

Sketch 2
The redevelopment provides the opportunity to extend Silver Hill eastwards as an extension to the town's core shopping area

PART THREE

Design Framework

3.0 Introduction

3.0.1 This section of the Brief builds on the design analysis of previous studies and incorporates design principles presented in Government guidance and good practice guides from a variety of agencies.

3.1 Urban design context

3.1.1 Friarsgate forms a boundary between town centre uses to the south and the residential area to the north, separated from the development site by the Cossack Lane public car park. The freestanding block of the former cinema, now the Middle Brook Centre Church, forms a connection between the two. The Friarsgate multi-storey car park faces the Cossack Lane surface car park, which makes the structure conspicuous and visually intrusive.

3.1.2 In the Council's recent study *Potential for Increasing Housing Densities in Winchester District* (Chesterton and Jon Rowland Urban Design 2002), Cossack Lane car park was identified as a potential mixed-use development site retaining public car-parking.

3.1.3 Middle Brook Street is an important route for pedestrians from the north side of Winchester to the town centre. Its southern end forms the western boundary of the site, and accommodates the street market, which is to stay and may grow. Space for the market to spread along Silver Hill should be considered.



32 Pedestrian area of Middle Brook Street looking towards Cathedral



33 Pedestrian area of Middle Brook Street looking north

3.1.4 The Brooks shopping centre has two customer entrances onto the pedestrianised Middle Brook Street giving access to both ground and basement shopping levels. The owners of The Brooks have indicated their intention to improve public access, particularly from Silver Hill, and any improvements to Middle Brook Street and Silver Hill should take this into account.

3.1.5 Silver Hill currently carries one-way traffic from Tanner Street. Both streets are used by



delivery vehicles. Silver Hill has a taxi rank for nine vehicles. The blank side wall of Sainsbury's and the rear entrances to Kings Walk shops opposite emphasise the service function of the road, which does not encourage pedestrian movement along it to the Cross Keys Passage connection to the Broadway. Redevelopment provides the opportunity to extend Silver Hill as an extension to the town centre's core shopping area, extending it onto the bus station site to link with a new pedestrian entrance at the current bus station exit. The taxi rank will have to be re-provided elsewhere within easy access of both the new development and the core shopping area, with at least as many spaces as at present.



- 3.1.6 To the east the existing bus station backs onto the brook and the rear of the St John's Hospital almshouses. Removing this conflict of uses and replacing it with a more sympathetic, primarily residential, development is a high priority. There is an opportunity to open up a pedestrian link between Busket Lane and Friarsgate running along the riverside as part of a new public space.
- 3.1.7 The location of the new Bus Station on the sites of Coitbury House and the medical centre requires its design to reflect its importance as an important functional and visual gateway to the town centre.
- 3.1.8 The exit from the existing Bus Station to the Broadway provides an opening in the otherwise continuous frontage of buildings directly opposite the entrance to the Guildhall. The relocation of the Bus Station provides an opportunity for a new pedestrian route into/from the Broadway opposite this important landmark. Any development of this part of the site should protect and make the most of this important view.
- 3.1.9 The redevelopment of buildings on either side of the current Bus Station exit is acceptable in principle, but the Council does not consider it an essential component of the development. Any such proposal should respect the height, massing and mix of styles of the remainder of this important frontage.
- 3.1.10 The removal of buses from the Broadway following the provision of the new Bus Station provides an opportunity to review the role of the Broadway and upgrade the streetscape and pedestrian facilities. This should be incorporated in the public realm design for the new development.
- 3.1.11 The relocation of the Friarsgate Medical Centre will provide the opportunity for development of that site. Most of the empty corner plot (28 Eastgate Street) may be required for junction improvement works, but any remaining part of this site should be incorporated in the development.



