

PART TWO

Background and Analysis

2.0 Area covered

2.0.1 The Council will require a commitment from the developer to the comprehensive redevelopment of the area indicated in the site plan (*Figure 1*), comprising approximately two hectares. This is the best way of securing a well-designed scheme, which incorporates the non-commercial elements identified in this Brief. The site includes the 'Post Office Site', the Sainsbury's supermarket site and the 'Bus Station Site'. Any proposal for piecemeal development must be supported by a master plan demonstrating how it will contribute to the successful development of the whole area, and an appropriate contribution to the non-commercial elements of the brief as a whole. If existing buildings are to be retained, the Council will expect their restoration/adaptation to be consistent with, and contribute to, the broader urban design approach.

2.0.2 The Council may in future seek the redevelopment the Middle Brook Street/Cossack Lane surface car park, once the expansion of park and ride facilities on the edge of the town has provided alternative long-stay parking. This is likely to provide a further opportunity for mixed-use development, possibly incorporating the re-provision of some short-stay public car parking. Although that site is not part of this brief, its proximity and potential influence on the form and design of the south side of Friarsgate should be taken into account.

2.0.3 The Post Office site comprises the Friarsgate multi-storey car park, the Post Office and Kings Walk. The Bus Station site includes the medical surgeries, the existing Bus Station, Coitbury House and the Marks and Spencer warehouse (formerly the Woolstaplers' Hall) and car park.

2.0.4 The area of these sites is bounded by Friarsgate to the north, Middle Brook Street to the west, Silver Hill and part of Broadway to the south and Busket Lane and the Lower Brook to the east.

2.1 The planning vision

2.1.1 The Future of Winchester Study (WCC 1999) proposed maintaining Winchester as a 'compact city' and making better use of the town, whilst recognising its special character and protecting its heritage. The redevelopment of the area between Friarsgate and Broadway should reflect this.

2.1.2 The Council will require the development to resolve a number of longstanding problems in the area and provide new and upgraded facilities to improve the appearance and vibrancy of the town's central area. These include:

- Providing a modern, well-planned and more passenger-friendly bus station and closer integration with community transport and Shopmobility services;
- removing eyesores and unsightly buildings;
- providing a wider range of shops and services to meet current and future demand;
- strengthening Winchester's niche within the wider retail hierarchy;
- creating a more attractive public realm encouraging shoppers and visitors to stay longer;
- providing spaces for public use and activity;

8 Park and Ride bus in Middle Brook Street



9 Park and Ride bus in The Broadway

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10 Eyesores and unsightly buildings



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- providing housing that helps meet the needs of the district in this sustainable location;
- providing dwellings of mixed tenure with a substantial component of affordable housing;
- providing a boost to the local economy and creating jobs;
- incorporating leisure provision, particularly for young people.

2.2 Policy context

2.2.1 There are a number of relevant studies upon which the Brief draws for information and policy guidance. These include:

- Winchester District Local Plan Review, Revised Deposit Draft 2003
- Central Winchester Urban Design Framework and Planning Brief. Draft for Public Consultation June 1999, WCC
- Winchester City and its Setting 1998, HCC, WCC and others
- Future of Winchester Study, WCC 1999
- Central Winchester Urban Design Workshops. Final Report, June 1996, WCC
- Central Winchester Study, Llewelyn-Davies, October 1997
- Retail Floorspace Assessment, Llewelyn-Davies 1998
- Winchester Retail Study Nathaniel Lichfield and Partners January 2003
- Hampshire Local Transport Plan 2001-2006 (in particular the Winchester Movement and Access Plan)
- Winchester Conservation Area Strategy 2002, WCC
- Winchester District Arts Strategy 2001, WCC
- Design Guidance for the Control of Shopfronts & Signs 1998, WCC
- Achieving a Better Mix in New Housing Developments August 2000, WCC
- Cultural Strategy 2003, WCC.

2.3 Retail context

2.3.1 Part of the site lies within the Primary Shopping Area defined in the Revised Deposit Local Plan Review. The Winchester Retail Study, 2003 has concluded that additional floorspace will be required in the town centre over the period of the next Local Plan - to 2011. The identified need will be primarily for comparison goods - up to 8,500m² gross, plus a town centre convenience goods store of up to 3000m² gross.

2.3.2 The development site is an appropriate location for such development, taking into account the sequential test required by Government Policy. While the site is the main opportunity for meeting this need in the town centre, it will not be feasible or desirable to meet all of this need here, bearing in mind that the need is in addition to the existing retail floorspace within the site. The Council does not consider this site capable of satisfactorily accommodating a single convenience goods store of more than 3000m² gross. The capacity of the site to accommodate the various types of shopping provision, and the balance between comparison and convenience floorspace, should be tested as part of the masterplanning for the site.

2.3.3 The Council wishes to see uses introduced into the area which will significantly extend the range and quality of retail services offered in the Town, to compliment and reinforce the core shopping area, particularly its comparison shopping role. Within the new development, the Council will expect to see a range of unit sizes to compliment the range found in the rest of the town centre, and the inclusion of A3 (food and drink) uses well-related to new public spaces.



