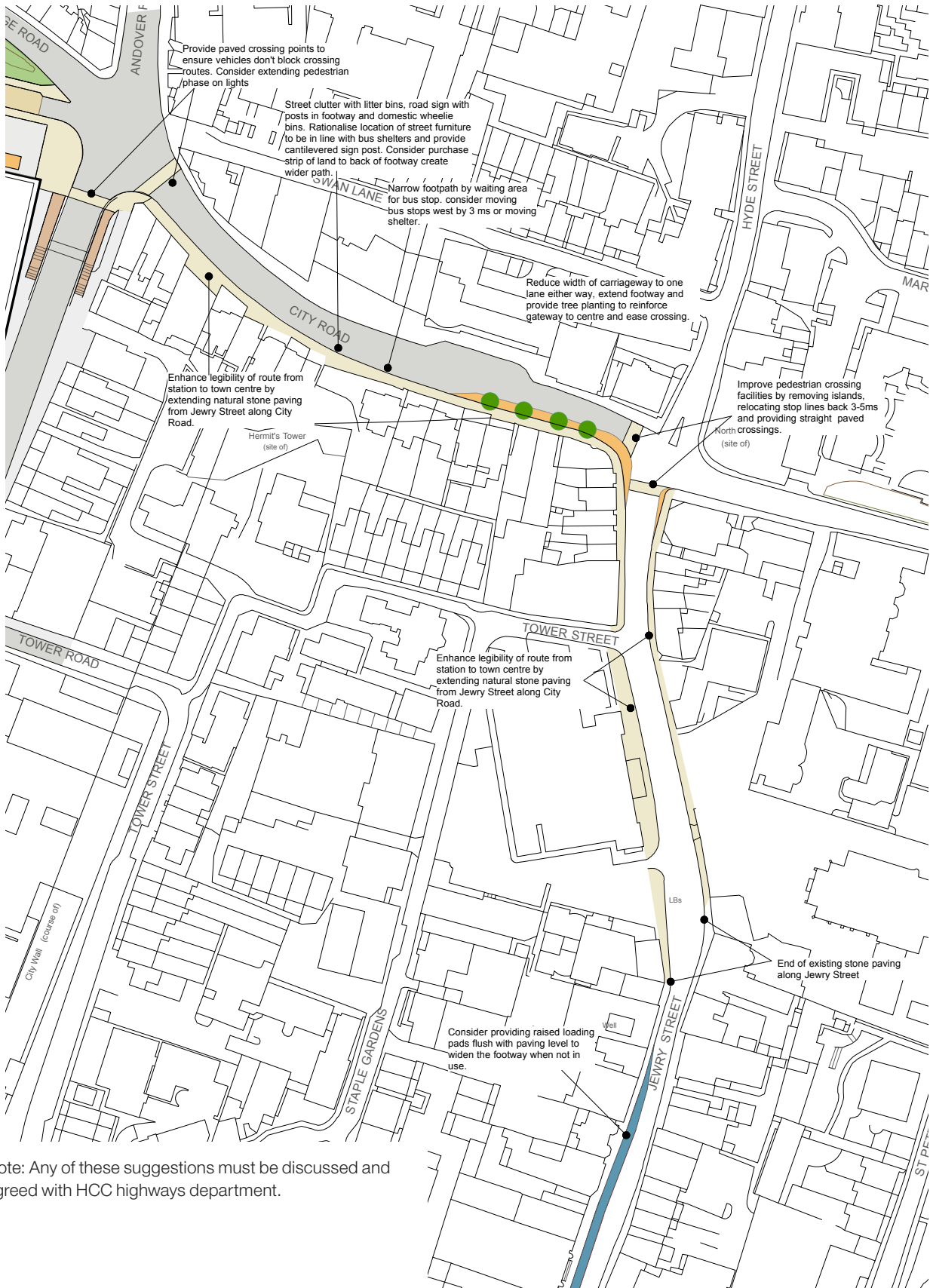
### Costs

from Sussex Street crossing to Jewry Street (St. George St)  
£300 – 350K



## Issues and opportunities for City Road / Jewry Street (Route 1)

- Extend natural stone paving from Jewry Street to enhance legibility of to historic centre from station
- Extended footway to enhance pedestrian flow reduce congestion at crossing and enhance setting of buildings at gateway
- Raised loading pads paved in Yorkstone setts to provide widen footway when not in use.
- Street tree planting to define gateway into centre



Note: Any of these suggestions must be discussed and agreed with HCC highways department.

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## West of the Station

This area contains a number of routes, each with its own issues. The following 'projects' have been identified . Proposals for these areas are discussed in more detail in Appendix 1.

---

### Station Road

- Pedestrian route from station along Station Road is narrow with planting both sides that further impacting on sight lines. The elevated route has a steep unprotected bank down to the road. The path is not conducive to cycles and pedestrians passing each other which is an issue in the evenings when cycles leaving the station heading south west try to avoid the gyratory system.
- For cyclists heading from the Station main entrance to Clifton Terrace there is a long route due to the one-way gyratory system.
- The steep rail embankment along Station Road and tree planting limits potential to widen the pedestrian route.
- Pedestrian signage aids legibility at junction Station Road / Upper High Street and the rail bridge to St. Paul's Hill.

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### Station Square

- Currently, Winchester station lacks a welcoming gateway. There is a lack of trees, landscape and activities to provide animation around the station entrance. In addition, there are no dedicated cycle facilities around the station considering the number of cyclists within the city.
- Conflict between private drop off, buses and taxis make it difficult for pedestrians to cross the station square.
- No clear pedestrian crossing points.

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### Stockbridge Road improvements

- Lack of footway on south side requiring pedestrians to cross road leaving the station. Stockbridge Road is heavily congested in rush hour due to narrow carriageway through rail bridge and traffic lights at Andover Road junction. This creates further difficulties for pedestrians attempting to cross.

- A relatively large number of pupils from Peter Symonds College accessing the school along Cranworth Road use station access.
- The bus stop creates additional congestion on short section of footway.
- Station access provides alternative route into city centre avoiding narrow footways under rail bridge though lack of safe crossing deters greater use.
- The existing crossing points around the Stockbridge Road / St. Pauls Hill roundabout provide safe access between shops and station. Though the design does appear to fill the space with highway and could be tightened to improve the streetscape there are safe crossing points provided by the islands.

---

### Clifton Terrace

- The junction between Clifton Terrace, Romsey road and St James Terrace is located on the main route to the city centre and University. Unfortunately, it creates a very awkward crossing point for pedestrians due to the wide crossing distance and lack of pedestrian crossings.
- Clifton Terrace is a very narrow road due to the roadside parking on either side of the road. However, the wide entrance into Clifton Terrace is deceiving and this causes vehicles to enter the narrow street at a higher speed, which creates a safety hazard for both pedestrians and vehicles.

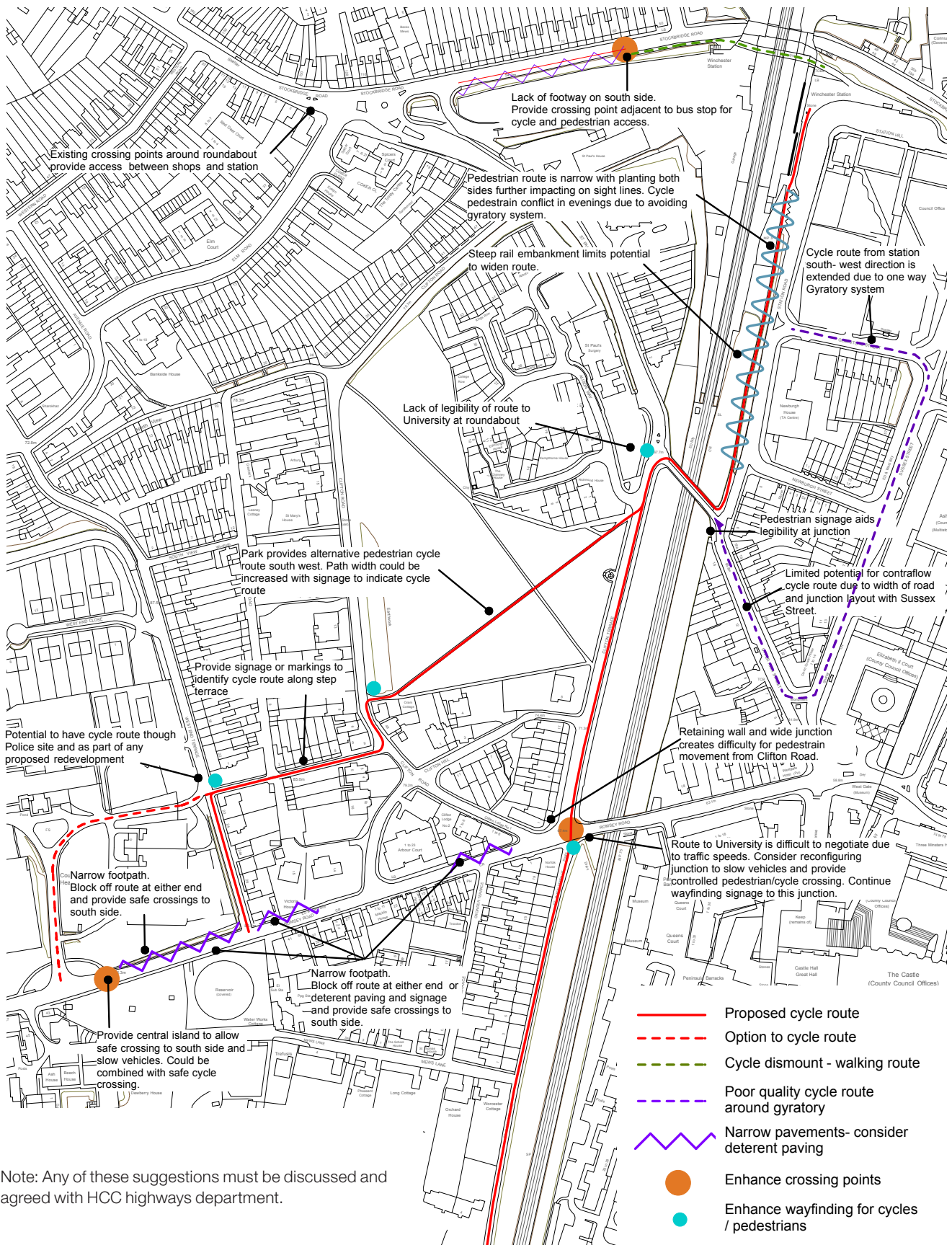
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### Romsey Road

- The footpaths to the north side between the Police Headquarters and Clifton Terrace suffer from section of extremely narrow almost dangerous width particularly with little indication that this is about to occur.
- The carriageway is relatively narrow for cycles and vehicles passing each other.

Further detail and broad costs for the improvement of Romsey Road, Stockbridge Road and Clifton Terrace are included in Appendix 1.

## Issues and opportunities for West of the Station



Note: Any of these suggestions must be discussed and agreed with HCC highways department.

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## Station Approach

The following proposals for Station Road and the station forecourt were developed in consultation with our highway consultants (Urban Flow), Hampshire County Council highway department, stage coach, taxi licensing officer and network rail.

The proposals were generally supported subject to further detailed investigations. The proposals rely on the partnership of Network Rail and HCC.

Issues that need to be investigated further are:

- The relocation of a few privately leased parking spaces to the western station car park;
- The practicalities of additional taxi waiting facilities on Station Road and the detail of the pedestrian route and retaining wall;
- Delivery access to the rail station.

---

## Station Road

### Proposal

- Provide a pedestrian cycle route – 3.5m wide along Station Road by increasing the width of the west side footpath. Repave footway with textured paving slabs to create a wide unified surface. This requires agreement with rail track to relocate the boundary fence 2m into their land between the station and Gladstone Street where the embankment has a wide flat area next to the path.
- Provide new vertical bar railings set at 1.4m onto rail land.
- The section between Gladstone Street junction to the bridge over the rail lines requires a retaining wall to the back of the Station Road kerb line. This is due to the rail embankment being too steep combined with tree planting to allow the path to be widened onto rail land.
- There is limited potential for contraflow cycle route south down upper High Street due to width of road and junction layout with Sussex Street.

### Cost

Station Road ped / cycle link improvements

£170 – 200K

- Agreement with rail track required – unknown costs involved on works within rail track land.

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## Station square

### Proposals

- Create a high quality and welcoming arrival point at the station forecourt, incorporating trees, landscape and a variety of activities.
- Remove private cars from the area immediate outside the station by relocating the existing round-a-bout and providing a No Entry sign south of the round-a-bout. Allow passenger vehicles to turn around at the no entry point. Provide parking for station drop off and pick up for public use.
- Provide a single surface crossing from the station across the paved vehicle circulation route. This will ease pedestrian crossing and slow passing vehicles.
- Create a paved vehicle route from the relocated roundabout to Stockbridge road to indicate the area for taxis and public transport vehicles only.
- Rationalise existing and additional bus stops.
- Remove line of existing trees in front of Records Offices but retain the line of trees along the roadside to improve the aesthetic and create a lighter courtyard area.
- Potential to create a 'Cycle Hub' in front of the Records Offices. This could provide the facilities for visitors and residents to rent a bike, repair a bike, or park a bike, all in close proximity to the station.
- Assess the potential to improve pedestrian crossing phase at traffic lights beside the subway.
- Provide additional roadside parking for waiting taxis on Station Road.

### Costs

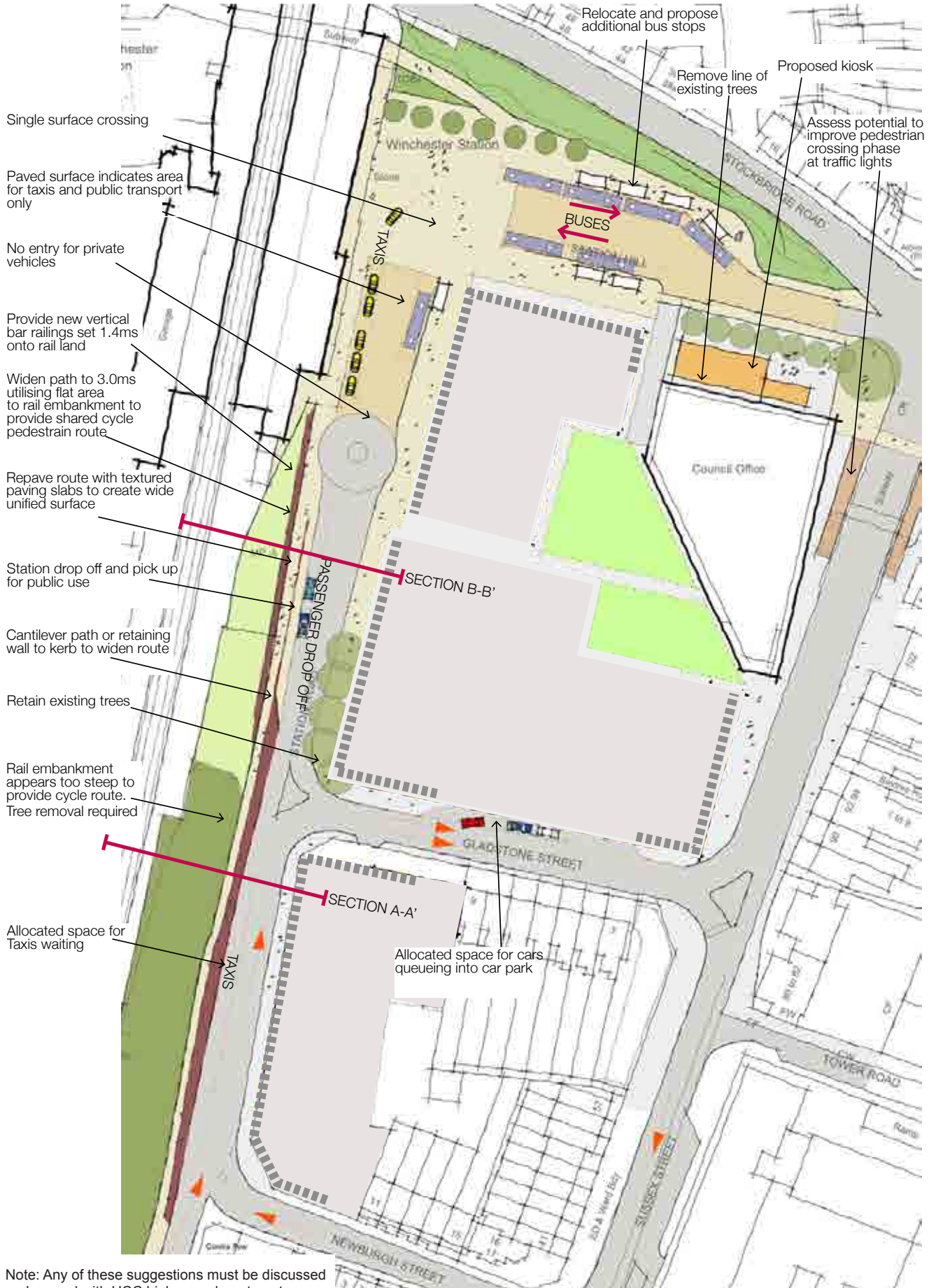
Station Forecourt area

£ 550K – 650K

- including 'cycle station' storage structure

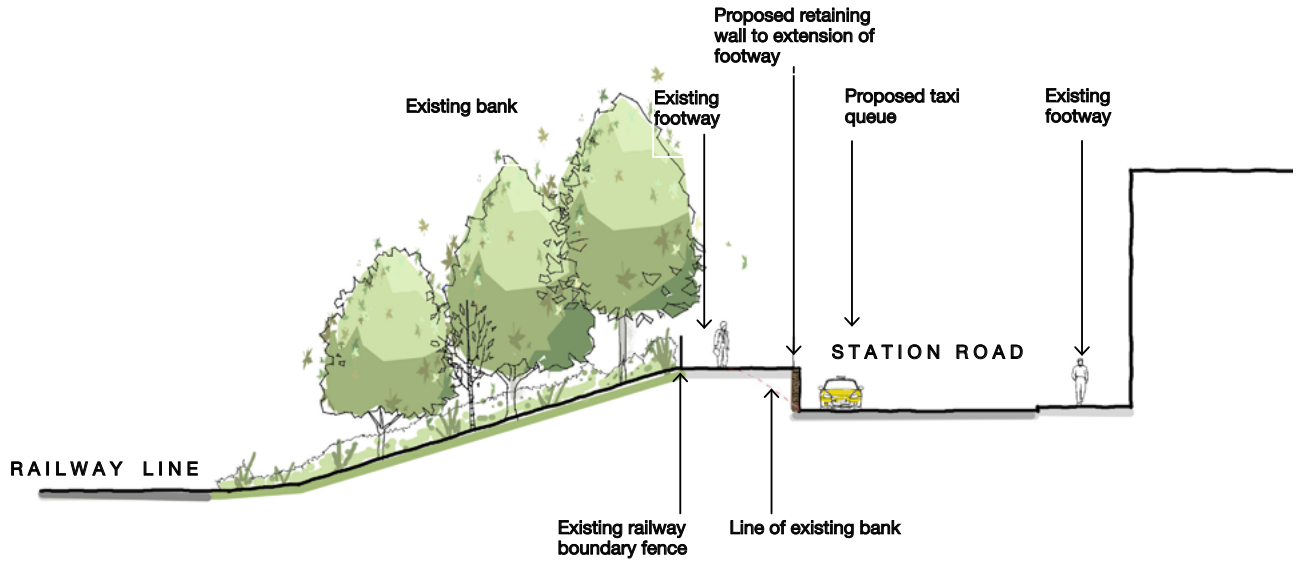


# Station Square

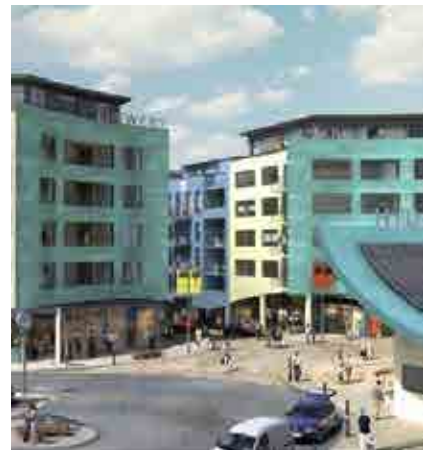
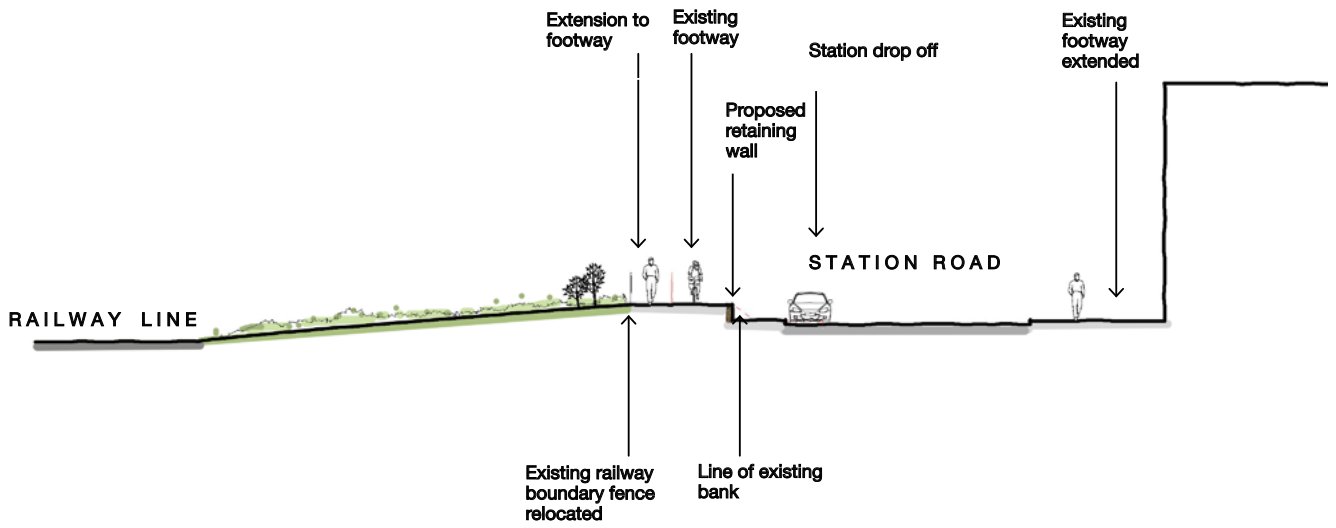


Note: Any of these suggestions must be discussed and agreed with HCC highways department.

Section A-A



Section B-B



## 5 Vehicular movement and car parking

This section is a short summary of the Transport Study included in Appendix 3 of this report.

In support of the revised development assessment, additional transport, access and movement analysis has been undertaken to provide a better understanding on any likely impacts arising from:

- new development on the key development sites (Carfax and Cattlemarket);
- removing/relocating car parks;
- access arrangements to the developments more generally; and
- highway network considerations.

