

STATEMENT OF COMMUNITY INVOLVEMENT

29.03.19





Drop-in at the Old Registry Office, February 2019

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1.0 Executive Summary

1.1 Introduction

The pre-application public consultation and stakeholder engagement for the Carfax development and surrounding public realm, as part of the Station Approach project took place in February 2019 and builds on early public consultation and stakeholder engagement in autumn 2017 and spring 2018.

Details of the previous consultation and engagement can be found in two reports on the council's website (www.winchester.gov.uk/projects/5741/station-approach):

- Station Approach – Autumn 2017 Stakeholder Engagement Report
- Station Approach – Spring 2018 Engagement Report

A series of public consultation and stakeholder engagement events were held in 2019 giving people the opportunity to provide feedback on the emerging design proposals for the Carfax development and surrounding public realm. The latter does not form part of this planning application.

Events included:

- Winchester City Council member briefing, 21st February 2019
- Public drop-in at the Old Registry Office, 23rd February 2019
- Public drop-in at the Old Registry Office, 26th February 2019
- Unstaffed public drop-in at the Winchester Discovery Centre, 22nd February to 3rd March 2019

The events were advertised via e-newsletters, personal invitations, flyers, posters, newspaper adverts, and on the councils social media channels, which attracted over 41,000 views and an engagement (clicks) of 768.

Over 211 people attended public drop-in events at the Old Registry Office over the two-days, in addition to the 11,400 visitors per week that were able to view the proposals at the unstaffed exhibition in the Winchester Discovery Centre.

122 individuals completed written feedback.

1.2 Key Findings

1.2.1 Previous feedback

The pre-application public consultation and stakeholder engagement should be viewed in the context of the feedback received on the wider Station Approach project during autumn 2017 and spring 2018.

Key relevant topics included:

- Retention of the Old Registry Office;
- Car parking – too much and not enough;
- Vehicular movements around the Carfax site;
- Pedestrian routes through the Carfax and Cattlemarket sites, and in the wider public realm;
- Facilities for cyclists – parking and routes;
- Height and massing of the proposed buildings; and
- Public transport.

1.2.2 February 2019 members briefing

Key topics raised during the members briefing included:

- Good levels of support for the Carfax development and public realm proposals;
- The importance of long views of the site;
- Drop-off on both sides of the station;
- An improved public transport interchange;
- Cycle routes north and south of the station;
- Car parking numbers;
- The need to work with the Hampshire County Council Winchester Movement Strategy;
- The importance of pedestrian connections to the city centre; and
- The importance of improving the railway station entrance and forecourt.

1.2.3 February 2019 drop-in public exhibitions

Overall, the response to the proposals has been mixed – feedback was generally positive during the events and more negative on written feedback – something that is often the case and to be expected.

Key feedback received from the public exhibition event included:

- Widespread support for the retention and revitalisation of the Old Registry Office;
- Concerns over the height, scale and massing of the proposed buildings;
- Support for the indicative materiality shown on the artists' impressions;
- The importance of local references and ensuring the proposals capture 'Winchesterness';
- Creating a public realm that prioritises pedestrians and connects the station to the city centre;
- Delivering improved cycle routes north and south of the station;
- The amount of car parking provided on site; and
- Pollution and congestion in the roads surrounding the Carfax development and a desire to see this addressed in the proposals.

1.3 Summary: How comments are being addressed

The project team reported that the overall sentiment of those that attended the consultation and engagement events was generally positive.

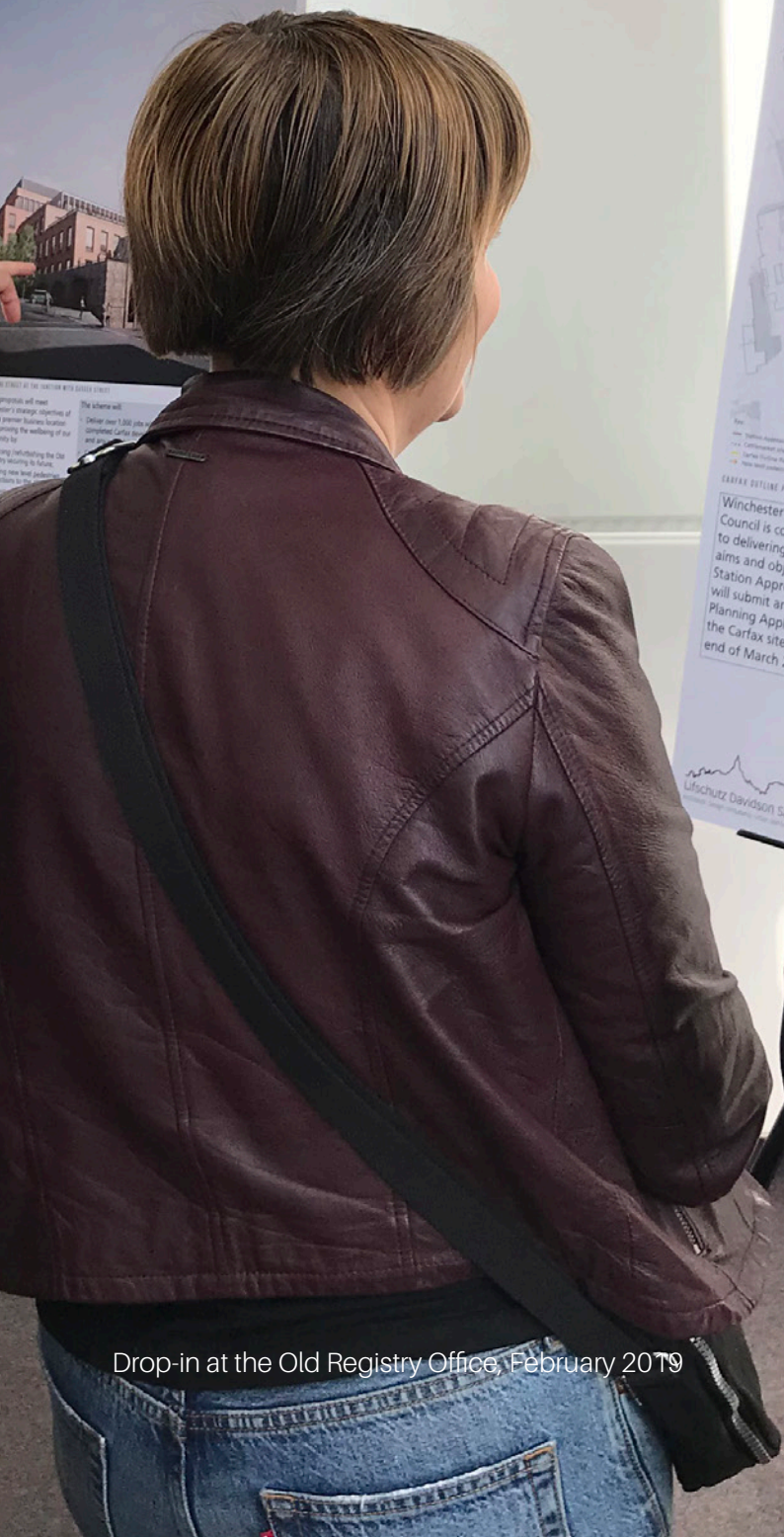
It is clear from the qualitative feedback that there is a good level of general support for the redevelopment of the site and key design decisions such as the creation of a diagonal pedestrian route through the site, the retention and revitalisation of the Old Registry Office and the architectural response.

The written feedback analysed in this document shows greater negativity; often the case with written feedback. It is also worth noting that respondents with concerns usually make many more comments on the proposals than those who are more positive.

The following outlines how comments are being addressed through either documentation submitted as part of the Outline Planning Application or during future detailed design development to be considered through a Reserved Matters Application.

1. The potential impact on views are addressed through a Landscape and Townscape Visual Impact Assessment, carried out in consultation with the Council's landscape team and submitted in support of the Outline Planning Application.
2. Opportunities to further minimise car parking and maximise cycle parking will be during the future detailed design stage.
3. Concerns relating to the height and bulk of the design are addressed in the Design and Access Statement accompanying the Outline Planning Application which sets maximum parameters for these elements. Further opportunities to visually reduce the mass and bulk of the proposed buildings will be considered, if feasible, during the future detailed design stage.
4. How the design responds to the local context and 'Winchesterness' will continue to be reviewed during the future detailed design stage.
5. There will be continued engagement with stakeholders and the local community throughout the next stages of design development.

The public realm outside of the Carfax site is not part of the Carfax Outline Planning Application and is being taken forward separately. The current concept designs for the public realm, including Station Hill and Station Road, and improvements for pedestrians and cyclists, will be further considered during future detailed design stage.



Drop-in at the Old Registry Office, February 2019

2.0 Introduction

This document provides a record of the pre-application public consultation undertaken in February 2019 in support of an outline planning application for the Carfax development as part of the Station Approach project.

The consultation and engagement should be seen in the context of earlier work carried out since September 2017 and throughout 2018 that included the following events:

- Ward councillor walk & talk, October 2017;
- Stakeholder workshop, November 2017;
- Community broadsheet, February 2018;
- Public information drop-in events, March 2018; and
- Community Stakeholder Workshop, March 2018

Reports for these events can be found in two documents available to download from the Council's website (www.winchester.gov.uk/projects/5741/station-approach):

- Station Approach - Autumn 2017 Stakeholder Engagement Report
- Station Approach - Spring 2018 Engagement Report

A series of public consultation and stakeholder engagement events were held in 2019 give people the opportunity to provide feedback on the emerging design proposals for the Carfax development and surrounding public realm.

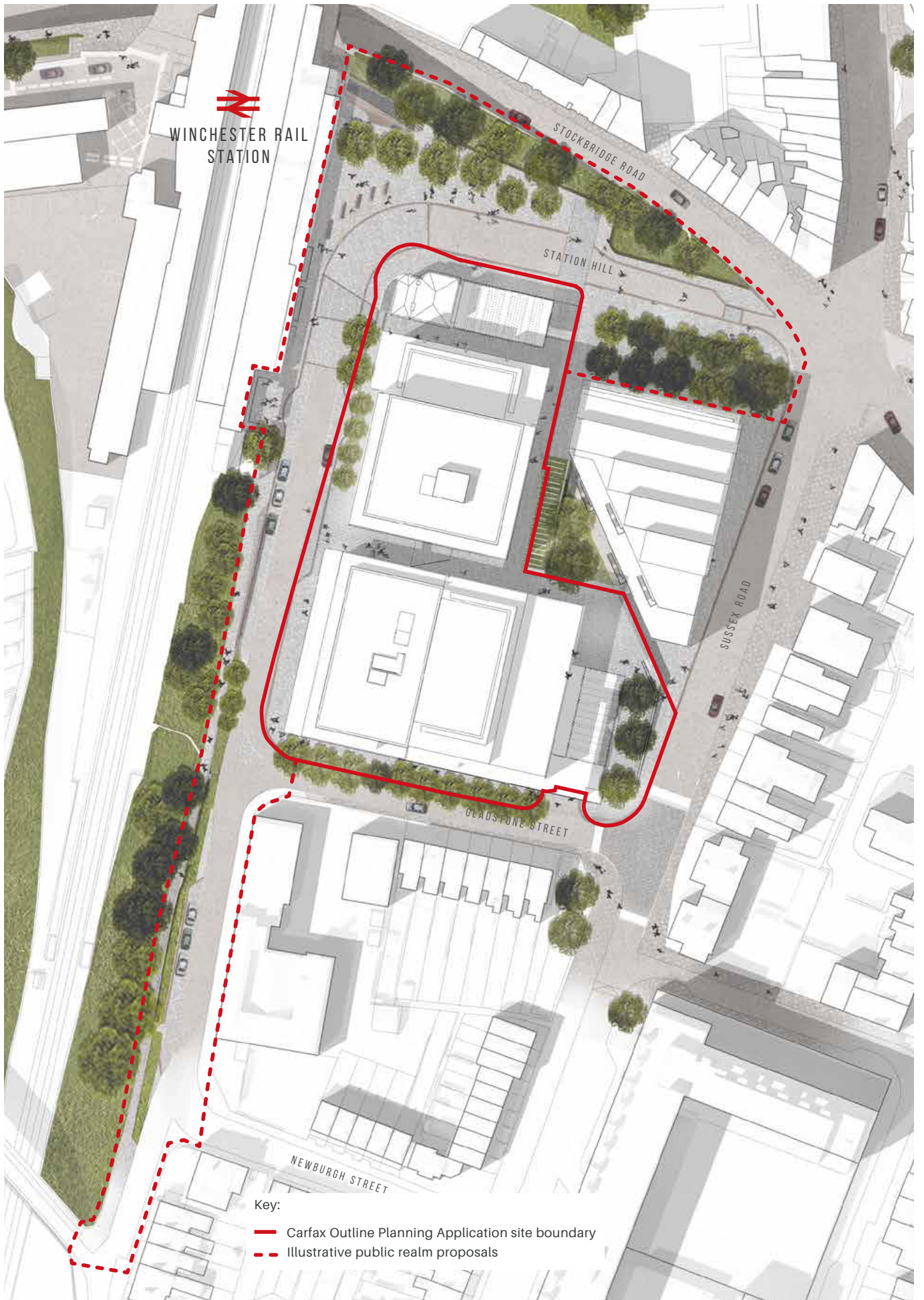
Events included:

- Winchester City Council member briefing, 21st February 2019
- Public drop-in at the Old Registry Office, 23rd February 2019
- Public drop-in at the Old Registry Office, 27th February 2019
- Unstaffed public drop-in at the Winchester Discovery Centre, 22nd February and 3rd March 2019
- Archaeology Stakeholder Event at Winchester Guildhall, 13th March 2019

Over 211 people attended public drop-in events at the Old Registry Office over the two-days, in addition to the 11,400 visitors per week that were able to view the proposals at the unstaffed exhibition in the Winchester Discovery Centre.

