



# CONNECTING UP PLACE

Station Approach  
Concept Masterplan

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DOCUMENT REVISION

Version 1	18.12.24	Draft Issue
Version 2	07.02.25	Revised Issue
Version 3	05.03.25	Final Draft Issue
Version 4	18.12.24	Final Issue for Approval



# Chapter 1: **The Vision**



Introduction, scope, process, and site vision

# 1.1 INTRODUCTION

## What is a Concept Masterplan?

The city council's emerging Local Plan sets out the council's planning framework to guide future development and the use of land in the district. It requires that any future application for significant development on sites are preceded by a comprehensive and evidence-based site wide masterplan.

In June 2023 the council agreed an approach to masterplanning which includes a stage known as 'Concept Masterplan'. This is a process resulting in a document that proposes the strategies for locating buildings, spaces, movement and land uses in three dimensions.

**A Concept Masterplan is a set of guidelines for potential developers of these sites, rather than a detailed design of what will be built. It will provide a framework within which future designers can bring forward more detailed proposals, subject to the existing policies, statutory processes and approvals.**

This document outlines the Concept Masterplan proposals for the Station Approach area, a project presented under the working title of 'Connecting Place'. These proposals have been developed through consultation with relevant local stakeholders and interest groups, and builds upon the previous baseline site analysis study.

A separate Technical appendix document also captures a synopsis of the sites highlighting relevant policy parameters, and how the proposals meet the aspirations of Local Plan Policy W8. Also for each distinct site, setting out further considerations that would be required from ongoing parties in future in order to progress a more detailed proposal for each site. The document highlights considerations regarding phasing of the sites development, but does not prescribe a definitive phasing strategy for implementation, recognising the different ownerships across the sites.

# 1.2 THE SITE(S)

## Project scope

The area around Winchester railway station is an important gateway to the city, providing key routes into the city by rail, bus and car. However, the current experience of arriving at the station, or into the city, lacks quality and identity.

A Station Approach regeneration area has been identified as a regeneration site within the city council's Local Plan. The sites under consideration for this Concept Masterplan proposal make up much of this designated area, comprised of land owned and controlled by a multitude of interests, including Winchester City Council (WCC), the Defence Infrastructure Organisation (DIO), Network Rail (NRIL), and leaseholder South West Rail (SWR), and limited areas of Hampshire County Highways (HCC).

The land within the Concept Masterplan boundary is predominantly used currently for public carparking, with the exception of the station building itself, and the DIO existing buildings.

KEY TO DISTINCT SITES - Refer to 3D plan diagram overleaf:

1. Station Approach (Station Hill) public realm outside of the station east entrance, land controlled by Hampshire Highways, and Network Rail.
2. Carfax site, owned by Winchester City Council, including Gladstone Street car park (108 public spaces), the leased parking next to the former register office, and the leased parking to the south of Hampshire County Council Record Office.
3. Cattlemarket car park owned by Winchester City Council comprises of 338 surface carparking spaces over 2 stepped levels (sloping site).
4. Station west, surface carparking extending north along the western side of the railway line, and the decked car park to the west of the station (owned by NRIL, operated by SWR) - totalling 477 spaces.
5. Station north-east, comprising a decked car park to the north of the station. Owned by Network Rail Infrastructure Limited (NRIL), operated by South western Railway (SWR) - total 265 spaces.
6. The Defence Infrastructure Organisation (DIO) site currently used as a base for the Hampshire and Isle of Wight Army Cadet Force, Minden Company and the Hampshire and Isle of Wight Air Training Corps.



1.2 THE SITE





1.3 PROCESS

Starting from agreed principles

In 2022, the council consulted local residents and stakeholders on their aspirations for Station Approach and over 1000 people shared their thoughts about what the opportunities were for the area. This feedback informed an agreement of four development principles, which received clear backing from the public (attaining 92-95% support in public consultation feedback). These principles have been developed into conceptual proposals and strategies as applied specifically to the Station Approach sites area.

AGREED DEVELOPMENT PRINCIPLES



Connected and Sustainable Development



Development for Winchester's Future



High Quality Design, Positive Placemaking



Co-creating with residents, businesses, and stakeholders

SUB-PRINCIPLES

Carbon neutral city by 2030  
Low carbon development

Prioritise sustainable transport and Active travel

Reduce town centre traffic

Create healthy spaces for people

Support biodiversity and greening

Appropriate site mix to reinforce and complement Winchester's town centre and economic future

Promote an inclusive and accessible environment

Promote public value principles

Support affordable housing needs

Create a greater sense of arrival for Winchester

Respect Winchester's townscape and character

Enhance public realm, routes and spaces for people that are coherent, direct, safe, comfortable, and attractive

High quality architecture

Consider key views, preserve and enhance heritage

Open up our design process to as wide a range of voices as possible, specifically those who currently or should / will use the space regularly

Clear consultation plan

Listen and feedback

Balance aspirations with opportunities and site constraints

Project development - key steps

The design team initially undertook a study of local development, transport and environmental policies and aspirations, informed by a series of conversations with the Winchester City Council and Hampshire County Council officers, and other statutory stakeholders.

The starting point for a project 'brief' has been the agreed development principles alongside the local plan requirements, along with previous capacity studies to benchmark viability. The designers have also been informed by previous studies relating to station and city carparking viability options, and existing feasibility studies of county highways opportunities that could support aims within the Winchester Movement Strategy.

A 'baseline' study of the area's current conditions was completed in order to identify the key **constraints** and **opportunities** for Station Approach redevelopment sites.

Consultation with stakeholders aimed to identify, refine and agree potential **opportunities** to achieve the agreed development principles' aims.

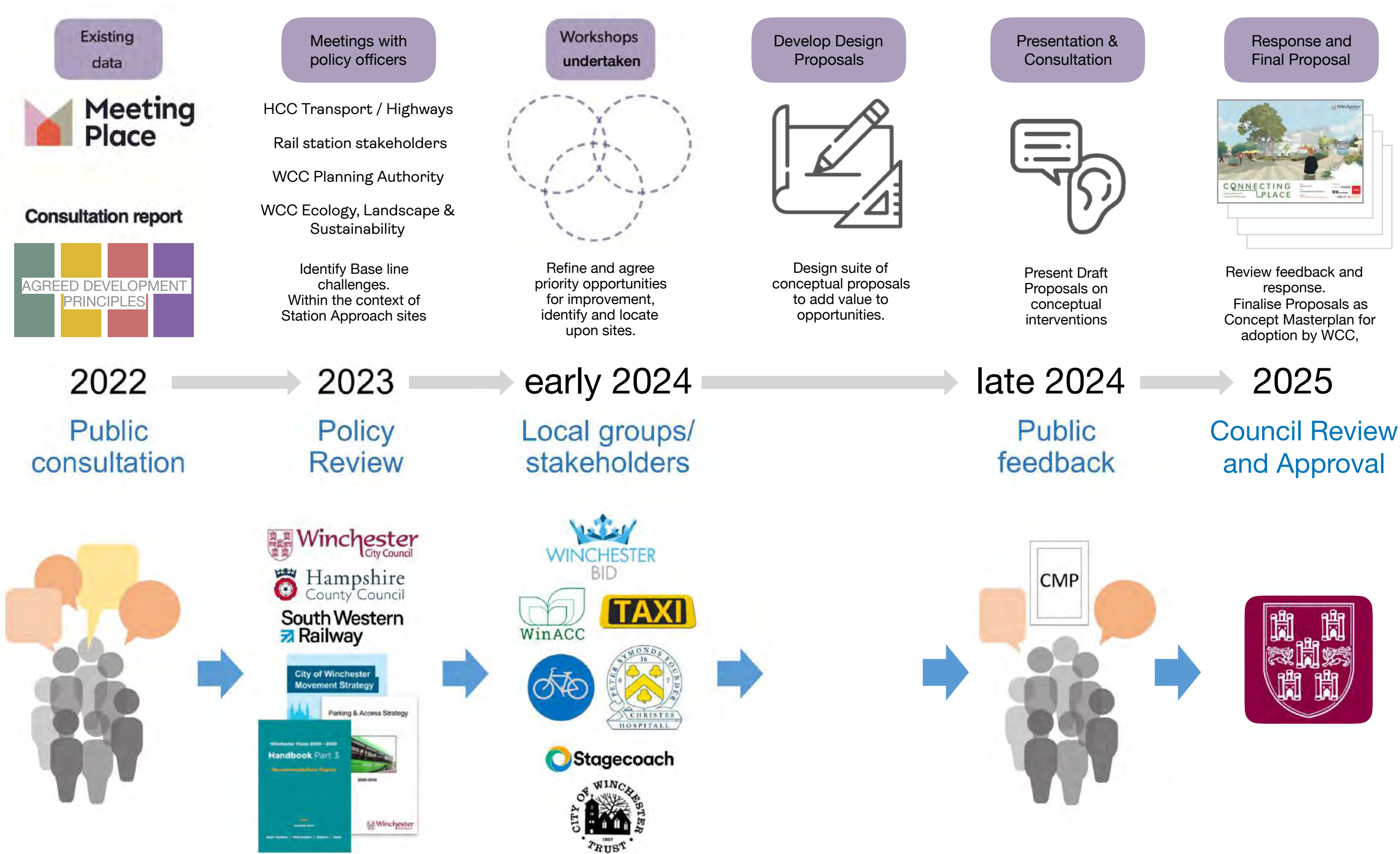
The design team then drafted a series of masterplanning concepts which form the **proposals** for a Concept Masterplan. To help the articulation and understanding of these concept design principles, visuals representing indicative designs were prepared to aid public engagement for the purpose of helping consultees to visualise the possible interpretation of the proposed concepts in future development.

Feedback and public comments have been collated and considered, the majority of which have been supportive of many aspects of the proposals, while criticisms have also provided valuable insights to be considered further into the detailed design stages.

Beyond this Concept Masterplan study stage it is recognised that there remain a number of variables and risks that need to be addressed prior to development, such as archaeology, adjoining sites potential, along with options for funding and phasing of the developments. A series of '**next steps**' are identified within the technical appendix document.



1.3 PROCESS



1.4 VISION

The vision for Station Approach:

“A Connected Place ... a series of spaces and development supporting a lively and accessible place to live, work, and play, promoting routes for sustainable travel, and identifying a welcoming gateway that showcases the nature of the city.” (CMP aims 2024)

The Concept Masterplan develops the previously agreed 4 development principles into proposals applied to the Station Approach sites area. These have themselves been aligned within 6 themes to describe the concept proposals:



Improve the arrival experience to the station, and to the city, for visitors, residents, and commuters.



Prioritise sustainable transport, integrating links to the city and surroundings.



Bring vibrancy and public use to the Carfax site at the centre of a new, connected 'station quarter'.



Development to create opportunities for new jobs and homes.



Allocate space for new trees, green areas, improving biodiversity and maintaining a natural setting for the city.



Creating distinctive routes, scale and places, reflecting the character of Winchester.

NET ZERO CARBON DEVELOPMENT

Running throughout all the themes will be commitment to a sustainable approach in constructing and maintaining development and the surroundings... to help Winchester achieve its goal to become **a carbon neutral city**.