To help inform future car parking strategy development and decision making, Winchester City Council (WCC) undertook a programme of surveys that included car park usage and occupancy surveys and car park user questionnaires. The surveys were undertaken in Spring 2013, a 'neutral' time of the year, and are comparable to previous surveys undertaken in 2007 and 2010.

The analysis undertaken has been based on existing data sources with no new data collection nor detailed modelling undertaken. As individual developments progress through the planning system there will be a need to undertake this more detailed work as part of Transport Assessments in support of planning applications.

Recent survey data was used to undertake a high-level impact assessment of revised development assessment in Winchester's station quarter. This survey data provided a good, up-to-date understanding of existing car park utilisation and user behaviours.

This has shown that a rationalisation of parking provision such as that of the Cattlemarket site could support a major office HQ location and residential properties whilst a much enlarged Gladstone Street car park is likely to serve a wider mix of workers, residents, commuters and city centre users.

The relocation of more parking provision towards Gladstone Street may result in fewer vehicle trips on the highway network, particularly through the problematic City Road junction. Additional, more detailed work is required to fully understand the impact of parking supply relocation on highway performance but, it should be possible to intercept trips from the east, south and north at Gladstone Street and remove the need to go north to the Cattlemarket site. Indicative analysis of a revised access split to the Cattlemarket and Gladstone Street car parks is shown in the Transport Study in Appendix 3.

Continued promotion and growth in Park & Ride patronage should provide, in the medium term, city wide benefits in terms of parking supply/demand pressures and reducing the amount of city centre parking activity. At present there is no Park & Ride site to the north of the city although this will change with the completion of the Barton Farm development. This could have a positive impact on the amount of city centre parking demand that is focussed on this area.

This high-level parking feasibility work will require further, more detailed analysis as/when transport assessments are prepared to support individual developments. At that stage the precise number of parking spaces that are to be provided should be balanced against the quantum of development being proposed and the net change being made to the wider area's parking supply.



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## 6 Key views: building height testing

Views to the Station Approach from the surrounding streets are considered sensitive, and it is important that new development is of a height where it is unlikely to have significant visual impact. To inform the assessment of development potential, we have undertaken an initial assessment of what building heights may be acceptable. It is important to emphasise that this exercise is based at this early stage on simple volumes (or building envelopes) and not on architectural design.

We have tested city wide and local views. The impact of development onto these views has been tested only for the Carfax and Cattlemarket sites as these are the major development opportunities. On the basis of the context, character analysis and the commercial brief we have chosen to test a maximum building envelope of up to 7 storeys high (21m).

It should be noted that this is not a recommendation but an analysis of what the sites can comfortably accommodate. For this testing exercise we have assumed the retention of the view towards the Cathedral from Andover Road.

Detailed level information was only available for the Cattlemarket site. In other areas the study is based on limited level information available on OS mapping.

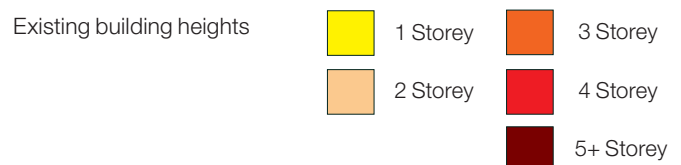
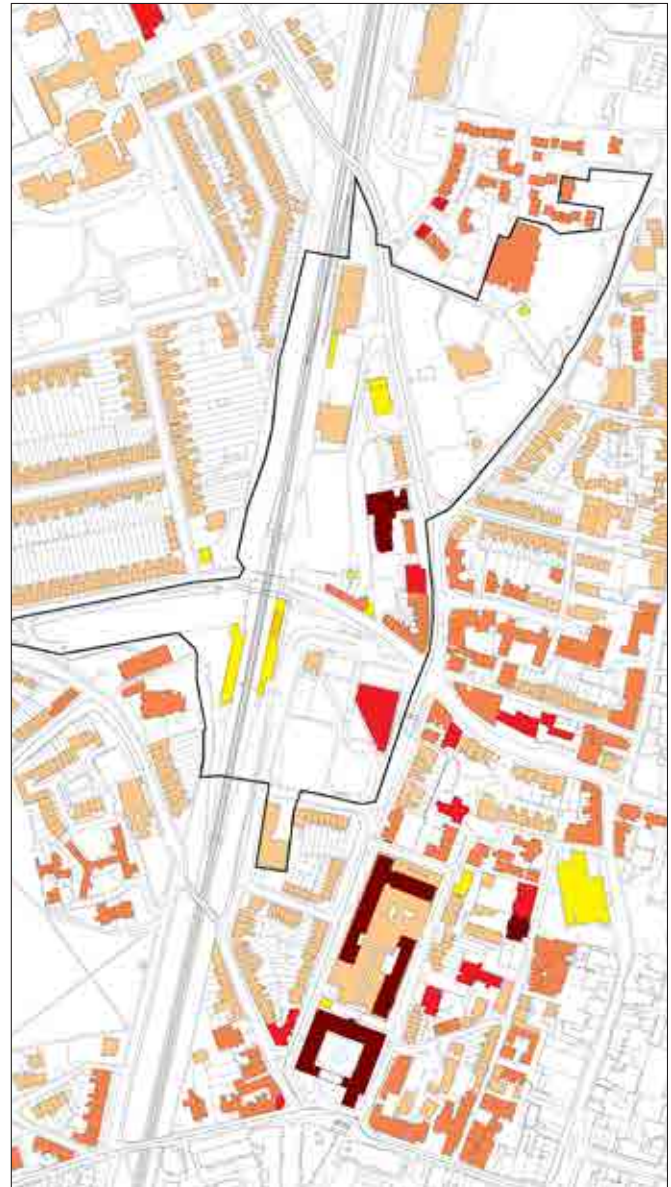
The design principles summarised below have been tested on the following views:

City wide views (as agreed with Council officers):

- St.Giles Hill
- St.Johns Hill
- Cathedral view from north Andover Road

Local Views:

- Andover Road Frontage (looking south and north)
- view along Worth Lane
- view towards the Station (Station Road and Station Hill)
- view along Gladstone Street



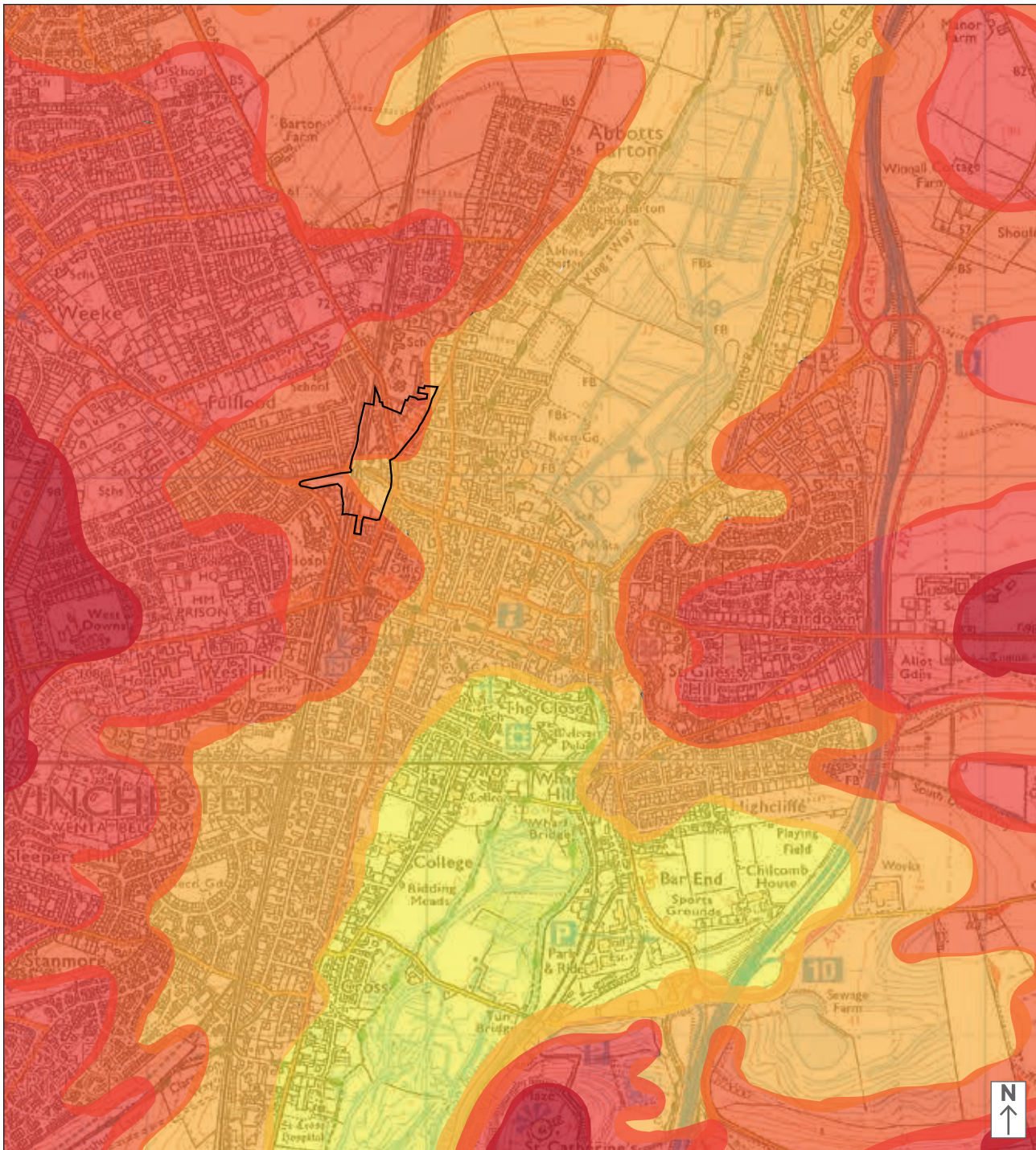


### Topography

The Station Approach area is of varied topography. The land dips to a low point at the junction of City Road, Andover Road and Sussex Street with the ground raising to the north and south. The highest point is in the north at the top of Andover Road.

There are also steep level changes between the station car park, station forecourt and the Andover Road. Stockbridge Road sits in a cutting crossing underneath the rail tracks.

The Cattlemarket itself slopes over 9m from one end to the other with retaining walls creating a series of flat parking areas.



Contour Map showing the Station Approach area at the centre of the valley



In summary, this testing exercise has shown in urban design and character terms buildings of up to 6 storeys will be able to be incorporated into the existing urban fabric and not negatively impact onto city wide and local views.

This testing exercise has also demonstrated that buildings on the Cattlemarket site can remain lower, while accommodating the same development volume if the cathedral view is not retained.

There are areas where buildings need to remain lower, or need to step back in order to create a good relationship with the existing City. Particular sensitive areas are the edges to Worthy Lane and the existing two storey houses located within the Conservation Area and the houses on Gladstone Street.

The roof form, detailed massing and selection of materials of any future proposal is essential to ensure that the development is well integrated within the City scape. Any future development should:

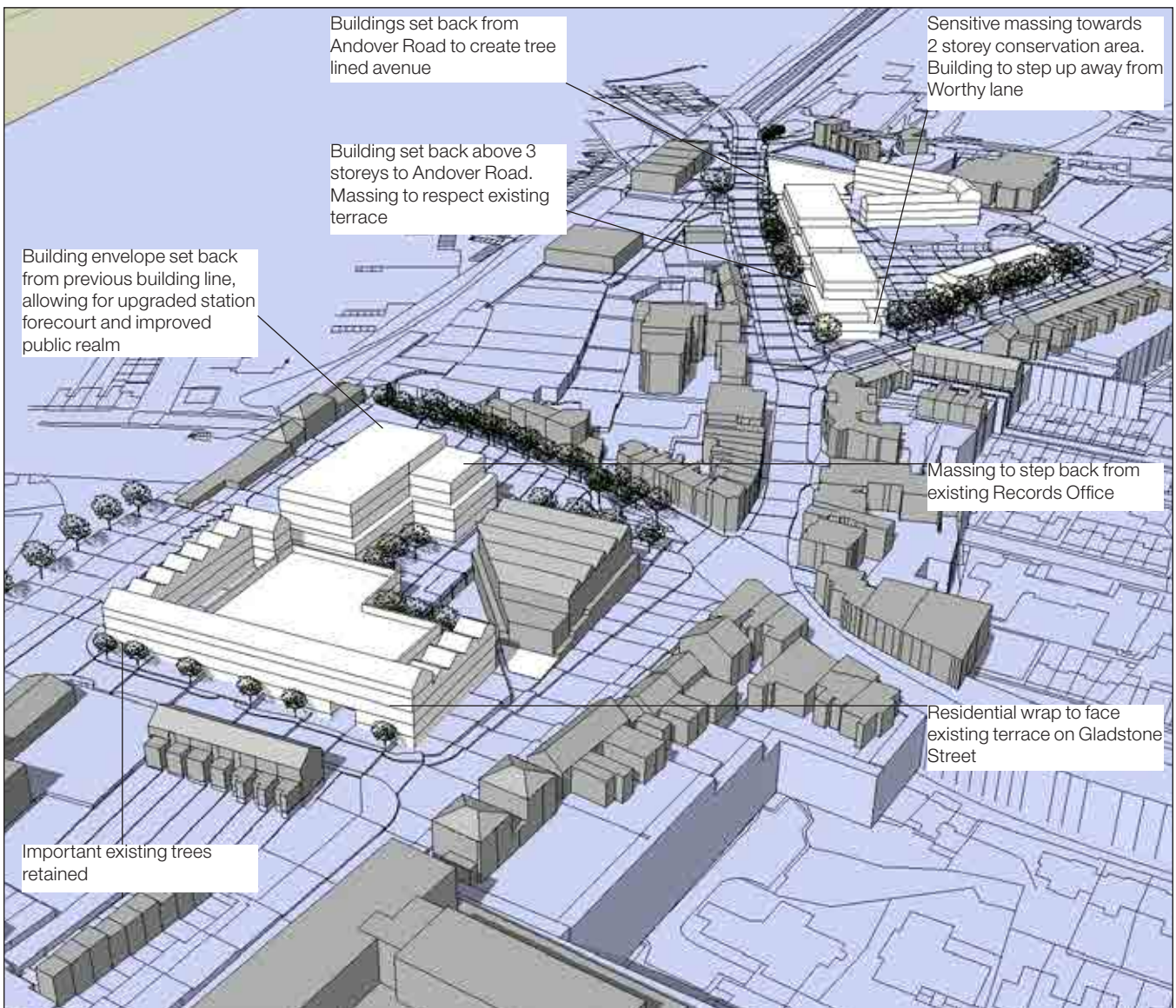
- have a varied and broken roof form. The roof height should vary and not be horizontal in emphasis;
- roof and facade materials should not be overly shiny and predominately glazed façades are likely to be more prominent with the wider city scape.

In consultation with Council Officers it was agreed that building height recommendations should be:

- 4-6 storeys on the Carfax site
- 2-5 storeys on the Cattlemarket site.

It should be noted that the testing has been done at a broad block level, any future planning applications will need to be subject to further testing of their proposals in terms of views and impact on the character of the area and public realm.



















Further detail and illustration of the testing is included in Appendix 2.



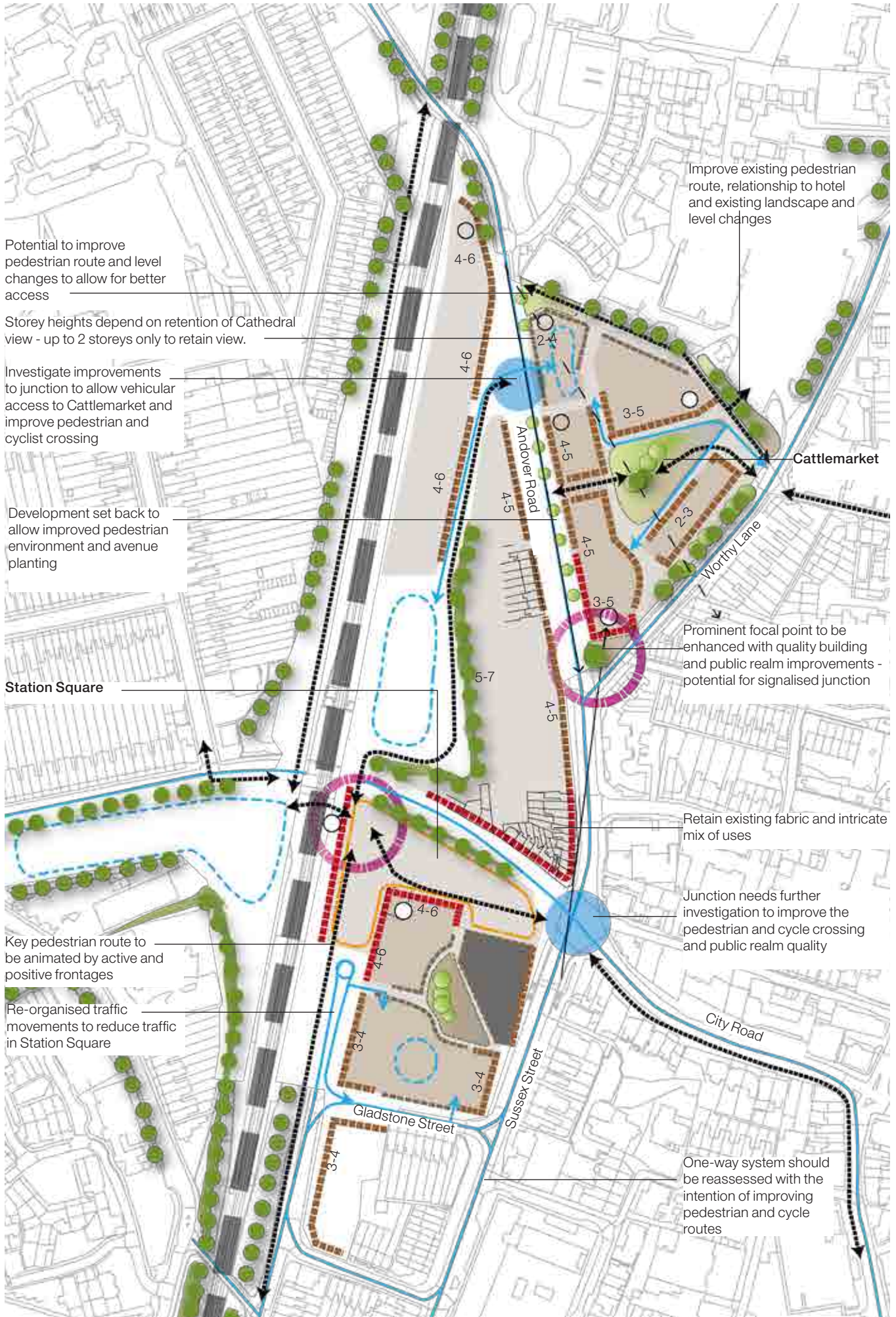
Sketch massing view showing Station Approach area

# 7 Development Framework

The Development Framework brings together all the above sections and sets out the design principles for the future development of the Station Approach area. While the framework covers the wider Station Approach area, it focuses on the two key opportunity sites, Carfax and Cattlemarket.

-  Key development areas
-  Station Square - improvements to be designed as a whole and in conjunction with adjacent development
-  Public open space - new and improved
-  Primary frontage - location of active ground floor uses, such as cafés, restaurants and retail
-  Active frontage designed to animate and overlook the public realm
-  Edges to be designed as positive and active as possible. Blank walls should be avoided.
-  Landmark building
-  Highly prominent corner - needs careful consideration
-  Avenue tree planting on Andover Road
-  New tree planting in public space
-  Key view
-  Existing glimpse view towards Cathedral
-  Key pedestrian / cycle route to be improved
-  Car parking areas (surface and multi-storey)
-  Vehicular movement (proposed and existing)
-  Junction improvements
-  Development height (in residential storeys)
-  Focal point





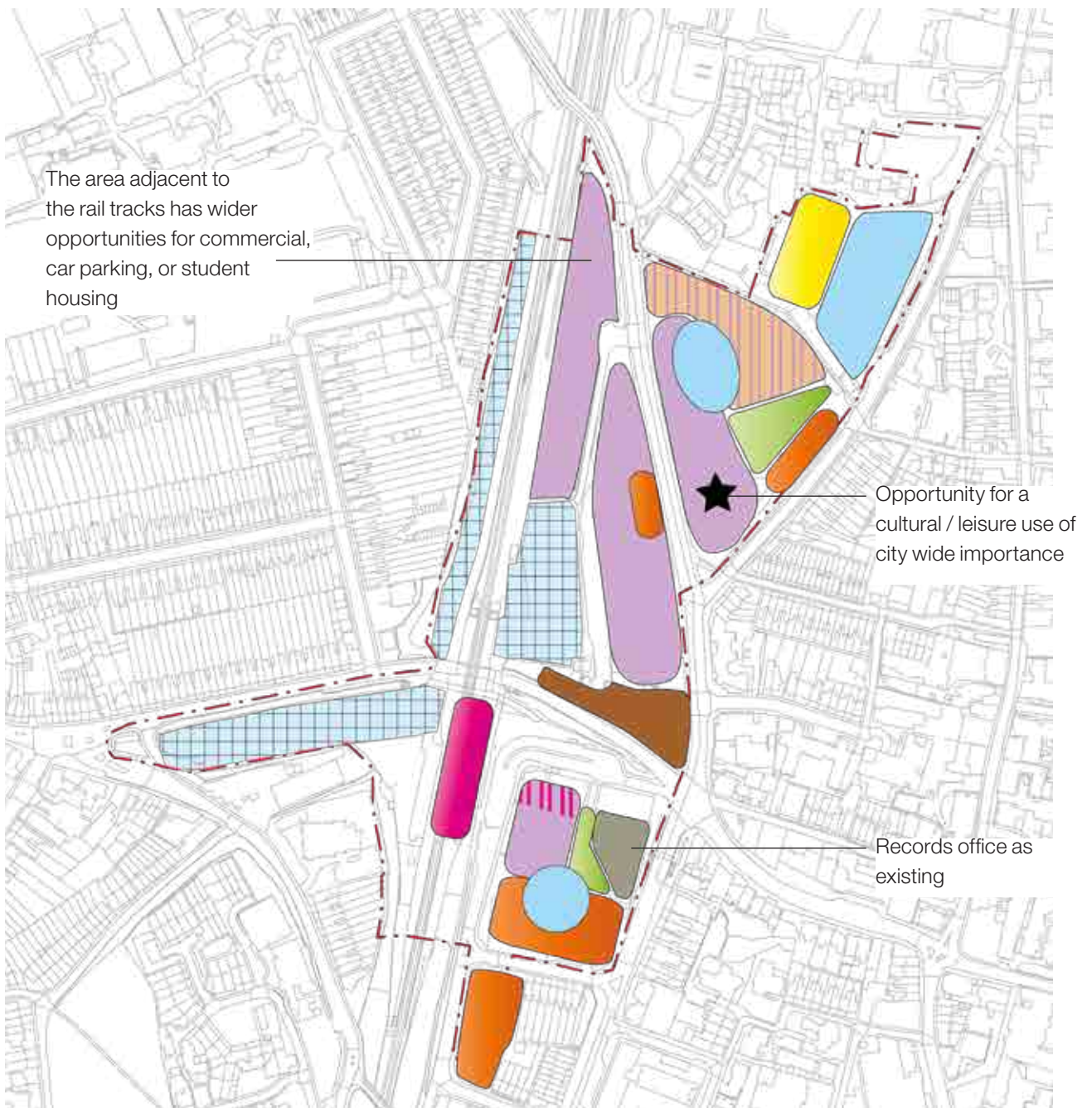
Framework diagram



The Station Approach can become a focus of economic activity, providing Winchester with the opportunity to retain and attract new employers to the city centre. A series of land use framework principles have been identified:

- Commercial development containing a mix of uses is encouraged.
- Development should support and strengthen the economic role of Winchester.
- Development should aim to diversify and increase the mix of uses within the area.