The archaeology stakeholder event included the Winchester City Council Archaeologist, Cotswold Archaeology, Canterbury Archaeology Trust, representatives from the Hampshire Cultural Trust, University of Winchester, Hampshire County Council Historic Environment, City of Winchester Trust, Hampshire Field Club and Winchester Archaeology Rescue Group.

For more information please contact Ciron Edwards, IcenI Projects at cedwards@iceniiprjects.com



Plan showing the site boundary for the Carfax development and surrounding public realm

3.0 Project description

3.1 Station Approach

Station Approach is the area immediately surrounding Winchester railway station including the Carfax site. The Council would like to revitalise this area, improving the public realm, creating a fitting gateway to this ancient but vibrant city, and providing Grade A office space to support the long-term prosperity of the city.

The Council appointed Lifschutz Davidson Sandilands (LDS) in September 2017 to provide architectural design and related services. LDS leads a wider design team of public realm and landscape designers, heritage consultants, highways engineers and planners. Iceni Projects are supporting the design team by facilitating stakeholder engagement and public consultation.

The Station Approach project forms part of the Council's vision to re-invigorate the city's economy and make the best use of key sites for sustainable development. The design proposals will have a positive impact on the economy and urban environment, including better walking and cycling links.

More information about the Station Approach project can be found on the councils website (www.winchester.gov.uk/projects/5741/station-approach).

3.2 Public realm proposals

The illustrative public realm proposals (outlined in a dashed red line on the site plan) are not being submitted for approval at this stage and will follow separate approvals and delivery processes.

They were presented at the consultation and engagement events for discussion and the responses received are included in this report for information.

3.3 Carfax development

The proposal for the Carfax site and associated works consist of:

Erection of buildings up to 5 storeys from street level, lower ground floor level and basement to provide up to 17,972 sqm of office (land use classes B1), 1,896 sqm of mixed uses including potential retail, restaurant/café, bar and leisure uses (land use class A1, A3, A4 and D2) and retention and refurbishment of the former Registry Office, associated car parking in basement (up to 135 spaces) and a minimum of 156 cycle parking spaces and associated works.

- 17,972 sqm of office space across two buildings at lower ground to fifth floor levels.
- 1,896 sqm of commercial space at ground, lower ground and first floor levels.
- Up to 135 car parking spaces and minimum of 156 cycle spaces at basement level.

Commercial floor space is located along a new step-free pedestrian route diagonally across the site, connecting Winchester Railway Station to Sussex Street and beyond to the High Street, and includes the refurbishment and extension of the former Registry Office.

The offices are suitable for a single headquarters tenant or multiple tenant occupancy and can provide the following:

- maximised office area
- ability to subdivide floors into multiple tenancies
- ability to provide BCO 2014 compliant Cat A office space with a minimum of 2950mm of floor to ceiling heights.
- BREEAM 2014 rating of 'excellent'.



Drop-in at HCC Records Office, March 2018

4.0 Station Approach Spring 2018 Consultation Findings

The following has been taken from the consultation findings for Station Approach in Spring 2018, which included stakeholder workshops and drop-in events, the latter attracting 216 people who completed 68 feedback forms.

A copy of the report 'Station Approach Spring 2018 Engagement Report' can be downloaded from the Council's website (www.winchester.gov.uk/projects/5741/station-approach).

4.1 Overview

Station Approach is clearly an important project for Winchester, generating a lot of interest within stakeholder groups and the surrounding community.

On the whole, there is much support for the project and the design approaches that have been taken.

4.2 Public Realm Strategy

The Public Realm Strategy has been well received with the majority of the proposed projects welcomed. It has since secured approval from WCC Cabinet and remains a current strategy.

4.3 Movement network

Vehicular movements around Station Approach, and the city, are a key concern for stakeholders and the local community. The relationship of the proposals to the Hampshire County Council (HCC) led Winchester Movement Strategy was considered key to resolving many of the issues raised - congestion, pollution, public transport and cycling infrastructure.

HCC and WCC have now released the Winchester Movement Strategy and the proposals for the Carfax site and the surrounding public realm have been informed by the emerging strategy.

4.4 Carfax framework

The proposals for the Carfax site were well received with particular praise for the retention of the Old Registry Office, the diagonal pedestrian link to Sussex Street and new supporting commercial uses.

There was keen interest in understanding more about the proposed designs, particularly the height of buildings and the level of car parking to be provided.

Note that the information presented at the consultation and engagement events described in this document provided this level of detail.

4.5 Cattlemarket framework

There were good levels of support for the proposals for the Cattlemarket site (part of the wider area of Station Approach), particularly its residential focus. Areas of concern included the height of the proposed buildings and where existing events such as the car-boot sale will move to.

In addition, people wanted to ensure that there is public access to the proposed green space and would appreciate consideration being given to car parking for existing residents that neighbour the site.

The proposals for the Cattlemarket site will form a future phase of the wider Station Approach project.

4.6 Ongoing consultation

There was a clear desire by local people for further consultation on Station Approach. However, the low number of attendees at events outside of Winchester suggested that it may be more effective to use parish meetings or other communications to update people rather than drop-in sessions.

The consultation and engagement process recorded in this report has focussed on events in Winchester city centre.

4.7 Recommendations

The report identified a number of recommendations:

- Use of physical models to help people understand ground levels and the proposed height and massing;
- Provide more accurate numbers for car and cycle parking; and
- Provide more accurate drawings such as plans and CGI's (computer generated images).



WCC Member presentation 21st February 2019

5.0 WCC Member presentation

5.1 Overview

A presentation to WCC members was held on Thursday 21st February 2019 from 5pm at the Guildhall.

Councillor Steve Miller provide a welcome to the session and introduced Alex Lifschutz, LDS, who presented the design proposals for the Carfax Development and the surrounding public realm.

Councillor Miller then chaired a question and answer session with Alex Lifschutz, and Ian Charie, Head of Programme WCC providing the responses.

16 WCC members attended the event, representing a good geographical spread of councillors including those from within the project wards and some representing Hampshire County Council.

5.2 Discussion topics

The following are topics from the question and answer:

- Members noted the ambition to increase dwell time and therefore local spend;
- The objective of removing visual clutter in the public realm was welcomed;
- The need to consider long views of the site, particularly from St. Giles Hill, and how the buildings will impact on views was raised;
- The proposed materiality of the buildings was discussed with flint being specifically mentioned;
- The need for drop-off on both sides of Winchester Railway Station was raised;
- The need to carefully consider drop-off for people with mobility issues;
- Pick-up of rail passengers was considered the biggest contributor to vehicular issues immediately adjacent to the station;
- The lack of bus routes arriving at or passing nearby the station was raised as an issue;
- The need for a more effective public transport interchange was raised;
- Clear benefits for cyclists need to be identified within the project;
- A suggestion was made to consider formalising a cycle link from the station forecourt on the east to Andover Road via the multi-storey car park and new student accommodation;
- The need to integrate the station into the public realm proposals was acknowledged and secure Network Rail and South Western Railways buy-in;
- The approach to car parking, and its link to the Hampshire County Council Winchester Movement Strategy was explained;
- The need to work closely with HCC on the movement strategy and wider public realm improvements was raised;
- The importance of pedestrian routes into the city centre for the long-term financial sustainability of the city was reinforced;
- A need to 'embed' the public realm proposals and wider public realm strategy;
- The architectural resolution was praised, described as exciting, capturing 'Winchester' and a place that people will enjoy;
- Members enquired about progress on securing tenants for the office space and what the economic benefit will be;
- The future of the parking area for HCC Mini's was raised;
- The form of planning application and how much it defines was discussed; and
- Overall, members praised the design team for their work and the proposals.



9. PEDESTRIAN CONNECTIONS

THE PROPOSAL TO IMPROVE THE
EXISTING PUBLIC SPACE
WILL BE SUBMITTED
AS PART OF THE
CITY PLAN
AND WILL BE
FOR APPROVAL
BY THE COUNCIL
IN THE FUTURE

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IN THE FUTURE

Winchester

Drop-in at the Old Registry Office, February 2019

6.0 Public drop-in events, February 2019

6.1 Overview

Two public drop-in events, attracting 211 people, were held at the Old Registry Office, Station Hill, to give local people the opportunity to meet the design team, learn more about the project, and provide feedback on the emerging proposals.

Date	Venue	Attendance
11am – 3pm Saturday 23 rd February	The Old Registry Office, Station Hill	104
5pm – 8pm Tuesday 26 th February	The Old Registry Office, Station Hill	107
Total		211

In addition, an unstaffed exhibition was held at the Winchester Discovery Centre between Friday 22nd February and Sunday 3rd March to ensure those unable to make the drop-in sessions had the opportunity to learn more about the project.

Typically, the Winchester Discovery Centre receives 11,400 visitors per week and the exhibition material was displayed on the wall space beside the main event room and the café – the main thoroughfare through the building.

The material on display at both the Old Registry Office events and at the Winchester Discovery Centre included sketches, illustrative plans and views, explanatory diagrams and a scale model.

Finally, an Archaeology Stakeholder Event was held at Winchester Guildhall on 13th March 2019 and attended by 20 people.

6.2 Raising awareness

The drop-in events were advertised by a variety of methods to ensure widespread awareness.

This included:

- WCC Entrepreneur e-newsletter, 28th January;
- WCC Arts News e-newsletter, 28th January;
- 95 personal invitations by post to residents living in the streets surrounding the Carfax site on 30th January;
- 465 flyers by post advertising the public drop-in sessions on 31st January;
- Advert in the Hampshire Chronicle on 7th February;
- Advert in the Daily Echo on 11th February;
- A3 posters delivered to the Railway Station (plus the florist and cafe), Old Registry Office, Winchester Discovery Centre, Hampshire records Office and the majority of businesses on Stockbridge and City Roads on 6th February;
- Event flyers delivered to Winchester Discovery Centre, Hampshire records Office and the majority of businesses on Stockbridge and City Roads on 6th February;
- A-frame signage boards outside the Old Registry Office and Winchester Discovery Centre;
- 70 event flyers provided to Councillor Liz Hutchinson on the 15th and 23rd February; and
- A social media campaign between 8th and 26th February on Facebook and Twitter that included 22 posts attracting 41,472 impressions (views) and an engagement of 768 (clicks).



9. PEDESTRIAN CONNECTIONS

10. INDICATIVE MATERIALS AND APPEARANCE

FOR THE APPROACH
Alan Ullrich
Urban Division Lead

Materials and appearance will be submitted as part of the routine planning application and will be for approval in the future.

Drop-in at the Old Registry Office, February 2019



Display at the Winchester Discovery Centre, February 2019

6.3 Exhibition content

At the events, concept designs for the Public Realm Strategy and the Carfax site were displayed on 15 exhibition boards.

These provided the background to the project and team, and presented illustrative designs and material for the Outline Planning Application

The boards were titled:

1. Welcome to consultation on the Carfax development and public realm proposals;
2. An introduction to Station Approach;
3. Station Approach and pedestrian connectivity;
4. An enhanced gateway to the city;
5. Economic and community benefits;
6. Carfax outline planning application;
7. Public realm proposals;
8. Pedestrian connections;
9. Indicative materials and appearance;
10. Public realm current condition;
11. Illustrative public realm proposals and site strategies;
12. Illustrative public realm proposals and site strategies;
13. Illustrative public realm proposals and site strategies;
14. Winchester Movement Strategy; and
15. Next steps.

The boards are included in Appendix A of this report and a PDF file is available on the WCC website.

A scale model of the proposals was also on display at the events.



Postcode mapping of feedback form respondents

6.4 Feedback forms

A feedback form was provided for people to complete at the events or take away and email or post (free of charge) back to the team. The form was also made available on the WCC website.

The form included the following questions -

1. Given what you have seen today, do you agree that these proposals would create an appropriate gateway to Winchester?
2. If you agree or disagree strongly, please explain why.
3. What do you particularly like about the public realm proposals?
4. Do you have any concerns about the public realm proposals?
5. What do you particularly like about the proposals for the Carfax development?
6. Do you have any concerns about the proposals for the Carfax development?
7. Were the exhibition team able to answer any queries you had?
8. If no, what was your query?

A copy of the form can be found in the Appendix B of this report.

122 people provided written feedback either by completing the feedback form and returning it at the event, by freepost or via email. Each response has been inputted into a database that has been created solely for use on this project.

Comments are broken down into individual points, for instance "I like it but am worried about traffic" counts as two comments - one positive and one negative.