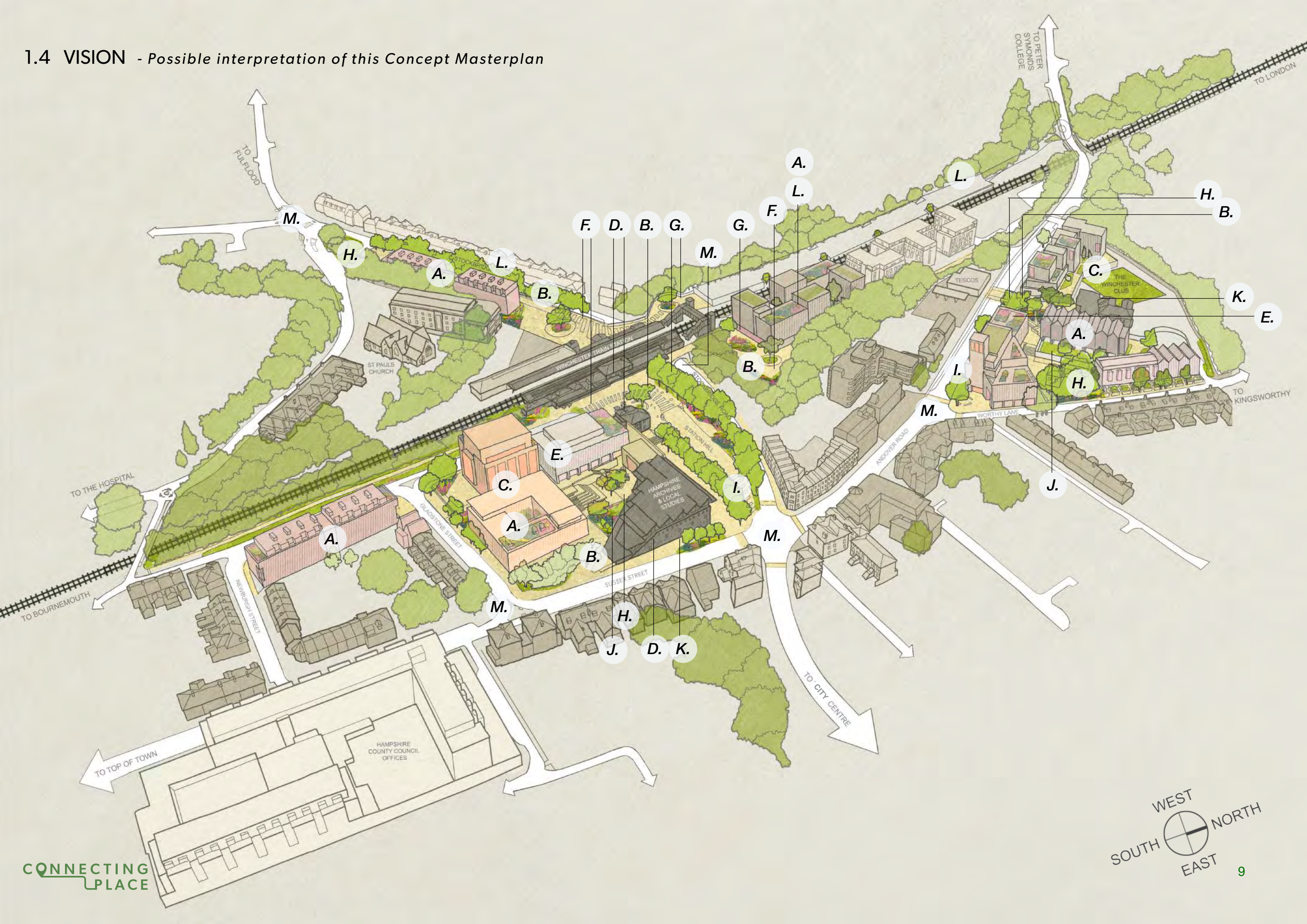
1.4 PROPOSALS OVERVIEW

Key Aspects - Refer to 3D plan diagram overleaf:

- A. New residential housing circa 250 units, providing a variety of types and tenures to suit the site conditions, meeting a range of needs in the local market.
  - B. Public realm improvements to enhance spaces for arrival at the station, and key routes for walking and cycling access into and across the sites.
  - C. Public off-street carparking to be removed from Carfax site. Cattlemarket site to retain a proportion of existing parking alongside development.
  - D. Heritage assets to be identified and respected by retaining views and improving immediate landscape setting.
  - E. New mixed use commercial and retail facilities introduced to animate key locations of sites, creating new public spaces encouraging people to sit, pause, meet, and play.
  - F. Reallocate space for sustainable transport modes at station forecourt locations, re-position private vehicle drop off points to enable increased pedestrian friendly public realm.
  - G. Support cycling provision with improved safe and secure cycle parking and bike hire provision close to station entrances in overlooked locations.
  - H. Introduce new green landscaped amenity spaces and locate new trees with space to mature, offering character and biodiversity.
  - I. Retain bus priority to Carfax junction, offer space for future new bus and cycle lanes on Andover road to promote travel modes.
  - J. Layout the proposed building footprints to create permeable urban forms with 'discoverable' spaces within. Articulate building heights and rooflines to provide variety and interest including identifiable 'landmark' buildings framing views in the streetscape.
  - K. Development offers the potential for beneficial diversification of uses within adjoining buildings to the sites.
  - L. Network Rail parking to be consolidated or reduced (demand-led), to release space for developments, subject to access improvements from Andover road into station northeast and west sites.
  - M. Explore opportunities to improve connections to the rest of the city, particularly at key junctions. Aim to make it easier for people to walk and cycle through the reallocation of street space and a focus on 'people and places' to prioritise and encourage active travel and public transport use.
- All new buildings to be designed to net zero energy standards. New and existing rooftops to incorporate renewable energy generation where feasible. Landscaping and rooftops to provide biodiversity features and SUDS urban drainage and flooding mitigations.



1.4 VISION - Possible interpretation of this Concept Masterplan





## Chapter 02: **Setting the Scene**



Summary of baseline site context and opportunities



## 2.1 WINCHESTER - THE CITY AND THE STATION

Winchester is a historic city characterised by a strong relationship with the landscape it is built in. The core of the current city is an area defined by a city wall originally of Roman founding, has a medieval street pattern, and features a cathedral as its famous landmark. The city is sited in the valley of the river Itchen, with chalk downland hills rising on either side.

The close connection between town and country is illustrated by views to the characteristic cityscape of roofs and tree canopies from several higher vantage points outside the city, like St Giles Hill and St Catherine's Hill. From within the city there are many views outwards to the landscape, for example from Oram's Arbour and perhaps most well-known, from the High Street to St Giles Hill.

A vital component of the city's urban streetscapes are the large trees within the city. They require space in public parks, private gardens, carparks and along highways and railways to flourish and reach maturity.

The railway line and station building are outside the historic city wall. This area is and has always been characterised as a more fragmented, industrial part of the city, with a mixture of larger and finer grain buildings.

This reading of the unique character of Winchester's city is supported by the observations of John Keats, observing Winchester in the early 1800's.

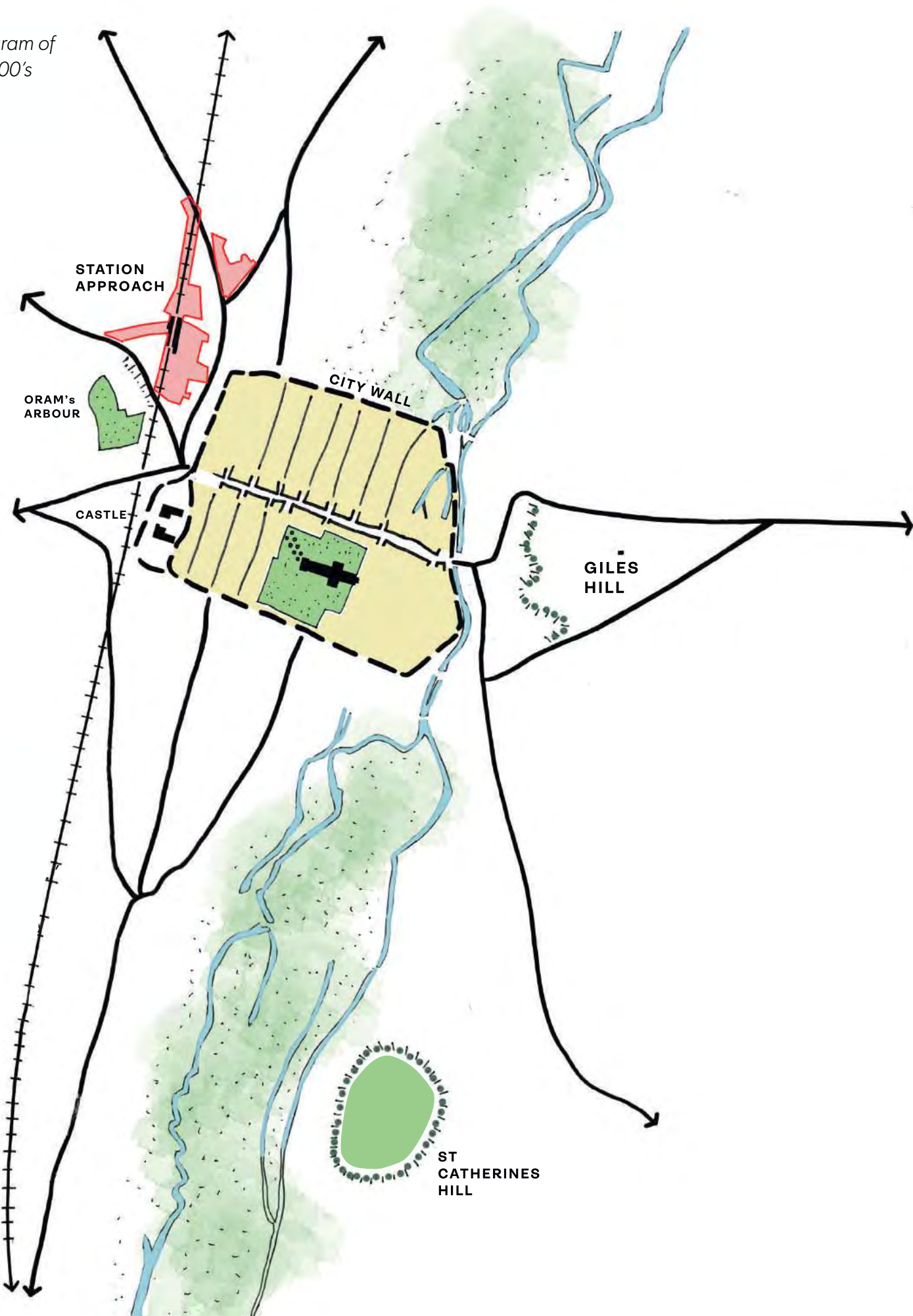


*"The whole town is beautifully wooded - From the hill at the eastern extremity you see a prospect of Streets, and old Buildings mixed up with Trees."*

John Keats in a letter to Fanny Keats, sister, 29 August 1819

View of Winchester  
by G.F. Robson, 1827

Elemental map diagram of Winchester in the 1800's





## 2.1 WINCHESTER - THE CITY AND THE STATION

The railway station today is no longer on the periphery, but central in the city. It has a guiding role in where future growth is happening, and how people move to and from the city.