-  Commercial (office)
-  Residential
-  Car parking (surface or multi-storey)
-  Hotel, leisure uses
-  Open space
-  Station and ancillary commercial, retail, leisure uses
-  Mix use (as existing)
-  Commercial with an element of retail, leisure on the ground floor
-  Residential or commercial (office)
-  Station car park



Land use framework

The following overarching design and development principles have been identified. Future development proposals should:

- relate well to the existing conservation areas and draw on Winchesters character as a whole: be varied and of highest quality in terms of architecture, details and materials.
- have regard to the existing characteristics of Winchester and mend the existing urban fabric with developments that are of similar quality.
- retain existing mature trees where reasonably possible and make a contribution to enhancing the existing landscape character.
- be a maximum of 6 storeys on the Carfax site and a maximum of 5 storeys on the Cattlemarket site with the potential for taller buildings west of Andover Road - any proposals for taller buildings on the Carfax and Cattlemarket sites must demonstrate their high quality and contribution to a high quality public realm.
- have a varied and irregular roof form so that buildings do not dominate the existing skyline. All development proposals over 3 storeys should be illustrated in terms of their impact on the wider cityscape. In particular, where as an exception, taller buildings are proposed their positive contribution to the cityscape will need to be demonstrated.
- design roads in all new developments with internal streets to ensure that walking is prioritised.
- ensure that the street frontages of new developments enhance the pedestrian environment.
- ensure that frontages are active where possible avoid long stretches of blank facade.

**Cattlemarket site**

- provide a pedestrian and cycle route from Andover Road to Worthy Lane.
- provide a high quality public space that serves the new development as well as the wider community.
- create a series of development blocks onto Andover Road that are set back from the existing edge of pavement to provide generous footpath with tree lined verge.
- create a landmark element of highest design and material quality set behind a small public space onto the Worthy Lane / Andover Road junction.
- careful massing to respect the 2 storey terracing to Worthy Lane - locate lower (around 2-3 storeys) development frontage onto Worthy Lane.

The development principles for the Cattlemarket site assume a comprehensive development, but this is not a pre-requisite for development coming forward.

**Carfax site**

- retain the existing pedestrian route cutting through the site at linking the station forecourt and Sussex Street and improve its quality and accessibility.
- create a landmark element of highest design and material quality opposite the station.
- allow for and integrate r highway and public realm improvements on Station Road and the station forecourt.
- respect the existing Records Office and the Station building with the envelope stepped above 4 storeys.
- set back the building line from the Station forecourt to provide opportunity for greater public space and shared surface.

There are a number of improvements proposed to highways at both sites, these are not pre-requisites for development but an aspiration to be aimed for.



Precedent images of appropriate development quality and materials

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# Appendices

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**Appendix 1**

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Public realm -  
preliminary proposals

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**Appendix 2**

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Local views assessment

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**Appendix 3**

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Transport study

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**Appendix 4**

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Viability report and summary

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**Appendix 5**

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List of stakeholders

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**Appendix 1: Public Realm**  
preliminary proposals



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## Andover Road frontage

- Propose islands either side of a new pelican crossing to improve pedestrian crossing over Andover Road. Realign the kerb to accommodate sufficient road width for cars either side of the crossing.
- Retain roadside parking and the two lanes of traffic beyond the pelican crossing.
- Extend the existing pavement to allow a 1.5m wide grass verge with tree planting to act as a buffer between the footway and the road, thus enhancing pedestrian safety and aesthetics of the street.



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## Cattlemarket

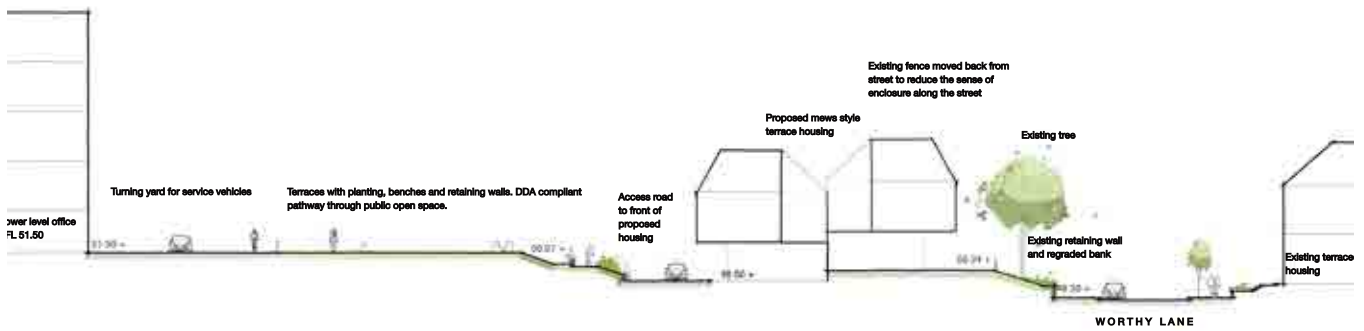
- Propose a new public open space with DDA compliant ramped access and stepped pedestrian access off Worthy Lane. Vehicular access will be via the existing road into the site, which will lead to a new development fronting the open space.
- Provide open lawn areas off Worthy Lane at the pedestrian entrance into the public open space in order to keep the site entrance open and to welcome passing pedestrians.
- Provide a high quality hard paved courtyard beside the grass areas off Worthy Road to create a welcoming arrival point, with surveillance from the overlooking development. This will be a more enclosed area with blocks of planting and seating.
- Ensure surveillance on all sides of the main public open space. Create gradually sloping grass terraces to provide a delightful south facing area for people to sit, watch and play. A ramp through the grass banks and planting will provide an enjoyable route for people to walk towards the higher level of the vast grass lawn area.
- Allow vehicle access to the front doors of the potential terrace housing via a new road off the existing vehicle access.



## Costs

Cattle market scheme – Improvements to Andover Road;  
£160 – 200K

- Widening footway, repaving, creating verge and tree planting, providing signal junction into station car park with ped. Facilities.
- Cost issue of traffic management to Andover Road



Section A-A





## Stockbridge Road improvements

It would be feasible (subject to Highway Authority confirmation at the detailed stage) to provide a footpath along the south side of Stockbridge Road though this would require a long length of retaining wall and the removal of trees on the embankment to the car park.

A preferred option is to provide a safe controlled crossing point from the station path to the north side. The proposal requires:

- A limited extension of the south side footpath and a retaining wall to provide for the bus stop. This would require minor reconfiguring of the kerb line along the south side and removal of two parking bays on the north side.
- A controlled lighted pedestrian crossing due to potential issues of lack of visibility by vehicles of people crossing if a bus is stopped at the crossing.

### Preliminary cost

Pedestrian/ cycle route improvements - station to Stockbridge Road

£60 – 90K

- Cost of retaining wall requirements unclear due to lack of levels info

## North west cycle access from station through NW car park to Andover road

It is technically feasible (subject to Highway Authority confirmation at the detailed stage) to provide a ped/cycle route west of the rail tracks. Issues to be considered are: level changes and the route's continuation onto Andover Road. Suitable crossing points must be available.

### Costs

£80 – 105K

- Cost of retaining wall requirements unclear due to lack of levels info and whether any private land is required. Includes lighting.

## Clifton Terrace improvements

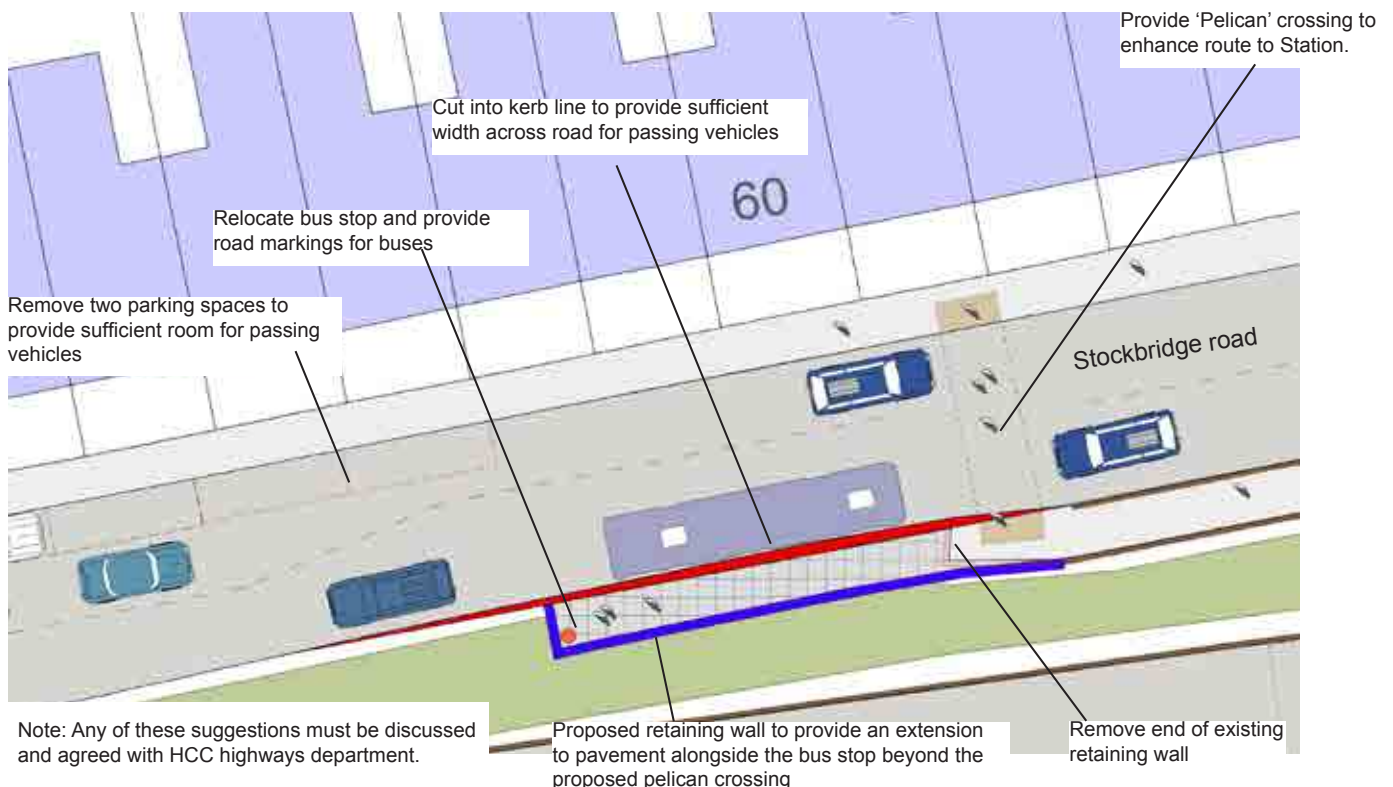
- Provide additional wayfinding signage at roundabout.
- At the entrance to Clifton Terrace from Romsey Road, create a kerb build out on each corner of the road in order to narrow the road width. This will ensure vehicles turn into the street with caution and will allow a shorter crossing distance for pedestrians.
- Provide a raised table at the junction into the street to ease pedestrian crossing and reduce the speed of vehicles exiting and entering Clifton Terrace.
- Provide a controlled zebra crossing to enhance route to University.

### Costs

Clifton Terrace / Romsey Road junction

£45 – 60K

- includes Zebra pedestrian crossing.



Note: Any of these suggestions must be discussed and agreed with HCC highways department.



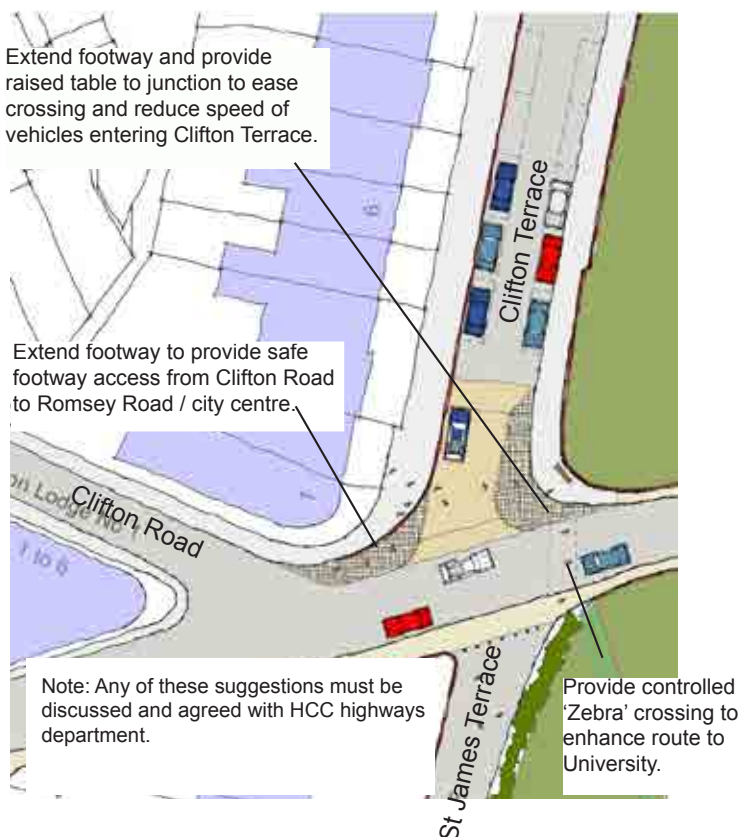
## Romsey Road improvements

- For sections of narrow footway consider block off route at either end or use deterrent paving and signage combined with safe crossings to south side.
- Provide central island near Police headquarters junction to allow safe pedestrian crossing to south side and slow vehicles. This could be combined with safe cycle crossing into Police headquarters.
- Identify a more attractive, less trafficked cycle and pedestrian route between the Station / Clifton Terrace and Romsey Road / Police Headquarters via the Oram's Arbour and Step Terrace. This requires enhanced legibility through signage or markings to identify cycle route along Step Terrace. The existing footpath across Oram's Arbour should be widened to create a segregated cycle / pedestrian route.
- Potential to extend cycle / pedestrian route through the Police headquarters site and as part of any proposed redevelopment providing a safer crossing point onto Romsey Road.

## Costs

Improvements to cycle route from St. Pauls Hill via Step Terrace to Police headquarters / Romsey Road.

£25 – 35K



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A street scene with a white taxi in the foreground, a dark car in the middle ground, and a building with a clock tower in the background. The scene is overlaid with a semi-transparent red filter. The taxi has 'TAXI' written on its roof and front. The building has a clock tower and several windows. There are other cars and people in the background.

## ■ Appendix 2: Local Views Assessment



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## City wide views

The following city wide views have been tested and agreed with Council officers:

- St.Giles Hill
- St.Johns Hill
- Cathedral view from north Andover Road

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### St.Giles Hill view

Key view from St.Giles Hill, which forms the eastern side of the valley in which Winchester is situated. At the peak of the valley this public open space is afforded panoramic views across the whole of Winchester town centre and onwards towards the greenery to the west.



### St.Johns Hill view

Another key view located on the eastern edge of Winchester. The impact on the view from St.Johns Hill by development at the Carfax and Cattlemarket sites would be minimal as the sites are mainly hidden by existing large trees.



## Cathedral View

In the initial assessment stakeholders identified this view from Andover Road towards the Cathedral as an important local view. However, during stakeholder workshops in the follow-up assessment the importance of this view was questioned.

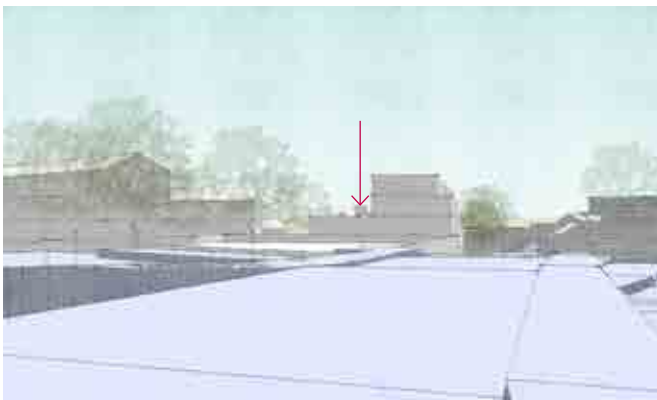
This view is a glimpsed view that is often overlooked as it is only visible from a limited section on Andover Road. Traffic on Andover Road and the demand on people's attention further diminishes the prominence of this view.

As part of this study the impact of this view on the development capacity of the Cattlemarket site has been tested.

This testing has shown that the northern edge of the Cattlemarket site is practically not developable (beyond 3-5m above Andover Road level) if views should be retained. It further impacts onto the depth of buildings on Andover Road.

The retention of this view would either reduce the development capacity of the Cattlemarket or increase the height of buildings particular in the southern area of the Cattlemarket site.

The options that have been tested in terms of capacity, land use and viability assumed a retention of this view.



Cathedral View: Model showing impact of retaining the Cathedral view on development



Cathedral View: Taken from North Andover Road



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## Local Views

The key development opportunities in the Station Approach area are the Carfax site and the Cattlemarket site. In the following section both of these are being tested in terms of local views and development volume in relationship to existing buildings. These are not architectural proposals.

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### Cattlemarket site

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#### Andover Road frontage - looking south

Andover Road is an important approach into Winchester. Development of the Cattlemarket site provides the opportunity to improve the approach with a high quality development.



Andover Road indicative massing view south - 7 Storeys max.



Andover Road indicative massing view south - 6 Storeys max.



7 Storeys



6 Storeys



7 Storeys



6 Storeys

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**Recommended massing**



Andover Road indicative massing view south - 5 Storeys max.



5 Storeys



5 Storeys

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### Andover Road - looking north towards Cattlemarket

The Cattlemarket site is particularly prominent from the Carfax junction. This view is important as it shows the potential built development in the context of the existing offices and terrace along Andover Road.

The sketch massing shown indicates the impact of a 5, 6 and 7 storey development on this important view corridor.



Andover Road indicative massing view north - 7 Storeys max.



Andover Road indicative massing view north - 6 Storeys max.



7 Storeys



6 Storeys



7 Storeys

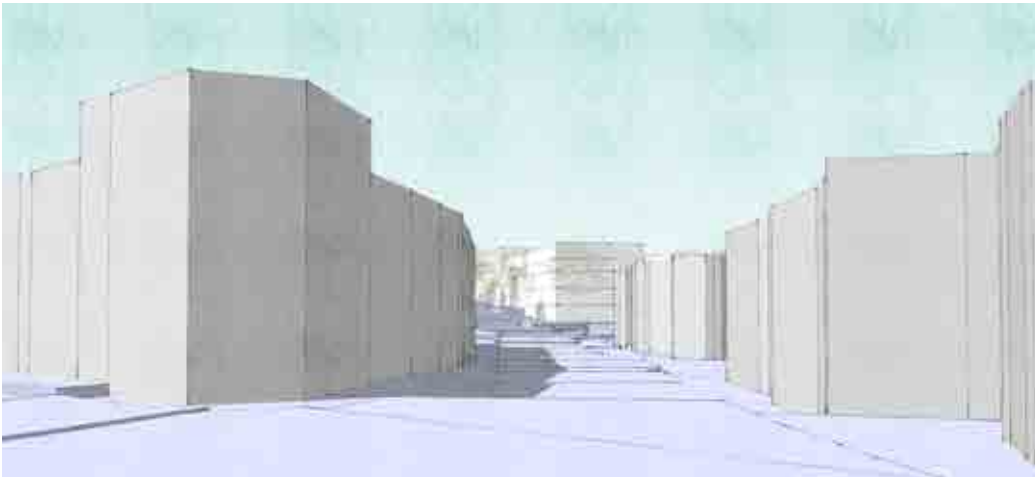


6 Storeys



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**Recommended massing**



Andover Road indicative massing view north - 5 Storeys max.



5 Storeys



5 Storeys

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### View along Worthy Lane

The terraces along Worthy Lane form part of the Hyde Conservation area and should be respected by any potential development.



Worthy Lane indicative massing view north-east - 7 Storeys.



Worthy Lane indicative massing view north-east - 6 Storeys



Worthy Lane indicative massing view south-west - 3-7 Storeys.



Worthy Lane indicative massing view south-west - 3- 6 Storeys

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### Recommended massing

The massing testing indicates a maximum 2-3 storeys development directly opposite the existing 2 storey terrace with the building envelope rising up away from Worthy Lane.



Worthy Lane indicative massing view north-east - 5 Storeys



Worthy Lane indicative massing view south-west - 3- 5 Storeys



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## Cattlemarket Site Summary

In consultation with Council Officers it was agreed that a maximum of 5 storey development can be sensitively accommodated in respect of the existing buildings on Worthy Lane and Andover Road. It has been acknowledged that storey heights of 5 and below will either reduce the development capacity or impede on the glimpsed views of the Cathedral.

The testing has identified the following development principles:

- Maximum built height of 3-5m above road level at the north corner of the Cattlemarket site if the Cathedral view is to be retained.
- Building line should be set back from Andover road to provide generous footpath with tree lined verge.
- Massing should be broken up along Andover Road to avoid long stretches of unbroken facade.
- Massing should be set back above 3 storeys directly facing the two storey terrace to the West of Andover Road.
- The corner of Worthy Lane and Andover Road requires careful massing to respect the 2 storey terracing to Worthy Lane.
- A maximum of 3 storeys directly facing onto the existing terraces along Worthy Lane. With the envelope rising up to a maximum of 5 storeys facing onto Andover Road.
- Building should be set back from the Worthy Lane / Andover Road junction to provide greater room for public realm and the opportunity to provide a pedestrian crossing point.
- Important trees and green verges along Worthy lane and Andover Road should be retained.

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## Carfax site

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### View towards station

Key view towards Winchester Station from the Carfax Junction.

The impact of retaining the Registry Office was tested only in terms of impact onto the viability of the site. In terms of massing the relationship between the Registry Office and the proposed development would need to be carefully tested and its success in townscape terms will depend on the detail of the architecture and how the buildings step to meet the lower height of the Registry Office.

The testing has identified the following development principles:

- Landmark building, must be of highest design and material quality.
- Massing should respect the existing Records Office and the Station building with the envelope stepped above 4 storeys.