Each comment is then tagged with positive / negative / neutral / suggestion / question, as well as a topic area.

The list of topics was created as the data was processed and includes the following.

- **Building design** – this includes comments on “Winchesterness”, height, look & feel, massing/ scale, and more general design related thoughts.
- **Public realm design** – this includes comments on cycle access, cycle parking, the front of the station, open space, pedestrian access, etc.
- **Parking** – this contains comments about car parking, cycle parking, pick-up/drop-off and taxi’s.
- **Traffic** – includes congestion, impact on surrounding roads, pedestrian crossings and pollution.
- **Landscaping** – loss of trees, new trees, roof terraces and general comments.
- **Next steps** – delivery route and planning application.
- **Public transport** – bus, train and more general comments.
- **Sustainability** – such as the target BREEAM rating.
- **Consultation** – these are mostly related to the consultation events and the information displayed.

On reviewing the comments for each question (see next section), it was clear that ‘building design’ required further detail and understanding, particularly as this was the most directly relevant to the outline planning application. Therefore, each comment recorded under ‘building design’ has been assigned one of the following sub-categories.

- **Design** – includes very specific comments on such details as arches, and more general overarching comments about the design such as ‘I love the overall design’.
- **Height** – comments on the height of the proposed buildings or comments relating to the impact height will have on surrounding buildings.
- **Look and feel** – the appearance of the proposed buildings.
- **Massing / scale** – proposed mass and scale of the buildings.
- **Materials** – related to the indicative materials on the artists’ impressions.
- **Office use** – need and quality.
- **Winchesterness** – how the designs respond to the surrounding context.
- **Shop / café** – commercial offer.
- **Station Approach** – comments relating to the wider Station Approach project.

The database also includes the respondents name and contact information, if provided, in a separate table to allow for people to be kept informed of how the project develops and any future consultation events.

Comments are not analysed with respect to any personal data.



STATION APPROACH

THE DEVELOPMENT OF
STATION APPROACH

STATION APPROACH - A NEW
MATERIAL PUBLIC SPACE

STATION APPROACH - THE
NEW TRIPLE DECK
AND THE NEW
STATION FRONT

STATION APPROACH
PUBLIC THROUGH THE USE

The intention of providing an
improved public space for the
station approach is to create a
new public space for the
station approach. The new
public space will be a
public space for the
station approach.

[Signature]

Winc

9. PEDESTRIAN CONNECTION

Drop-in at the Old Registry Office, February 2019

6.5 Archaeology Stakeholder Event

An Archaeology Stakeholder Event was hosted by Winchester City Council on 13th March 2016 and attended by 20 representatives from the Hampshire Cultural Trust, University of Winchester, HCC Historic Environment, City of Winchester Trust, Hampshire Field Club and Winchester Archaeology Rescue Group.

An expert panel discussed with stakeholders the archaeological interest and opportunities of the site in relation to proposed development.

The panel included Tracy Matthews, WCC archaeologist, Richard Greatorex, Cotswold Archaeology (who undertook trial excavation work at the site) and Paul Bennett, Canterbury Archaeology Trust (also on the CWR Archaeological Advisory Panel).

There was a lot of interest in using any archaeology excavation needed as an opportunity for community engagement on archaeology and for research and the approach was supported by attendees.

6.6 Conversations at the drop-in events

Conversations with visitors to the drop-in events provide useful qualitative feedback that often provides a counter balance to written feedback that tends to be more negative.

The following is a list of common themes and impressions, in no particular order, that were discussed:

- Widespread support for the retention and revitalisation of the Old Registry Office;
- Drop off and pick up, particularly pick up and the need for adequate provision on both sides of the station;
- Some concern over height at the tallest point, although there was appreciation of the efforts to reduce this with the stepped section of the building and the way it works with the site topography;
- Support for the site being redeveloped and recognition that it was an appropriate site for a commercial development given its location next to the railway station;
- The potential for archaeological remains and their importance;
- Cycle routes through the site, north from the station towards Andover Road, and south to Upper High Street and the city centre;
- Cycle parking for the railway station;
- Support for the new diagonal pedestrian link across the site;
- The importance of working with other landowners so the improvements are holistic;
- The need for more bus routes to pass or stop at the site;
- Air quality;
- The impact of no public car parking on the surrounding streets;
- Broad support for the public realm proposals;
- Ensuring design quality and the 'best bits' of the illustrative proposals; and
- Less car parking within the Carfax site.



SECTION 20 APPROACH
Steve Jackson
Transport

SECTION 20 APPROACH

ALS AND A

Drop-in at the Old Registry Office, February 2019

7.0 Feedback

7.1 Feedback form analysis

Q1) Given what you have seen today, do you agree that these proposals would create an appropriate gateway to Winchester?

Strongly agree	9	8%
Agree	34	29%
Neutral	15	13%
Disagree	23	20%
Strongly Disagree	36	31%
Total	117	

117 responses were received with 37% in agreement and 51% in disagreement with the statement.

Q2) If you agree or disagree strongly, please explain why.

Topic	Total		Negative	Neutral	Positive	Question	Suggestion
Overall	199		113	15	37	6	28
			57%	8%	19%	3%	14%
Building design	97	49%	69	4	21	1	2
Public realm design	45	23%	16	3	15	1	10
Parking	18	9%	8	3	0	1	6
Traffic	14	7%	6	3	0	0	5
Landscaping	11	6%	10	0	1	0	0
Next steps	4	2%	1	1	0	1	1
Public transport	8	4%	2	1	0	1	4
Sustainability	2	1%	1	0	0	1	0
Consultation	0						

199 individual comments were received to this question. Building design received near half of the comments 97, including 21 positive and 69 negative.

Comments attributed to the category 'building design' account for almost half of all comments made to this question. Within 'building design', a quarter of comments are related to height and a fifth are related to scale / massing.

Q3) What do you particularly like about the public realm proposals?

Topic	Total		Negative	Neutral	Positive	Question	Suggestion
Overall	143		19	9	99	1	15
			13%	6%	69%	1%	10%
Building design	22	15%	3	5	13	0	1
Public realm design	87	61%	15	4	61	0	7
Parking	10	7%	0	0	6	1	3
Traffic	8	6%	1	0	5	0	2
Landscaping	13	9%	0	0	12	0	1
Next steps	0						
Public transport	3	2%	0	0	2	0	1
Sustainability	0						
Consultation	0						

This question prompted respondents to outline elements they liked about the public realm, so inevitably aspects related to the design of the public realm and landscaping dominate.

The 'public realm design' topic can be further broken down into themes including cycle access and parking, the front of the station, open space, pedestrian routes, seating, wider footways and general.

Q4) Do you have any concerns about the public realm proposals?

Topic	Total		Negative	Neutral	Positive	Question	Suggestion
Overall	152		87	14	3	13	35
			57%	9%	2%	9%	23%
Building design	25	16%	19	4	0	0	2
Public realm design	55	36%	25	4	2	7	17
Parking	20	13%	12	1	0	2	5
Traffic	25	16%	20	4	0	0	1
Landscaping	14	9%	6	0	0	1	7
Next steps	8	5%	3	1	1	2	1
Public transport	4	3%	1	0	0	1	2
Sustainability	0						
Consultation	1	1%	1	0	0	0	0

Q5) What do you particularly like about the proposals for the Carfax development?

Topic	Total		Negative	Neutral	Positive	Question	Suggestion
Overall	110		16	8	81	1	4
			15%	7%	74%	1%	4%
Building design	62	56%	12	6	42	1	1
Public realm design	25	23%	1	1	21	0	2
Parking	13	12%	1	0	11	0	1
Traffic	1	1%	1	0	0	0	0
Landscaping	4	4%	0	1	3	0	0
Next steps	1	1%	1	0	0	0	0
Public transport	2	2	0	0	2	0	0
Sustainability	0						
Consultation	2	2	0	0	2	0	0

110 comments were received on this questions. The majority, 74%, were positive as prompted by the question, covering the design of both the buildings and public realm, and parking.

Q6) Do you have any concerns about the proposals for the Carfax development?

Topic	Total		Negative	Neutral	Positive	Question	Suggestion
Overall	140		83	11	0	16	30
			59%	8%	0%	11%	21%
Building design	69	49%	44	7	0	6	12
Public realm design	19	14%	10	1	0	3	5
Traffic	14	10%	9	2	0	0	3
Next Steps	12	9%	2	0	0	5	5
Parking	10	7%	8	1	0	0	1
Landscaping	8	6%	4	0	0	1	3
Sustainability	4	3%	2	0	0	1	1
Public transport	3	2%	3	0	0	0	0
Consultation	1	1%	1	0	0	0	0

As expected, this question mostly received negative responses, although it is worth noting that almost one third were questions or suggestions.

Understanding 'Building design'

The table below provides a more detailed breakdown of the 'building design' category that accounted for over half of all comments to question 5.

Sub-category	Total		Negative	Neutral	Positive	Question	Suggestion
Overall	62		12	6	42	1	1
			19%	10%	68%	2%	2%
Design	25	40%	8	5	12	0	0
Look and feel	10	16%	1	1	7	0	1
Materials	9	15%	0	0	8	1	0
Height	7	11%	2	0	5	0	0
Office use	3	5%	1	0	2	0	0
Station Approach	3	5%	0	0	3	0	0
Massing / scale	2	3%	0	0	2	0	0
Shop / café	2	3%	0	0	2	0	0
Winchesterness	1	2%	0	0	1	0	0

Of the 12 negative comments, 11 answered the question with a variation of 'nothing'; as they saw no redeeming features in the proposals. The remaining comment stated 'too much emphasis' on office space.

The 5 positive comments regarding building height included two liked the reduction in height from previous proposals and three on the how the stepped design attempted to disguise the 'necessary height' of the building.

The table below provides a more detailed breakdown of the 'building design' category that accounted for almost half of all comments to questions 6.

Sub-category	Total		Negative	Neutral	Positive	Question	Suggestion
Overall	69		44	7	0	6	12
			64%	10%	0%	9%	17%
Design	17	25%	9	2	0	3	3
Look and feel	8	12%	6	0	0	0	2
Materials	4	6%	1	2	0	0	1
Height	16	23%	14	2	0	0	0
Office use	9	13%	3	1	0	3	2
Station Approach	0						
Massing / scale	5	7%	5	0	0	0	0
Shop / café	3	4%	1	0	0	0	2
Winchesterness	7	10%	5	0	0	0	2

The majority of negative comments attributed to the 'Design' category generally oppose any form of development mentioning over-development, poor quality, and archaeology.

Q7) Were the exhibition team able to answer any queries you had?

Yes	53	65%
No	22	27%
No query	6	7%

81 people responded to this question with the majority saying the team had been able to answer their query.

Q8) If no, what was your query?

Topic	Total		Negative	Neutral	Positive	Question	Suggestion
Overall	35		13	3	2	14	3
			37%	9%	6%	40%	9%
Consultation	11	31%	5	3	2	1	0
Next steps	6	17%	3	0	0	3	0
Traffic	5	14%	2	0	0	3	0
Parking	4	11%	0	0	0	2	2
Building design	3	9%	0	0	0	3	0
Public realm design	3	9%	1	0	0	1	1
Landscaping	2	6%	2	0	0	0	0
Public transport	1	3%	0	0	0	1	0

7.2 Suggestions

The following are some of the suggestions left on the feedback forms related to the two most common categories 'building design' and 'public realm design'.