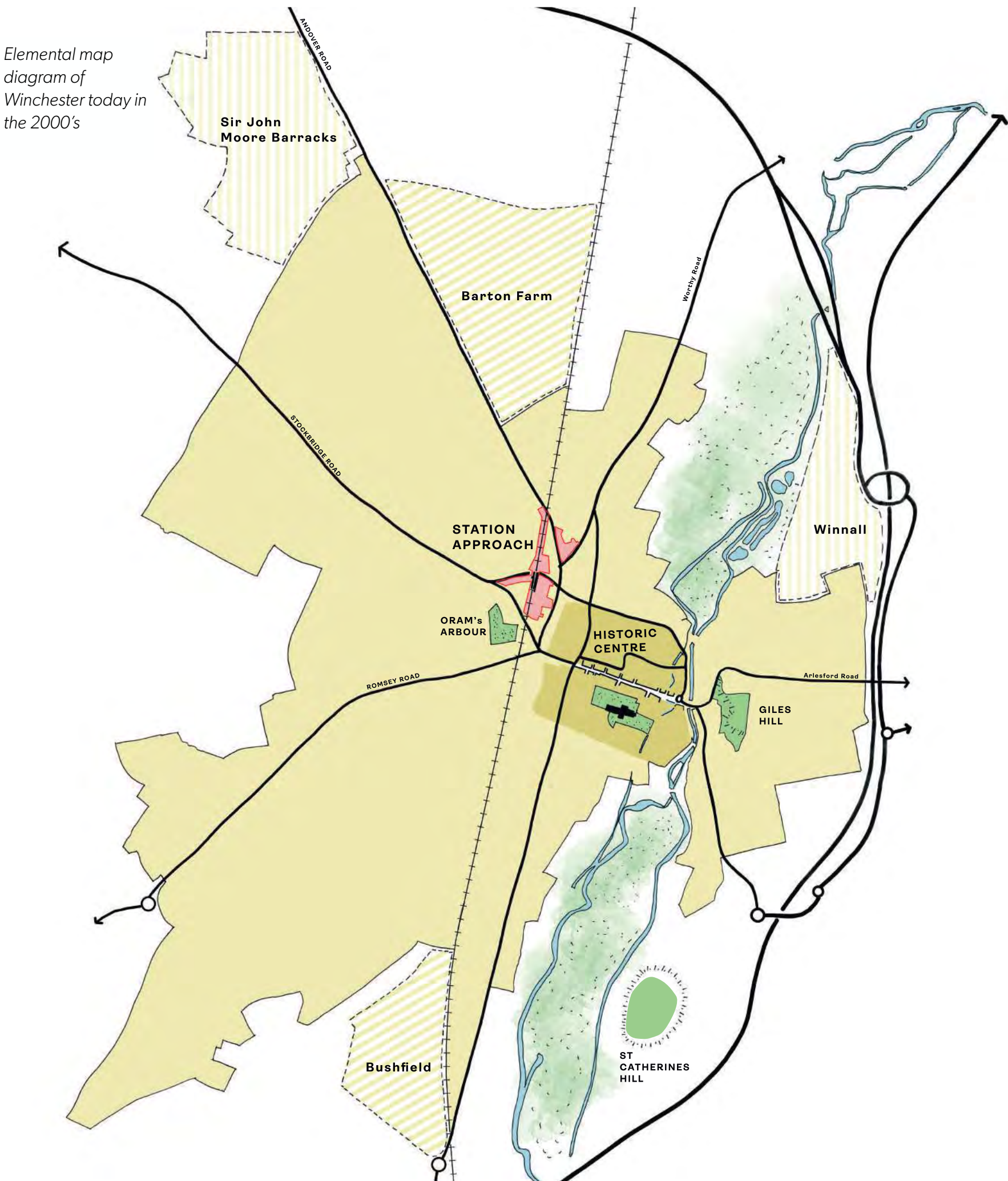
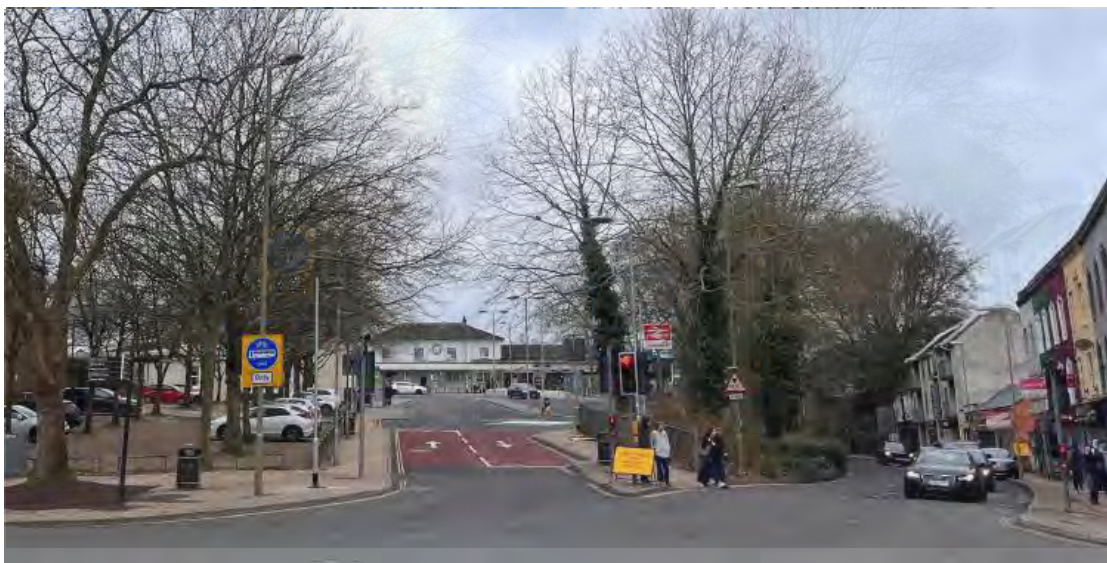
The station and railway line today divide the western areas of existing and future city growth, from the historic and economic city core to the east.

The Station Approach area needs to be less of a barrier and more of an functional and economic asset for the city of Winchester.

The overarching character of the Winchester city scape remains in evidence. Its close connection with the wider landscape together with the mix of roofs and tree canopies remains a legible feature of the city.



Above: Station Hill, Winchester in 1909. Below: The same view in 2023





2.2 STATION APPROACH SITE USES TODAY

The Station Approach site today (as defined by the Concept Masterplan study area) is comprised of a mix of ownerships. There are a small number of active buildings within the site, principally the rail station complex itself, the DIO offices / training building, and the Old Registry Office on Station Hill. The significant majority of the available land is used for carparking currently, either for station users or public parking.

‘Lively’ public uses are very limited within the study area, typically existing in areas bordering the site, along main circulation routes and highways.



Lack of activity around the station misses an opportunity for passing trade, feels unwelcoming in evening and lacks wayfinding.



Parking dominates routes to and from the station, creating unattractive pedestrian and cycling routes.



Existing retail at the station is successful, but could be better supported.



Shops on Stockbridge Road feel removed from the station due to steep slopes and traffic dominance.

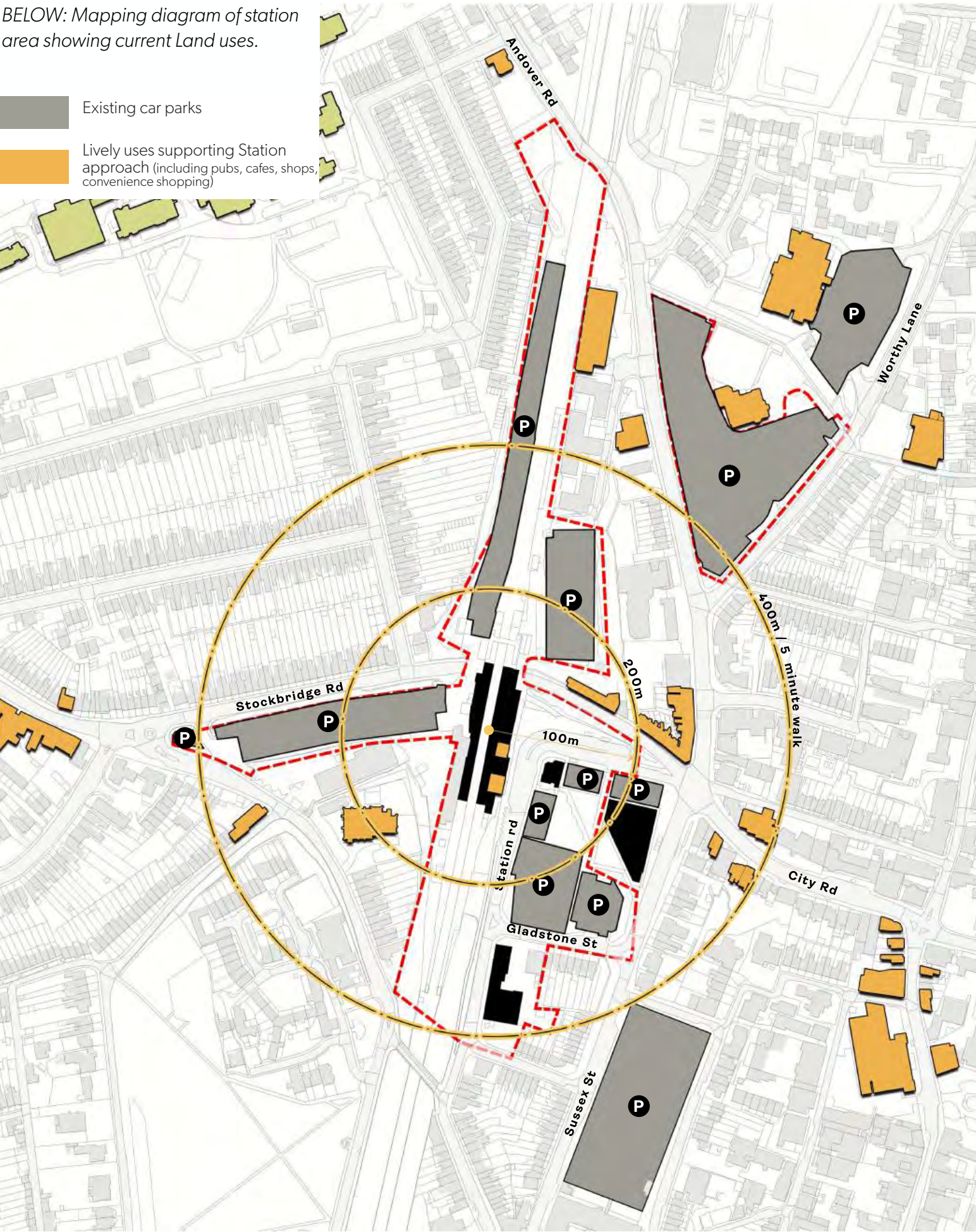


Fullflood shops are on a key route to the station and play an important role for the community west of the station.



Tesco / Co-op are the closest convenience stores to the station. They are popular with students but are 400m from the station.

BELOW: Mapping diagram of station area showing current Land uses.





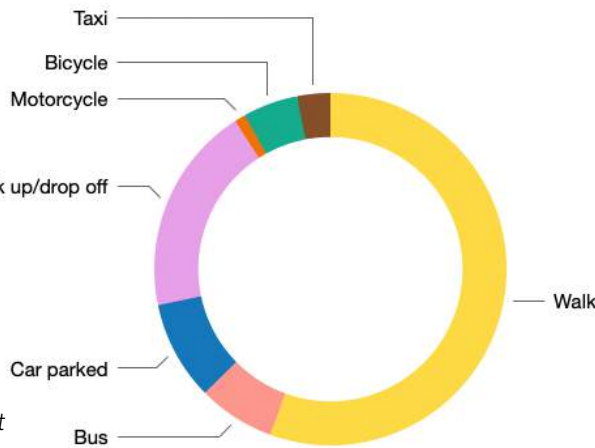
2.3 EXISTING MOVEMENT ANALYSIS

The current access layout prioritises the taxi rank and short-term pick ups/drop-offs, in terms of who is able to get closest to the station. Existing routes for walking and cycling are incomplete or ill-defined and poor quality, e.g. crossing carparking etc.

A recent survey shows that most people walk to the rail station - significantly more than other modes of transport. All other modes have a share of less than 20% each. More people tend to be dropped off by car than choose to park up themselves. Whilst a good number of people come to the station by bus, the station is also an important pick up/drop off location for other bus journeys.

This data supports a rethink of how the quality of routes to and from the area, and spaces immediately outside of the station could be organised.

RIGHT: Existing travel modes to/from Rail station (Data Source: South West Rail, Station Travel Plan 2022)



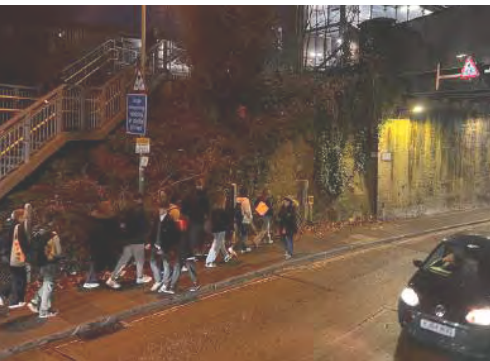
BELOW: Existing conditions in key movement areas of the sites



Traffic volumes reduce attractiveness of many town centre routes for pedestrians and cyclists.



Existing station forecourts (East & West) are dominated by vehicles, are lacking in quality public realm, places to sit or socialise, and are not inviting spaces for travellers, commuters or those passing through.



Lack of safe / pleasant pedestrian and cycle space under the bridge on Stockbridge Road.



Andover Road lacks adequate space to promote active travel.



Station approach from north - pedestrian and cycle routes compromised by carparking.



Station approach from west - pedestrian and cycle routes compromised by carparking.