3.2 Views

- 3.2.1 There is a fine view of the Cathedral looking south down Middle Brook Street. The trees in the pedestrian area partially obscure the view when in leaf in summer. A slight widening of Middle Brook Street to the east would open up the view while retaining the trees.
- 3.2.2 Looking east along Broadway to the junction of Eastgate Street, buildings are framed by the dense tree canopy on St. Giles Hill. The development should make the most of this view along the extended Silver Hill as well.
- 3.2.3 The view west along Friarsgate is unattractive on both sides. Coitbury House and the multi-storey car park follow the line of the street but their facades are not attractive, particularly at ground level. The mature trees on the north side and the scattered trees on the south side are the only attractive features. These trees should be augmented with new planting in the gaps alongside the roadway on both sides to emphasise the curve of Friarsgate. They would create a new 'avenue' entrance to the town centre, create a clear boundary to the development site and provide the setting for the eventual development on Cossack Lane car park site, subject to visibility splays from the Bus Station entrance and exit.
- 3.2.4 If redevelopment and re-provision of the Friarsgate car park proves more attractive than refurbishment, the opportunity will arise to provide a more appropriate building form along this part of Friarsgate, with active uses at ground floor level and possibly a modified building line.
- 3.2.5 There are key views of the site that should be enhanced by architectural or other treatment, including public art:
- the view from the Junction of Friarsgate/Eastgate street. This presents a procession of three important corners:
 - Tanner Street / multi-storey car park;
 - the proposed Bus Station;
 - the confluence of the two streams;
 - the view from Upper Brook Street:
 - at the corner of Middle Brook Street;
 - at the Bus Station;
 - from St. George's Street to the Silver Hill/Tanner Street junction;
 - from the Broadway;
 - from Busket Lane; and
 - from the rear of St. John's almshouses.

36 View from garden at rear of St Johns Alms houses looking towards to Bus Station

37 View along Busket Lane



38 View from St Giles Hill



3.2.6 Views looking down from St. Giles Hill are also important. The development should reflect the intricate roofscape of the town centre, and with careful articulation of the upper floors and roofs of the scheme.

3.3 Public realm

3.3.1 New development should be designed around a clear network of linked and accessible public spaces that will:

- provide focal points for activity;
- reinforce local identity and sense of place;
- have the capacity for predicted pedestrian flows and service vehicles;
- incorporate space for 'spill-out' activities in appropriate locations;
- incorporate street furniture that provides comfort and information, using components that enhance the spaces while being durable and safe;
- include planting to provide variety and soften the built form; and
- carry utilities and emergency services.

3.3.2 Middle Brook Street is an important public space that will continue to accommodate the market. It should be reinforced as a lively pedestrian street. The square at the corner of Silver Hill will remain a focal point where the street market is concentrated.



39 Middle Brook Street

3.3.3 Silver Hill should be designed to cater for the potential expansion of the street market/ farmers market provided this can be achieved without compromising service access or commercial viability. A new urban square should be created at the intersection of the extended Silver Hill with the new link to the Broadway at the existing Bus Station exit. Development around this space could appropriately accommodate small shops, cafes and restaurants. It should relate well to the Woolstaplers' Hall, which should be refurbished for mixed use. The new square could accommodate a specialist market and should also be capable of being used as an informal outdoor performance space and a possible venue for winter activities such as a skating rink.



40 Bus Station / Woolstaplers Hall

3.3.4 The development should provide a new public green space incorporating a pedestrian link, between Busket Lane and Friarsgate along the Lower Brook.

3.3.5 Tanner Street will provide access to car parking and delivery bays for larger stores. Ground floor active uses will be expected along the rest of the street.

3.3.6 Cross Keys Passage and Busket Lane should be upgraded as part of the pedestrian network of the new development.

3.3.7 The development should incorporate some weather protection for pedestrians in public areas. Colonnades and awnings are traditional features in Winchester (note in particular The Pentice, and former Market House).



3.3.8 The Council will require the developer to contribute to the improvement of the public realm around the site, through a negotiated Section 106 Agreement. This will require good quality durable materials that reflect the historic character of surrounding streets and can withstand service and other traffic where necessary. The Council require an agreed management regime to ensure that public spaces are open to the public at all times, and are well maintained and safe.

3.3.9 The City Council's preferred approach to the design of buildings and spaces is a contemporary interpretation of the historic qualities of the town centre. A faithful reproduction of historic features may be acceptable if handled with sufficient care, but the Council will not accept a weak pastiche using inappropriate materials. A coherent approach to street design and the use of materials, pedestrian-friendly lighting, street furniture and traffic calming measures will be required.