7.2.1 Building Design suggestions

- 'Please don't build anything next to Register Office bay window side. This window + room is the jewel in the crown of the building + it is special to look out onto sky + trees.'
- 'The buildings need more variety, deeper window reveals so that they don't look mass produced commercial buildings with no character.'
- 'A tourist information office might be a useful addition.'
- 'I think it would benefit from the two main blocks being different and distinctive from each other. By being the same style (and same material) the view from the station becomes dominated by the two of them and detracts from the Registry Office. The different materials in the nearest facade (lighter coloured bricks is useful) but I think it could be broken up further.'
- 'A CGI should be produced of more distant views, e.g. from St Giles Hill. There will be a significant impact on the skyline of Winchester'

7.2.2 Public realm suggestions

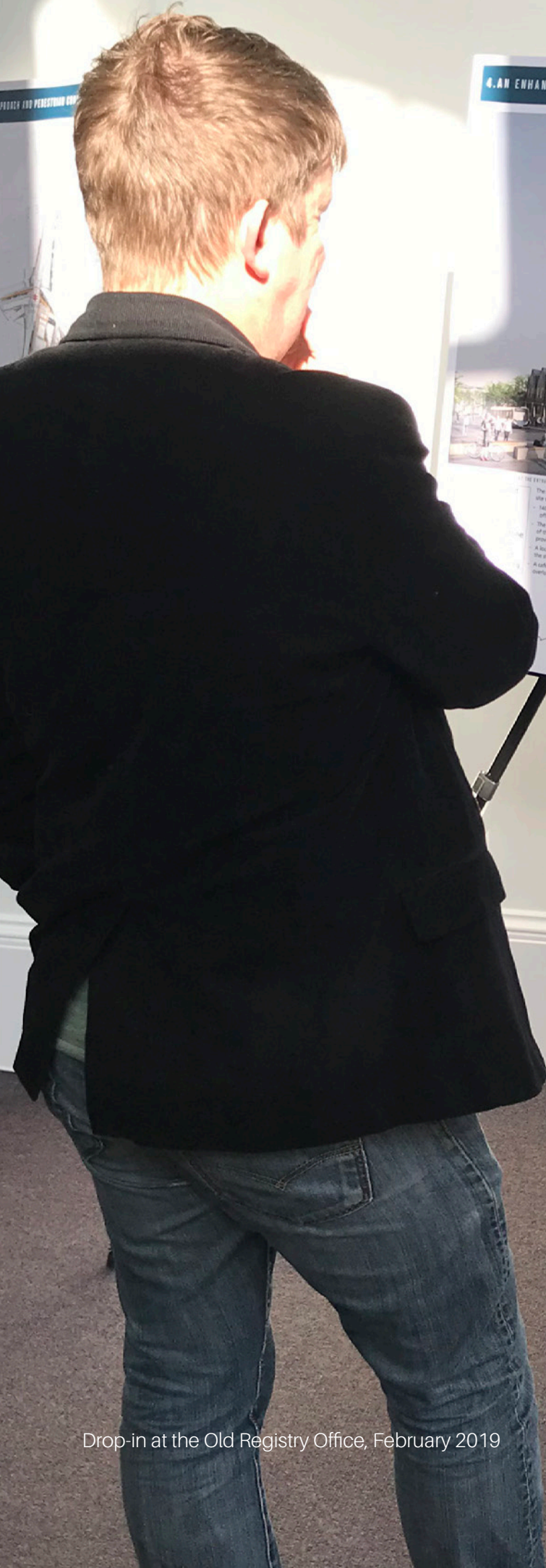
- 'Create walking route via River Park to town centre.'
- '...the area of the cross roads at the bottom of the approach needs tidying up to create a lovely area.'
- 'I would strongly welcome some public artwork/sculpture - more effort to capture Winchesterness.'
- 'Need foot access for pedestrians to/from Upper High Street, e.g. along Station Hill.'
- 'There is no direct route for cycles. We need one direct route from the station.'
- 'Two other pedestrian routes need to be promoted by this development. 1,000 students at Peter Symonds College use that station each day. An external staircase should be built on the piece of derelict land at the junction of Cranworth Road and Stockbridge Road to connect the station car park to Cranworth Road. This would allow students to avoid the problem of crossing Stockbridge Road.'
- 'Cycle facilities need follow through - route to Andover Road on both sides of station'
- 'The proposals fail to address the poor permeability of this area for cyclists. This development could provide a cycle route through the development. It is currently only designated as a footpath. Given that the only building that remains is the old Registry it should be possible to provide adequate width for and an appropriate design for a shared cycleway/footway through the site from Sussex Street to the station and vice versa as well as to and from the development itself.'
- '...the square in between the buildings should have a café square with sitting spaces for families outdoors.'
- 'Creating new public spaces would be worthwhile but these will need to be well thought out and properly maintained to encourage usage.'
- '...improve pedestrian crossings at junction of Sussex Street / City Road / Stockbridge Road / Andover Road by narrowing road widths thus shortening crossing times.'

7.3 Other feedback

Two stakeholder groups – Winchester Friends of the Earth and City of Winchester Trust - provided letters outlining their detailed response to the proposals. These letters are included in their entirety in Appendix C and D of this report.

In addition, team members at the exhibition made notes of the conversations they had with visitors. The following is a list of common themes and impressions, in no particular order, that were discussed.

- Good levels of support for the project, particularly the ideas for the public realm.
- Concerns over traffic and congestion caused by the development, particularly car parking.
- Concerns over the height and massing of the proposed buildings.
- A mixture of responses to the indicative materiality of the proposed buildings.
- Questions about the relationship to the HCC led Winchester Movement Strategy.
- Feedback that the proposals are an improvement over the previous proposals for Station Approach.
- The need to ensure there is sufficient space for pick up and drop off at the station, and facilities for taxi stands.
- Vehicular movements around the area.
- Support for the retention of the Old Registry Office.
- Support for the new 'diagonal' pedestrian connection through the Carfax site.
- A desire to see more cycle and pedestrian connections north of the Carfax site and south to Upper High Street.



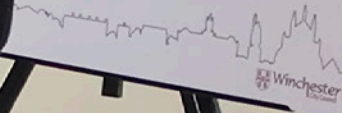
4. AN ENHANCED GATEWAY TO THE CITY

STATION APPROACH



THE ENTRANCE TO THE CITY

- The redevelopment of the Carfax site will provide:
 - 145,000 square feet of grade A office space across two buildings.
 - The refurbishment and extension of the former Registry Office to provide a new bar/restaurant.
 - A local convenience store near the station.
 - A cafe/coffee shop position overlooking Sussex Street.
 - A step-free pedestrian route diagonally across the site, connecting the station to Sussex Street.
 - Up to 120 basement car parking spaces.
 - High environmental and sustainable design including extensive roof parking.



Winchester

Drop-in at the Old Registry Office, February 2019

8.0 Summary: How comments are being addressed

The project team reported that the overall sentiment of those that attended the consultation and engagement events was generally positive.

It is clear from the qualitative feedback that there is a good level of general support for the redevelopment of the site and key design decisions such as the creation of a diagonal pedestrian route through the site, the retention and revitalisation of the Old Registry Office and the architectural response.

The written feedback analysed in this document shows greater negativity; often the case with written feedback. It is also worth noting that respondents with concerns usually make many more comments on the proposals than those who are more positive.

The following outlines how comments are being addressed through either documentation submitted as part of the Outline Planning Application or during future detailed design development to be considered through a Reserved Matters Application.

1. The potential impact on views are addressed through a Landscape and Townscape Visual Impact Assessment, carried out in consultation with the Council's landscape team and submitted in support of the Outline Planning Application.
2. Further minimising of car parking and maximising of cycle parking will be during the future detailed design stage.
3. Concerns relating to the height and bulk of the design are addressed in the Design and Access Statement accompanying the Outline Planning Application which sets maximum parameters for these elements. Further opportunities to visually reduce the mass and bulk of the proposed buildings will be considered, if feasible, during the future detailed design stage.
4. How the design responds to the local context and 'Winchesterness' will continue to be reviewed during the future detailed design stage.
5. There will be continued engagement with stakeholders and the local community throughout the next stages of design development.

The public realm outside of the Carfax site is not part of the Carfax Outline Planning Application and is being taken forward separately. The current concept designs for the public realm, including Station Hill and Station Road, and improvements for pedestrians and cyclists, will be further considered during future detailed design stage.

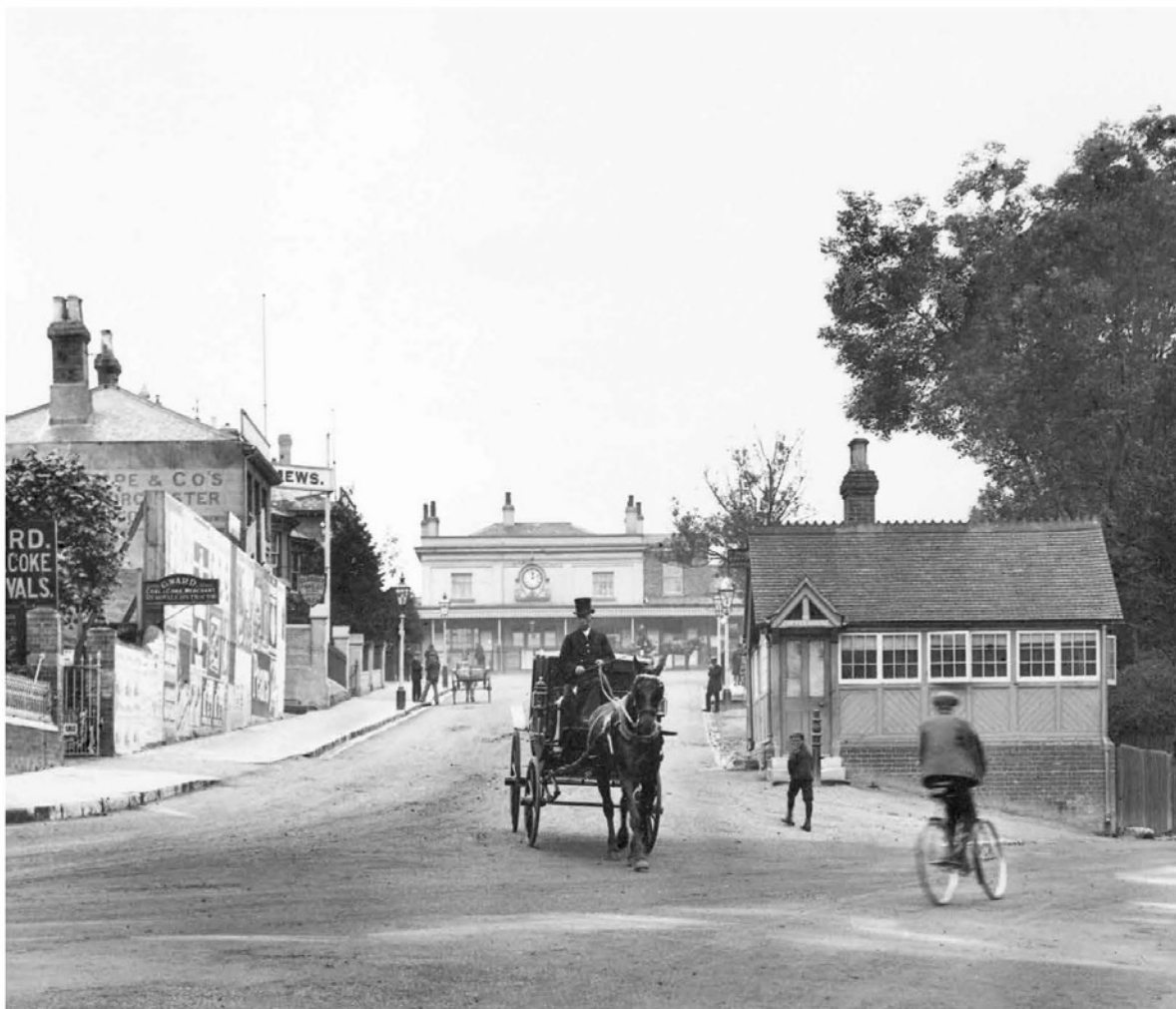


Drop-in at the Old Registry Office, February 2019

9.0 Appendix A - Exhibition boards

1. WELCOME TO CONSULTATION ON THE CARFAX DEVELOPMENT & PUBLIC REALM PROPOSALS

STATION
APPROACH



HISTORIC PHOTO SHOWING STATION HILL IN 1900 (HISTORIC PHOTOGRAPH IS FROM THE FRANCIS FRITH COLLECTION)



COUNCILLOR STEVE MILLER

Welcome to the second information and pre application consultation event for Station Approach.

We are committed to revitalising this key city Gateway. By progressing proposals for this area, 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, 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 significantly boosting the local economy.

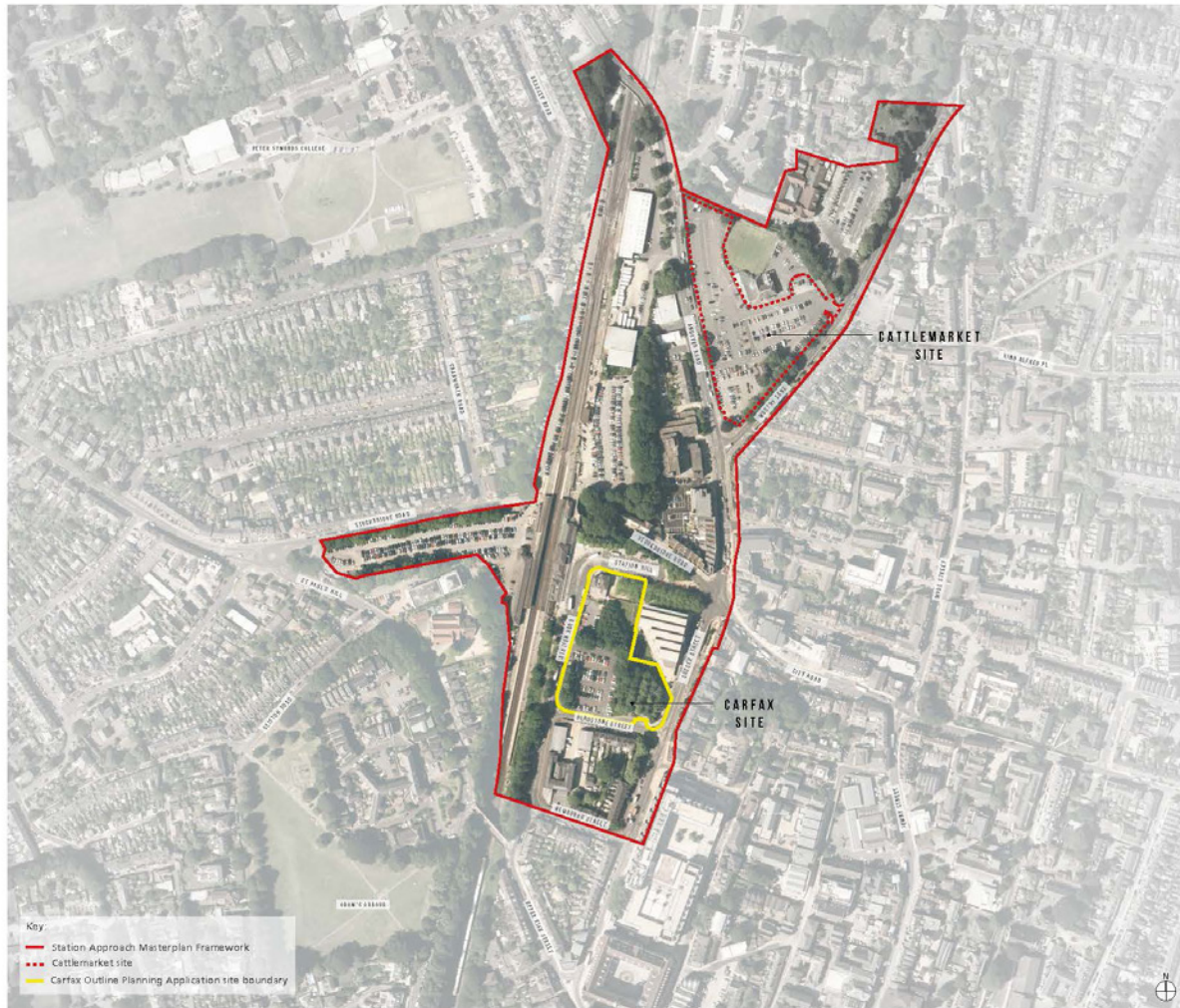
We look forward to hearing your feedback on the proposals for the Carfax site and adjoining public realm.