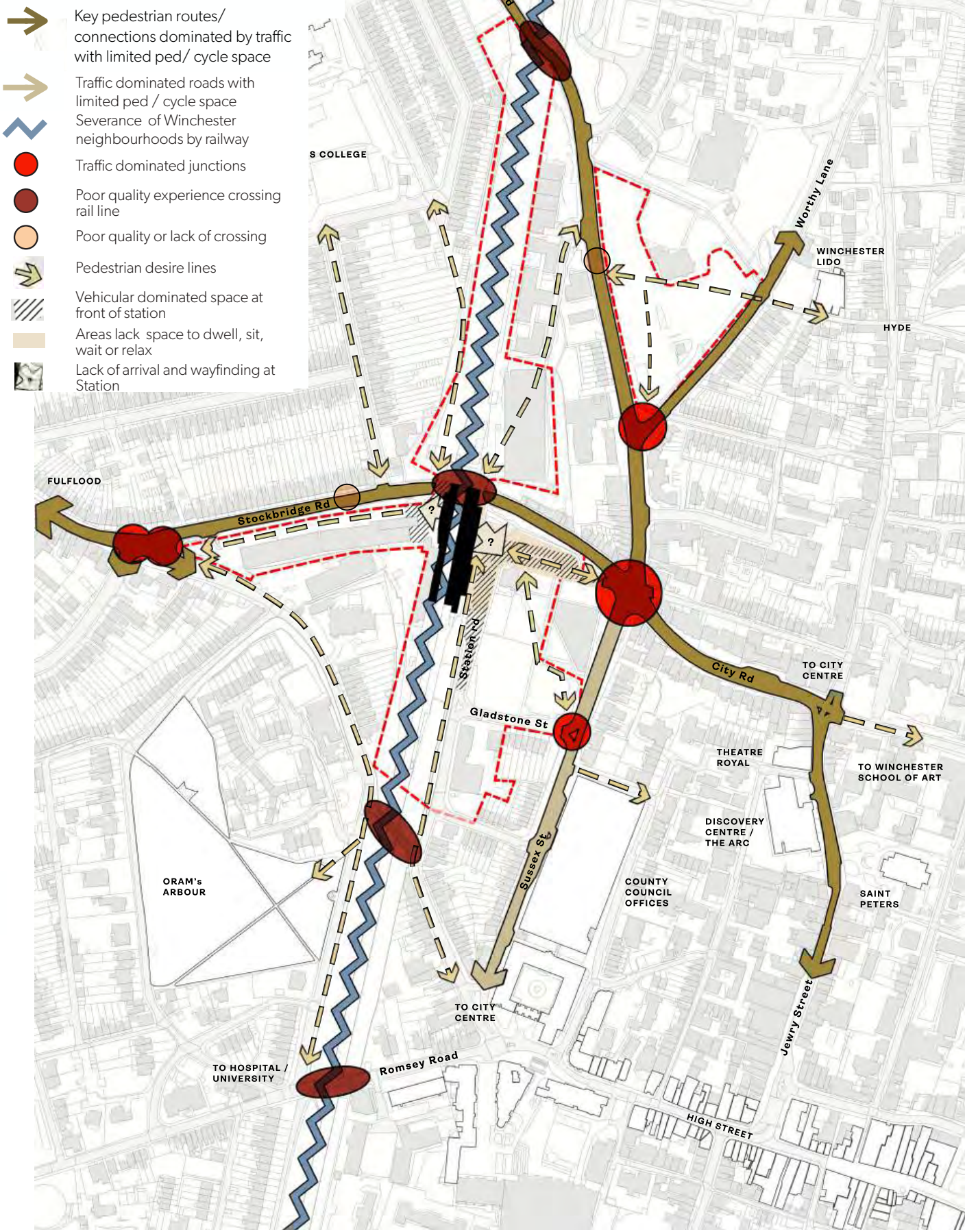


Pedestrian route connecting east/west sides of station lacks quality.



College students are a large pedestrian population for the Station Approach area.

BELOW: Mapping diagram of Station area showing current movement constraints.





2.4 LANDSCAPE, OPEN SPACE & BIO-DIVERSITY

The station area already has some features typical of Winchester’s urban landscape, with lines of mature trees lining key routes and roads, particularly bordering the railway land sites. Some existing trees possess Tree Protection Orders (TPO). Numerous mature trees exist within the Carfax site, but some are compromised by vehicle parking and access beneath. A tree condition survey would be undertaken for each development site as the detailed masterplanning progresses.

The local policy designations and data from Winchester Open Space assessment (2022), support the observation that the site itself and immediate surrounding public realm lacks both public accessible green space and amenity open space.

Areas of biodiversity can be found on the site today, typically around the site periphery. A biodiversity survey to establish their value, density, and potential for greater enhancement, would be established at a later stage prior to detailed design work on proposals being undertaken.



Tree-lined route to station is a celebrated and much loved feature of the Station Hill approach, to be retained and enhanced. Carparking beneath trees on Station Hill prevents use as open space or pedestrian friendly route, and is damaging the trees.



Steep verges with trees and greenery is characteristic along Stockbridge Road, but is generally unkept and inaccessible.



Large mature trees form an important part of Winchester’s streetscapes.

BELOW: Mapping diagram of station area showing current landscape elements.





2.5 HERITAGE & ARCHAEOLOGY

The Station Approach site area is in places, bordering, or encircled by, the designated conservation area, and there are also a number of key buildings on, or adjacent to, the site which are listed or have heritage value. The setting of these assets is typically compromised by the current site usage, and so could be potentially improved.

The archaeological interest and potential constraint is known to be high across much of the Cattlemarket site and elements of the Carfax. There are no specific detailed constraints currently to inform development proposals, although further investigation would be required to confirm the survival of archaeological remains across the Cattlemarket site and their significance.

The Concept Masterplan has been developed to build upon (rather than repeat) the findings and analysis of previously completed reports regarding the site’s heritage characteristics and value, by Stephen Levrant Heritage Architecture.



1840's railway station building is a familiar landmark undermined by current public realm setting.



Former County Council Registry Office adds value as a recognisable local feature and for its relationship to the station



St Paul's Church (Grade II listed) is located on a hill above the Carfax site and is visible to the surrounding area.



A row of small local shops on the Stockbridge Road reflect the historic character.

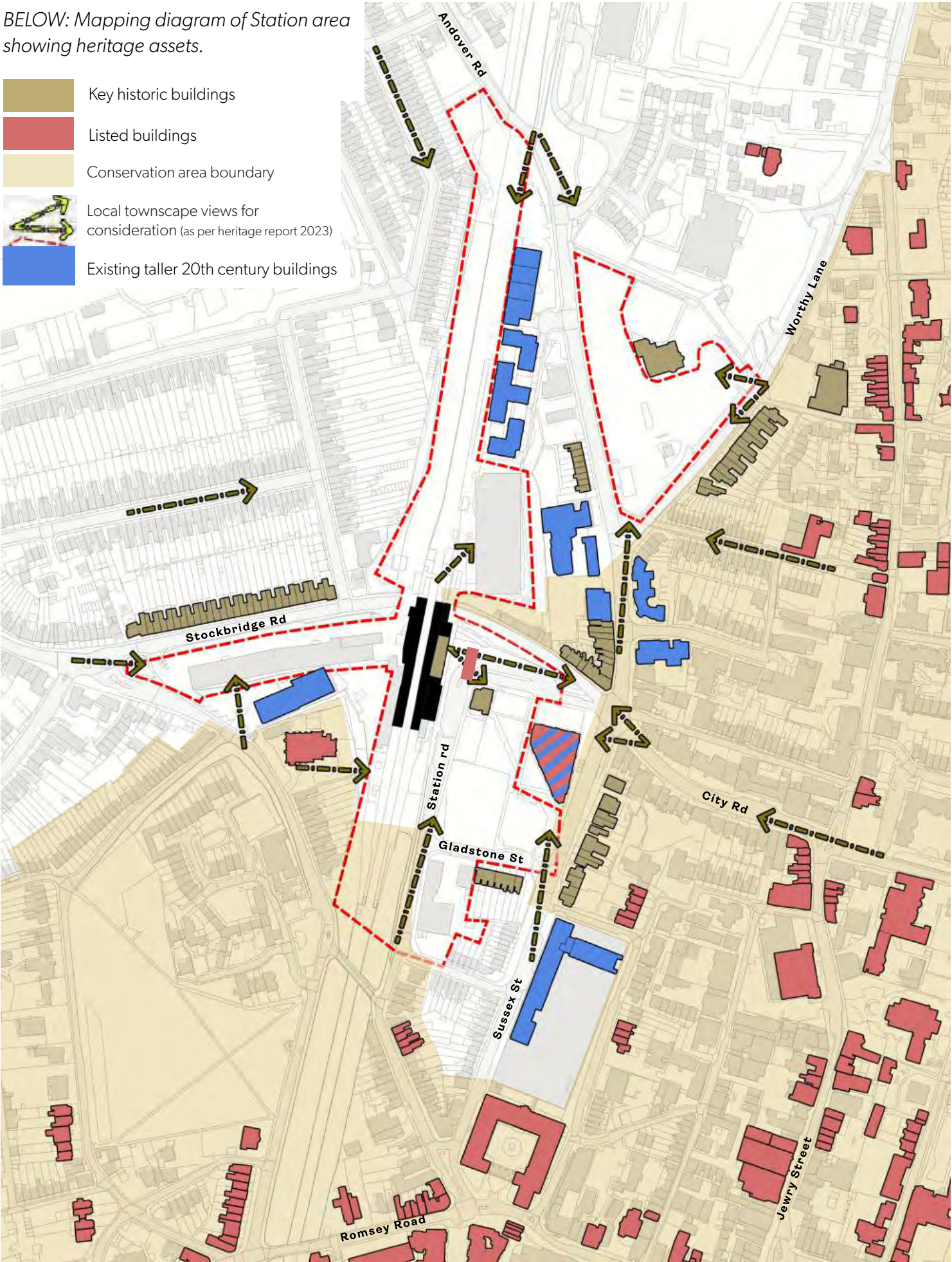


Victorian terraced houses in the conservation area, adjacent to the Cattlemarket site along Worthy Lane.



The Winchester Club's heritage value has been undermined by the current use of the surrounding site.

BELOW: Mapping diagram of Station area showing heritage assets.





## 2.6 TOWNSCAPE VIEWS

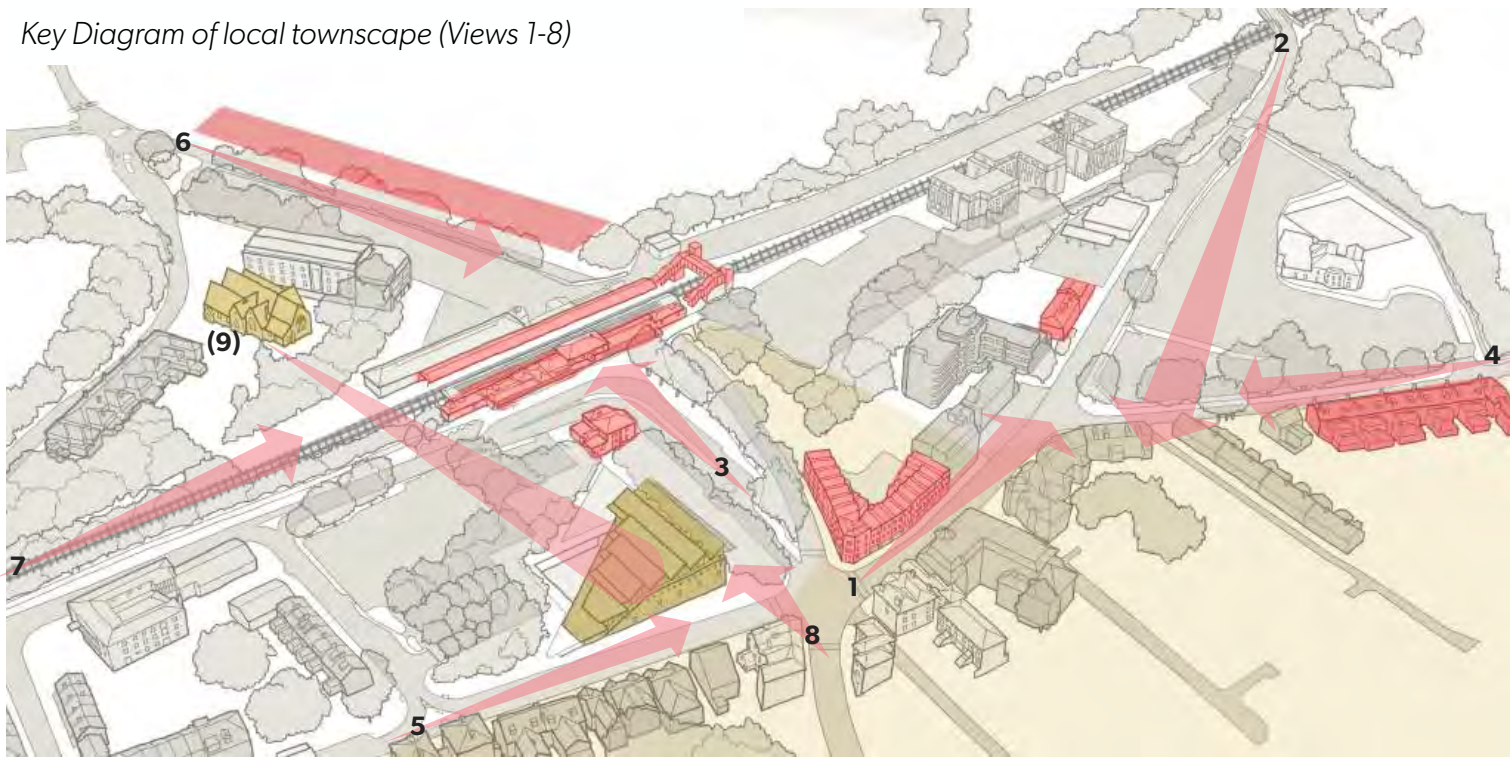
The historic character of the area is of urban streets with continuous frontages of mainly nineteenth century houses and some commerce. This is interrupted in places by twentieth century commercial development and open surface car parks. The Concept Masterplan proposes new street frontages of appropriate scale to the neighbouring buildings along Andover Road (2), Worthy Lane (4), Sussex Street (5), and Gladstone Street. These will create more defined street views punctuated with intermittent trees that will in time mature to reinforce biodiversity.

