

OUR VISION FOR THE GATEWAY TO WINCHESTER

Arriving at Winchester Railway Station or driving down Andover Road, visitors and commuters enter our historic and vibrant city. Working with local people and acclaimed architects Lifschutz Davidson Sandilands (LDS) we're developing a vision for this area – known as Station Approach – so that it becomes a fitting entry point and a dynamic business and mixed-use quarter.

Encompassing the busy railway station and the Carfax and Cattlemarket car parks, the Station Approach area provides key opportunities for development. We are looking to incorporate new commercial property, convenience shops, restaurants, housing and open spaces while respecting the distinctive character of Winchester. This area at the edge of the city centre will be transformed into a destination in its own right.



HAVE YOUR SAY

DROP-IN INFORMATION EVENTS

In partnership with LDS, we are organising a series of drop-in information events where you can find out more about this strategic project and meet some of the team.

All feedback will be welcome via questionnaires which can be completed online or on paper. A further stakeholder workshop is also planned for later in 2018. Event details are as follows:

Saturday 3 March:

Winchester – Hampshire Record Office, Sussex Street from 11am to 3pm

Wednesday 7 March:

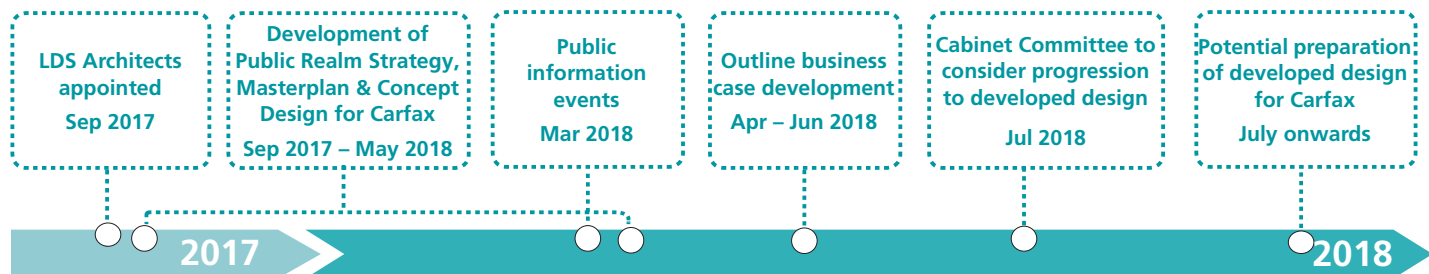
Winchester – Hampshire Record Office, Sussex Street from 4pm to 7pm

Saturday 17 March:

Alresford – Swan Hotel from 10am to 12pm

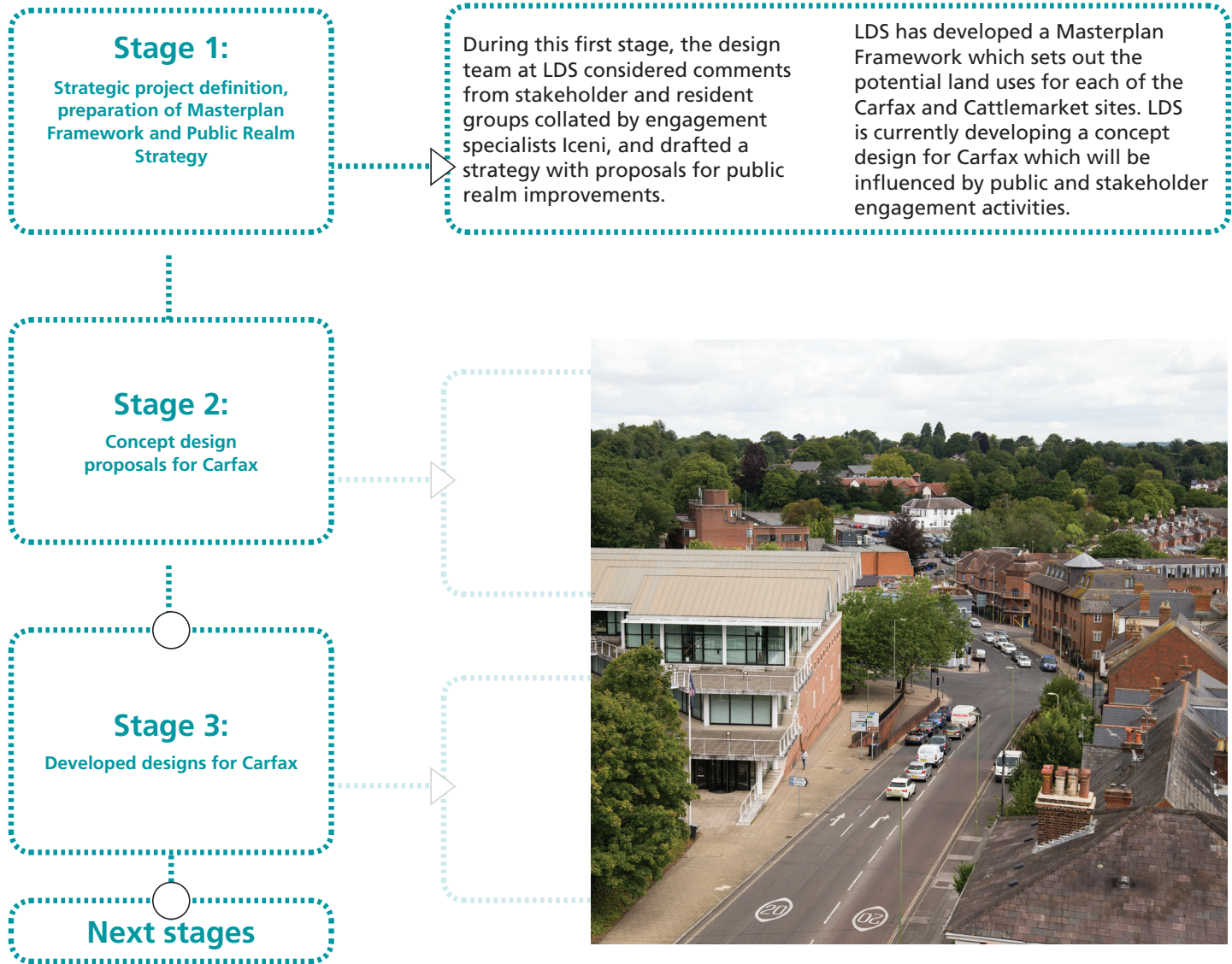
Saturday 17 March:

Bishop's Waltham – King's Church from 3pm to 5pm



DEVELOPING THE VISION: STAGES OF WORK

The Station Approach project is being undertaken to allow maximum opportunity for public feedback.



A MIXED-USE QUARTER: THEMES

TRAFFIC FLOW

Traffic congestion at peak times can be a challenge for this area – particularly the busy City Road junction – so the Station Approach team will carefully assess how this could be improved by linking to the movement strategy for Winchester that Hampshire County Council is undertaking with Winchester City Council’s input and support. Working with transport planning consultants and other local and stakeholder agencies, bus, car and cycle usage will be carefully considered alongside pedestrian movement.