Photographs and video might be taken at this event. Please let a member of staff know if you do not want your image taken.

Lifschutz Davidson Sandilands
Architects Design consultants Urban planners

Winchester
City Council

2. AN INTRODUCTION TO STATION APPROACH



STATION APPROACH MASTERPLAN FRAMEWORK

At this event we are consulting at pre-planning application stage on proposals for the redevelopment of the Carfax site and on concept ideas for the wider public realm.

Over 250 people came to our information and consultation events on the Station Approach masterplan in March 2018.

A report capturing the feedback received at these and other events is available here at this information drop-in and on the project website:

www.winchester.gov.uk/projects/public-engagement-and-consultation

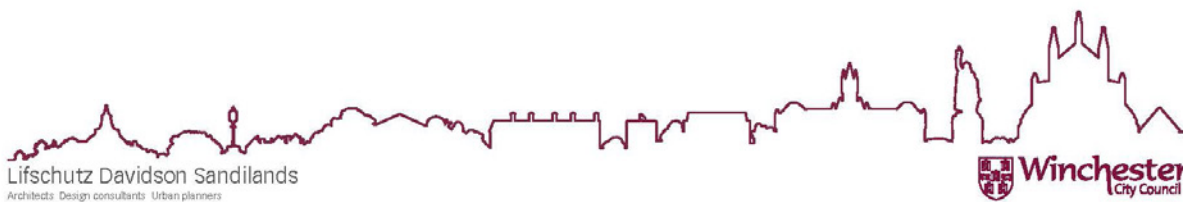
The main issues of concern stated by those attending these previous consultation events were:

- Parking
- Congestion
- Air Quality

This event is to update you on the progress made on the design proposals for the Carfax site and the surrounding public realm as we

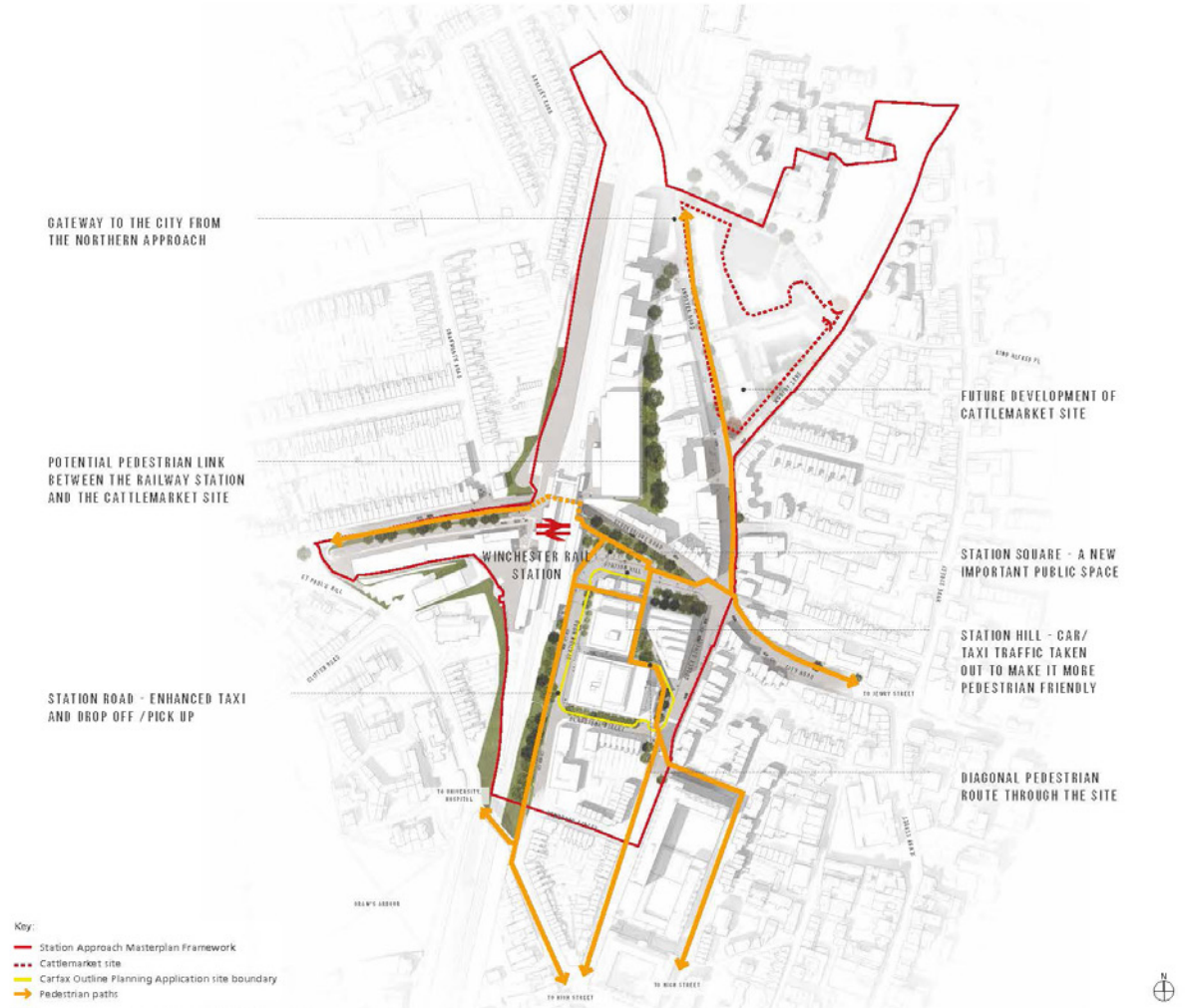
work towards submitting an outline planning application.

Proposals for the Cattlemarket and the wider public realm improvements are being progressed separately to those for the Carfax site.



3. STATION APPROACH AND PEDESTRIAN CONNECTIVITY

STATION APPROACH



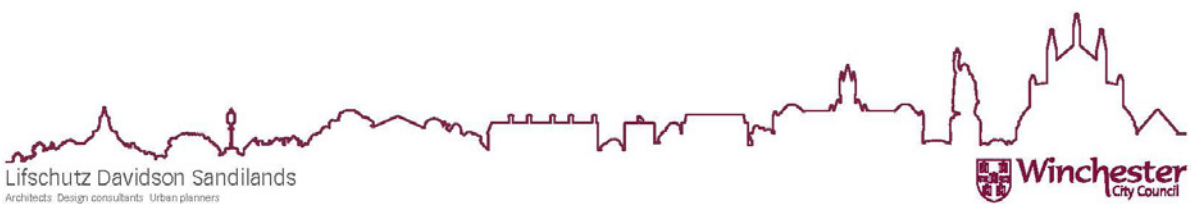
ILLUSTRATIVE MASTERPLAN FRAMEWORK PLAN

The proposals for the Carfax site and surrounding public realm have been informed by consultation and engagement.

As a direct result of the feedback received in March 2018, the council have reviewed the parking arrangements for the proposed Carfax development and have reduced the proposed car parking.

The current Carfax site provides 223 parking spaces. The current proposals provide up to a maximum of 135 spaces.

This reduction in car parking will dramatically reduce the number of vehicles accessing the site and is in line with the principles of the Winchester Movement Strategy that seeks to reduce the number of cars in the city centre and help improve air quality.



4. AN ENHANCED GATEWAY TO THE CITY

STATION
APPROACH



ARTIST'S IMPRESSION OF THE SITE AT THE ENTRANCE TO THE STATION

We intend to submit the proposals presented here, after incorporating feedback, as an outline planning application for the Carfax site at the end of March 2019.

The redevelopment of the Carfax site will provide:

- 140,000 square feet of grade A office space across two buildings;
- The refurbishment and extension of the former Registry Office to provide a new bar/restaurant;
- A local convenience store near the station;
- A café/coffee shop pavilion overlooking Sussex Street;
- A step-free pedestrian route diagonally across the site, connecting the station to Sussex Street;
- Up to 135 basement car parking spaces;
- High environmental and sustainable design including extensive cycle parking.



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Architects Design consultants Urban planners



5. ECONOMIC AND COMMUNITY BENEFITS



ARTIST'S IMPRESSION OF THE CORNER OF GLADSTONE STREET AT THE JUNCTION WITH SUSSEX STREET

The development and associated public realm improvements will deliver an enhanced gateway to the city and significant economic and regeneration benefits to Winchester and the district.

These proposals will meet Winchester's strategic objectives of being a premier business location and improving the wellbeing of our community by:

- Retaining /refurbishing the Old Registry securing its future;
- Creating new level pedestrian connections to the city centre;
- Improving public transport connections;
- Reducing congestion.

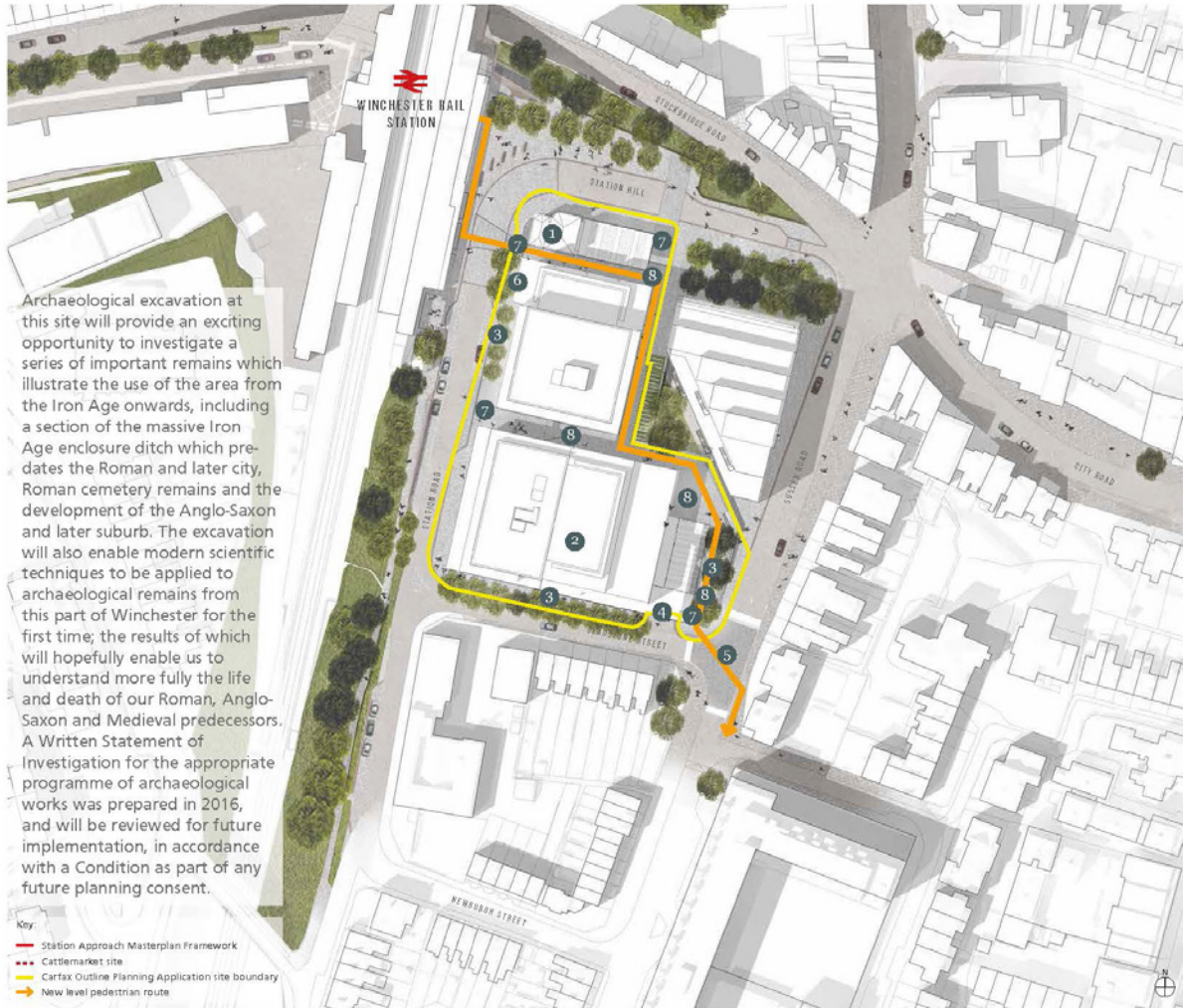
The scheme will:

- Deliver over 1,000 jobs within the completed Carfax development and around 400 indirect jobs;
- Create approximately 650 FTE annual jobs in construction;
- Provide the opportunity to retain and/or attract new employers to Winchester;
- Reduce 'out commuting', improving residents' work/life balance;
- Secure ongoing revenue for Winchester City Council;
- Bring an £81m boost to the local economy through additional spend in the area;
- Be a catalyst for wider investment and regeneration.