New buildings will frame and enhance views of the recently listed County Records Office and the listed Parish Church of St Paul. Improvements to Station Hill (3) will enhance the setting of the original station entrance building when viewed from the east, and the former County Registry Office facing it.

The view from the churchyard of St Paul’s church (9) and from the Upper High Street bridge (7) over the railway will inform the design of future buildings on the Carfax site.

Incidental, glimpsed views of the Cathedral from Andover Road (2) may be lost in the enhancement of the local streetscape, but there is scope for new public views over the city to be opened up from vantage points within the development sites.

Key Diagram of local townscape (Views 1-8)



1. Andover Road looking north from Carfax junction. A prominent tree marks the junction with Worthy Lane.



2. Andover Road looking south from railway bridge. Currently little definition of the street edge to existing Cattlemarket carpark.



3. Station Hill looking from east towards station building, which features as prominent landmark terminating the view uphill framed by mature trees.



4. Worthy Lane looking west. Beyond the various level change, there is currently little definition of the street edge to existing cattlemarket carpark.



5. Sussex street looking north past entrance to Record Office (on Left), a larger non-residential building on the Carfax plot, facing Sussex street.



6. Stockbridge road looking east. Street framed by existing terraces (Left) and featuring a continuous green verge and established trees (on the Right).



7. Upper High Street Bridge looking north. Showing Carfax site screened by mature trees lining railway cutting.



8. Carfax junction looking west towards Station Hill. Established mature trees de-mark route up to station.



2.7 TOPOGRAPHY & BOUNDARIES

There are significant changes of level presenting steep slopes at many of the site boundaries, which does constrain the points of access and therefore informs existing and proposed routes across the sites.

However some of the changes in level present opportunities to create views to and from new developments, as well as to conceal parking levels.



There is up to a 3m drop between Andover Road and carparking upon the Cattlemarket site. The boundary is protected by a poor quality fence. The topography limits viable points for level access.



Steep level changes between Worthy Lane and the Cattlemarket site.



Green slopes mark a level difference between the footpath and existing parking at the southeast corner of the Carfax site.

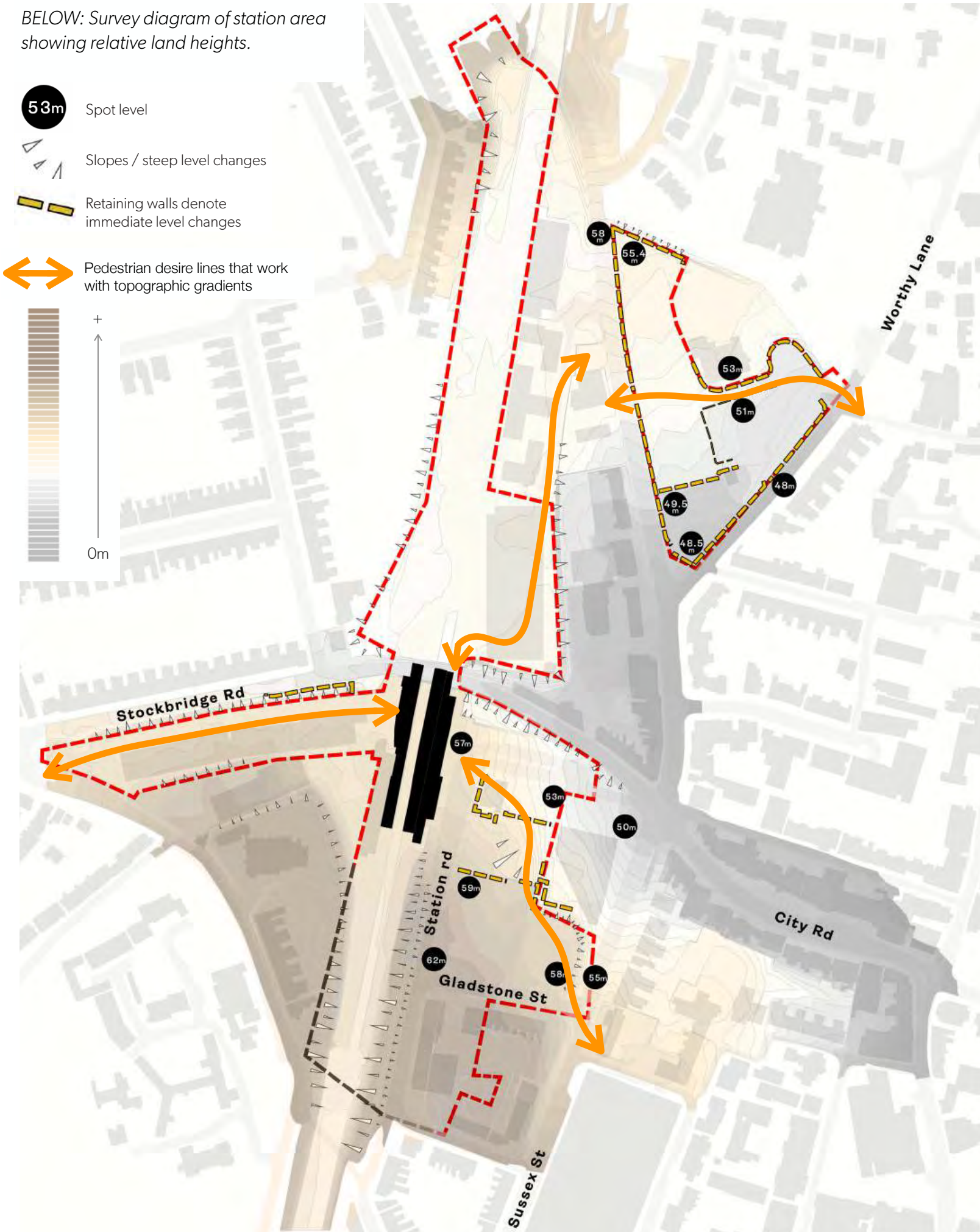


Dramatic views from raised vantage point of station west carpark to surrounding Fulflood.



Significant level changes across the Carfax site re-inforced through retaining walls and steps, which limit level access routes.

BELOW: Survey diagram of station area showing relative land heights.





2.8 CHARACTER - URBAN PRINCIPLES

WINCHESTER’S GREEN INFRASTRUCTURE ON CITY STREETS

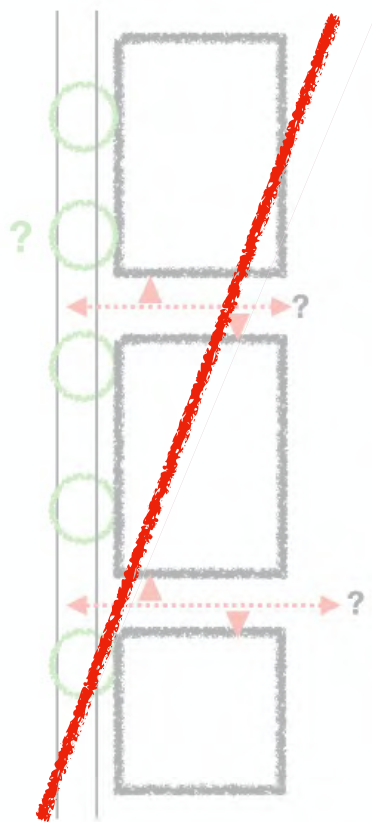
Winchester is a city set within the context of the surrounding South Downs hills and natural landscape. Its urban streets and squares are punctuated by impressive trees, while major routes are often lined with trees as green corridors.

These street views highlight the importance of mature trees between buildings to emphasise the nature within the city’s streets.

Walls made of high quality materials moderate between buildings, levels, landscape and trees as part of the distinctive townscape of Winchester.

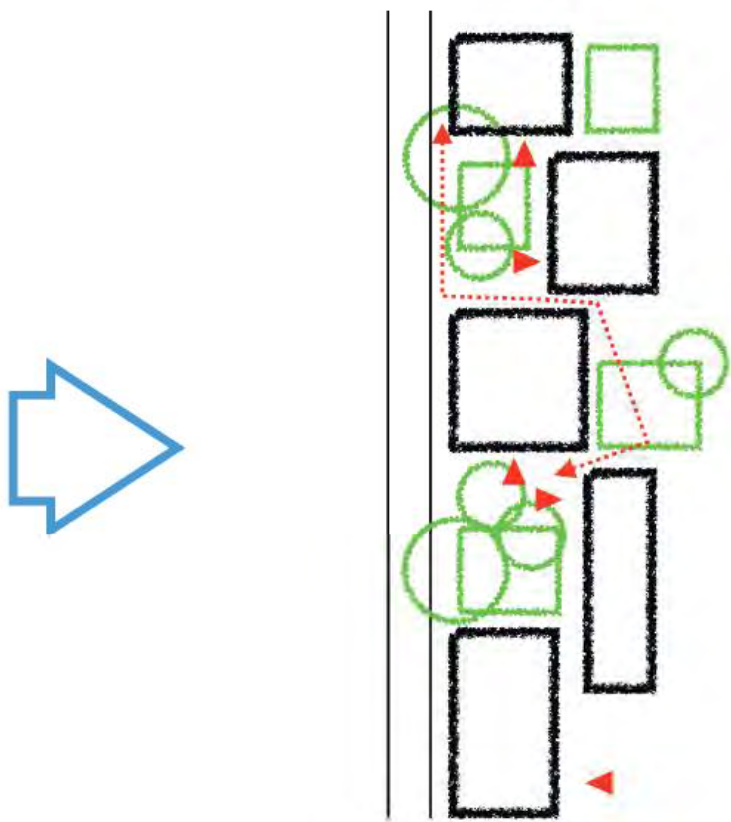
The Concept Masterplan recognises these key features of Winchester and aims to embrace them to inform proposed development upon the Station Approach sites. It is the placement of building facades, footprints and new planting that can create this effect in new development.

NOT DESIRABLE



Simple blocks with linear routes with limited active frontage.

PROPOSED



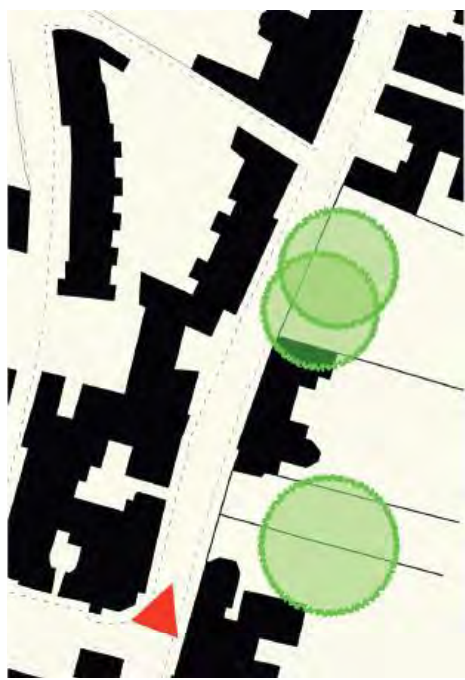
Fragmented blocks facing the street, creating courtyards as well as routes through. Allows for more opportunities for green spaces and planting.