- Building line should be set back from the Station forecourt to provide opportunity for greater public space and shared surface.
- Active frontage to the forecourt area, no long stretches of blank facade.
- Maximum building height of 6 storeys to respect context and maintain key strategic views across Winchester, such as those from St.Giles Hill.

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### Recommended massing

A maximum of 6 storeys facing the Station building. With the upper storeys set back from both the Station Square and the existing Records Office at 3-4 storeys.



Station Hill indicative massing view - 7 Storeys max.



Station Hill indicative massing view - 6 Storeys max.



Station Road indicative massing view - 7 Storeys max.



Station Road indicative massing view - 6 Storeys max.

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### View along Gladstone Street

Development facing onto Gladstone Street should respect the existing 2 story pitched roof terrace. Due to the steep level difference along Gladstone Street it would be appropriate for maximum 3 storeys above road level at the Station Road side and 4 storeys at the Sussex Street end.

Building line should be set back from Gladstone Street to allow for the retention of as many existing trees as possible.



Gladstone Street indicative massing view - 3-4 Storeys max.



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A street scene with a taxi in the foreground and a building with a clock tower in the background. The taxi is a white Peugeot with 'TAXI' written on the roof and front. The building has a clock tower and several windows. There are other cars and pedestrians in the background. The entire image has a light red overlay.

## ■ Appendix 3: Transport study

# WINCHESTER STATION QUARTER ACCESS AND PARKING REPORT



## **1 INTRODUCTION**

1.1 In support of the revised development assessment, additional transport, access and movement analysis has been undertaken to provide a better understanding on any likely impacts arising from:

- new development on the key development sites (Carfax and Cattlemarket);
- removing/relocating car parks;
- access arrangements to the developments more generally; and
- highway network considerations.

This report is intended to assist WCC officers with their overall assessment of the development potential of the station quarter, including the scale of parking provision required and its location.

1.2 The analysis undertaken has been based on existing data sources with no new data collection nor detailed modelling undertaken. As individual developments progress through the planning system there will be a need to undertake this more detailed work as part of Transport Assessments in support of planning applications.

1.3 For the purposes of testing traffic, parking impacts, etc assumption have been made about the mix and quantum of likely land uses. Below are general assumptions and key elements of the Cattlemarket and Gladstone Street sites – more detail is provided in Appendix A.

### **Cattlemarket site**

- residential use – a mix apartments and houses with a varying need/requirement for parking provision;
- office use – assumed to be a major HQ-style tenant who will expect a high quality public realm, good connections to the city centre and a certain quantum of allocated parking;
- a mix of public use multi storey, public surface, dedicated private parking for residents and office employees;
- the primary vehicle access will be from east of the site off Worthy Lane – essentially no change from existing; and
- an additional pedestrian/cyclist access taken directly off Andover Road which will provide a permeable through route linking to/from the city centre.

### **Gladstone Street site**

- residential use – only apartments;
- office use;
- a mix of public use multi storey and private parking for residents and office employees;
- the primary vehicle access will be from the south directly off Gladstone Street; and
- several pedestrian routes will be created through site to give much improved permeability from all directions, particularly to/from the station.



## **2 DATA COLLECTION**

- 2.1 To help inform future car parking strategy development and decision making, Winchester City Council (WCC) undertook a programme of surveys that included car park usage and occupancy surveys and car park user questionnaires. The surveys were undertaken in Spring 2013, a 'neutral' time of the year, and are comparable to previous surveys undertaken in 2007 and 2010.
- 2.2 Maximum parking accumulation surveys were undertaken on a weekday, Saturday and Sunday to determine peak usage and the extent of any available parking supply.
- 2.3 4000 car park user questionnaires were also distributed that sought information on users' time of arrival, departure, purpose, journey origin. Questionnaire return rates were good, ranging between 23-40% depending on the car park. This represents a good sample of car park users and means that the results can be extrapolated and still be representative. Based on the responses received it was possible to determine the type of user (commuter, visitor, worker), the length of stay and the likely route used to reach the car park.

## **3 EXISTING PARKING SUPPLY**

- 3.1 The total available parking supply in the wider area is in the order of 1657 spaces which represents approximately a third of the city's total parking supply including Park and Ride. The number of spaces per car park is shown in Figure 1 overleaf. Only the station car parks (c.550 spaces including the recently completed additional deck) and Hampshire County Council's car park (Gladstone Street) are in private ownership.
- 3.2 As part of the development proposals, five car parks containing 598 spaces are to be lost. These are shown in red in Figure 1. Two car parks are unaffected with c.1059 spaces retained. These are shown in green in Figure 1.
- 3.3 Survey data for the WCC-operated car parks revealed that the majority of respondents' purpose for parking was either for work or for commuting. This was confirmed by average parking durations of between 7¾ hours and 9¼ hours depending on the car park in question.



Figure 1 Existing car park supply

#### 4 EXISTING PARKING DEMAND

- 4.1 Based on surveys undertaken by Winchester City Council (WCC) in Spring 2013 the peak parking demand across the wider area is approximately 1450 spaces during weekdays. Peak parking demand on Saturdays is lower, with Sundays lower still.
- 4.2 Across the WCC-operated car parks (ie all excluding the station and HCC on Gladstone Street) this peak demand of 1450 spaces represents approximately 90% utilisation of the available supply. The only spaces available are in Cattlemarket and Coach Park; Worthy Lane, Gladstone Street and Tower Street are all full (see Figure 2 overleaf).
- 4.3 Comparable parking survey data obtained in 2007, 2010 and 2013 shows that the overall city centre parking demand is stable. It is assumed that this continues to be the case and that the maximum observed parking demand does not increase.

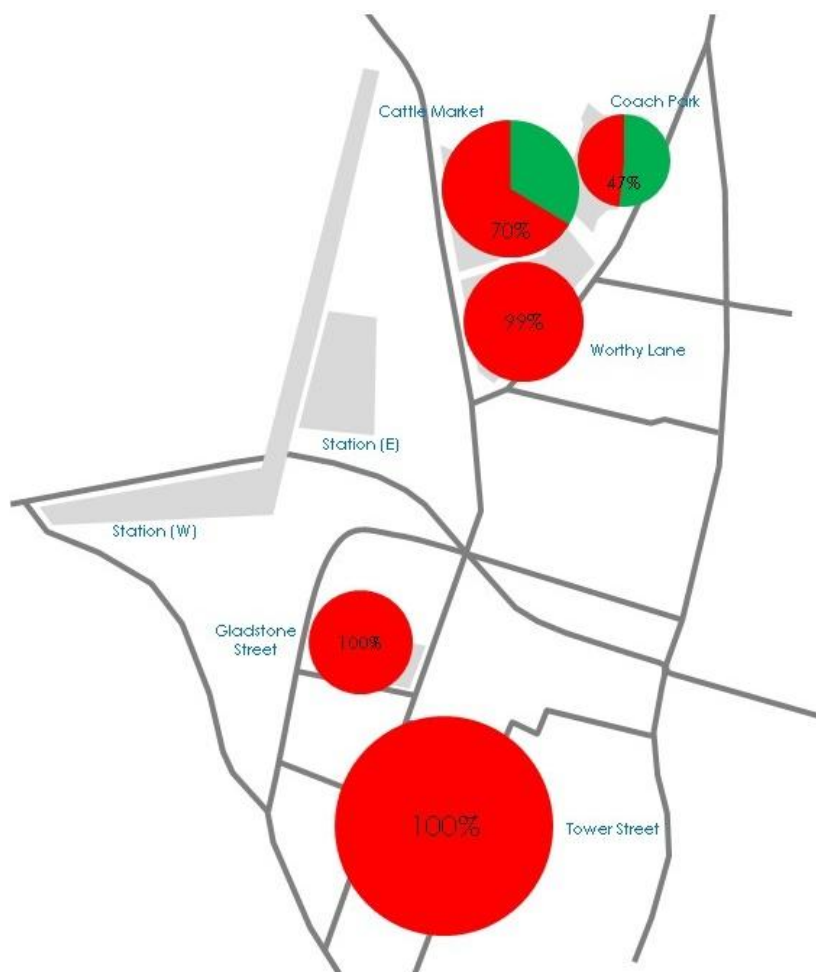


Figure 2 Existing car park demand

#### Existing car park access routes

- 4.4 Additional data collected as part of the same Spring 2013 surveys provides quantitative information on where car drivers start their journeys to access the various city centre car parks. Combining drivers' journey origins and final car park destinations allows a pattern of movements to be built up to and within the city centre. Whilst still indicative, using this data it is possible to investigate the re-routing of traffic to the relocated car parks and any pressures that these trips might place on the highway network.
- 4.5 Of interest to this study are the movement patterns to the Cattlemarket, Worthy Lane and Gladstone Street car parks. Six key car park access corridors have been established which are (see Figure 3 overleaf):
- Andover Road (north);
  - Worthy Lane (north-east);
  - Alresford Road + Bar End Road (east);
  - St Cross Road (south);
  - Romsey Road (south-west); and
  - Stockbridge Road (West).

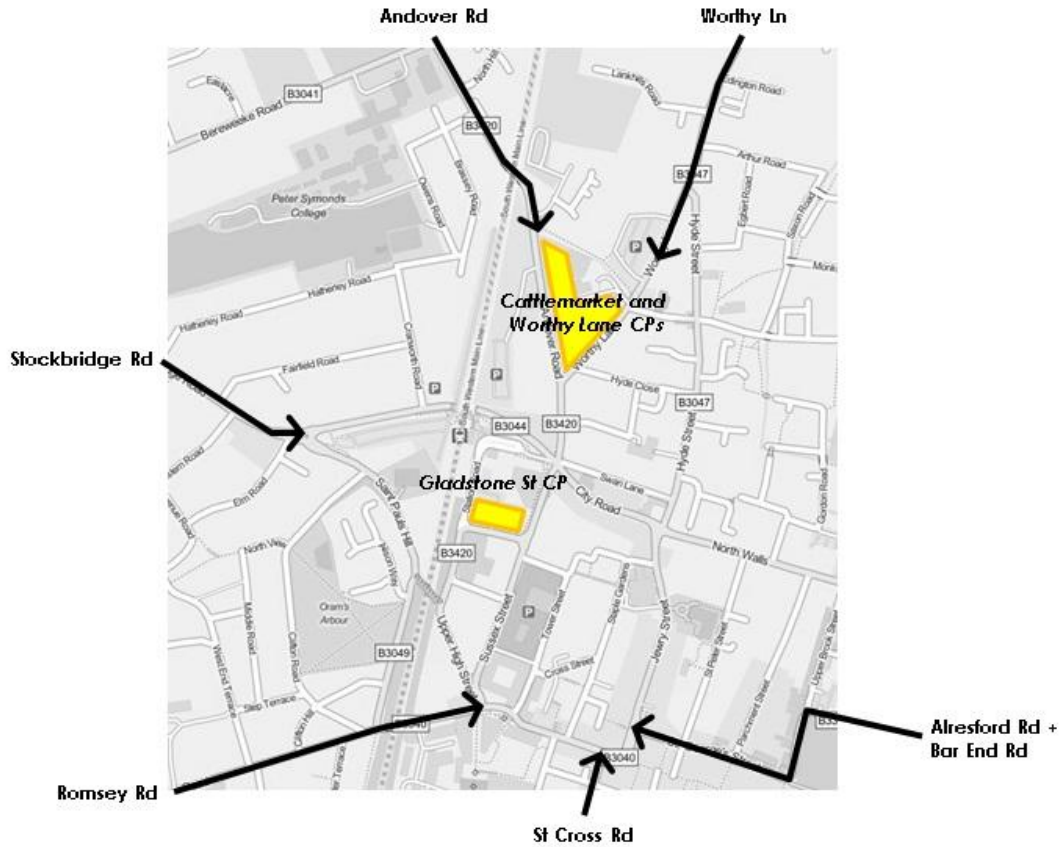


Figure 3 Car park access corridors

- 4.6 The surveyed parking access routes have been combined for Cattlemarket and Worthy Lane car parks, weighted by their relative sizes. Based on the survey data there are roughly equal numbers of drivers accessing these car parks from the north / north east as there are from the east, south and the west.
- 4.7 These car park trips are therefore split reasonably equally across the wider network although the majority of the trips from the east, south and west must pass through the city centre, the one way system and key City Road junction. In terms of car park trips passing through the City Road junction, the indicative routing analysis shows that there is a mix of movements with the right turn from City Road into Andover Road being the largest. The access splits are shown diagrammatically in Figure 4 overleaf.
- 4.8 Based on the survey data for Gladstone Street there is a very different pattern. All trips are from the east, south and the west with none from the north or north east. None of these car park trips are therefore passing through the City Road junction as they are intercepted before this point. These access splits are shown in Figure 5.



# Winchester Station Quarter Access and Parking Report

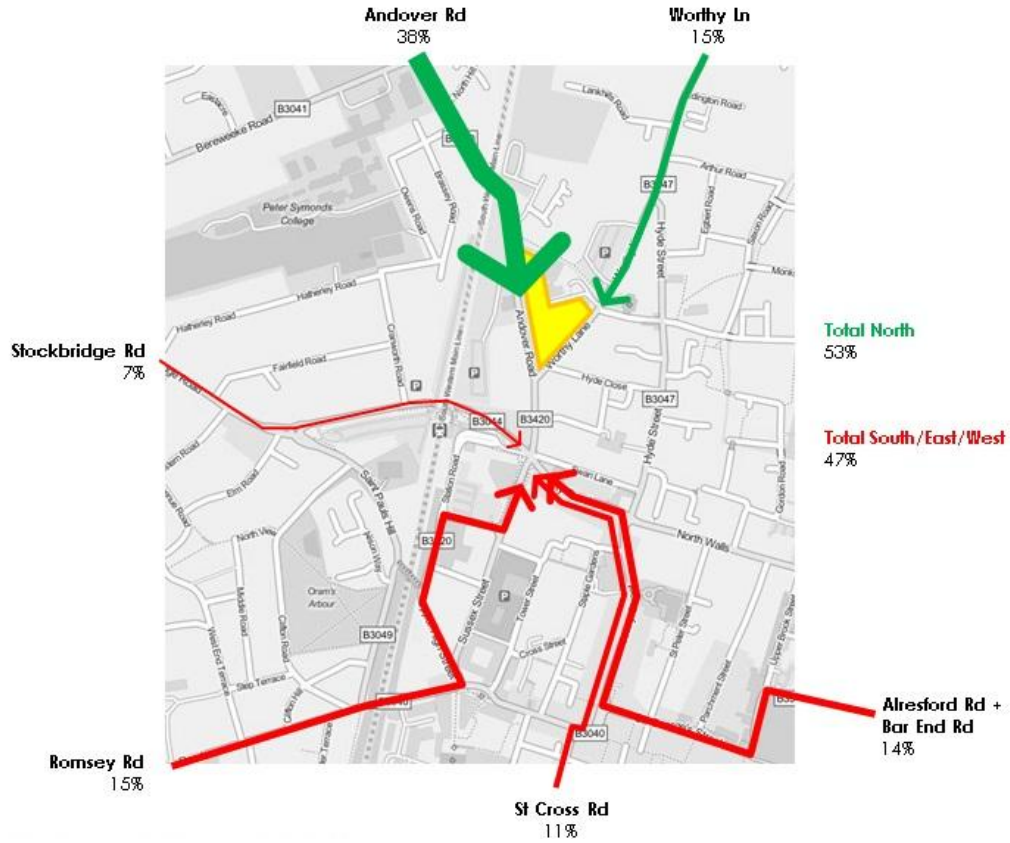


Figure 4 Cattlemarket and Worthy Lane car park access splits

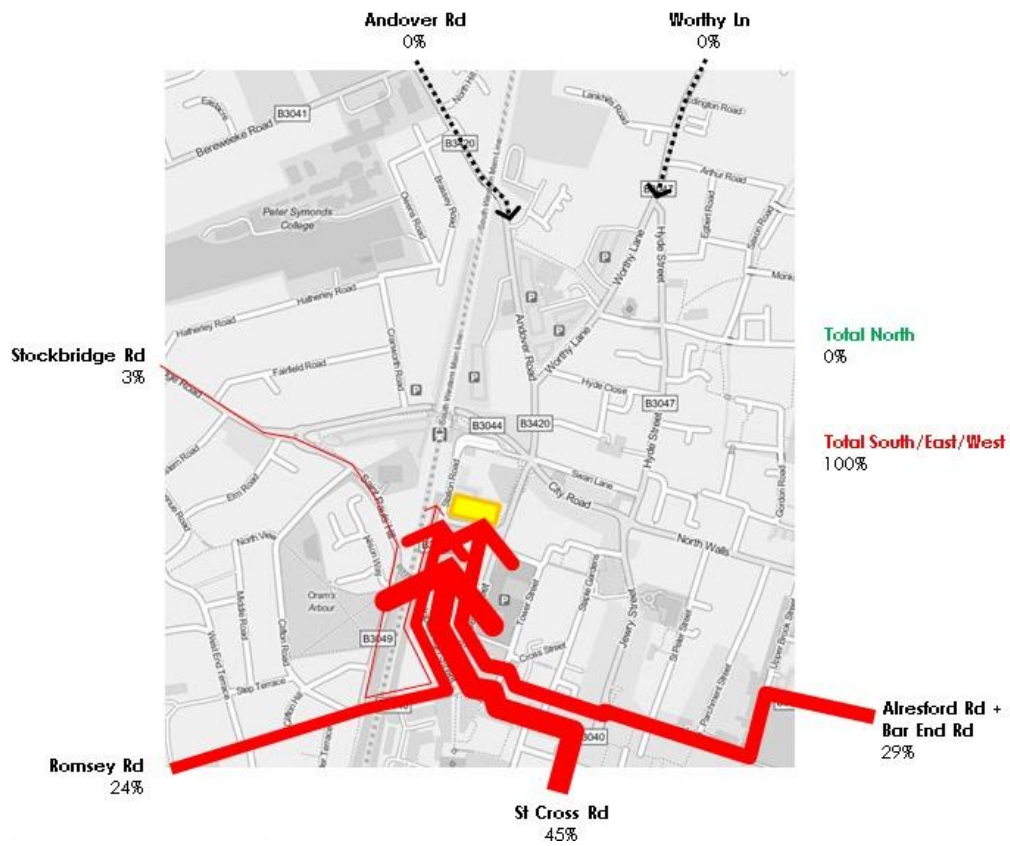


Figure 5 Gladstone Street car park access splits

- 4.9 The different access splits between car parks suggests the following:
- the Cattlemarket and Worthy Lane car parks are effective in intercepting parking demand from the north and north-east;
  - there is insufficient parking provision in the Gladstone Street / Tower Street area as drivers are passing past these two sites and up to Cattlemarket / Worthy Lane.
- 4.10 In light of this conclusion, it is appropriate to provide more parking provision in the Gladstone Street area with a modest reduction acceptable at the Cattlemarket site.

## **5 FUTURE DEVELOPMENT AND PARKING DEMAND**

5.1 It is assumed that the base peak parking demand is unchanged at approximately 1450 spaces in the wider area on a weekday.

5.2 The following land use / quantum assumptions have been used to assess what additional parking demand might be expected from new development in the study area:

### **Cattlemarket site**

- 56 residential dwellings – a mix apartments and houses
- a 9,320m<sup>2</sup> office development – assumed to be a major HQ-style tenant

### **Gladstone Street site**

- 50 residential dwellings – all of which are apartments
- a 6,970m<sup>2</sup> office development
- a small 200m<sup>2</sup> café;

5.3 Based on current HCC parking standards, additional parking demand generated by the new residential and office development is in the order of 267 spaces. This is based on both the Cattlemarket and Gladstone Street sites being in accessible locations with good public transport connections. Appendix A provides more detail on the assumptions made in calculating the number of parking spaces required.

5.4 Future parking demand taking into account the assumed development mix could be expected to be in the order of 1717 spaces (1450 base + 267 development) across the study area.

## **6 FUTURE PARKING SUPPLY**

6.1 Car parking provision is to be reprovided at both the Cattlemarket and Gladstone Street sites.

### **Cattlemarket**

6.2 New Cattlemarket car parking replaces the existing provision that was split across several sites. Based on site layout, ground levels, building locations and site accesses it could be possible to create approximately 318 spaces, the breakdown being as follows:

- Public multi-storey car park (MSCP) – 133 spaces
- Public surface parking – 34 spaces
- Private residential parking – 60 spaces
- Private office parking – 91 spaces

### Gladstone Street

6.3 A new MSCP at Gladstone Street has been considered that replaces existing surface parking and offers some additional supply for the immediate and wider areas. Based on the assumed development layouts it could be possible to create approximately 418 spaces, the breakdown being as follows:

- Public multi-storey car park (MSCP) – 214 spaces
- Basement car parking (mix of public and private) – 204 spaces

### Summary

6.4 The development option tested assumes a total of 736 parking spaces which is a modest net increase of 138 spaces, representing an 8% increase over the existing supply. The distribution of parking is broadly the same but with a slight shift towards Gladstone St that is closer to key business, shopping and leisure areas (see Figure 6).

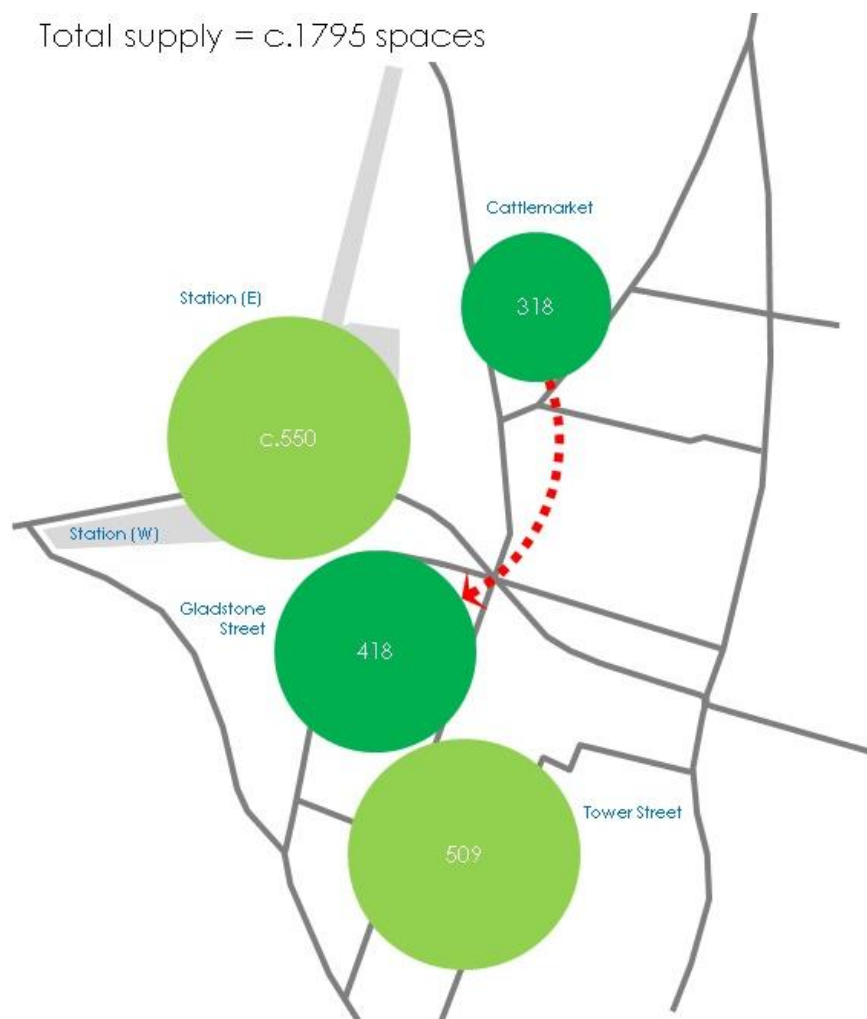


Figure 6 Proposed car park supply

- 6.5 Based on potential car park designs and layouts the total parking supply in the wider area could be in the order of 1795 spaces. It is possible that the station car parks (both east and west of the rail line) are increased in size through the construction of additional decked parking. This increase in supply has not been incorporated into our analysis as WCC is not able to exercise any strong control over the delivery of this. However if it were to be progressed by Network Rail it is likely that another c.190 spaces could be provided.
- 6.6 Based on the assumptions used for testing, future parking demand could be expected to be in the order of 1717 spaces (1450 base + 267 development) which is lower than the future supply of approximately 1795 spaces. Overall it could be expected that there would be 78 spaces free at the busiest weekday periods (see Figure 7).
- 6.7 This represents an overall parking utilisation across all sites of approximately 95% which represents a slight worsening in performance compared to the present day. Whilst this 95% utilisation value suggests there will be some space parking supply available, it is slightly in excess of the Council's Parking Strategy's desirable figure of 85% or a desirable maximum of 90% for efficient car park operation. Appendix B provides summary calculations for the above.
- 6.7 Depending on station car park expansion and any additional parking demand this induces, any additional supply could reduce overall parking utilisation to less than 90% implying, on average, a very busy but still efficient car park operation.