3.4 A mix of uses

3.4.1 The Council wishes to see a range of uses introduced into the area consistent with its town centre location. Retail, A3 (food and drink establishments), leisure, residential and other uses should be integrated into the development to compliment each other and the public realm. Cultural, tourism and social uses would be suitable in this location. The relocation of the present health and business uses should also be accommodated if suitable alternative sites cannot be provided.

3.4.2 In providing for retail uses on the site, the Council expects a range of sizes of retail units to be accommodated to create variety and vitality within the area.

3.4.3 The Council looks to the prospective developer to be creative in the mix of uses - in particular the vertical mix within discrete elements of the development. The Council refers the Developer to Government advice contained in PPG6 Town centres and retail development and PPG3 Housing.



41 The Pentice, High Street

Sketch 3
The Square at the corner of Middle Brook Street and Silver Hill will remain an important public space

3.5 Height and massing

- 3.5.1 Building heights should vary across the site to respond and be sympathetic to adjacent development and the town centre as a whole.
- 3.5.2 Towards the Broadway, heights will be limited to three with occasional four storeys in the form of architectural features at corners and other landmark locations. This reflects the scale of the majority of buildings in this area, and will allow the Woolstaplers' Hall to dominate. At the eastern end of the site, the heights of any buildings proposed should take into account the proximity of St John's Almshouses.
- 3.5.3 If the multi-storey car park is to be redeveloped, building heights on redevelopment should be limited to four and occasionally five storeys, taking as a guide the height of the Woolstaplers' Hall. This will provide the appropriate scale and 'sense of enclosure' for this key entrance to the town centre, without over-dominating the street, bearing in mind that in the longer term there is likely to be development on the north side of Friarsgate as well.
- 3.5.4 The Council will expect frontages of large-footprint elements of the scheme to be broken into different design elements where appropriate, to reflect the generally narrow-plot development of the surrounding area.

3.6 Development capacity of site

- 3.6.1 The area required for the bus station is set out in Fig 2.
- 3.6.2 Previous studies carried out for the Council have indicated the likely capacity of the "Bus Station" site and the "Post Office" sites. These suggested a gross ground floor retail/leisure area of around 10,000 m², and a gross residential floorspace of around 4,500m². To these sites can be added the capacity of Woolstaplers Hall, the existing Sainsbury's supermarket site and the site fronting Friarsgate to the east of the proposed Bus Station. Actual retail provision should take into account the assessment of retail floorspace need in Winchester, set out in para 2.3.1. of this Brief.
- 3.6.3 Replacement or refurbished public car parking should be provided on-site, equivalent to that which could be accommodated in a refurbished Friarsgate multi-storey car park, plus the limited public car parking provided in the Marks and Spencer customer car park (approximately 300 spaces in total). Private parking capacity should also be retained to meet the needs of any existing uses within the site that are to be retained, without exceeding their existing provision.
- 3.6.4 The prime objective of the development is however to secure development appropriate to the location, both in its physical form and the scale and mix of uses. This brief does not therefore provide a definitive land use budget.