Great Minster St



St Thomas St



Great Minster street plan



2.8 CHARACTER - URBAN PRINCIPLES

WINCHESTER’S CONNECTED URBAN SPACES

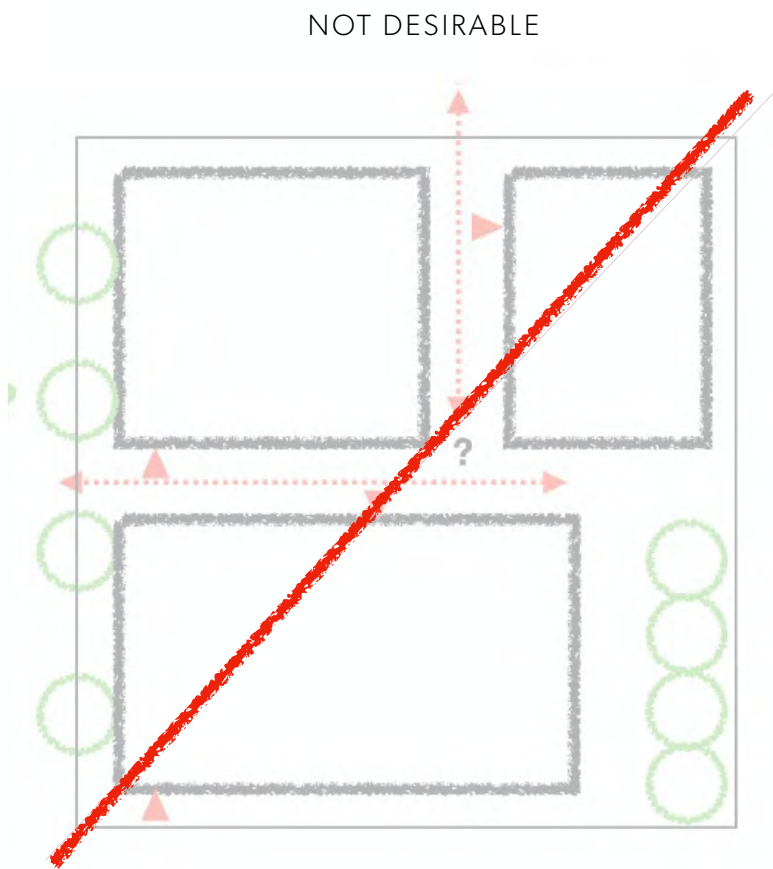
Whilst Winchester’s city centre contains many historic buildings of note, the characteristics of Winchester are perhaps more uniquely defined by the arrangement of spaces and routes in the city’s blocks and streets.

Some of the most memorable spaces in Winchester are accessed via meandering routes that widen and enclose a connected series of spaces and views. Informal smaller spaces are discovered along route and become pleasant places to spend time in, or move through.

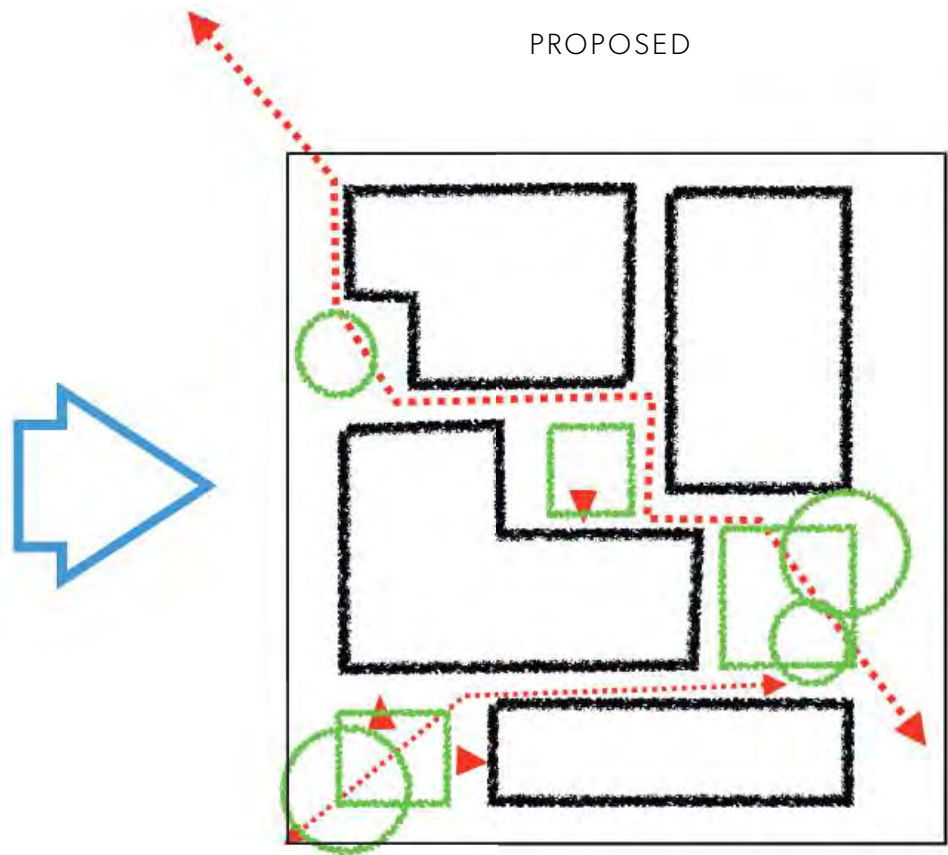
The Square is probably the most well-known example of connected ‘discoverable’ spaces within the city. The buildings offer lively active frontages and enclosed external spaces to sit and enjoy.

The footprint of buildings on a street or site can, by design, help to create identity, character and places for people to spend time.

The plan sketches below show option studies, focusing on building footprint, and the connectivity and value of the spaces between the buildings.



Simple blocks with linear streets and limited opportunity for welcoming frontages. This arrangement is uncommon in Winchester and does not reflect the character of the city.



Fragmented blocks with streets and courtyards increases space and allows for entrances and windows. Attractive courtyards are connected via narrow streets and routes and is more in character for Winchester.



High street / the Square urban street plan



Buttercross



The Square



## Chapter 03: **Proposals**



Masterplan Concepts for future development



### 3.1 KEY THEMES - ARRIVAL & WIDER APPROACHES

To improve the arrival experience at the station the Concept Masterplan defines a network of key routes and spaces that facilitate movement around, to and from the station. The proposals suggest improvements to these public spaces with the aim of enhancing the experience of arrival, both for visitors to the city and regular users of the station.

1. Improving arrival experience on Station Hill with extended pedestrian priority high quality public realm, reduced carriageway space serving buses and cycles only and incorporating area for seating and enhanced greenery.
2. Potential to relocate carparking beneath trees adjacent to the Records Office upon Station Hill, creating an improved public route leading to Carfax junction, and opportunities for pop-up food & drink / market uses.
3. Provide a 'green' first impression leading south & east to the city through wider pathways, enhanced planting and new trees on Station Road, and improved conditions for growth and maintenance of existing biodiversity.
4. High quality and expanded pedestrianised public space outside Old Registry Office to improve setting of historic building.
5. New level pedestrian routes through Carfax site, creating a new central public space encouraging people to sit, pause, meet, and play.
6. Enhance existing route north of station and create new public arrival space providing private vehicle drop off point and more attractive routes to station from Andover Road for pedestrians and cyclists.
7. Re-provide safe and secure cycle parking and bike hire provision close to station entrance in overlooked location.
8. New pedestrian and cycle connection between Andover Road and Hyde with new pocket park on Andover Road.
9. Potential for new neighbourhood green space with improved pedestrian and cycle connections between Fulflood and station west.
10. Potential to remove carparking along edge of station west car park to create space for a segregated walking route to station approach.
11. Expand and widen bridge link to northeast site, improving access to station entry from northern approaches.
12. Create new access links to northwest carpark from Andover road and Brassey Road for pedestrians and cycles, and cars if new junction with Andover Road.
13. Reallocate road space outside station west entrance to pedestrian priority providing higher quality safer public realm, with vehicle drop-off areas pushed back to replace some existing parking spaces.
14. Explore opportunities to improve connections to the rest of the city, particularly at key junctions. Aim to make it easier for people to walk and cycle through the reallocation of street space and a focus on 'people and places' to prioritise and encourage active travel and public transport use.

BELOW: Proposed Strategy - diagram of station area showing routes and arrival space provisions.





3.1 ARRIVAL

VIEW FROM STATION ENTRANCE OF STATION HILL

Possible interpretation of this Concept Masterplan



Example precedent images



Existing street view

Redirecting access for private vehicles enables a pedestrian-friendly public space on the Station Hill forecourt. Bus, cycle, and disability access will be prioritised with taxi pick-up and drop-off nearby. Activity from the Registry Office re-use as a new cafe or bar, is given space to spill out and enliven the forecourt.



Greening amenity with raised planters and seating



Street cafe/bar adding life and passive surveillance to public space.



Places for people to sit, rest, meet and gather.



3.2 MOVEMENT

The Concept Masterplan defines a redesigned movement strategy to access the station area, to support the agreed development principles of prioritising sustainable transport and reducing city centre traffic. The streets and public spaces around the station must respond more convincingly to the preferred road user hierarchy, which places the needs of pedestrians first and aligns with Hampshire County Council’s Local Transport Plan (LTP4). Development sites should be supported by high quality travel plans to support the reduction in carparking provisions and offer alternatives for new and existing users of the sites.

Winchester station and it's users simply need the room to ‘breathe’ through the creation of a welcoming station forecourt zone, whilst still maintaining access for other modes of transport. Enlarged and enhanced external arrival spaces for pedestrians should be provided to both sides of the station where people can find space to orientate themselves and be welcomed into the city.

The proposal includes changes to the current access layout to prioritise active travel and sustainable modes of transport, by redirecting areas for taxi ranks and relocating short-term pick ups/drop offs. Reflecting the preferred modal travel hierarchy described in Hampshire County Council’s LTP4 policy.


Greater provision for walking and cycling on the station sites will enable better links into the future improvement of routes identified in the LCWIP outside the site and into the city and surrounding neighbourhoods.


CONCEPT MASTERPLAN MOVEMENT PROPOSALS INCLUDE:

- 

Prioritise sustainable transport modes closest to the station. Enlarged areas for pedestrians and cycles movements.
- 

Keep and improve good visibility to bus stops and taxi ranks. Taxis should rank on Station Road, south of the station east forecourt.
- 


Keep convenient accessible parking bays close to the station entrances - possibly in the northwest car park, with improved signage.
- 


Better signage directing to key onward destinations from the station.
- 

Provide secure cycle storage in convenient locations, enhancing existing facilities
- 

Remove the central island in the carriageway, and narrow the carriageway on Station Hill to make it easier for pedestrians to cross. This could included new formal crossings or shared surfaces.
- 

Make the eastern station forecourt buses-only, taxis turning around on Station Road to the south of the station.
- 

Bus-only access to the Carfax junction from Station Hill will be maintained. This should be enforced by cameras.
- 

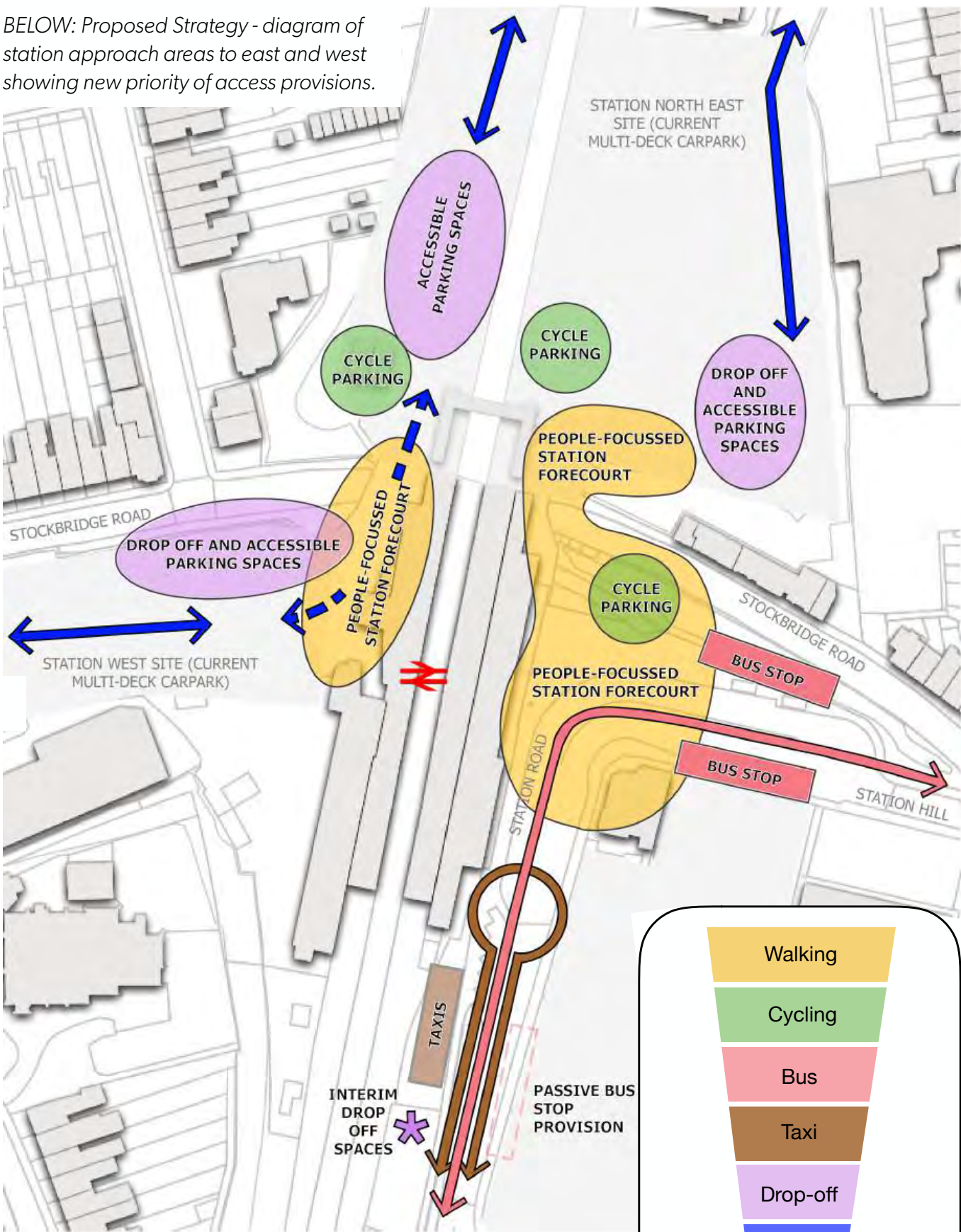
Longer term aim to add new site access for pedestrian, cycles, and vehicles, from Andover Road to northwest station carpark, improving station access links to College and new homes to north.
- 