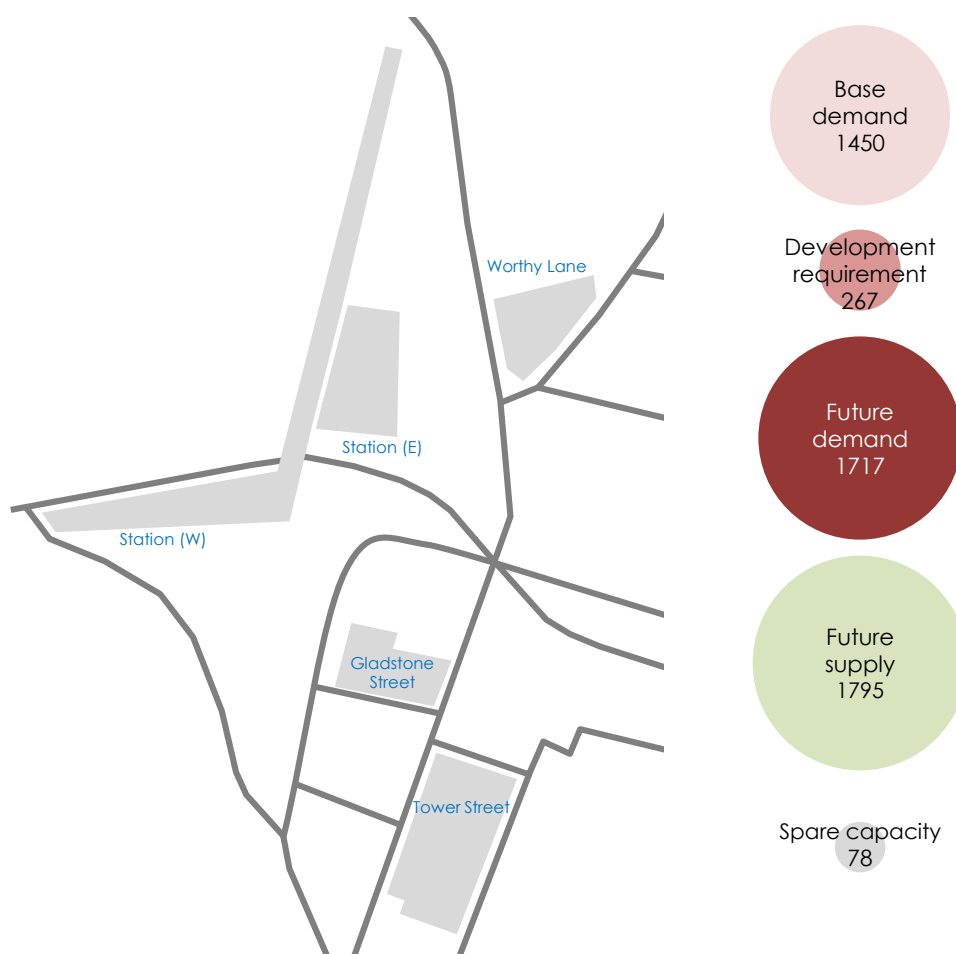
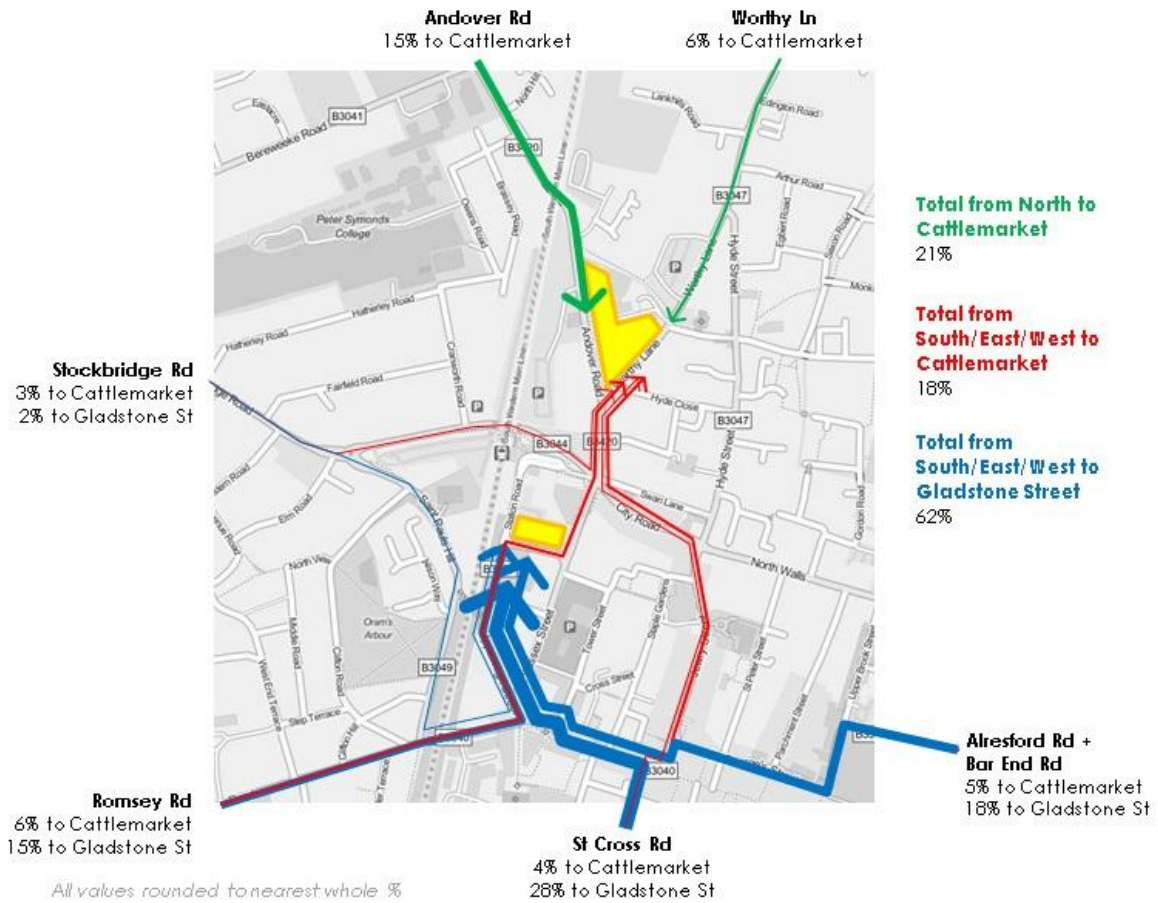




Figure 7 Proposed car park supply and demand

## 7 COMMENTARY

- 7.1 Overall there is sufficient parking supply retained and reprovided within the development proposals to meet existing peak demand plus newly generated development demand. It is likely that car park occupancy levels at peak times will be high.
- 7.2 There is a rationalisation of parking provision such that the Cattlemarket site could support a major office HQ location and residential properties whilst the much enlarged Gladstone Street car park is likely to serve a wider mix of workers, residents, commuters and city centre users.
- 7.3 This high-level parking feasibility work will require further, more detailed analysis as/when transport assessments are prepared to support individual developments. At that stage the precise number of parking spaces that are to be provided should be balanced against the quantum of development being proposed and the net change being made to the wider area's parking supply.
- 7.4 Continued promotion and growth in Park & Ride patronage should provide, in the medium term, city wide benefits in terms of parking supply/demand pressures and reducing the amount of city centre parking activity. At present there is no Park & Ride site to the north of the city although this will change with the completion of the Barton Farm development. This could have a positive impact on the amount of city centre parking demand that is focussed on this area.
- 7.5 Travel planning / smarter travel initiatives over the medium to long term could also have similar benefits in terms of reducing peak parking demand as car journeys are removed, reduced, relocated or refimed. Whilst the overall impact of future sustainable measures is not known it is reasonable to assume no increase in baseline parking demand with this analysis representing a reasonably conservative worst case.
- 7.6 The relocation of more parking provision towards Gladstone Street may result in fewer vehicle trips on the highway network, particularly through the problematic City Road junction. Additional, more detailed work is required to fully understand the impact of parking supply relocation on highway performance but, it should be possible to intercept trips from the east, south and north at Gladstone Street and remove the need to go north to the Cattlemarket site. Indicative analysis of the revised access splits to the Cattlemarket and Gladstone Street car parks is shown in Figure 8.
- 7.7 A new Gladstone Street multi-storey car park could be expected to operate in the same fashion as at Tower Street. This would entail a 'pay on foot' arrangement where there is direct entry to the car park without barrier access. This would enable higher vehicle flows to be achieved without undue impact on the highway network.
- 7.8 As with Tower Street, a Gladstone Street car park could have a short dedicated access lane that would allow the two existing lanes to be retained for circulating traffic. In terms of vehicles exiting, an exit back onto Gladstone Street would enable both south (one-way system) and north (towards the City Road junction) movements with no unnecessary additional mileage.



**Figure 8 Indicative future car park access splits**

- 7.9 For the Cattlemarket site, the assumed development that has been tested leads to a reduction in the overall parking supply which, combined with no substantial changes to the access route into the site, means it is expected that there will be no overall change in highway network performance in the Andover Road, Worthy Lane area. It is worth noting that wider Andover Road corridor improvements are currently being investigated by HCC, linked in part to the major Barton Farm development.
- 7.10 Car park access/egress arrangements, particularly at Gladstone Street, require further detailed investigation and would be required as part of any planning submission for the site's redevelopment. It is also understood that HCC is considering options for reviewing the wider traffic system in Winchester, including the Sussex Street one-way system.

## **8 SUMMARY**

- 8.1 Recent survey data was used to undertake a high-level impact assessment of revised development assessment in Winchester's station quarter. This survey data provided a good, up-to-date understanding of existing car park utilisation and user behaviours.
- 8.2 Existing parking demand combined with future development parking requirements can be accommodated by proposed development. The two car parks at the Cattlemarket site and Gladstone Street will be operating close to capacity but not significantly worse than at present. Over the medium to longer term, Park & Ride, travel planning and sustainable transport initiatives could help to reduce overall city-wide parking pressures that would benefit the area considered in this analysis.
- 8.3 The rebalancing of parking provision slightly towards Gladstone Street reflects existing car park user behaviour and may help to reduce highway network pressure as vehicle trips are intercepted closer to their entry point to the city. A modest reduction in parking supply at the Cattlemarket site should present no major issues with highway operation. The proposed arrangement for the Gladstone Street car park is similar to Tower Street with dedicated access lane and non-barriered entry. The one-way system provides an efficient means of accessing/egressing the car park from the wider highway network.
- 8.4 Overall, based on the high-level indicative analysis, the scale of proposed development is acceptable in terms of any impacts on the wider area parking supply, highway network performance and local access arrangements. As individual developments progress through the planning system there will be a need to undertake this more detailed analysis of these considerations – typically through by means of Transport Assessments in support of planning applications.

**APPENDIX A – PARKING STANDARDS**

<b>Land Use</b>	<b>Assumed quantum for testing</b>	<b>Prevailing standard for accessible location <small>Note 1</small></b>	<b>Assumed parking requirement</b>
Residential	106 dwellings	Between 0.5-1.5 spaces per unit; overall average of 1 space per unit	106 spaces
Office B1	16,290m <sup>2</sup>	1 space per 100m <sup>2</sup> <small>Note 2</small>	163 spaces
Café	200m <sup>2</sup>	1 space per 7.5m <sup>2</sup>	0 spaces <small>Note 3</small>
<b>Total</b>			<b>267 spaces</b>

Note 1 Parking standards have been taken from the WCC Residential Parking Standards SPD. Policy 7 of the SPD states that “[in the city centre] car parking may be provided to a lower standard than elsewhere in the district” and hence minimum standards have been used

Note 2 The parking provision for office (B1 land use) is assumed to be 1/100m<sup>2</sup> based on prevailing HCC standards; however the active use of Travel Planning methods should be employed to ensure lower parking utilisation in practice. The basement office parking provision offers c.60% of the required parking standard with the MSCP on site providing additional supply that could be for the sole use of the office occupiers

Note 3 The location of the café mean that its customer base is likely to be heavily linked to the rail station, bus stops and local office development. In this instance it is believed that zero parking provision is appropriate therefore



**APPENDIX B – SUMMARY CAR PARK CALCS**

Current demand (weekday peak)	c.1450
Current supply (incl. newly constructed station deck parking)	c.1657
Current overall utilisation	c.88%
Assumed new development demand (parking standards approach)	c.267
Future total demand	c.1717
Supply lost as part of development proposals	598
Supply reprovided based on assumed development	736
Supply change	+138
Future total supply	c.1795
Spare capacity	c.78
Overall utilisation	c.95%

**DOCUMENT CONTROL**

Version	Date	Author	Reviewer	Comments
1.0	21/7/14	SA		Draft structure
2.0	01/08/14	SA		Draft content
3.0	05/08/14	SA		Draft for internal review
3.2	06/08/14	SA	LS	Final draft for team review
4.0	07/08/14	SA	KS	Final report
5.0	20/08/14	SA	WCC	Final report incorporating client comments
5.1	28/08/14	SA	WCC	Minor typographical / clarification changes

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A street scene with a taxi in the foreground and a building with a clock tower in the background. The taxi is a white Peugeot van with 'TAXI' written on the roof and front. The building has a clock tower and several windows. The scene is overlaid with a semi-transparent orange filter.

## ■ Appendix 4: Viability Assessment

Viability Report

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Station Approach Follow-up  
Assessment

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Winchester City Council

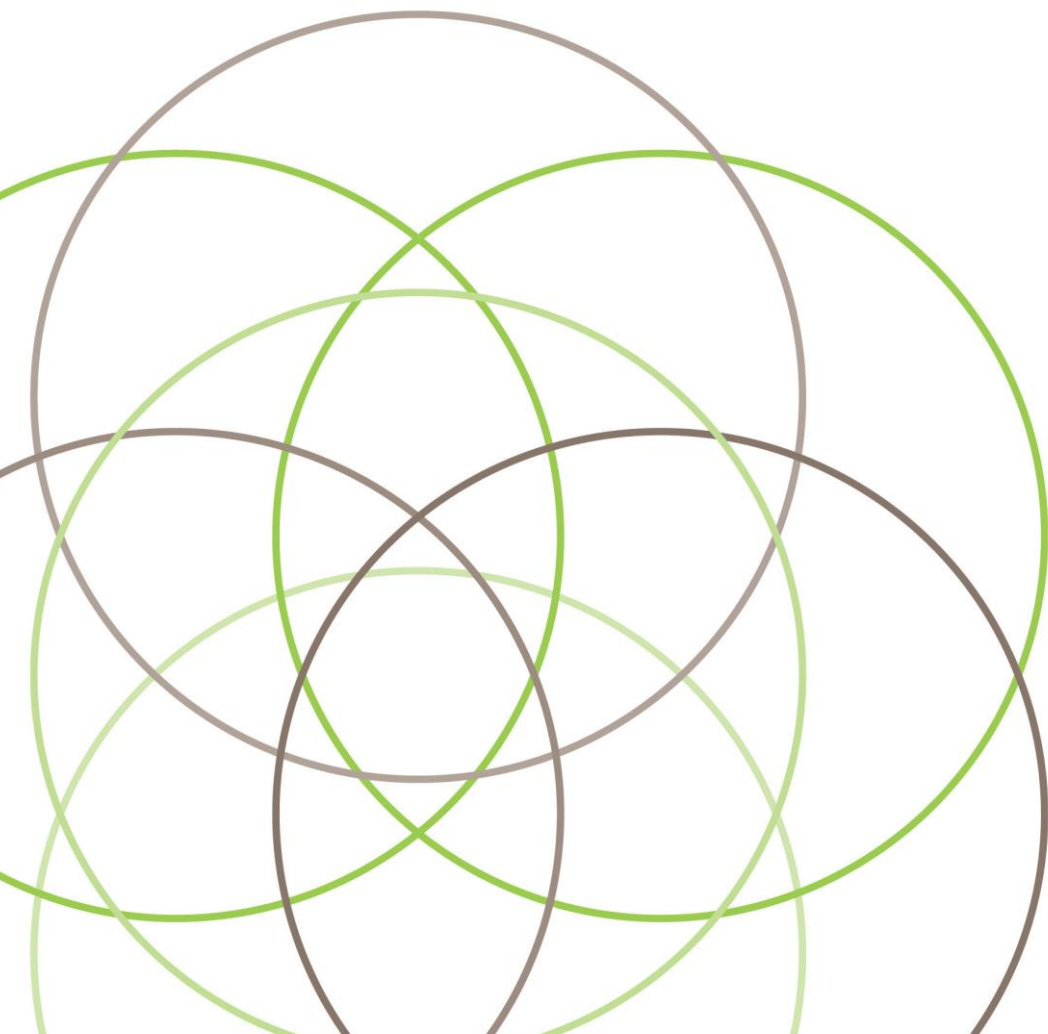
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September 2014

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Strictly Private and Confidential

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## Quality Assurance

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Date

11 September 2014

Version

Filename and path

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Station Approach\_Winchester CC\Reports\140911 Winchester  
Station Approach Viability Report\_Final.docx

Authorised by

A handwritten signature in black ink, appearing to read 'Aspinall', is positioned to the right of the 'Authorised by' label.

Limitation

This report has been prepared on behalf of and for the exclusive use of Aspinall Verdi Limited's Client and it is subject to and issued in connection with the provisions of the agreement between Aspinall Verdi Limited and its Client. Aspinall Verdi Limited accepts no liability or responsibility whatsoever for or in respect of any use of or reliance upon this report by any third party.

## Contents

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### Executive Summary

### Report

1	Introduction	1
2	Market Review	4
	Residential	4
	Retail	15
	Offices	21
	Summary	25
3	Viability Analysis	26

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### Appendices

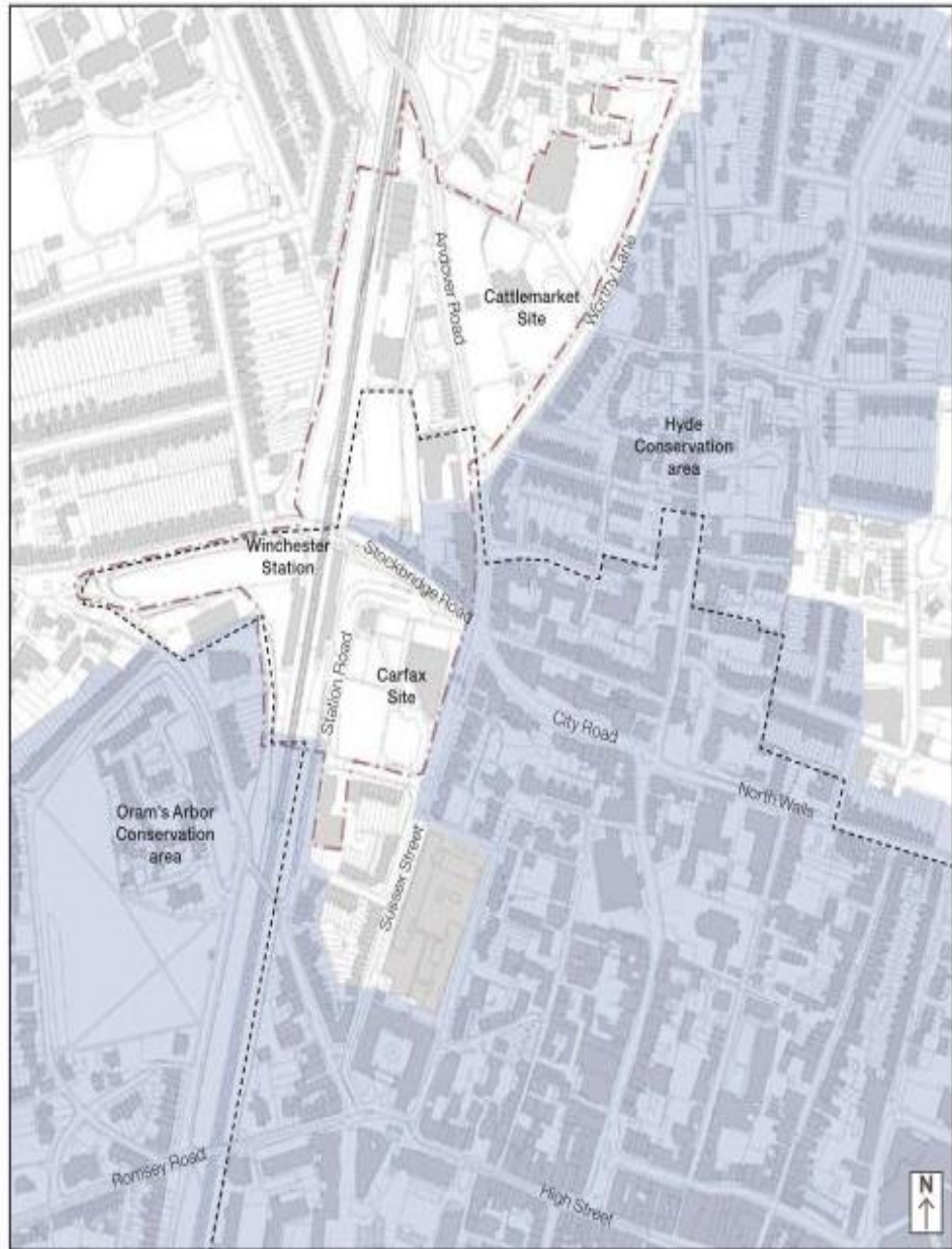
Appendix 1 – Scheme Options

Appendix 2 – Proposed Schedule of Floorspace

# 1 Introduction

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- 1.1 AspinallVerdi, Tibbalds, Urban Flow were previously appointed by Winchester City Council in 2013 to prepare a development assessment of the area surrounding Winchester Railway Station known as 'Station Approach'. The consultant team has been reappointed to produce a follow-up assessment which builds upon the previous study with a more detailed focus on a number of key issues which need to be resolved in order to take forward the planning and development of the area. In addition to the previous team of consultants, Dally Henderson Landscape Architects have also been appointed to consider public realm/landscaping issues across the site.
- 1.2 The area is identified as an important gateway into the city and a central point for many routes into Winchester, and has potential to influence and contribute to major improvement in the productive use and environmental quality of this part of the city. It is therefore crucial to present a viable development assessment with cohesive and deliverable options.
- 1.3 The subject site extends to approximately 3.39 Ha (8.39 acres) and is under a number of different ownerships, with the Council owning a significant share. It is likely the regeneration scheme will be phased across these areas due to the mixed ownerships. Parts of the site have previously been developed whilst the vast majority is currently used as surface car park parking for either the public or railway users.
- 1.4 In order to meet the aims of the brief this report is structured in two sections. In Section 2 we provide a property market update of Winchester, focused on the types of uses which would be appropriate for the Winchester Station Approach study area, building on the market analysis that we undertook last year. This specifically reviews the residential, office and managed workspace and retail sectors in-depth. We have updated our original report and reviewed existing secondary data such as market and council reports, and incorporate our own primary data via consultation with local property agents where appropriate. Background information via Land Registry, VOA, EGi and Focus is also collated and analysed.