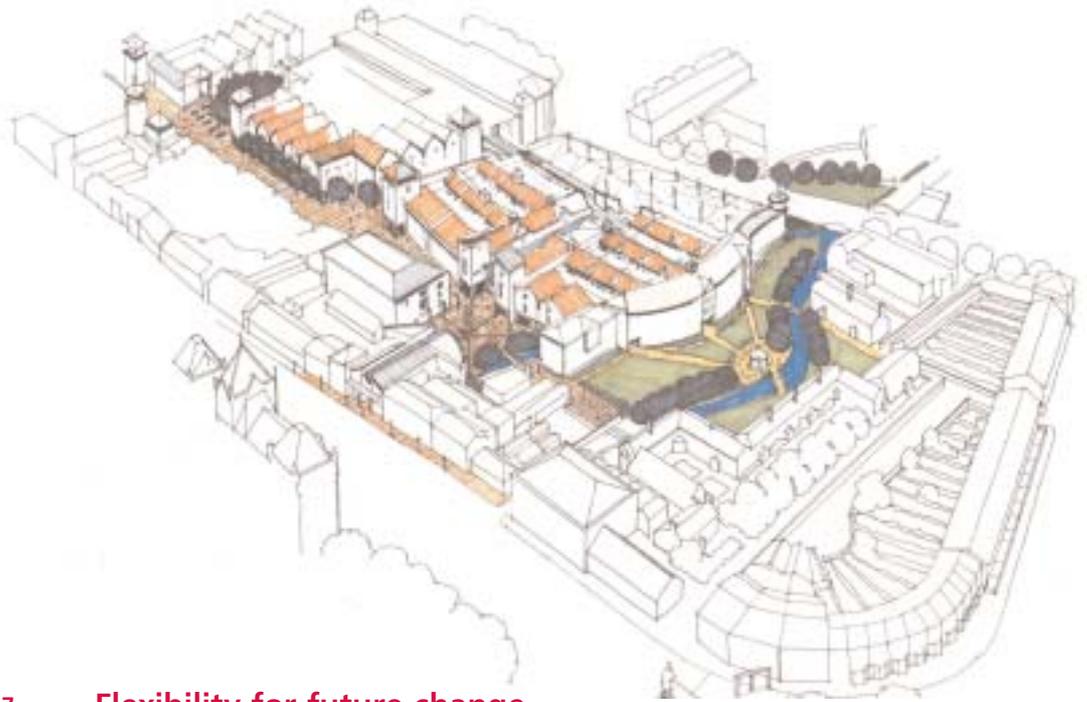


42 Friarsgate multi storey / Tanner Street

43 View of Marks and Spencer Warehouse from Friarsgate Multi Storey Carpark

Sketch 4
A built form that is an outward looking group of buildings rather than a single block

Sketch 4



3.7 Flexibility for future change

- 3.7.1 Retail fashions change and commercial demands for certain types and sizes of floorspace may be quite different in ten to twenty years' time. Commercial floorspace should be capable of adaptation.
- 3.7.2 Car parking space incorporated in the built development should be capable of adaptation to other uses should demand or policy result in reduced need. The development should incorporate floor to floor heights of a minimum of 2.9m.
- 3.7.3 Residential development may in future accommodate more residents working for longer periods from home. This has implications for the design of dwelling types. Space and layout arrangements should allow as much internal flexibility as possible.

3.8 Phasing

- 3.8.1 The Council will wish to agree the appropriate phasing of development with the developer(s) before a planning application is submitted. The phasing should minimise the physical and commercial impact of construction, allowing the continued operation of surrounding businesses, providing satisfactory access at all times for emergency vehicles, and avoiding disruption to the provision of public transport. It should take into account the Environment Agency's requirements for flood control and any contaminated land remediation measures. The developers should seek the advice of the Environment Agency and the Council's Archaeology team at the earliest opportunity, to ensure that necessary site investigation and advance works do not unnecessarily delay the construction programme.
- 3.8.2 While recognising the commercial implications of phasing development, the Council will expect to see the Bus Station, off-site highways works, and improvements to the public realm implemented as early as possible in the construction programme.
- 3.8.3 The phasing of development should also take into account the reasonable requirements and expectations of those existing occupiers of the site who are to be relocated as part of the development.

3.9 Layout and built form

- 3.9.1 The Council will expect the development to be outward looking. The Council will not accept a scheme that relates poorly to the surrounding streets. The development should be a group of buildings rather than a monolithic block. The scheme should be designed to protect the privacy and amenity of properties around the site, both during construction and on completion.

3.9.2 The commissioning of discrete elements of the development from different architects could help produce the variety of design appropriate.

3.10 Landmarks and frontages

3.10.1 In a development with a mix of uses, careful planning at the concept stage can ensure that land uses with limited frontage, for example large retail units and car parks, are faced with smaller units to present an active frontage to public spaces.

3.10.2 All elevations of buildings facing the public realm should have active frontages, with blank walls kept to an absolute minimum. There should be no car parking at ground level - only discrete access to multi-storey parking will be accepted. Limited service access will be permitted.