- 2.3.4 The street market in Middle Brook Street provides an important facility within the retail centre. Although there is no expressed demand for extra pitches in the weekday market at present, the provision of additional public spaces offers the potential to expand if there is a need in the future.
- 2.3.5 Revised Deposit Local Plan Review Proposals SF.1 and SF.4 propose to reinforce the Primary Shopping Area while allowing limited change between retail use classes.

2.4 Leisure context

- 2.4.1 The Council wishes to enhance the role of the town centre as a location for leisure activities, to increase vitality in the daytime and evenings. To do this it will be appropriate to include leisure uses that are compatible with the location, and viable.
- 2.4.2 There is demand for, and some commercial interest in providing, a purpose-built nightclub in the town centre. This site could be an appropriate location for such a use, provided it does not compromise the overall viability of the development. The Council would prefer to see a small or medium size venue meeting the leisure needs of a wide range of local users throughout the week, rather than a large venue open only at weekends and drawing from a wide catchment.
- 2.4.3 The town also needs more hotel accommodation, and this site would be an appropriate location for a small hotel of up to 150 beds, preferably of three or four star standard. Incorporating a hotel would reduce the residential capacity of the site referred to in para 3.6.2. It might be appropriate to incorporate the nightclub or health and fitness club within such a hotel.
- 2.4.4 Leisure development must also comply with Proposal SF.2 in not harming the character of the Conservation Area or leading to disturbance away from the premises.

2.5 Residential context

- 2.5.1 The Council expects a significant residential component to the development. The Council's Urban Capacity Study (WCC 2001) identified mixed-use developments and housing above shops as suitable ways of increasing the town's residential capacity. There is a need for more small housing units within the town, and this central location is a good, sustainable location for them. The site has the capacity to provide at least 100 residential units. The Council expects developers to use innovative ways of introducing residential uses into the overall scheme, in line with Proposal H.2. of the Revised Deposit Local Plan Review.
- 2.5.2 The Winchester Movement and Access Plan (WMAP) has been prepared in partnership between the City Council and Hampshire County Council, and forms part of the Local Transport Plan. The County Council, as Local Highway Authority has also revised the Hampshire Parking Strategy and Standards (2002). Both initiatives aim to reduce private car parking provision to a minimum in areas well served by public transport and close to amenities.
- 2.5.3 "Car free" housing, and housing with reduced car parking provision will be encouraged by the Council, in accordance with these standards, and the Council will expect to see innovative ideas (such as car-pooling) for reducing car provision in this location, see Proposal W.6. of the Revised Deposit Local Plan Review. The Council considers a maximum private parking provision of 50% of dwellings to be appropriate for residential development in this location. Provision for storing cycles should be incorporated in the residential components of the development, with provision for at least one cycle per dwelling.



- 2.5.4 The Council will require 35% of dwellings to be affordable. In this location, this is likely to be housing for social rent only. (See Proposal H.5. of the Revised Deposit Local Plan Review.) Proposal H.7 requires that at least 50% of all units should be of two bedrooms (or 70m²) or less. The Council expects to see a range of house types such as studios, linked-units, shell-units, 'live-work apartments' and other innovative forms of housing.

2.6 Office context

- 2.6.1 The Council does not view this area as a location for major office development. However, within the context of an overall mixed-use development a small amount of office space would be acceptable, particularly if it is to re-provide accommodation for activities displaced by the development.
- 2.6.2 The Revised Deposit Local Plan Review Proposal E.3 states that office development over 200m² may be permitted for expansion/relocation of local businesses but must include a Work Travel Plan and avoid additional pressure on supply of affordable housing.

2.7 Public transport - Bus Station and facilities

- 2.7.1 A new bus station is an essential part of the development. The location and the detailed design of a new facility should enhance the image and convenience of using buses, as envisaged in the Hampshire Local Transport Plan (LTP) (Hants County Council 2000). Proposal T.6 of the Revised Deposit Local Plan Review supports the LTP's integrated transport strategy.

- 2.7.2 A great deal of work has already been done on the location, specification and access arrangements for the new Bus Station. These have been discussed and agreed with the main bus operator, Stagecoach, and with Hampshire County Council's transport policy and public transport teams. The City Council will expect these to be incorporated in the development proposals

- 2.7.3 The location and area of the Bus Station is set out in *Figure 2*. Engineering studies have shown that it is feasible to create a bus station with ingress and egress from/to Friarsgate, in the areas shown in *Figure 2*, with appropriate traffic management and control measures. Eastbound buses will lose the benefit of an eastbound exit via the Broadway. To reduce the impact of this, the Council proposes an eastbound bus-only lane in Friarsgate between the bus station exit and Eastgate Street, and a right turn facility at this junction for buses only. Analysis of highway geometry and traffic volume indicates that this is feasible.

- 2.7.4 The new Bus Station arrangement will remove the need for buses to travel through the mainly pedestrian areas of parts of the High Street, Middle Brook Street and Silver Hill. This will introduce substantial environmental benefits, but will remove the popular bus boarding points in Middle Brook Street and Silver



13 Bus Station



14 Area at rear of Bus Station