-  Study area
-  Town Centre
-  Conservation areas

Figure 1.1 – Study Area (Tibbalds)



- 1.5 The market report has been used to brief Tibbalds so they can prepare options reflecting market view. The updated market analysis is also used to identify the values (rents/yields) to be adopted within the development appraisals. In Section 3 we set out the appraisal assumptions used in preparing the development appraisal, including the outputs and sensitivity analysis.
- 1.6 We stress that our appraisal as part of this work has been undertaken in order to understand in broad terms the financial viability of indicative development option. The advice contained within this report, and the appraisal upon which the advice has been based should not be regarded as a formal valuation as defined by the RICS Appraisal and Valuation Standards (Red Book).

## 2 Market Review

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2.1 This section of the report provides a high level overview of the commercial and residential property markets within Winchester. The market review is structured under the following property market sectors:

- Residential
- Employment
- Retail

### Residential

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2.2 The residential property market in Hampshire has improved steadily over the last year, with average house prices rising 5.6% from £208,550 in June 2013 to £220,518 in April 2014. Winchester is within the high value market area of Hampshire.

2.3 The Winchester market proved resilient during the economic downturn and remains strong as it benefits from price growth in the London market. In the more prosperous markets around Winchester there is continued demand for quality new homes from affluent families and cash-rich downsizers. Winchester continues to be the most buoyant new homes market in the south coast, with properties selling to owner-occupiers and investors<sup>1</sup>.

2.4 Winchester falls within three areas of the wider Southampton postcode: SO21, SO22 and SO23. The Station Approach area is specifically within the SO23 postcode area however borders two other postcode areas.

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<sup>1</sup> Savills Central South



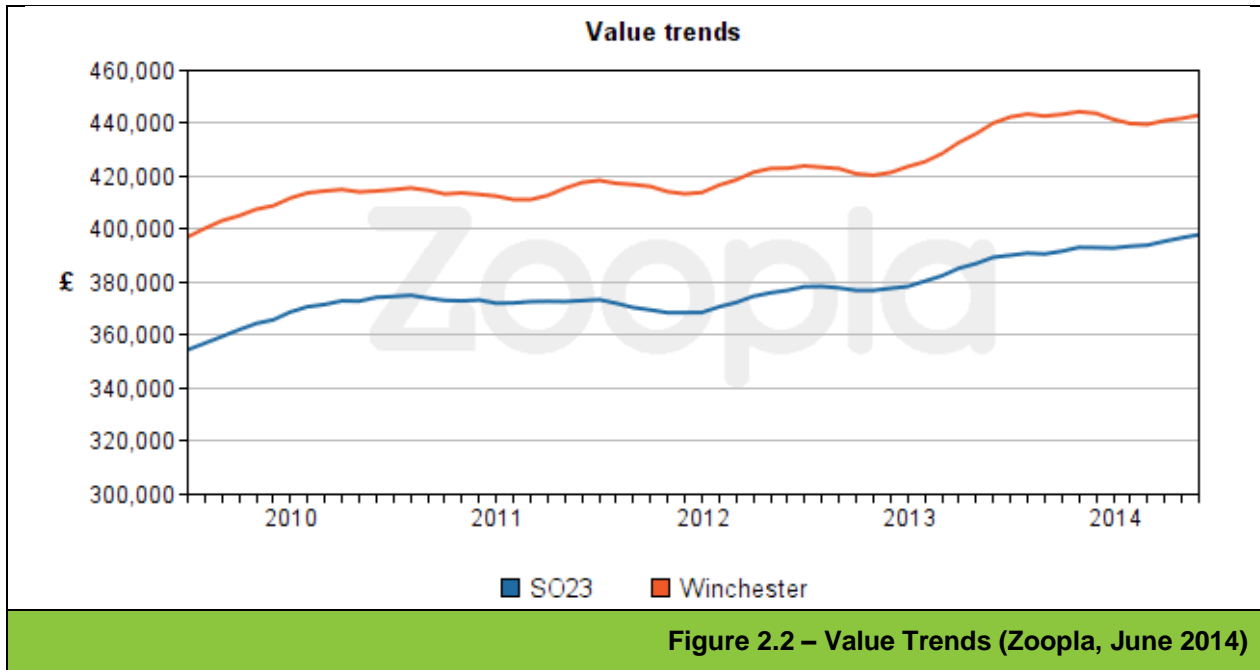
## Sold Values

2.5 Table 2.1 presents the average sold prices of all properties within the different postcode areas. It should be noted that the older second-hand dwellings which are included can place downward pressure on the averages presented below.

Property Type	Winchester	SO23	SO22	SO21
Detached	£637,910	£618,568	£602,801	£682,783
Semi-detached	£382,153	£424,272	£357,535	£380,521
Terraced	£357,250	£382,312	£343,258	£319,845
Flat	£245,656	£240,423	£270,817	£212,956

**Table 2.1 – Average Current Values (Zoopla, June 2014)**

2.6 Average house prices of terraces and semi-detached properties in SO23 are above those in other areas, however detached properties are of highest value in SO21 and flats hold the highest value in SO22. Figure 2.2 below shows that average house prices in SO23 are approximately £45,000 lower than those in Winchester



2.7 Table 2.2 presents the value differentials between different house types in the SO23 postcode area. The numbers displayed in brackets exhibit the values from the previous report at the time of August 2013. The values of semi-detached homes increased the most over this period (5.1%), followed by detached (3.8%), flats (3.6%) and then terraced properties (2.2%).

Property Type	Average Value	Average £ PSF	Average Beds
Detached	£618,568 (£594,714)	£342 (£335)	4.0
Semi-detached	£424,272 (£402,511)	£361 (£347)	3.3
Terraced	£382,312 (£373,732)	£389 (£380)	2.8
Flat	£240,423 (£231,755)	£341 (£332)	1.8

**Table 2.2 – Average Values in SO23 (Zoopla, June 2014)**



2.8 Table 2.3 displays the average current values of properties by number of bedrooms. As before, the values in brackets display the average values of the property typologies at the time of the previous market report in August 2013. The percentages displayed in the column to the left of the values present the percentage increase over the 10 month period. In the SO23 area of Winchester it would seem the values of five bedroom properties have increased most significantly, followed by four and one bedroom homes.

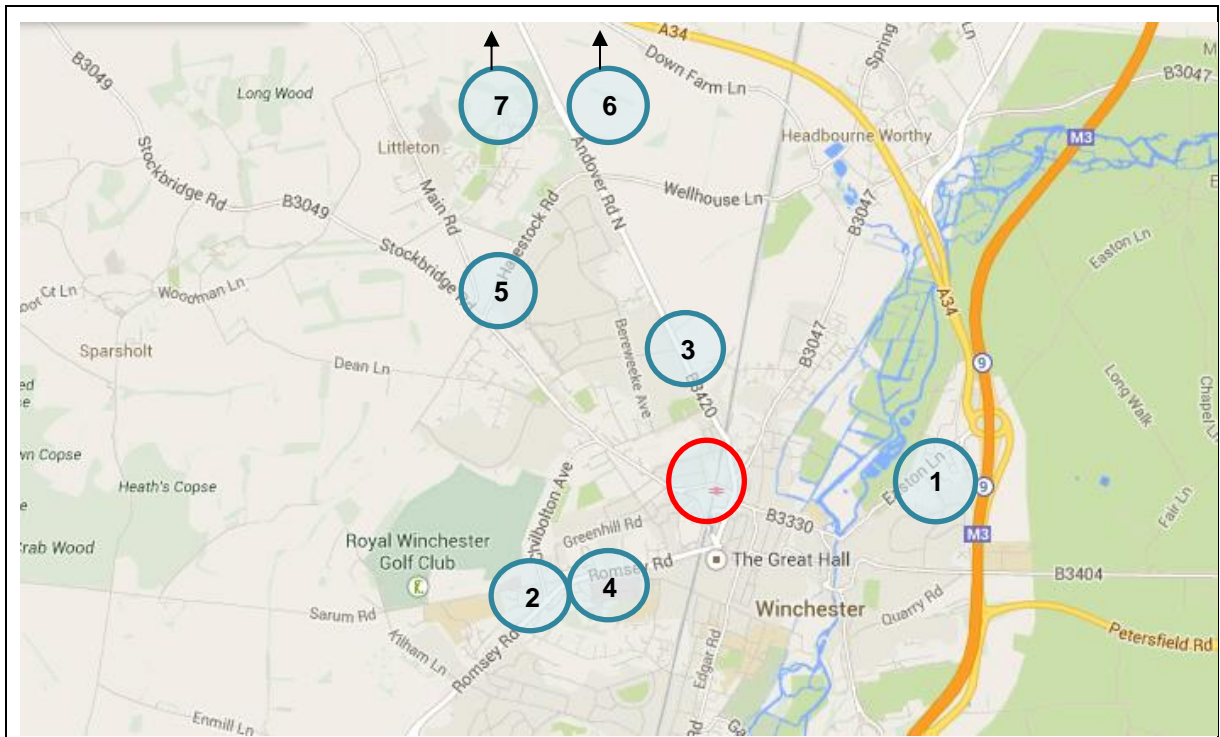
Number of Beds	SO23	%	SO	%	National	%
1	£190,900 (£175,200)	8.2	£131,700 (£125,000)	5.1	£160,200 (£159,800)	0.2
2	£286,200 (£276,500)	4.5	£196,700 (£184,800)	6.1	£176,400 (£166,600)	5.6
3	£378,800 (£367,500)	3	£249,100 (£234,800)	5.7	£205,000 (£191,000)	6.8
4	£564,500 (£522,100)	8.6	£421,900 (£398,600)	5.5	£368,000 (£346,200)	15.9
5+	£869,500 (£786,200)	9.5	£615,600 (£575,800)	6.5	£626,700 (£587,500)	6.2

**Table 2.3 – Average Current Values (Mouseprice, June 2014)**

### Asking Values

2.9 This section considers current asking prices for new build and second-hand properties in the area local to the Station Approach site. Asking prices can often be aspirational and not reflective of actual values that purchasers will pay. We also recognise that often new properties can command a slight premium over second-hand values in an area.

2.10 The following table provides details of new properties and asking prices within the area of Winchester. We also provide a map of the approximate locations of these new development schemes.







Location	Property Type	Beds	Asking Value	Image	Agent Description
1. Easton Lane, SO23	Terraced	3	£400,000 - £425,000		Modern professional layout
2. Sarum Road, SO22	Semi-Detached	4	£650,000		Superbly designed contemporary development
3. Andover Road, SO22	Flat	3	£699,950		Intricately designed penthouses and townhouses finished to superior specification
	Detached	3	£799,950		
4. Romsay Road, SO22	Flat	4	£924,950		Spacious apartments and stunning family homes
		3	£274,950		
	Terraced	3	£346,950		
		3	£399,960		
Semi-Detached	3	£499,960			

5. Harestock Road, SO22	Semi-detached	2	£400,000		Contemporary family home
		3	£565,000		
	Detached	3	£750,000		
		4	£899,950		
6. Oxford Road, SO21	Semi-detached	4	£515,000		Stunning spacious home
	Detached	5	£645,000		
7. Stainers Lane, SO21	Detached	4	£565,000		Stunning new property


**Table 2.4 – New Homes Asking Values (Zoopla, June 2014)**

2.11 To gain clearer understanding of the asking values of properties within the immediate area of the Station Approach site, we also analysed the asking values of adjacent or nearby second-hand property currently on the market. We tabulate these properties along with relevant details in Table 2.5 below. It should be noted that due to the central positioning of the site, the property types in greatest supply are flats and terraces.

Location	Property Type	Beds	Asking Value	Image
Sussex Street	Flat	1	£160,000	
Tower Street	Terrace	3	£435,000	
	Terrace	4	£900,000	
Cross Street	Flat	1	£239,950	

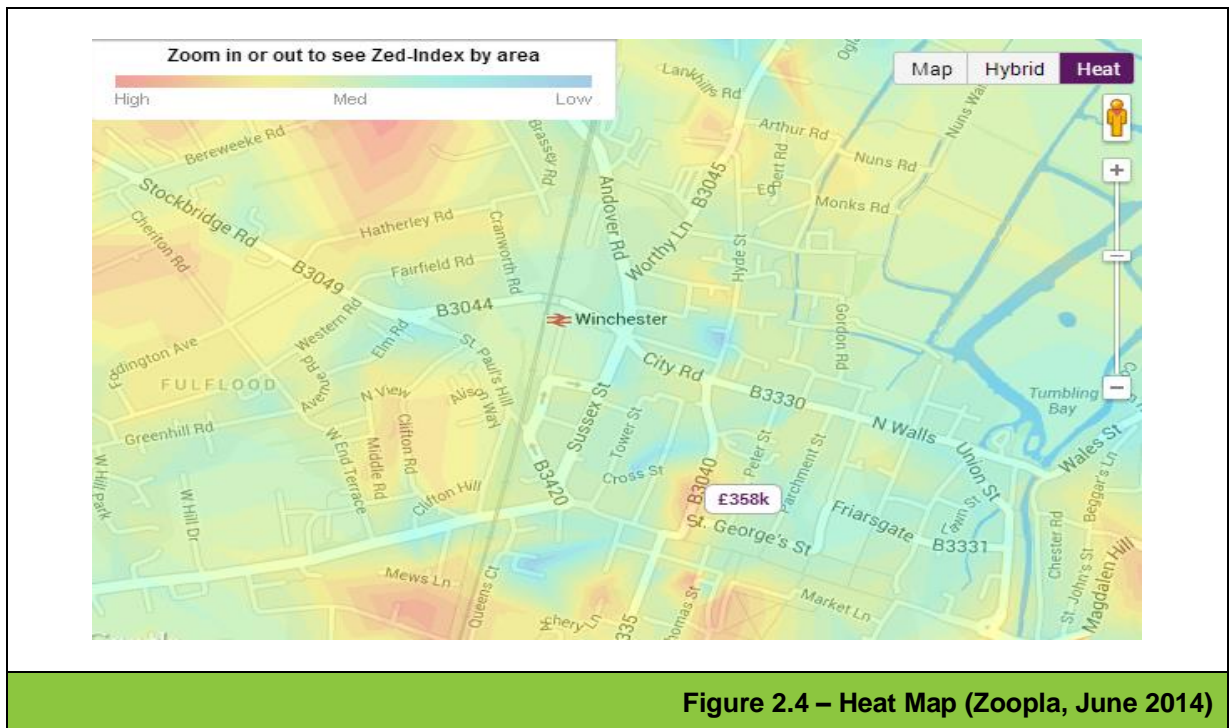
Staple Gardens	Flat	1	£115,000	
Peninsula Square	Flat	3	£480,000	
Marston Gate	Terrace	4	£750,000	
Hyde Street	Flat	1	£105,000	
			£114,950	
			£99,950	
Hyde Close	Flat	2	£350,000	
Hyde Church Lane	Terrace	2	£325,000	
St Pauls Hill	Detached	4	£475,000	
Conifer Close	Flat	2	£240,000	
Fairfield Road	Detached	6	£895,000	



Clifton Road	Terrace	3	£775,000	
<b>Table 2.5 – Asking Prices near Winchester Station (Zoopla, June 2014)</b>				

## Station Approach

- 2.12 Station Approach is within Winchester City Centre. The SHMA (2012) notes that Winchester has a high proportion of single person households, particularly compared to other areas within Hampshire. There is a low prevalence of family housing within Winchester City Centre and a high proportion of young adults and elderly persons. In Winchester, households pay approximately 44% more for a 4 bedroom house than they would for a 3 bedroom homes; this price gap may reflect the limited supply of 4 bedroom homes. There are also a large number of flats and Houses in Multiple Occupancy (HMOs) in Winchester. Developers are likely to provide a mix of market and affordable homes on site to maintain viability. The SHMA aims for 20% 1 bed, 20-40% 2 bed and 50% 3 beds and over.
- 2.13 Figure 2.4 illustrates the Station Approach area is mostly of medium value, with pockets of higher and lower value also; the higher value pockets offer potential for improved values in the lower value areas. It must be noted that this is for all house types, and both new and old properties. Affordability is still an issue in the lower value areas.



- 2.14 Based on the above analysis of residential schemes and values, the following levels have been adopted for the viability appraisals:

House Type	Station Approach Rate (£ psf)
1 bed Flat	£420
2 bed Flat	£430
2 bed Terrace	£420
3 bed Terrace	£410
3 bed Semi-detached	£390
4 bed Semi-detached	£400

**Table 2.6 - Suggested Values (AVL, June 2014)**

### Affordable Housing

- 2.15 Winchester District Local Plan (Adopted 2013) - Joint Core Strategy Policy CPS 3 states 'in order to help meet affordable housing needs, all development which increases the supply of housing will be expected to provide 40% of the gross number of dwellings as affordable housing, unless this would set out in SPD render the proposal economically unviable.'
- 2.16 Through consultations Registered Providers expressed some transfer values which have been applied to some planned city centre flats, as follows:

Tenure	Beds	Size (GIA)	% OMV	Offer Sum
Affordable Rent	1 bed	50 sqm	45%	£100,679
Affordable Rent	2 bed	75 sqm	32%	£116,110
Shared Ownership	1 bed	50 sqm	56%	£126,811
Shared Ownership	2 bed	75 sqm	52%	£187,974

**Table 2.7 - Intermediate Transfer Values (RP Consultations, 2014)**

- 2.17 We understand the Council has also recently received advice suggesting that Registered Providers are likely to offer approximately 60% of market value for the bulk purchase of shared ownership flats on a site in close proximity to the Cattle Market. Affordable rented units in

Winchester are currently £146.83 per week for 1 bedroom dwellings, £180.64 for 2 bedrooms, £209.77 for 3 bedrooms and £225 per week for 4 bedroom homes.

- 2.18 For the purposes of this study we have adopted the values in Table 2.7 above for the affordable residential units and based on advice from the Council we have assumed a split in tenure of 70% affordable rent and 30% intermediate (share ownership).

## Student Accommodation

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- 2.19 Winchester is an expensive city for students to live in; therefore it is important for students to have access to affordable accommodation. According to a survey carried out by Accommodation for Students (2012), Winchester was the 6<sup>th</sup> most expensive city for students to live in the UK. The high values indicate pressure on demand and supply, and thus fuels price increases. The Winchester Housing Strategy (2013) identifies that certain areas have high concentrations of privately rented student accommodation and Houses in Multiple Occupation (HMOs) that affect the characteristics of those areas. The Vision for Winchester Town (2012) aims to ensure an adequate supply of well managed student housing to reduce the pressure for the conversion of family homes into HMOs.
- 2.20 There are three higher education establishments in Winchester including the University of Southampton (Winchester College of Art), Sparsholt College and the University of Winchester; each have varying student numbers and housing requirements. A brief overview of each establishment and their associated provision of accommodation follow below. There are approximately 10,000 higher education students in Winchester.
- 2.21 Sparsholt College is a further education (FE) and higher education (HE) college. It primarily teaches subjects including Agriculture, Engineering, Fishery Studies and Equine Studies. There are approximately 1,900 full time and 3,000 part time students including around 450 at Higher Education Level. Sparsholt students share student accommodation and facilities with the University of Winchester.
- 2.22 There are approximately 7,000 students at the University of Winchester. Campus accommodation is available as catered halls of residence on the King Alfred Campus (184 rooms) or self-catering at West Downs (700 rooms) and the new Queen's Road Student Village (399 en-suite rooms); all are located within walking distance of Winchester city centre. Since the last market report, the new Burma Road Student Village has opened; this student residence opened in September 2013 and consists of 499 en-suite rooms arranged in shared flats of eight bedrooms spread across five buildings. The costs for catered halls of residence range between £3,921 and £5,532 per annum, and for self catered the costs are between £4,900 and £4,998

per annum, with shared rooms costing considerably less at £2,903 per annum. Family flats are available and cost £7,203 for one bedroom and £7,920 for two bedrooms per year.

- 2.23 Winchester School of Art (part of the University of Southampton) is a renowned art and design led institution with around 1,800 undergraduate and postgraduate students. Winchester offer self-catered accommodation within Erasmus Park which is a short walking distance of the town centre. The complex has 378 rooms with en-suite facilities. The price per annum is £4,704.
- 2.24 A2Dominion also provides student accommodation and key worker accommodation at Belgarum Place. The development comprises a number of 1 bed flats (from £446 PCM or £5,352 per annum), and is situated within the town centre approximately 300 metres from the train station.
- 2.25 We have contacted the University of Winchester and Winchester City Council and are awaiting a response in respect of the need for further accommodation. No know reports or research presently exist for student accommodation requirements, however the pressures on HMO and high values of student accommodation make purpose built student accommodation a potential for the site to provide further affordable student accommodation. We contacted the student developer Watkin Jones Group again in respect of s student accommodation development; however they are still not seeking to develop in this location.