3.10.3 Landmark features should be provided to punctuate and emphasise important corners and gateways. These include:

- the junction of Friarsgate with Middle Brook Street, a corner visible from the south and the west;
- the corner of Tanner Street with Friarsgate, a feature on the axis along Friarsgate from the Eastgate corner;
- the existing bus exit onto the Broadway; and
- the corner of Middle Brook Street and Silver Hill.

44 View of existing entrance to Bus Station in Friarsgate

3.10.4 The Bus Station must be an outstanding example of transport architecture. It should signify its use and the Council's commitment to public transport. The building should be designed to be light and welcoming to passengers as well as efficient in performing its transport function. Guidance should be sought from: Passenger Interchanges - shaping the way forward (Chartered Institute of Transport).

3.10.5 Passenger waiting areas should be weather-protected by enclosures that offer a clear view of the bus holding area. Transparency of enclosures with no hidden corners will promote actual and perceived personal safety, especially at night. Good lighting (while minimising external impact and light pollution) and clear signs for passengers are vital.

3.10.6 Pedestrian safety is a priority and vehicle circulation should not impinge on pedestrians. Direct and safe pedestrian access from the bus station to the Broadway is required.

3.10.7 The location of the Bus Station next to the public open space alongside the Brooks will require careful planning to ensure that the building presents a face to that space and does not create an environment that might encourage anti-social behaviour.

3.11 Building materials

3.11.1 The Council expects the development to be a leading example of how contemporary architecture can work with traditional materials and form. A palette of materials consistent with historic Winchester will be encouraged. These include brick, stone, flint, clay tile, slate, timber and glass, but will allow for creative design interventions that provide elegance and distinctiveness.

3.12 Sustainable design

3.12.1 The Council is committed to the principles of sustainable development, see Proposal DP.8 of the Revised Deposit Local Plan Review. The scheme should also be an exemplar of sustainable principles, and ensure that the development:

- protects the environment;
- anticipates future needs;
- promotes for social equality/inclusion;
- uses sustainable products and recycled building materials where possible and appropriate; and
- is designed and constructed for long life.

3.12.2 The developer will be required to consider the following in the design of the scheme:

- where possible, building design and orientation should consider the potential for solar/photo-voltaic panels and natural daylight to reduce the need for artificial heating/lighting sources, provided that this does not compromise adherence to a layout consistent with the historic character of the area;
- the installation of renewable energy technology, as encouraged by the Revised Deposit Local Plan Review, see Proposals DP.1 and DP.18;
- natural ventilation and passive cooling;
- robust building style - allowing for change of use over time;
- incorporation of recycling with refuse storage and other waste management regimes;
- use of local materials;
- re-use of buildings and building materials, and the use of long-life materials, and those that have low embodied energy values;
- a Combined Heat and Power scheme if practicable;
- provision of effective thermal insulation within the new development;
- a Drainage Strategy including, if appropriate, Sustainable Drainage Systems (SUDS) for rainwater and floodwater collection and retention/attenuation; and
- protecting and enhancing the ecology of the streams.

3.13 Design management and review

3.13.1 The Council and the community of Winchester expect excellence in the architectural design of the development, and the design of the public realm. To this end the Council would welcome the opportunity to assist the developer in selecting an appropriate masterplanning architect, and other architects as appropriate.

3.13.2 The Developer will be expected to take into account the design and development principles set out in recent design advice such as:

By Design DETR

Better Places to Live DETR

Power of Place English Heritage

Places Streets and Movement DETR

Going to Town DTLR

Urban Design Compendium English Partnerships

Urban Design for Retail Environments BCSC

Transport Development Areas RICS

- 3.13.3 Proposals for this important site may be submitted to the Design Review Panel of The Commission for Architecture and the Built Environment (CABE).
- 3.13.4 The Council will require a Design Statement to accompany the planning application, setting out the principles of the design and how it relates to its setting and other material considerations.
- 3.13.5 This brief provides the basis for the Council's regulation and control of the development. It promotes 'best practice' as advocated by CABE, and the good practice guidance identified above.

Fig. 4 Location of photographs