Short stay pick-up / drop-off should be relocated away from the eastern forecourt to north-eastern and western car parks. (A temporary facility will need to be retained in some form on Station Road until permanent enhanced facilities can be provided in these other locations)
- 





Provide a new westbound bus stop to meet travel demand. Bus stops at the station should be redesigned as attractive parts of the new public space. Ensure future growth in the bus network can be accommodated by making passive provision for a double southbound bus stop / standing area on Station Road.
- 

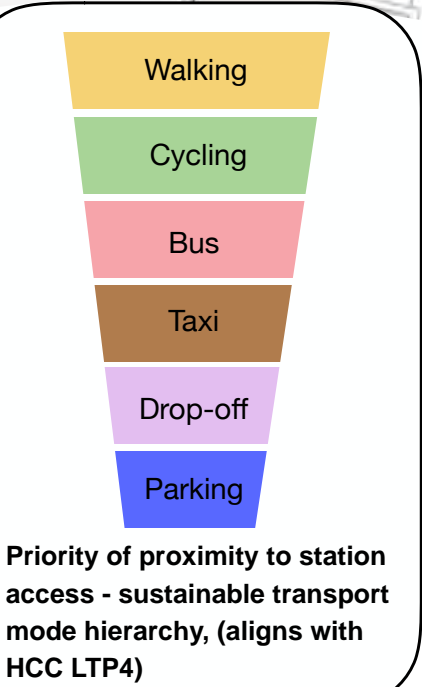
Revise access route provision beyond redline into northeast carpark site, to increase width providing for cyclist and pedestrians alongside cars.

BELOW: Proposed Strategy - diagram of station approach areas to east and west showing new priority of access provisions.



Station forecourt proposals:

-  Station forecourt where people are prioritised
-  Proposed bus movements at station
-  Proposed vehicle movements at station
-  Proposed taxi movements at station





3.2 MOVEMENT

VIEW FROM SOUTH TOWARDS STATION ROAD  
Possible interpretation of this Concept Masterplan



Existing street view



Widen the pedestrian routes south towards Upper High Street and the Westgate, and via St Paul’s Bridge. Additional planting and creating space for biodiversity is possible if railings are moved further into Network Rail land.

Example precedent images





3.3 LAND USE

The Concept Masterplan proposes to remove a proportion of parking across the existing sites, creating opportunity for new alternative land uses. The goal is for the station area to provide both an identifiable waypoint for the journeys of people moving through the station area; and a place where people can spend time with a mix of uses.

The proposed new mix of land uses is informed by the Local Plan policy vision and requirements, which will bring value to the area with new flats, houses, and homes for young and old, alongside different types of informal workspace and formal office facilities. Public places to meet, eat and socialise, as well as convenience shopping will foster local retail activity and a sense of identity. Together these new uses will bring the area to life, creating the sense of a new ‘station quarter’ within Winchester.



Denser residential building



Mixed height residential buildings

A. CARFAX SITE

New office use is proposed at Carfax, as an economic focus in an ideal position given the proximity of the train station. It is hoped to attract large organisations with Grade A office space, as well as facilities for small businesses and drop-in flexible work space.

New residential units in the form of apartments above commercial use could be appropriate for this site. Alternatively or in addition, a hotel use could benefit from the proximity to the station transport hub.

B. CATTLEMARKET SITE

The aim is to knit the new development on this site into the current streets.

New denser, taller, buildings for residential use, including a mix of market or affordable flats or student residential uses, are proposed along the wider Andover Road where taller surrounding buildings currently exist.

Lesser height residential townhouses terraces located along Worthy Lane facing the lower terraces of Hyde neighbourhood conservation area.

D. D.I.O SITE

Residential use is proposed for this site, with the purpose to ‘complete’ the neighbourhood block.

A development of flats with a variety of roof profile and setbacks would enliven the street frontage along Station Road.

Terraced house units would be located adjacent to existing properties to relate to houses along Gladstone Street and Newburgh Street.

Retail uses such as a small supermarket and a cafe/bar, along with potential pop-up food and hot-drink vendors would serve both resident and transient users of the site.

There is an opportunity to engage with the Hampshire County Council Record Office building to intensify its use. A public cafe or drop-in workspace overlooking this would enliven the space behind the building and the diagonal route across the site.

C. STATION WEST SITE

While dependent on a future lower demand for, and removal of, parking spaces, opportunity to develop the station west carpark would provide a linear arrangement of terraced townhouses or duplex flats.

These would make this site a part of the neighbourhood and bring a better quality of pedestrian approach to the station’s approach from this direction.

E. STATION NORTHEAST SITE

The existing decked carpark could be re-sited and replaced, to maintain similar parking numbers. Potential for adding new development above could accommodate a hotel use, or student residential units. Adjoining new public space would improve access to the station and bring more activity to this area of the site.

F. STATION NORTHWEST SITE

This site area has least potential to benefit from a change of use, and as such the existing linear surface carpark along the railway line could be optimised by adding an upper deck, whilst also seeking to form new pedestrian and cycling routes into the site from Andover Road at the north.



Modern commercial office space



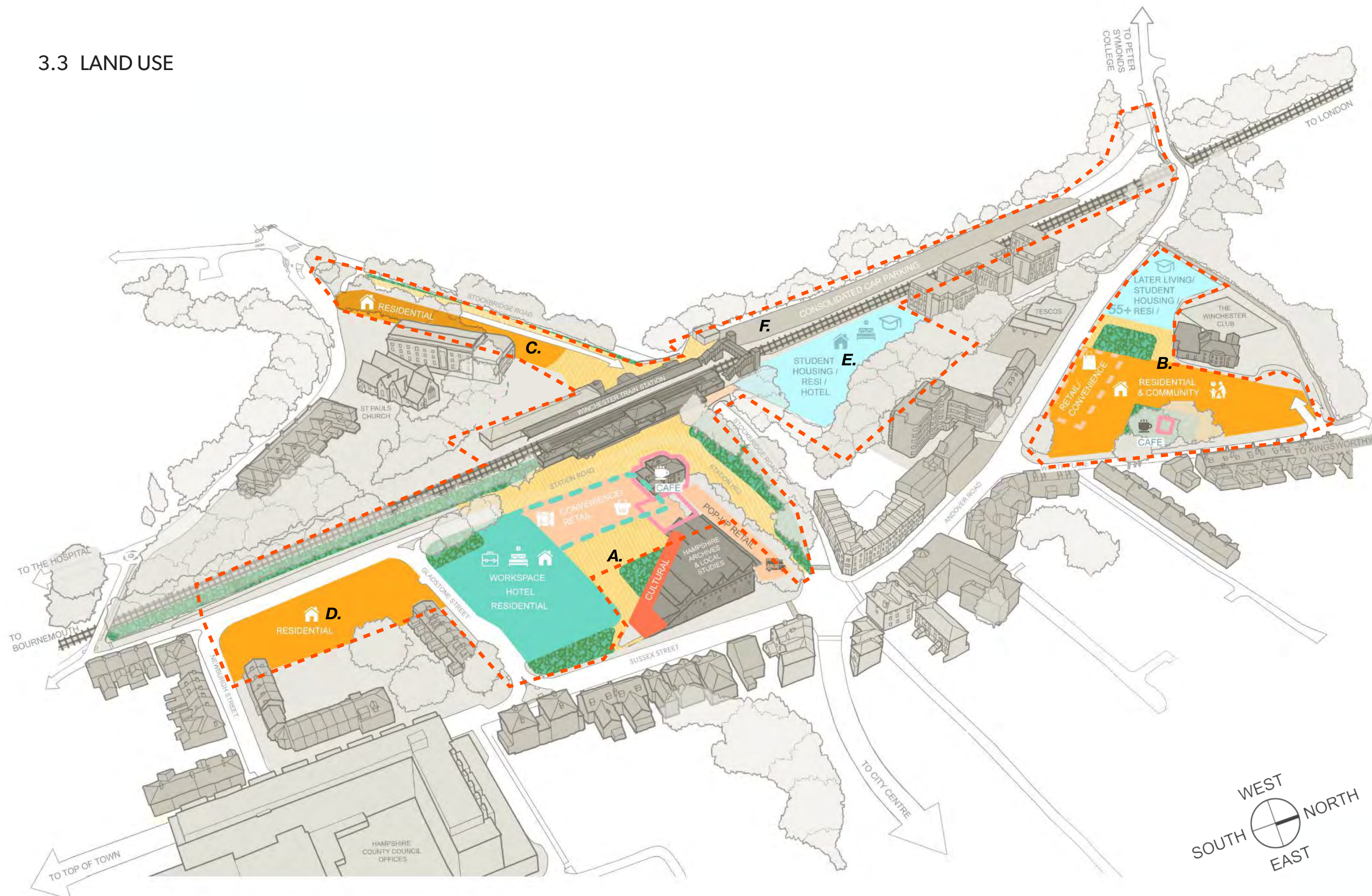
Townhouses



Multi-deck carparking



3.3 LAND USE





3.4 VIBRANCY

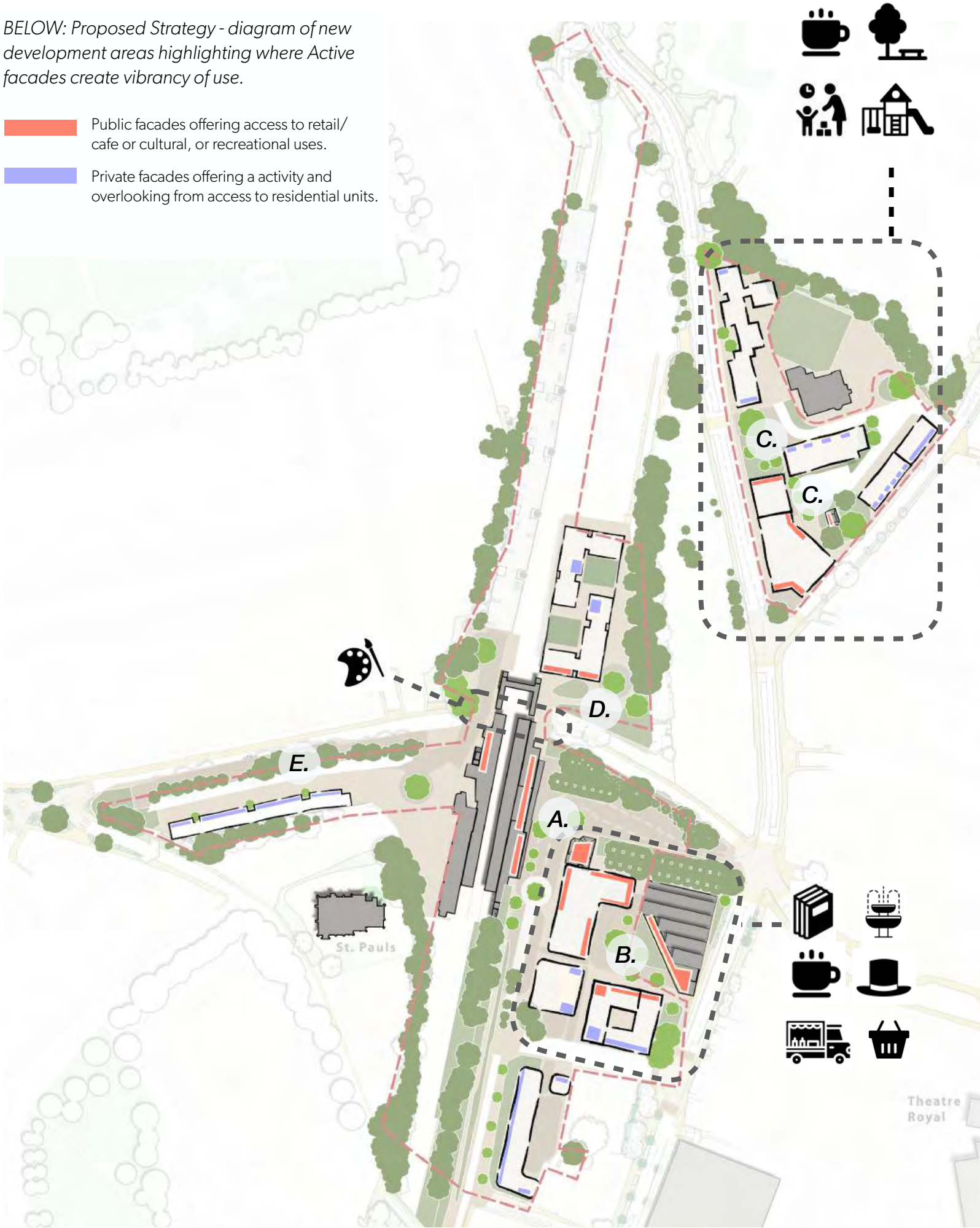
The proposal will add new facilities for Winchester, to enable the station area to make a positive contribution to the city, beyond just a functional transportation purpose.