### Care Home/Extra Care & Retirement Living

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- 2.26 At 2009 Winchester's total specialist housing stock was 3.3% (1,548 units), which was the highest level of provision in Hampshire. Between 2003 and 2008 no new dwellings specifically designed for older people were granted planning permission in Winchester. The forecast growth in the 65 years plus population is increasing the demand for specialist housing, yet the level of provision will be influenced by social care policies, people's state of health, living arrangement and developments in healthcare and the treatments of certain diseases of old age. It is estimated that by 2026 there will be an 81% increase in demand for care home places for older people<sup>2</sup>.
- 2.27 We note the Council has proposed an extra care scheme on land at Chesil surface Car Park located at Chesil Street. The scheme is anticipated to deliver approximately 56 to 58 extra care units. Furthermore our experience with care home/retirement living operators has revealed they have specific requirements and any provision by an operator is likely to be particular to their aspirations. Demand for this accommodation type is certain, yet the potential to establish the quantum and type of development required can be complex.

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<sup>2</sup> Hampshire County Council Housing Provision for Older People in Hampshire November 2009



2.28 AspinallVerdi has contacted a number of operators to establish if there is any demand at the site for residential care facility. At present the following has been established:

- Audley – very interested in the site and are keen to learn more about the opportunity as they have been seeking a suitable location in Winchester for a number of years. Stated they have previously registered interest in the site with the Council;
- Signature - not presently interested in Winchester;
- BUPA – no present requirement in Winchester;
- Castlemead – the location would be of interest for an elderly care nursing home, however the town centre location and likely density of any development may make it difficult; their requirement is 1 acre for a 63 bed nursing home over three storeys with a gross internal area of 3,200 sqm;
- Haven – no requirement in Winchester;
- Anchor – awaiting response.

## Retail

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2.29 Winchester is a small historic cathedral city with a population of 116,600<sup>3</sup> and is situated within the County of Hampshire. The city centre is one of the key shopping and commercial destinations in Winchester District and predominantly serves shoppers residing in the north of the District. The closest competing cities of greater size are Southampton (12 miles) and Portsmouth (29 miles) to the south. Smaller cities including Andover and Basingstoke also attract some of the market share.

2.30 Winchester is relatively affluent with average earnings of £30,400 in postcode area SO23, which compared with £21,850 in the entire Southampton (SO) postcode area and £24,500 nationally<sup>4</sup>. Winchester has the highest GVA per head of resident population of any local authority in Hampshire, and higher weekly wage. In addition, the city has relatively low levels of employment and high skills levels which infer greater disposable income<sup>5</sup>. Furthermore its population is forecast to grow as the prosperous city attracts residents from London and cash-rich downsizers<sup>6</sup>.

2.31 This paints a positive picture for Winchester's retail market. Winchester's town centre retail market has been thriving and healthy, as shown in the CIL Study (2012). Retail rental levels are

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<sup>3</sup> 2011 Census

<sup>4</sup> [www.mouseprice.com/area-guide/price-earnings-ratio/so23](http://www.mouseprice.com/area-guide/price-earnings-ratio/so23)

<sup>5</sup> Winchester City Council Winchester District Economic Strategy 2010 - 2020

<sup>6</sup> Savills South Coast Report 2013

the highest in the district and the number of empty retail units is below the national average<sup>7</sup>. Retail investment yields are consequently low, although these factors are not reflected in other towns within the District. Winchester presents an alternative offer to major retail locations such as Southampton and Portsmouth as it has strength around independent retailing. Furthermore, the city benefits from high levels of tourism, particularly day visitors (4,088,000 per annum in 2008)<sup>8</sup>.

- 2.32 The Primary Shopping Area (PSA) and town centre is predominantly linear and is concentrated along the High Street, with a number of side streets branching off from the main shopping parade (including Cross Keys Passage, Middle Brook Street, Market Street, Upper Brook Street, The Square, Parchment Street, St Thomas Street, Royal Oak Passage, Jewry Street and Southgate Street). The Brookes is a small two-storey shopping centre in the city centre which contains operators including Costa, New Look and Primark.
- 2.33 The Retail Update (2012) identified a need for 7,821 sqm of comparison retail and 1,125 sqm of convenience retail up to 2031 in Winchester. It should be recognised that although these forecasts are a useful indication of the potential for retail growth, they are changeable and open to external influencing factors such as new developments elsewhere. It is understood that the Silver Hill site, which covers 2.3 Ha of central Winchester, will meet short to medium term retail needs. Silver Hill includes the bus station, Friarsgate medical centre, Kings Walk and the Friarsgate car park amongst other elements. The Council has been seeking comprehensive redevelopment of the area since the 1990s to improve the quality of retail, residential and public space in the Silver Hill area. The retail element is set to comprise approximately 9,290 sqm of retail space<sup>9</sup>. We note the revised application recently submitted for the Silver Hill development includes increased retail area comprising an extra 14,029 sqm of retail floorspace; the application is currently awaiting a planning decision from the Council.
- 2.34 Over the period September 2007 to June 2014 there has been 473,355 sqft of retail floorspace transacted across 114 different units (see Figure 2.5). The majority of these transactions were for property along the high street (37 deals, 33%). The retail unit size in greatest demand over the reviewed period were those sized under 1,000 sqft (52 units, 46%), of which most of these units were situated along side streets including Southgate Street and St Thomas Street. The greatest total floorspace transacted was an investment sale for 110,696 sqft for Silver Hill

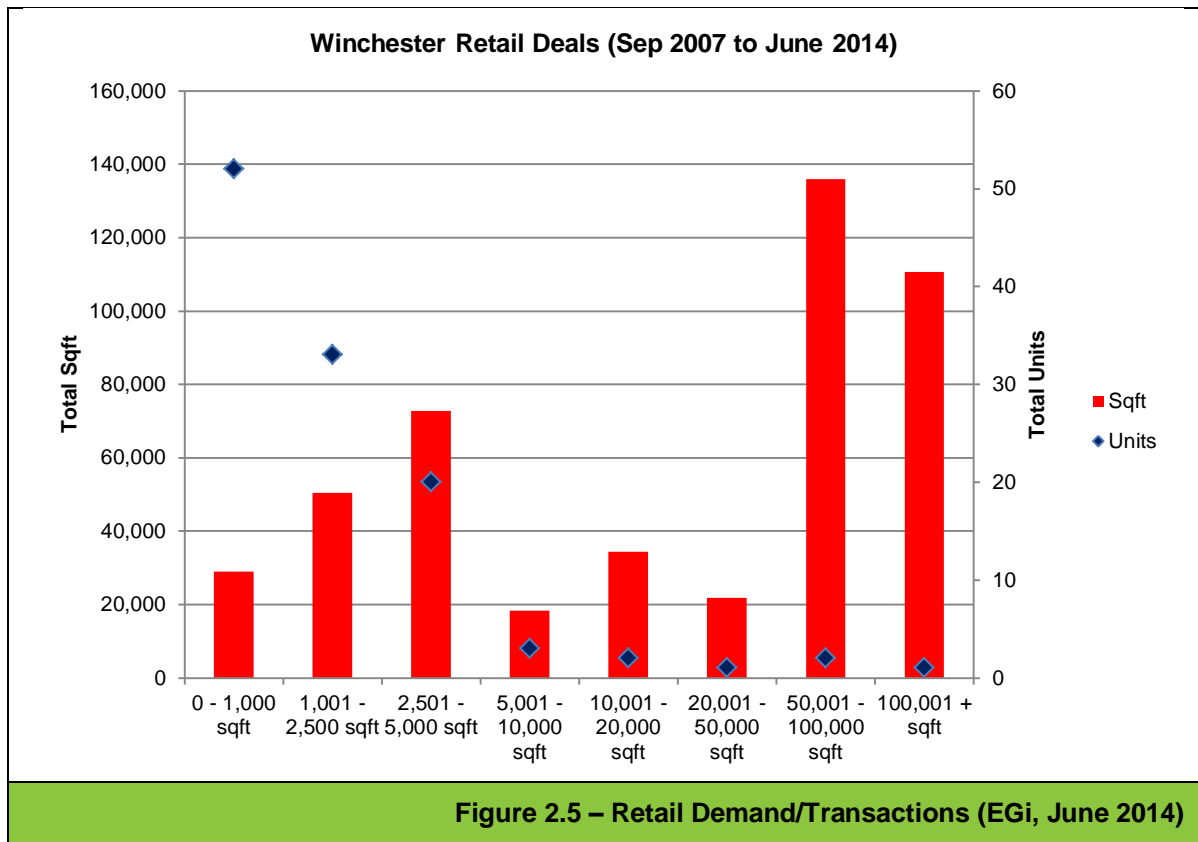
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<sup>7</sup> Winchester City Council Retail Update 2012

<sup>8</sup> Winchester City Council Winchester District Economic Strategy 2010 - 2020

<sup>9</sup> Winchester City Council Joint Core Strategy Adopted March 2013

Shopping Centre in 2010. Prime retail rents in Winchester have increased from £150 psf in 2010 to £175 in 2013<sup>10</sup>.



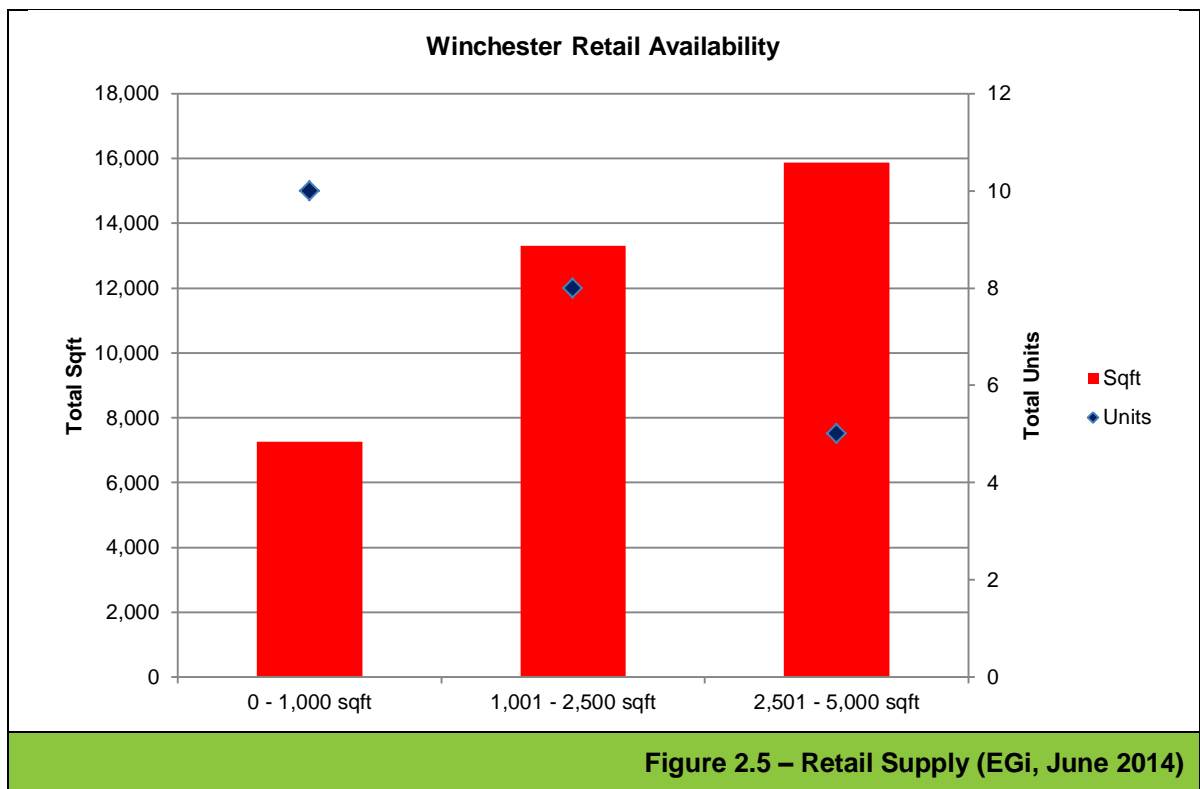
2.35 More specifically we have reviewed the retail floorspace transacted since our last market report in 2013. From the period of 15<sup>th</sup> July 2013 to 9<sup>th</sup> June 2014 the total floorspace transacted was 28,472 sqft across 13 units, all of which were under 5,000 sqft. Five (36%) of these retail units were located along the High Street. The average retail yield over this 10 month period was 5.3% and most lease lengths are 10 years.

2.36 We have also reviewed the total current supply (availability) of retail units within Winchester. As discussed above, there is a limited supply of retail space within the city with 36,422 sqft available across 23 units. As shown in Figure 4.6 below, all of the retail units available are sub 5,000 sqft, with those in greatest supply (10, 43%) being below 1,000 sqft. Nine of the available units are located along the High Street, including:

- 2 units at Walcote Place,
- 8 High Street

<sup>10</sup> Estates Gazette Winchester Town Report 2014

- 18-20 High Street
- 84 High Street
- 148 High Street
- 152 High Street
- 164 High Street and
- 166-167 High Street



## Station Approach

- 2.37 As shown above, Winchester has a relatively buoyant retail market with potential for some growth, though this retail requirement will be delivered at Silver Hill. The Silver Hill development is to the south east of the Station Approach site (1km), therefore the subject site is not situated within the Primary Shopping Area (PSA) of the High Street/Friars Gate/Silver Hill.
- 2.38 Primary concerns for retail development at Station approach are therefore disjointed access from the PSA and poor connectivity to the retail core. It seems likely that any provision would centre the train station/new development due to the lack of connectivity to the retail core and provision at the new Silver Hill development.



- 2.39 Furthermore depending upon the nature of the development options brought forwards on other segments of the site we have identified the below requirements for leisure and convenience use. Residential development at the site is likely to result in demand for small scale convenience retail, or restaurant/leisure uses which are compatible with the surrounding area.
- 2.40 The relatively high disposable income of existing residents and population expansion within the site are likely to be able to support some leisure and A3-A5 uses, and increased amenity facilities is likely to be favoured by new residents. It is noted however that an existing David Lloyd gym is located on Andover Road, yet full gym provision is not available at this premises. The Winchester Hotel also offers a health club/gym which is open to the public. There are a number of other small gyms in the area surrounding Station Approach, including The Ladies Club, Anytime Fitness and Movers & Shapers.
- 2.41 A3 – A5 operators currently seeking space in Winchester that may be interested in provision at Winchester Station are tabulated below (Table 2.7) along with their respective size requirements. The list comprises retailers looking for space in Winchester (via Estates Gazette) and those advertising nationally which have been identified from AspinallVerdi's database of retailer requirements.

<b>Operator</b>	<b>Location</b>	<b>Size (Sqft)</b>
Ask Italian	Edge of town/in town/out of town	3,000 – 4,000
Bella Italia	Edge of town/in town/out of town	3,500 – 4,000
Boston Tea Party	In town	1,500 – 4,000
Carluccio's	In town	3,000 – 4,000
East	In town/shopping centre	1,000 – 2,000
Frankie & Benny's	Edge of town/in town/out of town	2,428
Go Outdoors	Edge of town	1,550
Holland & Barrett	In town/shopping centre	900 – 3,000
Jo Malone	In town	400 – 1,500
Lakeland	In town/shopping centre	3,000 – 6,000
La Tasca	In town/shopping centre	2,800 – 4,000
Lush	In town/shopping centre	650 – 1,500
Moda in Pelle	In town/shopping centre	300 – 1,500

One Stop	Edge of town/in town	2,000 – 3,500
Pret a Manger	In town	600 – 3,000
Sainsbury's Local	Edge of town/in town/out of town	3,000 – 10,000
Starbucks	Edge of town/in town/out of town	1,335 – 2,020
Timberland	In town	1,000 – 2,000
Waitrose	Edge of town/in town	1,394 – 3,995
Morrisons	Edge of town/in town	2,800 +
Budgens	Edge of town/in town	2,500 +
<b>Table 2.7 – Retailer Requirements (EGi/AVL, 2014)</b>		

2.42 We contacted a number of convenience operators to seek their interest in the site and are currently awaiting responses. At present only Morrisons has responded and would be interested in evaluating the potential for a MLocal store in this location due to good catchment which is enhanced by passing trade generated by users of the railway station. Morrisons stated the location of the store and convenience of access and parking will be key drivers; they would like to be contacted with further information in due course.

## Rent & Yield Analysis

2.43 **Train Station Retail:** The transaction achieved will depend on the occupier, which will also affect configuration of the store. The train station location and captive audience this provides is likely to produce relatively strong retail rents. A rent of £20 to £25 psf may be suitable for a 1,000 sqft retail unit at this location and £25 - £30 psf for a store 500 sqft and below; however this is untested. Train station operators such as Network Rail charge a base rent and then require a turnover rent. Units and kiosks at Network Rail station generally operate on a minimum of 3 year leases with an option for renewal at 18 months. Detailed information was not available for South West Trains. We would estimate a yield of approximately 5.75% to 6.0% for a convenience retailer or 6.0% to 6.25% for other retail.

2.44 **Restaurant/Leisure Use:** There appears to be a continuing demand for A3-A5 uses, particularly from more affluent individuals, students and tourists to the town. There are a limited number of deals for leisure use, however rental and yield levels are not dissimilar to retail use, and would be expected to be of equal value or slightly lower. Of 114 retail/leisure transactions reviewed in Winchester from June 2007 to June 2014 the rents range between £10 psf and £99 psf. The average rents paid over this time period were £36.70 psf and the median was £34 psf, which have both increased since the last market report in 2013 (£35.51 and £31.96

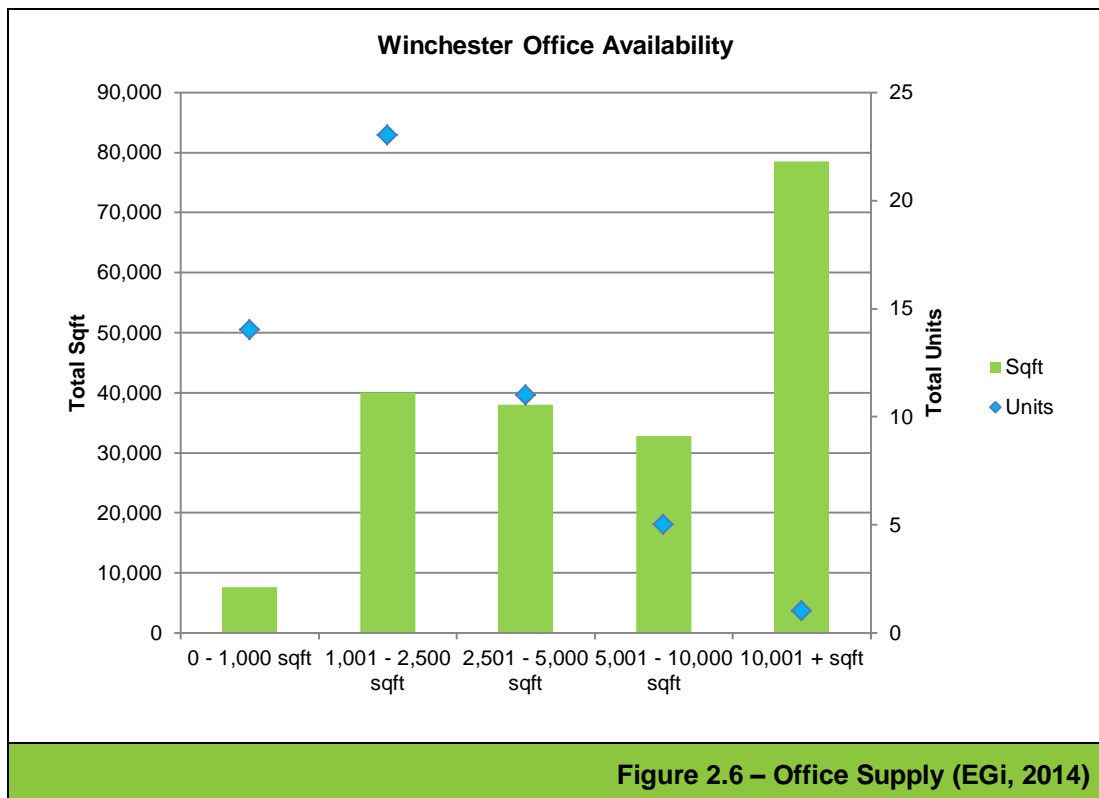
respectively), whilst the average yield over the reviewed period was 5.6%. It may be appropriate to expect a rental range on the A3-A5 units of £25-£35 psf in the location of Station Approach, and yields may be approximately 6.5% to 7.5%.

- 2.45 At present we would suggest a minimum of 12 months – 2 years rental equivalent as incentives for all units.

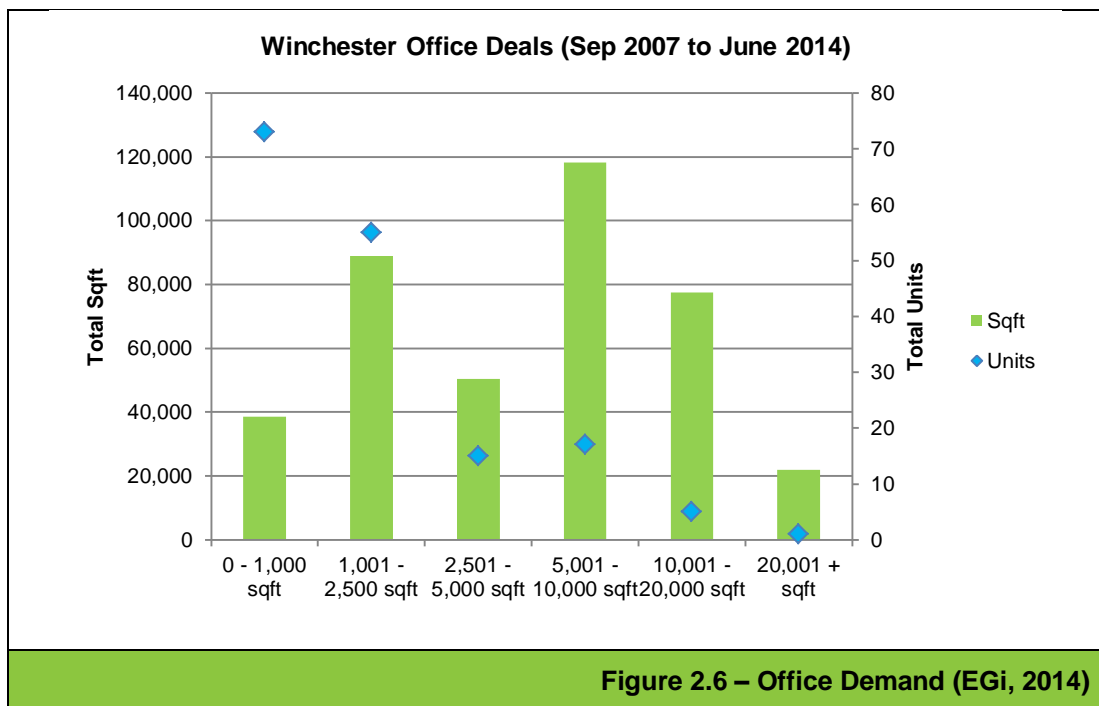
## Offices

- 2.46 The Enterprise M3 Commercial Property Market Study (2013) states the Winchester office market is performing well and the vacancy rates for offices are low in the city at approximately 10%, whilst rentals for quality offices have been maintained at a good level.