6. CARFAX OUTLINE PLANNING APPLICATION

STATION APPROACH



Archaeological excavation at this site will provide an exciting opportunity to investigate a series of important remains which illustrate the use of the area from the Iron Age onwards, including a section of the massive Iron Age enclosure ditch which predates the Roman and later city, Roman cemetery remains and the development of the Anglo-Saxon and later suburb. The excavation will also enable modern scientific techniques to be applied to archaeological remains from this part of Winchester for the first time; the results of which will hopefully enable us to understand more fully the life and death of our Roman, Anglo-Saxon and Medieval predecessors. A Written Statement of Investigation for the appropriate programme of archaeological works was prepared in 2016, and will be reviewed for future implementation, in accordance with a Condition as part of any future planning consent.

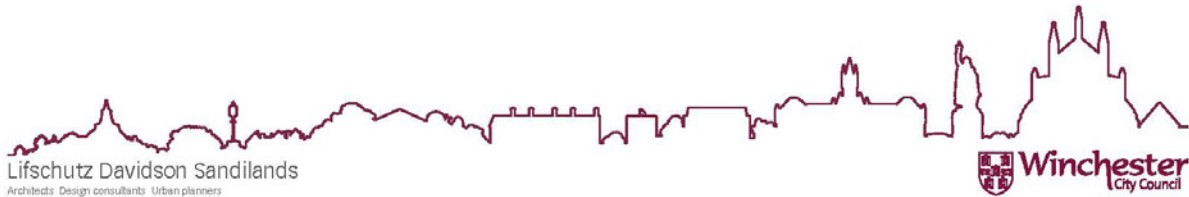
- Key:
- Station Approach Masterplan Framework
 - Castlemarket site
 - Carfax Outline Planning Application site boundary
 - New level pedestrian route

CARFAX OUTLINE PLANNING APPLICATION AND ADJOINING PUBLIC REALM PROPOSALS

Winchester City Council is committed to delivering on the aims and objectives of Station Approach and will submit an Outline Planning Application for the Carfax site at the end of March 2019.

- Key elements for approval at this stage:
- Access;
 - The amount of development;
 - Uses;
 - Building heights;
 - Maximum car and minimum cycle parking;
 - Pedestrian route through the site;
 - Retention of Registry Office.

- Carfax site proposals:
- 1 Former Registry Office - refurbished and extended to provide new bar/restaurant
 - 2 Roof terraces
 - 3 New tree planting
 - 4 Basement car park access and egress
 - 5 Raised table and pedestrian crossing
 - 6 Local convenience store
 - 7 Improved public access to the site
 - 8 Step-free and level pedestrian route



7. PUBLIC REALM PROPOSALS

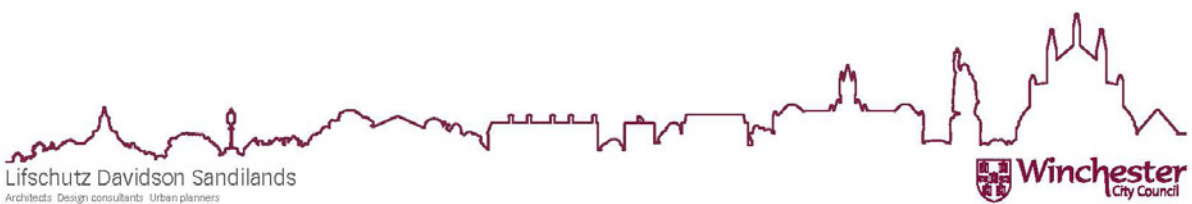


CARFAX OUTLINE PLANNING APPLICATION AND ADJOINING PUBLIC REALM PROPOSALS

These concept public realm proposals will enhance the Station Gateway and the proposed Carfax development.

Winchester City Council will continue working closely with key stakeholders including: Hampshire County Council, South Western Railway and Network Rail, bus and taxi operators and groups such as the Winchester Area Access for All (WAAFA).
The next stage will be detailed design from the concept ideas and will involve further stakeholder engagement and consultation.

- Illustrative concept public realm scheme:
- 1 Enhanced Station forecourt
 - 2 Pedestrian priority for crossing
 - 3 New seating
 - 4 Roadway reduced to three lanes - see site strategy diagrams
 - 5 Improved bus stops
 - 6 Retained trees
 - 7 Management of existing trees
 - 8 Improved cycle parking
 - 9 New turning circle for cars and taxis
 - 10 Taxi rank
 - 11 Drop off/pick up
 - 12 Potential improvement of active frontage in the station property



8. PEDESTRIAN CONNECTIONS



ARTIST'S IMPRESSION OF THE NEW PEDESTRIAN CONNECTION ACROSS THE CARFAX SITE LOOKING EAST

An enhanced pedestrian connection to the city centre that responds to the unique character of Winchester.

- This route creates step-free access from the Station to Sussex street;
- There will be active frontages onto the walkway;
- Pedestrian route opens out to south facing café terrace;
- The meandering footpath is inspired by the alleyways and passages found in the city centre;
- This 'Winchesterness' is reinforced by the intimate scale of this route and the use of local materials in the new buildings;
- The path will take pedestrians past the planted sunken courtyard of the Archive building

and new commercial uses at its start and end.

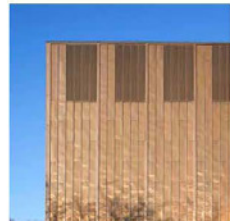
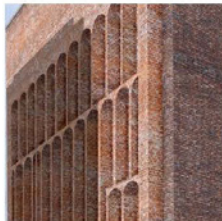


9. INDICATIVE MATERIALS AND APPEARANCE



ARTIST'S IMPRESSION OF THE NEW PEDESTRIAN CONNECTION ACROSS THE CARFAX SITE LOOKING SOUTH FROM STATION HILL ADJACENT TO THE ARCHIVE BUILDING

Materials and appearance will not be submitted as part of the outline planning application and will be for approval in the future.



INDICATIVE MATERIALS - TO GIVE EXAMPLES OF POSSIBLE FUTURE MATERIAL TYPES



10. PUBLIC REALM CURRENT CONDITION



PHOTO OF STATION HILL - CURRENT CONDITIONS



SIGNAGE & BARRIERS



ROAD WIDTH



ACTIVE FRONTAGE



STATION REFUSE



LIGHTING

Concept designs for the public realm surrounding the Carfax site are presented here for consultation.

This public realm is in poor condition with extensive tarmac and street clutter, dominated by vehicular movements (see above photographs).

Main objectives:

- A fitting gateway to the city and places to dwell;
- Balancing 'Gateway' enhancements with operational transport needs – putting pedestrians and cyclists at the

core of an improved public realm;

- Integration of new developments within/around the station approach area;
- Balance between different modes of transport, pedestrian, cycle, bus, taxi and car;
- Respond to key buildings and the existing Winchester vernacular;
- Improved way-finding for visitors to surrounding destinations.

Sub-objectives:

- New active frontages for the station and the new development;
- Places for events and activities throughout the day, evenings and weekends;
- Animating spaces with meanwhile uses and public art;
- Replacing/improving the green landscape.

11. ILLUSTRATIVE PUBLIC REALM PROPOSALS AND SITE STRATEGIES

STATION APPROACH



LANDSCAPE PLAN



SECTION A-A - STATION ROAD GREEN LINK TO THE CITY CENTRE



SECTION B-B - STATION HILL EMBANKMENT

BUSES



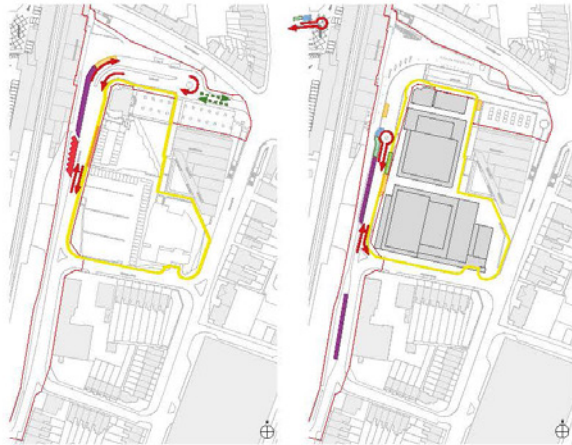
EXISTING

- Carfax application boundary
- public realm boundary
- bus routes
- bus shelters
- bus stops

PROPOSED

- Carfax application boundary
- public realm boundary
- bus routes
- bus shelters
- bus stops

TAXIS AND CARS



EXISTING

- Carfax application boundary
- public realm boundary
- taxi rank
- loading bay/drop off
- parking
- direction of travel
- taxis only

PROPOSED

- Carfax application boundary
- public realm boundary
- taxi rank
- loading bay/drop off
- blue badge parking/drop off
- drop off and pick up
- direction of travel

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12. ILLUSTRATIVE PUBLIC REALM PROPOSALS AND SITE STRATEGIES

STATION APPROACH



CONCEPT SHOWING THE CARFAX PROPOSALS + THE ILLUSTRATIVE PUBLIC REALM SCHEME (LOOKING SOUTH EAST OVER THE CARFAX SITE)

PEDESTRIAN ROUTES



EXISTING
 — Carfax application boundary
 — public realm boundary
 — primary pedestrian movement
 - - secondary pedestrian movement

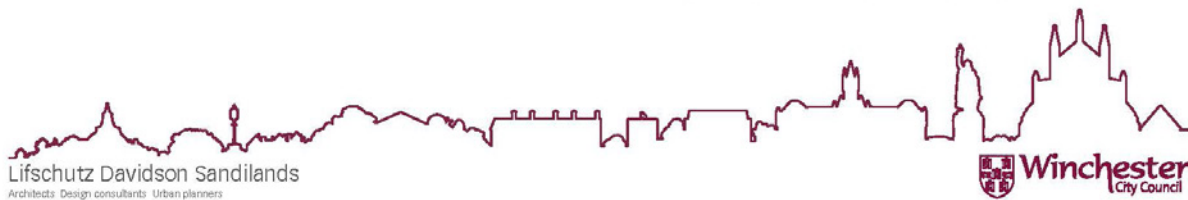
PROPOSED
 — Carfax application boundary
 — public realm boundary
 — primary pedestrian movement
 - - secondary pedestrian movement

CYCLE



EXISTING
 — Carfax application boundary
 — public realm boundary
 — direction of travel
 [hatched] double tier cycle parking
 [orange] cycle parking
 [dashed] existing informal cycle route on footway

PROPOSED
 — Carfax application boundary
 — public realm boundary
 — direction of travel
 [hatched] double tier cycle parking
 [orange] cycle parking zone
 [dashed] possible cycle contraflow



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Winchester City Council

13. ILLUSTRATIVE PUBLIC REALM PROPOSALS AND SITE STRATEGIES



CONCEPT SHOWING THE CARFAX PROPOSALS + THE ILLUSTRATIVE PUBLIC REALM SCHEME (LOOKING NORTH ON STATION ROAD)

TREES



- EXISTING**
- Carfax application boundary
 - public realm boundary
 - cat A trees - trees of high quality and value
 - cat B trees - trees of moderate quality and value
 - cat C trees - trees of low quality and value
 - cat U trees - trees of very low quality and value
 - other trees

- PROPOSED**
- Carfax application boundary
 - public realm boundary
 - cat A trees (retained)
 - cat B trees (retained)
 - cat C trees (retained)
 - cat U trees (retained)
 - proposed new trees
 - other trees

DELIVERY, NEW FRONTAGES AND ACTIVE FRONTAGES



- EXISTING**
- Carfax application boundary
 - public realm boundary
 - station/retail servicing
 - existing archive servicing
 - refuse area
 - entrance frontage
 - commercial/retail/café frontage

- PROPOSED**
- Carfax application boundary
 - public realm boundary
 - retail/restaurant servicing
 - office frontage/edge
 - retail/café frontage
 - entrance frontage/edge



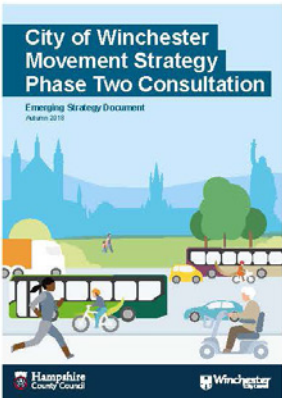
VIEW OF EXISTING PUBLIC REALM IN FRONT OF WINCHESTER STATION ENTRANCE

The Winchester Movement Strategy sets the framework that the Carfax and public realm proposals respond and conform to:

Priority One
Reduce City Centre Traffic – improvements to public transport infrastructure, bus priority and P+R capacity

Priority Two
Support healthier lifestyle choices – re-allocation of road space to improve provision for pedestrians and cyclists

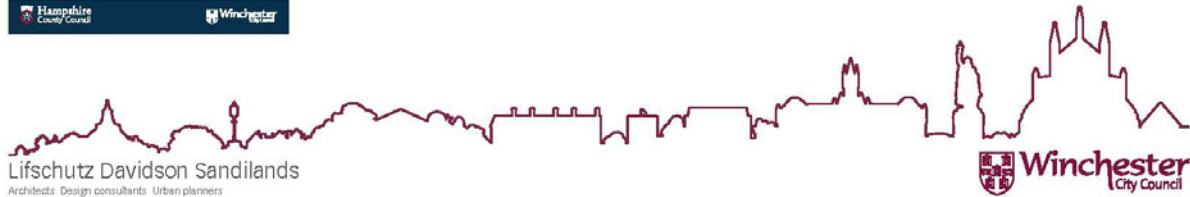
Priority Three
Invest in infrastructure to support sustainable growth – enhancing public realm in the city centre to support sustainable growth, integrated approach to transport planning and land – use planning.