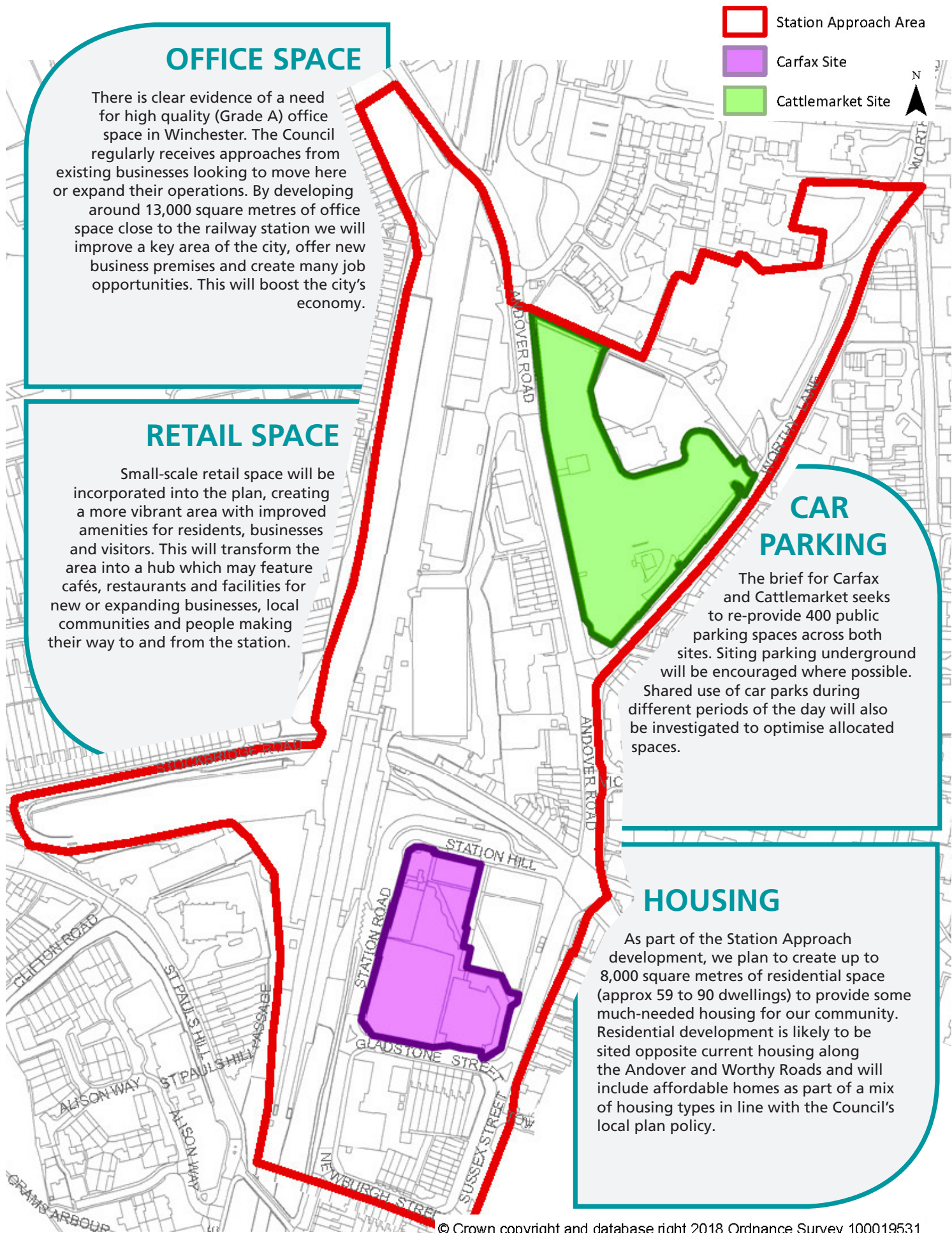
LOW-CARBON APPROACH

Throughout the project we will be mindful of Winchester City Council’s dedication to a low-carbon approach. This means that we will aim to balance the needs of road users with our commitment to reduce the city’s carbon emissions and improve air quality in this area.

PEDESTRIAN-FRIENDLY

When people arrive at Winchester by train, we want it to be as easy and as pleasant as possible for them to make their way into the city centre on foot, and vice versa. Early feedback highlighted that improving pedestrian access and signage is an essential consideration of this project.

MIXED-USE QUARTER: LAND USES



- Station Approach Area
- Carfax Site
- Cattlemarket Site

OFFICE SPACE

There is clear evidence of a need for high quality (Grade A) office space in Winchester. The Council regularly receives approaches from existing businesses looking to move here or expand their operations. By developing around 13,000 square metres of office space close to the railway station we will improve a key area of the city, offer new business premises and create many job opportunities. This will boost the city's economy.