- 2.47 Yet our own research via Estates Gazette interactive has revealed a fairly high level of availability in the market as there is a total of 196,871 sqft of office floorspace available across 54 units. However, vacancy rates have fallen since our last market report in 2013 which stated 70 offices were available at the time of August 2013. Figure 2.6 below presents the current availability of offices in Winchester.



- 2.48 The figure above displays that the units in greatest supply are those between 1,001 – 2,500 sqft (23 units, 43%), followed by those under 1,000 sqft (14 units, 26%). Most of these units are second-hand and many are concentrated in central locations including the High Street, Southgate Street and Jewry Street. Average asking rents of these units are £15.10 psf.
- 2.49 We also researched office demand over the period September 2007 to June 2014 and found a total of 395,644 sqft of floorspace was transacted across 166 units (see Figure 2.7). All deals may not have been recorded via this source; however this is the most reliable guide to the level of activity in the market.



- 2.50 Offices under 1,000 sqft were most popular over this period with a total of 73 transactions (44%), followed by those between 1,001 – 2,500 sqft (33%). This demonstrates that smaller offices are in highest demand in Winchester. Average rents paid over this period were £17.90 psf, with average yields of 7%. However, according to the latest CBRE Yield Monitor (July 2014), yields for Prime Offices in the M25/South East are currently at 5.75%. Given that the 7% yield is based on existing deals/stock, we would expect a modern office development let to a good covenant to achieve in the region of 6.25% to 6.75% in Winchester.
- 2.51 More specifically we reviewed the period since the last market report (between 15<sup>th</sup> August 2013 and 9<sup>th</sup> June 2014). A total of 77,460 sqft was transacted over this period across 16 different units. The average rents achieved were £18.40 psf, and 63% of offices were below



5,000 sqft. Many of the offices were transacted on a leasehold basis and five were located at Staple Gardens.

- 2.52 It is expected that modern office floorspace with a high specification in the City centre can achieve in the region of £20 - £25 psf.

## Station Approach

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- 2.53 The area surrounding the station has the potential to be a prime office location. Its central position with access to town centre amenities and good transport connectivity will be attractive to occupiers. However, parking would be an issue and should be considered if an office development were to proceed.
- 2.54 Although there are a fairly high number of second-hand units advertised at present, there is limited availability of modern quality units across the city. From the review of offices, it seems units under 5,000 sqft are in highest demand and therefore the provision of a mixture of small and medium offices is likely to meet local requirements. A select number of large offices may be appropriate for more established occupiers.
- 2.55 In terms of an office development coming forward it is unlikely that a speculative office development scheme will come forward on this site and that a pre-let will be required in order for funding to be secured. We understand there are currently a number of potential occupiers requiring new office floorspace in the city centre, and we note the Council has been approached by a number of local businesses looking to expand, yet cannot find appropriately sized office accommodation in the local vicinity. The total requirement for these interested parties is in excess of 100,000 sqft. If these occupiers can be secured there is potential to deliver a new commercial office destination/hub at this location.

## Managed Workspace

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- 2.56 We have undertaken a desk based search which has identified three existing centres. These are identified in the table below.

Name & Location	Description	Space	Rents
Basepoint 1 Winnall Valley Road Winchester, SO23 0LD	Opened in March 2010 and offers managed workspace on flexible terms. The centre sits alongside the M3 close to junction 9. The centre also offers a meeting room, breakout space and virtual offices.	65 units 18,000 sqft	Starting from £85 per week
Hampshire Workspace	Opened in 1982. Provides 24/7	-	One office available

Southgate Chambers 37/39 Southgate Street Winchester, SO23 9EH	access, virtual offices, state of the art phones and superfast broadband, reception		(£587 PCM at 131 sqft)
Winchester Business Centre 10 Parchmant Street Winchester SO23 8AT	The centre provides support to existing and new businesses. Spacious modern office, individual desks and collaborative work areas, unlimited wifi, private conference room with TV, office support services, secure storage and break out facilities.	-	Basic Package - £10 plus VAT PCM for up to 8 hours per week, WiFi  Premium Package - £60 plus VAT PCM and frequent use of the facilities

**Table 2.8 – Managed Workspace**

2.57 Both Basepoint and Winchester Business Centre (WBC) are fairly newly opened; the WBC has however accommodated the existing business centre users. Despite this recent increase in supply, the continued growth of small scale office accommodation/flexible managed workspace is likely to result in continued demand which will outweigh supply over the medium to long term. In a phased development such space may thus be desirable after the initial phase. As per the Winchester Workspace Demand Study (SQW, July 2013) there is strong demand and little availability of smaller sized units in the Winchester town area.

2.58 In response to the increased demand and current supply constraints of workspace, the Workspace Demand Study suggests provision of a hub-and-spoke centre consisting of a managed workspace facility and a series of linked work hubs; these facilities should offer services such as broadband support, networking and social areas, utilities, reception areas and business support. There is potential demand for flexible office/studio space in Winchester. For success of a business centre, workspaces should be accessible by public transport and road with provision of some parking.

2.59 As mentioned above, a new business centre should provide flexible space between offices, workshops/studios and light industrial units. The buildings size should be in the region of 32,000 sqft and have a mixture of room sizes, as shown below in Table 2.9<sup>11</sup>.

Offices/Workshops	Unit Size (Sqft)	Quantity
2 Workstation Rooms	170	20
3 Workstation Rooms	260	15
4 Workstation Rooms	345	15

<sup>11</sup> SQW Winchester Workspace Demand Study July 2013

5 Workstation Rooms	430	6
6 Workstation Rooms	515	5
7 Workstation Rooms	600	3
8 Workstation Rooms	690	2
9 Workstation Rooms	775	2
10 Workstation Rooms	860	2

**Table 2.9 – Optimal Room Mix (Workspace Demand Study, 2013)**

2.60 The Station Approach site would be well suited to such provision due to location advantages and the proximity to the town centre amenities. However, the investment yields associated yield applicable to a multi-let office development would be weaker to reflect the risk associated with the short term nature of the tenancies and the risk of managing such a venture compared to letting to a single company with an institutional covenant.

## Summary

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2.61 Offices still provide a viable option for the site given the known requirements and could form the basis of a new commercial hub/quarter within the city centre.

2.62 Residential is also a viable option as Winchester has a buoyant residential property market. A range of housing from one bedroom apartments to semi-detached four bedroom properties are likely to be well suited and brought forward on the site, with apartments focussed in the central urban area.

2.63 Retail provision is likely to be focussed within and in close proximity to the train station, as the new Silver Hill retail development is likely to meet retail demand over the medium term. Leisure and ancillary retail provision including small scale convenience store and A3 restaurant operators may however be attracted to the site servicing the needs of the proposed development of office and residential properties. Provision of such units may also assist in improving the linkage of the city centre to the Station Approach area.

2.64 There are some expressions of interest in the site from care home operators and these need to be considered in further detail as part of the mix of uses.

## 3 Viability Analysis

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- 3.1 We have undertaken a viability analysis of Option 1a and 1b for a mixed use scheme on the Cattlemarket and Carfax sites. The viability appraisal is based on the spatial plans prepared by Tibbalds to demonstrate the potential development that is possible in terms of size and scale whilst reflecting the requirements of potential occupiers and the market. Please refer to Appendix 1 for illustrative scheme plans developed for the purposes of testing viability. The floorspace schedules associated with these schemes and the basis upon which the residual development appraisals have been undertaken are set out in Appendix 2.
- 3.2 We have used the residual method of valuation to calculate an indicative land value for the Council's and the other land owners' interest using Argus Developer - industry standard software. The residual land value is calculated by deducting all the total development related costs (e.g. construction, fees and financing) and an allowance for a developer's profit from the gross development value of the scheme, if there is a surplus this equates to the residual land value of the scheme. The key assumptions within the development appraisals are set out below:

### Environmental/Contamination

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- 3.3 We are not aware of any environmental audit, environmental investigations or soil survey which may have been carried out on the site and which may draw attention to contamination or the possibility of contamination. No investigations into the past or present uses of the site have been undertaken to establish whether there is the potential for contamination. Therefore we have not allowed for any contamination costs within the appraisal.

### Title Information

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- 3.4 It has not been possible to examine Deeds, Leases or the documents relating to title/tenure under which the properties are held and therefore we have relied on the information provided to us by the Council. We have assumed that the site benefits from unfettered and marketable title with no onerous or restrictive covenants.

### Finance

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- 3.5 The Bank of England base rate has been substantially reduced to 0.5% since March 2009 and although the economy is improving, the rate has remained the same although increases are expected later or early next year. We have applied a finance rate of 6.5%. In normal circumstances the finance rate is dependent upon the standing and track record of the developer and is normally 1.5% to 2.5% above the Bank of England Base Rate, which as



mentioned above currently stands at 0.5%. However, due to the fact that credit is still not readily available we have applied 6.0% above rate to reflect that banks are still not willing to lend at the lower rate and when they do so it is on stringent terms.

## Timing

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- 3.6 All development appraisals are particularly sensitive to timing and note should be taken of our assumptions on construction commencement, completion and the period which it takes to sell/let units.
- 3.7 Any delay in construction will ultimately effect whether development can be completed. The longer the delay the more likely a change in the current conditions and therefore estimates of financing can be less accurate. For the purposes of this appraisal we have assumed Q3 2014 costs and Q3 2014 values. We have not allowed for inflation in relation to the costs or growth in respect of the revenue/capital receipts.
- 3.8 In order to arrive at an indicative residual value we have assumed the following timescales for each phase of development:
- 6 months pre-construction
  - 18 to 24 months construction depending on the phase/scale of development
- 3.9 We have assumed that the following time periods for the disposal/letting of the residential and commercial units:
- Residential property sold at approximately 3 units per month for apartments and 2 houses per month, with sales starting 6 months prior to completion of construction phase (i.e. phased disposals). We have assumed that affordable housing is a commuted sum which will be paid during the construction phase where there is residential development proposed.
  - We assumed that the investment sale of the commercial elements takes place on completion of the construction phase.

## Construction Costs

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- 3.10 We have used construction costs from the RICS Building Cost Information Service and our own market experience as the basis of our appraisal. We set out below the costs assumptions for the core uses we have taken into consideration in preparing our development appraisals for the options:

Use	Construction Costs £ psm / £ psf
Offices 6+ storey	£1,794 / £168
Offices 3-5 Storey	£1,567/ £146
Residential Flats	£1,205 / £112
Residential Houses	£979 / £91
Café	£2,217 / £206
MSCP	£10,881 per space
Underground Parking	£15,501 per space
Surface Parking	£2,500 per space
<b>Table 3.1 – Schedule of Construction Costs</b>	

NB: Costs have been rebased to the mean for local Winchester market.

- 3.11 We have allowed for externals at 5% of build costs in order to cover issues such as public realm related works, road works and site preparation.
- 3.12 At this stage we have not allowed for any S106/S278 costs; however we have included CIL payment within the development appraisals; these have been calculated using the Council's online CIL calculator. Any additional S106/S278 items will need to be need to be fully costed, tested and considered in further detail with Council Officers as the proposals are worked up into further detail.

### Rental and Sale Values

- 3.13 We set out below the value assumptions that we have taken into consideration in preparing our development appraisal for the Station Approach development scenarios. These figures are based on our understanding of the property market as of Q2 2014.

Use	Value
Offices	£269 psm / £25 psf
Residential Flats – 2 Bed Units	£4,627 psm / £430 psf
Residential Houses – 3 bed Town House	£4,196 psm / £390 psf
Café	£269 psm / £25 psf
Parking (MSCP)	£1,291 per space (net)
<b>Table 3.2 – Schedule of Values</b>	

- 3.14 We have allowed for an income stream for the MSCP parking spaces, on the basis that these will be city centre car parks and replacing an existing facility. In order to calculate the potential income; we have used the current income figures for the Carfax car park provided to us by the Council. The Carfax car park currently generates £1,843 per space per annum gross, we have allowed for costs at 30% and therefore adopted a net income figure of £1,291 per space per annum in our development appraisals.
- 3.15 We have not allowed for income on the surface car parks as we have assumed that these are related to the office/residential uses. With regards to the basement parking spaces, we have assumed that these will form part of the office schemes and therefore have not allowed for any income within the appraisals for these spaces; however, we have undertaken a sensitivity analysis to demonstrate the impact on viability if these spaces were income producing.

### Yields

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- 3.16 Based on our market research we have adopted a yield 6.5% on the office element, café and on the car parks. The investment yield is the yield received by a property purchaser - i.e. rent as a percentage of purchase price.

### Contingency

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- 3.17 We have allowed for a contingency of 5% on build costs for the Carfax site and a higher contingency figure of 10% on the Cattlemarket site to reflect the potential difficulties in developing this site e.g. scale of development, the level differences across the site and the history of the site. We consider the contingency figure that we have applied to be robust and necessary to allow for any unknowns, for example, contamination or archaeological issues that may arise in the future.

### Professional Fees

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- 3.18 In recent years, we have seen professional fees fall from an average 15% to 10%. We have allowed for professional fees at 10%.

### Letting & Disposal Fees

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- 3.19 We have applied letting agent fees at 10% and letting legal fees at 5% of the first years rent. In addition to the letting fees we have also allowed for a marketing budget based on 2% of the private residential sector values and commercial elements.

- 3.20 We have applied a sales agent fee of 1% for the residential properties and a sales legal fee of 0.5% of the same. With regards to commercial units we have applied a purchaser's cost at a rate of 5.7625%; this rate includes Stamp Duty Land Tax, legal and agency fees, and survey charges.

### Tenant Inducements

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- 3.21 We have assumed a 12 month rent free period on the offices and cafes across the scheme. This level of rent free reflects that quite significant inducements are required to attract occupiers to the scheme in the current economic climate. We have assumed that the schemes will be pre-let.

### Profit

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- 3.22 Developers adopt their profit margin ranging from 12.5% to 25% on costs, depending on the market conditions. Given the current market conditions we have applied a profit on cost at 20%.

### Appraisal Outputs

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- 3.23 Based on our assumptions as to the potential size/scale of uses that can be accommodated on the site, and the requirement for a developer to achieve a 20% profit on cost, the following residual values are generated for each of the options.
- 3.24 Please refer to Appendix 3 for summary appraisals.

Site	Option 1a
Cattlemarket	£3.95m
Carfax	£0.55m

**Table 3.3 – Option 1a Residual Land Values**

Site	Option 1b
Cattlemarket	£1.95m
Carfax	-£0.32m

**Table 3.4 – Option 1b Residual Land Values**

3.25 The residual analysis demonstrates that Option 1a produces a positive residual land value for both sites; however, in Option 1b the Carfax site is unviable and produces a negative land value. We consider this issue in further detail below.

3.26 With regards to the key differences between the two options, these can be summarised as follows :

- Option 1a includes the residual land value generated by redeveloping the Conservative Club and Bowling Green, whereas in Option 1b they are retained in-situ.

If we pro-rata the residual land value generated on the Cattlemarket site under Option 1a across the site based on land area of the existing assets (i.e. 0.895 acres for the Conservative Club/Bowling Green compared to a total site area of 3.49 acres for the Cattlemarket site), the residual land value attributable to the Conservative Club/Bowling Green is £1.03m (or 26% of the total residual land value). If this figure is then deducted from the overall residual land value generated for the Cattlemarket site in Option 1a then the Council's net position is £2.92m which is still higher than the residual land value generated in Option 1b which retains the Conservative Club and bowling green.

The two key issues that will need to be resolved is whether the £1.03m residual land value for the Conservative Club/Bowling Green is sufficient to enable a new site to be acquired and new facilities to be built. The second issue is whether an alternative location/site that meets their requirements can be found and the need to have this new facility open before redevelopment of the existing assets can be undertaken on the Cattlemarket Site, this will impact on the phasing and delivery of the scheme.

- Basement parking: 355 spaces at a cost of £5,502,855 in Option 1a and 295 spaces at a cost of £4,572,795 in Option 1b. We have not allowed for any income from the basement car parking at this stage, as we have assumed that these spaces will be allocated to the office/residential development. However, if income could be derived from these spaces this will improve the scheme viability / the residual land values; we test the implications of this below.

3.27 As mentioned above the apart from the Carfax site in Option 1b the schemes produce a positive residual land value; however, our understanding based on discussions with Council Officers is that these residual land values do not exceed the Existing Use Value of the current assets and therefore there is no incentive to bring forward these schemes at the current time. However, we have undertaken some further sensitivity analysis to demonstrate how the viability (and hence residual land values) could be improved. We have looked at both the affordable housing provision and the potential to charge for the basement level car parking spaces. The results of this sensitivity analysis are as follows:



Scenario	Cattlemarket	Carfax
Planning Policy Compliant (Base Scenario)	£3.95m	£0.55m
Planning Policy Compliant with Basement Car Parking Income	£5.61m	£2.63m
No Affordable Housing	£6.81m	£2.78m
No Affordable Housing / Basement Car Parking Income	£7.71m	£5.12m
<b>Table 3.5 – Option 1a sensitivity Analysis</b>		

Scenario	Cattlemarket	Carfax
Planning Policy Compliant (Base Scenario)	£1.95m	-£0.32m
Planning Policy Compliant with Basement Car Parking Income	£3.53m	£1.86m
No Affordable Housing	£3.25m	£1.25m
No Affordable Housing / Basement Car Parking Income	£4.11m	£3.53m
<b>Table 3.6 – Option 1b sensitivity Analysis</b>		

3.28 As expected, there is a positive impact on viability of having no affordable housing as well as the basement car parking generating an income stream. It is also clear that a planning compliant scheme is currently marginal in terms of viability on the Cattlemarket site; and unviable on the Carfax site, demonstrating that the proposed scheme cannot afford to make an affordable housing contribution. Based on the above sensitivity analysis, Option 1a results in a significant improvement in the residual land values which would incentivise the existing landowners to dispose of their assets to enable the scheme to come forward. However, to achieve these values further discussions will be required with planning officers, particularly around the level of affordable housing that the proposed schemes can afford to provide.

## Appendix 1 – Scheme Options

### Option 1a





### Option 1b



## Appendix 2 – Proposed Schedule of Floorspace

### Winchester Station Approach

Option 1a								Notes
	Block	footprint (sqm)	floors	total area (sqm)	net int. area (sqm)	TOTAL	Land Ownership	
<b>Cattlemarket Site</b>								
Apartments	A1	860	4	3440	2752	42	Council	Assumption: 65sqm per flat
<b>TOTAL</b>				<b>3440</b>		<b>42</b>		Assumption: NIA at 80% Floor Area
Houses	R1	50	2.5	125		14	Council	
<b>TOTAL</b>						<b>14</b>		
Office	O1	Varies	6	3500	2800	30,000sqft NIA	Council	Basement Parking - 900sqm - <b>34 Spaces (Incl. in total)</b>
	O2	Varies	5	5820	4656	50,000sqft NIA	Council	Basement Parking - 1510sqm - <b>57 Spaces (Incl. in total)</b>
<b>TOTAL Office</b>				<b>9320</b>	<b>7456</b>	<b>80,000sqft NIA</b>		
Conservative Club	CC	350	2.5	875				Conservative club and bowling green relocated off-site
Bowling Green	BG	1024		1024				
<b>TOTAL</b>				<b>1899</b>				
MSCP	C1	1760	2	3520		133 Spaces		
Surface Parking						34 Spaces		Assumption: 26.5sqm per space
Apartment Parking		1610		1610		60 Spaces		Basement Parking
Office Parking		2410		2410		91 Spaces		Basement Parking
						<b>318 TOTAL SPACES</b>		
<b>Carfax Site</b>								
Office	O3	Varies	6	6970	5576	60,000sqft NIA	Council	
Ground Fl. Café	O3	200	1	200			Council	
<b>TOTAL Office 1</b>				<b>6600</b>	<b>5500</b>			
Apartments	A2	1168	3.5	4088	3270	50	Council	Assumption: 65sqm per flat
<b>TOTAL</b>						<b>50</b>		
MSCP	C2	1890	3	5670		214 Spaces	Council	Assumption: 26.5sqm per space
Basement Level Car Parking		5400	1	5400		204 Spaces		Basement parking shared between all parties
						<b>418 TOTAL SPACES</b>		

Total Existing Car Parking: 598

Total Proposed Car Parking: 736

Option 1b								Notes
	Block	footprint (sqm)	floors	total area (sqm)	net int. area (sqm)	TOTAL	Land Ownership	
<b>Cattlemarket Site</b>								
Apartments	A1	140	3	420	336	5	Council	Assumption: 65sqm per flat
<b>TOTAL</b>				<b>420</b>	<b>336</b>	<b>5</b>		Assumption: NIA at 80% Floor Area
Houses	R1	50	3	150		10	Council	Assumption: Townhouses contain private garage at ground level
<b>TOTAL</b>						<b>10</b>		
Office	O1	Varies	6	3500	2800	30,000sqft NIA	Council	Basement Parking - 900sqm - <b>34 Spaces (Incl. in total)</b>
	O2	Varies	5	5820	4656	50,000sqft NIA	Council	Basement Parking - 1510sqm - <b>57 Spaces (Incl. in total)</b>
<b>TOTAL Office</b>				<b>9320</b>	<b>7456</b>	<b>80,000sqft NIA</b>		
MSCP	C2	1550	3	4650		175 Spaces	Council	Assumption: 26.5sqm per space
Office Parking		2410		2410		91 Spaces		Basement Parking
						<b>266 TOTAL SPACES</b>		
<b>Carfax Site</b>								
Office	O3	Varies	6	6970	5576	60,000sqft NIA	Council	
Ground Fl. Café	O3	200	1	200			Council	
<b>TOTAL Office 1</b>				<b>6600</b>	<b>5500</b>			
Apartments	A2	600	3	1800	1440	28	Council	Assumption: 65sqm per flat
	A3	285	3	855	856	13	Council	
<b>TOTAL</b>				<b>2655</b>	<b>2296</b>	<b>41</b>		Assumption: 26.5sqm per space
MSCP	C2	2130	3	6390		241 Spaces	Council	Assumption: 26.5sqm per space
Basement Level Car Parking		5400	1	5400		204 Spaces		Basement parking shared between all parties
						<b>445 TOTAL SPACES</b>		

Total Existing Car Parking: 598

Total Proposed Car Parking: 711



A street scene with a white taxi in the foreground and a building with a clock tower in the background. The taxi is a Peugeot with 'TAXI' written on the roof and front. The building has a clock tower and several windows. There are other cars and people in the background.

## ■ Appendix 5: List of stakeholders



# ■ List of Stakeholders

- City Council Officers (highways, urban design, heritage/ archaeology, environment);
- Local Councillors;
- Council Leader;
- Hampshire County Council (property and highways);
- Landowners: Network Rail and South West Trains, Conservative Club, Winchester Hotel;
- Representatives from Winchester Business Improvement District and Chamber of Commerce;
- Town forum;
- Winchester Action on Climate Change (WinACC);
- City of Winchester Trust;
- Stage Coach; and
- Taxi licensing officer.