Our proposals for the Carfax site and surrounding public realm have, subject to the final decision in March 2019, secured £5m funding from the EM3 Economic Partnership to support delivery.
Our proposals will also help underpin further funding

applications for wider transport, connectivity and public realm enhancements set out in the Station Approach Public Realm Strategy (February 2018) and within the emerging Movement Strategy (for example future Park & Ride and Bus Priority Lanes).

Working with partners and stakeholders, these further improvements will be prioritised as per the strategies and delivered as additional funding is secured.





ARTIST'S IMPRESSIONS OF THE CARFAX DEVELOPMENT

Subject to confirmation by Winchester City Council cabinet on the 25th March, an Outline Planning Application will be submitted that seeks approval for key parameters of the proposed scheme (identified on board 6).

It will not agree the detailed architectural design but will illustrate the type of building which may be constructed to ensure the development meets the councils' ambitions for a development of the highest quality.

The detailed architectural design will be subject to Reserved Matters applications that will include further public consultation.

An Outline Planning Permission will provide potential development

partners with the confidence that the project is deliverable, establish key parameters whilst retaining the flexibility for detailed design to be progressed with a development partner.

Development of the Carfax site and the adjacent public realm will lead to a significantly enhanced Gateway - and wider regeneration opportunities.

We welcome your feedback. Comment forms are available at this event, or on-line at:

<https://www.winchester.gov.uk/projects/public-engagement-and-consultation>

Comments are sought by 12 noon - 4th of March.

This material for further information is available at www.winchester.gov.uk/major-projects

Thank you for attending.

10.0 Appendix B - Feedback form

Your views are important



Thank you for visiting our drop-in event today. We would appreciate your views.

Forms can also be completed online:

www.winchester.gov.uk/projects/public-engagement-and-consultation

1. Given what you have seen today, do you agree that these proposals would create an appropriate gateway to Winchester?

- Strongly agree Agree Neutral Disagree Strongly disagree

2. If you agree or disagree strongly, please explain why.

.....

.....

.....

.....

3. What do you particularly like about the public realm proposals?

.....

.....

.....

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4. Do you have any concerns about the public realm proposals?

.....

.....

.....

.....

Please turn over



Lifschutz Davidson Sandilands



5. What do you particularly like about the proposals for the Carfax development?

6. Do you have any concerns about the proposals for the Carfax development?

7. Were the exhibition team able to answer any queries Yes No I didn't have any queries you had?

8. If no, what was your query?

9. Would you like to join our mailing list to stay informed of project progress and consultation events? Yes No

Please provide your details (if you wish):

Name

Organisation

Email address

Postal address including postcode

You can either return this feedback form to: FREEPOST ICENI CONSULTATION (copy address exactly and no stamp required) or scan and email it to: consultation@iceniprojects.com

The following information will help us to better understand the needs and aspirations of the local people. All information you give us is confidential and will only be used under the strict controls of the Data Protection Act 1998. The information you provide on this feedback form will be entered into a database and used solely in support of the project.

Please tick here if you do not want the information you provide to be used

Many thanks for your feedback



Lifschutz Davidson Sandilands



11.0 Appendix C - City of Winchester Trust letter

Winchester Heritage Centre

32 Upper Brook Street
Winchester
SO23 8DG
01962 851664
www.cityofwinchestertrust.co.uk

secretary@cityofwinchestertrust.co.uk

Chairman: Keith Leaman



4th March 2019

Cllr Steve Miller
Chair, Cabinet (Station Approach) Committee
Winchester City Council

By email

Dear Cllr Miller

STATION APPROACH

Following the Station Approach Public Consultation exercise held on the 23 and 26 February 2019, the City of Winchester Trust would like to comment as follows.

Even though the architectural response and detail shown at the exhibition were sensitive and well-appointed, there are in our view shortcomings that need to be addressed before the Trust would be able to support the proposals. These are set out below and relate to the Carfax site development and the proposals for the public realm.

Car parking

The Trust has concerns about providing car parking in such a sustainable location in terms of transport. The Carfax development proposes 135 underground car parking spaces for its office workers.

Providing onsite car parking spaces for workers is in direct conflict with Priority One of The City of Winchester Movement Strategy. Priority One states that City Centre traffic should be reduced because it dominates the City environment and causes pollution. The strategy states that there is a problem with in-commuter car trips into Winchester. The figures in the document show that commuters account for 76% of car trips in the City and that there are 16,000 daily commuter car trips into Winchester from outside the City.

Providing car spaces for office staff does nothing to address the problem of commuter traffic in Winchester; rather it exacerbates it.

The Carfax scheme is the first major development to take place in the City after the publication of the Movement Strategy. The Trust believes that the City Council should remove all the on-site car parking from the Carfax scheme to show that it is serious about achieving Priority One of the Movement Strategy.

PRESIDENT
Professor Joy Carter DL
VICE PRESIDENTS
Sir Donald W Insall CBE FSA RWA FRIBA FRTPI SPdip(Hons)
Capt Antony Skinner RN



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Supported by Winchester City Council

If car parking is provided as part of the scheme, the City Council will have set an undesirable precedent and will have sent a message to future developers that regardless of the problems with traffic congestion and pollution, it is acceptable for commuters to drive into the City to park their cars, rather than use the available sustainable means of transport to get to work.

The Carfax site is one of the most sustainable locations in terms of transport in Winchester. It is adjacent to the railway station, adjacent to park and ride bus stops and adjacent to local bus services. It is also well within walking distance of the City Centre.

There will be significant costs to providing underground car parking and probably significant archaeological constraints to overcome. There are no benefits to the City of providing car parking other than increasing the returns on rents per square metre to the Council. There are however significant dis-benefits, for example harmful congestion and air pollution within the City, that the City Council has committed to improve.

If car parking is removed from the scheme there will be other townscape benefits. There will be no need for the underground car park entrance on to Gladstone Street, which will mean that the southern elevation at street level can be enlivened and animated with an active frontage facing the existing dwellings on Gladstone Street.

Scale and mass of the office development

The Trust has some concerns about the height and scale of the proposed office development, particularly its relationship to the two storey existing terraced housing on the south side of Gladstone Street. This relationship needs to be tested further with sections and 'verifiable views'. Policy WIN5 of Local Plan Part 2 states that taller buildings are unlikely to be acceptable in close proximity to nearby residential properties.

If the underground and podium car parking is removed from the scheme it appears there will be an opportunity to reduce the height of the offices.

The Trust has concerns that the scale and height of the offices have not been tested thoroughly to confirm that they would sit comfortably within the local and wider townscape context. There were a few street views of the office development at the exhibition and we were told that these were 'verifiable views', however, the annotation on the drawings reads 'artists impression'. The Trust believes that proper urban townscape testing is essential before the number of storeys and amount of office space (that is 140,000 sq feet) is fixed and an outline planning application submitted.

In particular, sequential 'verified views' are needed from the following places:

- From the top of Upper High Street moving down towards the site,
- From the diagonal bridge across the railway at the top of Upper High Street,
- Across the railway cutting to the west from residential streets. There are likely to be views of the development as there are views of the student housing just north of the railway station,
- From Sussex Street looking west, which should include the Gladstone Street terraced houses,
- Looking west along City Road from the Baptist Church. (NB the roof of the records office is visible in this view),
- From the City Road junction,
- A view looking south from the station access,
- Long distant views from the normal high vantage points west and south west of the City.

Even if it is subsequently shown that the height of the offices buildings is acceptable, the Trust believes there should be revisions to the roof form and its articulation. The proposed form does not reflect or compliment the small scale and intricate forms of the City roovescape in general.

Treatment of the public realm

The Trust believes that the public realm proposed at Station Hill needs more design development. The visuals at the exhibition show the space is visually dominated by a vehicle carriageway, which will be for buses. This is the case even though the carriageway is narrower than the existing one.

With more consideration the whole of this space could be designed as an attractive pedestrian place for the City, announcing the new development as one arrives and emerges from the station. The design would be greatly enhanced if it had a uniform high-quality surface from the station façade right up to the new Carfax development, which is clearly for pedestrians whatever route they wish to take.

Buses would still have access over the pedestrian public realm but the vehicle route could be designed with a more subtle and discreet aesthetic. It would then feel and be used as a space for pedestrians over which buses can pass, rather than a space for buses over which pedestrians are directed to pass at certain places.

Pedestrian connection to the City Centre

The Trust has always promoted that the main pedestrian route from the station to the City Centre should be along the east side of the railway cutting and along Upper High Street. This is a shorter, more direct route to the historic core of the City through the conservation area. The Trust is therefore supportive of the proposed improvements to this footpath along the railway cutting, but believes that this route should be extended along Upper High Street as part of the initial public realm works.

Designs on how this will work need to be developed, particularly relating to the point where it meets Upper High Street at the bridge, which from then on has a very narrow pavement and a large volume of traffic.

The Trust believes that a workable and attractive route can only be achieved if the volume of traffic in Upper High Street is reduced. This can be realised if Sussex Street becomes a two-way traffic route and traffic is diverted on to it from Upper High Street, Station Road and Gladstone Street, which is usually congested at peak times.

The Trust believes that the enhanced pedestrian route along Upper High Street, that everyone seems to support, needs to be properly considered now, and definitely before the proposed routes for cars, taxis and buses are set in stone and it becomes too difficult to re-route traffic from Upper High Street at a later date.

Design review

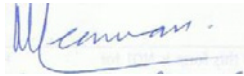
The Trust considers that the proposals should undergo examination by an independent Design Review panel before any planning application is submitted. This is a recommendation of the National Planning Policy Framework (paragraph 129).

Design Review Principles and Practice (published by the Design Council – <https://www.designcouncil.org.uk/resources/guide/design-review-principles-and-practice>) sets out the benefits of design review, particularly at pre-application stage, and recommends that it should be carried out at an appropriate level. It recommends that City Centre mixed-use developments should

be reviewed by Design Council CABE. The City Council has a history of using design review for major city centre developments.

The Trust hopes the above matters of concern will be taken into account before the designs for the Carfax site and the public realm are finalised.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'K Leaman', with a horizontal line underneath.

Keith Leaman
Chairman
City of Winchester Trust

Copies to:

Alex Lifschutz, Lifschutz, Davidson and Sandilands
Brita von Schoenaich, Bradley-Hole Schoenaich
Steve Jenkins, I-Transport
Ciron Edwards, Icen
Chas Bradfield, WCC
Ian Charie, WCC
Zoe James, WCC
Members of Cabinet (Station Approach) Committee

12.0 Appendix D - Winchester Friends of the Earth letter



Winchester Friends of the Earth Transport Group
Please reply to: Chris Gillham at 16 Upper High Street, Winchester, SO23 8UT

3rd March 2019

Dear Sir/Madam

Winchester Station Approach Exhibition 23rd February

We are disappointed that the public has been given so little time to respond, following the exhibitions last week. This response is, therefore, more hurried than we would like and doubtless we will later find (in esprit d'escalier) things we should have said. We hope this will not be the last chance to provide input.

Traffic and Parking: We attended the public engagement exercise this time last year, which was a helpful event and showed that the consultants had approached the analysis of the public realm with sensitivity and a welcome sense of vision.