RETAIL SPACE

Small-scale retail space will be incorporated into the plan, creating a more vibrant area with improved amenities for residents, businesses and visitors. This will transform the area into a hub which may feature cafés, restaurants and facilities for new or expanding businesses, local communities and people making their way to and from the station.

CAR PARKING

The brief for Carfax and Cattlemarket seeks to re-provide 400 public parking spaces across both sites. Siting parking underground will be encouraged where possible. Shared use of car parks during different periods of the day will also be investigated to optimise allocated spaces.

HOUSING

As part of the Station Approach development, we plan to create up to 8,000 square metres of residential space (approx 59 to 90 dwellings) to provide some much-needed housing for our community. Residential development is likely to be sited opposite current housing along the Andover and Worthy Roads and will include affordable homes as part of a mix of housing types in line with the Council's local plan policy.



CLLR STEVE MILLER

PORTFOLIO HOLDER FOR ESTATES,
WINCHESTER CITY COUNCIL

The Council is working hard to gain broad support for this project. Cllr Steve Miller explains:

“We are committed to revitalising this key city gateway. By undertaking to develop these sites Winchester will gain a vibrant new business hub adjacent to the railway station, representing a new destination where people will want to dwell en route to and from the city centre. It will offer high quality office space, new housing, retail outlets, cafés and open spaces – bringing quality public realm to this area. It’s an exciting prospect for the whole District and I believe it will go a long way towards boosting the local economy.”



ALEX LIFSCHUTZ

DIRECTOR OF ARCHITECTS AND
MASTERPLANNERS, LIFSCHUTZ
DAVIDSON SANDILANDS

Alex Lifschutz comments:

“We are delighted to be involved in this strategic project for Winchester – a unique place and a great opportunity for all. Regenerating the area around the railway station is so important for the local economy. Imagine you lived in a beautiful house but getting through the front door was difficult to negotiate. That’s the problem we are addressing here – and we hope our plans will create a fitting gateway to this wonderful city, providing prosperity and delight for generations to come. We look forward to hearing your views at our public open days.”



DID YOU KNOW?

According to the Office of Rail and Road, it is estimated that Winchester railway station saw nearly 5.1 million passenger entries and exits during 2016–17, an increase of one per cent over the previous year. This compares with 5.7 million passengers using Basingstoke station and 6.3 million passing through Southampton Central.

WE HAVE LISTENED TO YOU

Following last year’s appointment of architects LDS and engagement specialists Icenii, we have worked with a number of key stakeholders from across the city to ensure local aspirations for this area are heard.

WORKSHOPS

A workshop was held in November 2017 for invited participants representing a number of key stakeholders. The event consisted of a series of round table discussions which focused on various topics such as traffic movement, pedestrian and cycle access, the character of Winchester’s architecture and the need for new office floor space. The overall feedback was that Station Approach represents a great opportunity for the city.

WALKABOUT

Last autumn, local Councillors were taken on a walkabout of the site to represent their ward residents’ views. Aspirations, concerns and ideas were shared while engagement specialists Icenii and the design team have been talking to key stakeholders in the area to find out their views.

FORMAL COUNCIL MEETINGS

The Cabinet (Station Approach) Committee met in November 2017 to consider the Station Approach scheme. A further meeting in February 2018 considered the initial public realm strategy and Masterplan Framework.

WANT TO FIND OUT MORE?

Get in touch with your comments and feedback by emailing:
stationapproach@winchester.gov.uk

Visit our dedicated webpages at:
winchester.gov.uk/stationapproach

Follow us on Twitter @WinchesterCity

WHY CARFAX?

The Carfax Hotel once stood on this site, named after the French word *carrefours* (meaning crossroads) to reflect its location at the junction of six main arteries into the city: Sussex Street, Station Approach, Andover Road, Swan Lane, City Road and Stockbridge Road. The hotel closed in the 1960s.