There seemed also to be a willingness on the part of the consultants to contemplate more forward-looking transport thinking than had been the case hitherto, either with the City or with the County Councils. With the recent publication of the draft Movement Strategy, moreover, we had also detected some willingness to contemplate modern urban transport thinking. That document, however, was severely flawed by its unpersuasive shoe-horning of the City Council's pet development projects into the draft strategy. Neither the Bar End scheme nor the Station Approach scheme¹, as currently envisaged, can be reconciled with the strategy's assertion that it is important to reduce traffic in Winchester.

It is clear now that muddled Council thinking on transport prevails and this scheme will do lasting damage. Building in permanent car parking structures just at the time when the Council ought (and absolutely knows that it ought) to be removing parking provision within the central circulatory system, is the height of folly as well as dishonest. To add car parking for the proposed office staff, when all the claims are that Station Approach is seen as a site with sustainability in mind, seems particularly perverse.

Furthermore, by forcing an entrance to permanent car parking on Gladstone Street, the Council seemingly does away with all possibility of sensible future management of traffic in the area. We might have expected the Movement Strategy to come up with traffic management schemes consistent with the declared aim of reducing traffic. This scheme forecloses many such options and must cast doubt on the sincerity of the Councils in their development of the Strategy. A sincere commitment to the Strategy would either have shelved this scheme until the Strategy's likely evolution was explicit or would have required this scheme to be robust (resilient is the usual cant word) to all Strategy evolution.

At the moment the roadway from Romsey Road, along Upper High Street, Gladstone Street and Sussex Street to the Carfax junction² is highly congested over significant parts of the day and is a significant contributor to air pollution for residential properties. There is nothing in the proposals for this scheme that even begins to recognise this problem and certainly nothing that pretends to know what to do about it.

¹ It is not yet clear what is planned for the Silver Hill development, though there are worrying signs that that too will be traffic generating.

² Nothing at all is proposed to mitigate the long-running pedestrian and public realm disaster of the Carfax junction.

The complexity of arrangements for Gladstone Street and Newburgh Street are not explored in any sensible way and it is hard to see that it does anything but worsen the underlying congestion problem.

Nothing about the suggested traffic arrangements would be irreversible if the car parking were removed in its entirety from the site. With retained and permanently built car parking the Movement Strategy is irredeemably compromised by this development.

Cycling and Walking: The creation of a cycling route to the St Paul's Hill bridge on Upper High Street is welcome in principle since, currently, the only sensible route for this important desire line³ is along the pedestrian path by the railway fence. But it is not at all clear how it works for the last part from Newburgh Street to the railway bridge (Newburgh Terrace). How do cyclists get to the bridge and how do they cross the busy traffic to get on to the bridge. This is illustrative of the difficulties of dealing with movement around the station area in advance of any positive measures coming out of the Movement Strategy.

On the face of it, the widening of the pedestrian route to the St Paul's bridge should be welcome, but would seem to come at the expense of tree loss. The widening is shown as being achieved through the use of a guard wall, but it is very hard to see how that can be fitted in without losing the whitebeam trees that exhibition board 13 shows as being retained. Incidentally the existing small roadside trees that start along the TA barracks are not even shown on the 'Existing' plan.

The walking route across the site to Tower Road is fine in principle and in plan, but as a pedestrian experience it is unlikely to be that promising, simply because the buildings are all far too big. The canyon effect will be rather depressing in our view and we feel that the scene illustrations paint far too rosy a picture.⁴ Alleys and ginnels in old towns can be shady and sometimes even forbidding, but they are usually valued for intrinsic interest of old walls and doorways and other features of interest. There will be nothing of such interest in the bland utilitarian walls of modern office blocks and deeply shadowed by an oppressive massing of unsympathetic building. If the purpose of the walking trip were to go from the station to Ashburton Court one can see that this path would be taken as a shortcut route – it would have no other attraction and would presumably be taken as rapidly as possible.

If the purpose of a walking trip from the station were in order to access the town centre and all the historic and architecturally important parts of Winchester then the only route of any attractiveness is that via Upper High Street to Westgate. There is some recognition of this in the proposed widening of the path along the railway mentioned above. But in the scheme's car parking and traffic arrangements it is clear that the existing congestion and pollution problem of this route will be built in as a permanent problem beyond any possibility of future mitigation through the Movement Strategy.

Need: This is a massive scheme. As an organisation that campaigns on environmental and sustainability matters we should not be entering into criticism of architectural merit or the apparent complete disconnect between what is proposed and what already exists in historic Winchester, but leave that to individual members. But sustainability concerns dictate that we must ask questions about the future of this project.

Firstly there is nothing in the plans as released so far to suggest that any attempt is made to address the carbon footprint of this scheme, either in its construction or its operation. We see nothing about on-site zero-carbon electricity generation or any measures towards zero emission build or operation. We recognise, however, that at an outline planning stage it may be that such matters are not being ruled out but left to a future design stage. We are, however, mindful that our concerns on these matters being raised at an early stage of the Silver Hill development were similarly dismissed to the future, but that the later stages (now thankfully abandoned) still did not take significant notice of them.

³ For example the route from the station and student hall towards the University.

⁴ And surely there is something seriously wrong with the shadowing in the canyon on display board 8?

Secondly we continue to question the whole basis for this scheme – i.e. the need for it. We have complained on many occasions about the City Council’s *Big Planning* and *Step-up Town* ambitions, which seem to us to be much more informed by vanity thinking than by any concerns for the views of Winchester residents or retention of the essential nature, historicity, urban integrity or landscape setting of the City. The three major development projects have all been characterised by sloppy planning considerations and lazy justification. In the interests of sustainability it is important to avoid major resource costs and carbon emission going into ill-thought-out projects that could well turn into urban white elephants.

It is with this sceptical but realistic point of view that we question the demand for offices that supposedly exists. The fact that an LEP, a highly unaccountable and unelected body, given the power to spend other people’s money, is anxious to put funds into this development, does not give assurance that it is a sensible commercial project.

‘Step-up’ towns, according to the Regeneris report, are ‘*towns not currently realising their full economic potential compared to other areas.*’ On what possible criterion of economic potential does Winchester figure as problematic? It has to be one of the wealthiest towns in Britain. We do not pretend that Winchester is an economic-problem-free town (for one thing it has a clear dearth of truly affordable housing for the population that supports its lower-paid services), but the Regeneris and LEP notion of economic development seems to focus on drawing in new population of higher-paid professionals. To what local benefit? And to what detriment elsewhere?

If LEPs had any justification it was surely to address regional disparities of wealth and bring vitality to depressed areas. To deliberately heat up the hot-houses of southern England (and Regeneris, for example, seems obsessed with Hampshire **competing** with the M4 corridor⁵) can only have the opposite result to this, sucking development away from regions that most need new vitality into an area that least needs it, inflating land value and displacing lower-wage resident population.

For Councils that can seem barely able to contemplate even very minor, incremental moves in the direction of civilising the streets of Winchester and cleaning its air, the ambition seems unbounded to impose major projects on the City, placing financial risks on its rate-payers and its social services.

It is perfectly understandable that local government, starved of central government cash, looks to other ways of finding money, but there are already significant fears that, by going down the path of property development, local authorities are taking risks with public money.⁶ Property development is notoriously prone to bubbles and we cannot be persuaded that public servants have the experience to indulge safely in such entrepreneurial activity. Commercial developers can usually find ways of hedging or spreading their risks, but a local authority cannot easily walk away from a bad investment.

So caution ought to be the watchword. And yet Winchester City Council seemingly goes headlong into three major speculations simultaneously, though they may actually be linked. Are we overly suspicious, for example, in guessing that the Station Approach speculation is at least partly directed at raising the money for the Bar End ambition? This is not the place for us to express our concerns about Silver Hill or Bar End, except insofar as both share worrying transport aspects with Station Approach.

On Station Approach itself we have specific concerns about the speculation, which centres on a perceived demand for modern office accommodation (Grade A). We have noticed that the City Council asserts this demand with great assurance and yet we find little of substance behind the assertion and indeed an alarming degree of self-reinforcing circularity. Thus in the Cabinet Paper 2864, which extraordinarily and worryingly starts its ‘analysis’ with ‘*Given the Council’s risk appetite...*’, we find justification for its ‘demand’ assertion supposedly in the Regeneris report 2016^{7,8}, together with the SQW report⁹. The latter

⁵ See §6.17 of the Regeneris report (see footnote⁷) for an extraordinary statement of this nature.

⁶ *Local government: commercial property investments*; House of Commons Briefing Paper Number 08142, 16 February 2018

⁷ *Enterprise M3 Commercial Property Market Study*; Regeneris Consulting; July 2016.

is apparently dated 2013 (i.e. six years out of date), though it is referred to in the Cabinet paper as 2016. We confirmed with the City Council last year that the 2013 document is the only one on which it relies.

The SQW report actually gives virtually no support to the demand assumptions behind the office ambitions of Station Approach. Its last substantial data comes from 2011 and its business survey is acknowledged to have been small and self-selecting. The average workforce of the 47 businesses surveyed would appear to be 11, so that the conclusions of the survey would not seem appropriate to the kind of office provision the Station Approach brief seems to anticipate. The SQW report, moreover, found (Table 5-1) Winchester town to have an availability of office space of 11.3% which is above what the report states is the normal criteria for judging oversupply.

Apart from drawing some questionable inference from an open-ended question (*'how easy it would be to find suitable commercial property in Winchester District at a cost you would be willing to pay?'*), which has no sensibly interpretable answer, the Cabinet paper draws no significant evidence from the SQW report of the demand it is claiming. Since there is also some circularity in the support documents (SQW refers to the earlier 2013 Regeneris report) we have to suppose that this report is cited in the Cabinet paper, together with its misleading date giving a spurious sense of recent authority, merely for the purpose of asserting a larger corpus of 'evidence' than actually exists.

The Regeneris report itself starts badly if its aim is to persuade us that it is a serious assessment of Winchester's¹⁰ economy and its needs and demands. It starts (Exec Summary iii) by stating

Winchester is an office-based economy.

Is it? If it is, the report nowhere justifies the statement. In terms of employment is it plausibly the case that offices in the area are employing more people than are employed in non-office jobs in the health service, education, retail and entertainment, transport, production, agriculture, tourism sectors? In terms of money are commercial offices bringing income to Winchester's economy comparable to all these other sectors as well as out-commuter-earned income (especially from London employment) and income from pensioner households (with which Winchester City appears to be well populated)? Seemingly authoritative assertions need evidence.

The Regeneris document, however, continues in its vein of unevidenced assertion, with some extraordinarily contorted and tendentious arguments. Consider this statement:

*In Basingstoke and Andover and large parts of the Blackwater Valley, the challenge is an oversupply of poor quality, second hand space which is depressing rental values and discouraging investors from building new, high quality offices¹¹. Both areas are **therefore** losing out on investment to towns on the M4 corridor which have seen significant investment in high quality stock. [our emphasis]*

The *'therefore'* suggests an obvious inference which we should all understand, yet since it is not at all obvious and indeed is counter to our intuition, experience or even common sense¹², it ought to be justified by some evidence. There is none. We put the obvious questions to the City Council:

Why does an oversupply of lower quality offices mean an unwillingness to meet a demand for higher quality space, if it really exists¹¹?

⁸ On the cusp of the Referendum incidentally. The report has clearly mostly been written before the Referendum result. One would imagine that a certain amount of caution was needed now that pre-Brexit 'certainties' must be in doubt.

⁹ Winchester Workspace Demand Study

¹⁰ Winchester in the context of the Regeneris report appears to be roughly the areas of Winchester and Test Valley Districts

¹¹ The regeneris report appears to be out of date on Basingstoke at least, where there is a significant speculative grade A office building in prospect: <http://www.basingstokebiz.com/business-property-in-basingstoke>. If Basingstoke is a low-rent environment presumably these grade A speculations work on an assumption of a lower rent than in a high-rent environment like Winchester; this suggests that Winchester is speculating against cheaper providers for the same business.

¹² And since the writers of this letter come with a background in the business world, it is hard to see why we should be regarded as particularly obtuse in this matter.

What evidence is there that it is a lack of oversupply of low quality office space that has encouraged the development of grade A office space in the M4 corridor, rather than other factors?

But where in the Regeneris is there actually any documented evidence of the demand the Cabinet Paper asserts? Certainly Regeneris keeps repeating an assertion of a need, but gives no specifics. Anecdote repeated time and again does not constitute evidence. And circularity is highly dangerous. Take for example the Regeneris report §9.45:

The council has identified one opportunity to address the shortfall of office space in the city centre through the Station Approach development.

And compare with the Cabinet Report §11.7:

Regeneris have explicitly identified Station Approach as one of the best opportunities to secure future supply in Winchester, especially given its sustainable and desirable town centre location.

There is nothing in all this extrapolatory reading of the entrails that suggests that Regeneris or anyone else has thought at all about the great waves of communications technology that will tend to distribute labour rather than co-locate it or of AI technology which is already moving beyond its *'first wave'* (low skill: fast food, retail, agriculture and warehousing) into its *'second wave'* (low-medium skill: trucking and manufacturing, repetitive office work such as clerical, filing, document preparation and indexing).

There are undoubtedly already software systems which could write the Regeneris report.

Yours faithfully

Christopher Gillham
for Winchester Friends of the Earth