Station Approach sites present a unique chance to benefit from a large volume of people flowing through the area. The opportunity to capture this passing trade should lead to the creation of a new vibrant ‘station quarter’ activated by places to eat, meet, drink, work and play. Combined with adding new ownership of the area from on-site businesses and residents, this should lead to a safer, more welcoming and more populated place to be. To achieve this, routes and spaces designed should accord to the ‘healthy streets’ indicators.

- A. New office uses at Carfax will attract workforces to populate the site throughout the day, supplementing the morning and evening commuters footfall. Re-use of the former Registry Office opposite the station exit as a cafe or bar provides a social place for people to gather or wait before continuing their travels; with outdoor seating within a newly pedestrian-friendly area. Along with uses like a mini supermarket next door, these would provide ‘active frontages’ with entrances and activity visible within, which will enhance the sense of safety and oversight of the station forecourt into the evening.
- B. The Hampshire County Record Office building is an imposing feature next to the development site. The building’s use does not currently attract footfall, or income. However, improving the diagonal route behind the building and repurposing the existing spaces facing onto the current garden could be mutually beneficial with the development site. A public cafe / informal work space use, could increase the building’s use and helping bring to life the new external public space and the diagonal route at the centre of the Carfax site.
- C. The Cattlemarket site presents a key opportunity to formalise an existing route crossing the site, and to animate and enliven this route with the creation of a small ‘pocket park’ across from the existing Tesco convenience store. This space would be contained by trees and planting to provide separation from Anodver road, and usage of this park could be enhanced by a coffee shop or cafe use on its southern side. Further into the site, a more peaceful area surrounded by preserved trees off Worthy Lane could be an ideal location for a children’s playground, with an existing small building renovated to provide a community facility to support people living in the new homes and to benefit existing communities of surrounding areas. Front doors of residential units providing active street frontage would be oriented to enliven the internal public routes across the sites, as well as facing onto Worthy Lane.
- D. The northeast station site is proposed as relocated carpark use at ground and first floor (extent dependent upon the future parking demand) with new development above. A shopfront unit presenting a bicycle hire and servicing facility adjoining secure storage could bring activity to this location providing some vibrancy to the new external space for arrivals and drop-off.
- E. West of the station new residential front doors would overlook and enliven a new linear landscaped approach route to the station west entrance.

BELOW: Proposed Strategy - diagram of new development areas highlighting where Active facades create vibrancy of use.

- Public facades offering access to retail/ cafe or cultural, or recreational uses.
- Private facades offering a activity and overlooking from access to residential units.





3.4 VIBRANCY

VIEW INTO NEW CARFAX COURT

Possible interpretation of this Concept Masterplan



Example precedent images

New buildings at Carfax site will be set away from the existing Record Office - creating a new pocket park at the centre of this site. Space for mature trees and planting amongst a stepped hard landscape for people to sit, meet, relax and play. A water feature or artwork could enhance the experience as a focal point.



Convenience shops



Public art



Pop up food / beverage



Play features



Fountain





### 3.5 LANDSCAPE & BIODIVERSITY

The station area has features typical of Winchester's urban landscape, with lines of mature trees. The Concept Masterplan proposes to add new trees enhancing the views and character of the city streetscape, alongside improving access to green space where possible, whilst nurturing and enhancing biodiversity.

The proposal aims to create new greenery and planting along new and existing routes and pathways, together with providing small new greener public space 'pocket parks' at key locations and where space allows, the aim is to provide casual amenity space for the passer-by, making natural features more accessible for people to enjoy. The goal is to enhance mental well-being and physical health through interaction with nature. This includes incorporating natural elements into play areas and cultivating planting within the green spaces to improve air quality and biodiversity.

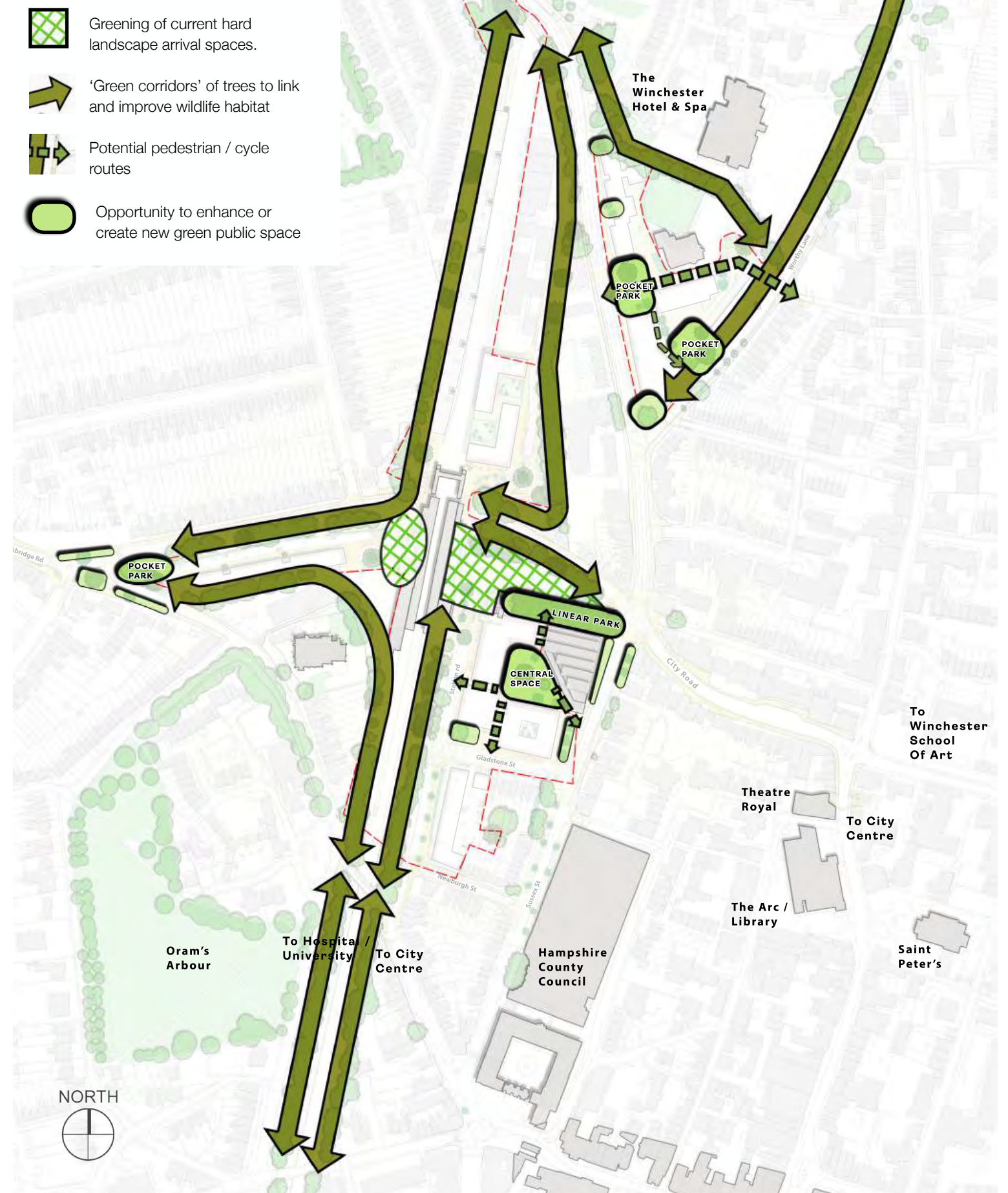
To facilitate development on sites such as the Carfax there will be some existing trees lost within the footprints of new development. The overall landscape strategy needs to ensure that, to comply with local policy, biodiversity net gain targets of a minimum 10% net gain are achieved. This will be achieved by a re-balancing and increasing of planting elsewhere on the site, to mitigate lost features and enhance those which have been retained.

Areas of un-developable land will be managed to enhance biodiversity, and retain and improve existing green corridors for urban wildlife habitat.

Each site also proposes new green spaces, new trees and planters within the outside public space. New buildings should also feature biodiverse green or brown roofs where feasible. All these elements would be designed and planted to ensure increased biodiversity is introduced to the wider sites when assessed overall as part of the Masterplan development.

The Concept Masterplan proposes to incorporate green and blue roof systems into new buildings, along with crucial infrastructure like Sustainable Urban Drainage Systems (SUDS) within the landscapes. These all contribute to reduce rainwater runoff and speed of rainfall entering the sewer system, and these measures would likely improve the environmental impact of the sites, compared to the existing car parks.

*BELOW: Proposed Strategy - diagram of new landscape elements alongside retention and enhancement of key existing features.*





3.5 BIO-DIVERSITY

VIEW TO NEW ANDOVER ROAD POCKET PARK

Possible interpretation of this Concept Masterplan



Example precedent images - illustrating landscaping strategies



Existing street view

Leaving space for a large gap between the new buildings along Andover Road provides for a new 'pocket park' opposite existing Tesco. This can contain raised lawns, space for new large trees to mature, shrubs and planting to provide screening and pleasant places to sit away from Andover Road, and to animate this key new route crossing the Cattlemarket site.



Retain or replace existing trees where feasible, this will help provide a pleasant introduction to the city development set in natural setting.



Landscaping to open up new routes across sites creating new public spaces for people to sit, spend time, socialise meet and play, supported with new trees & biodiverse features.



### 3.6 CHARACTER - HEIGHT, SCALE AND MASSING

The Concept Masterplan proposes that sites should be designed to be distinctive, drawing on the city’s key characteristics with variation in rooflines, trees within street frontages and permeable routes and spaces within urban blocks. Opportunities identified for higher buildings would be subject to landscape and townscape visual impact assessments at the design and planning application stage.

An additional study to understand the impact of proposed building heights in distant views from across the city context has been completed and forms a further appendix to this report. The massing proposed can be seen from these key viewpoints alongside other similar existing buildings, however the suggested heights would not present a structure that punctuates the wooded tree line of Winchester’s setting.

- **CARFAX SITE** : The massing and heights of development on this site should reduce in scale around the Registry and listed Record Office to respect these existing heritage buildings. New development scale could increase further away from these elements towards the highest point of the site at the top of Station Road, where a taller office building (5+ storeys) could provide a distinctive landmark, also with potential to offer a rooftop public space with views across Winchester and to St Paul’s Church.
- **CATTLEMARKET SITE** : Any development of the scale required to meet housing quantum’s within the Local Plan will inhibit or obstruct existing incidental ‘glimpsed’ views of the Cathedral from Andover Road bridge which are noted in the Local Plan. Buildings of greater scale along Andover Road suit the changing character from sub-urban Harestock/ Weeke towards the urban city centre. Lower development along Worthy Lane should respect the established conservation area of Hyde, and use a residential scale to ‘complete’ the historic street. An opportunity for a landmark building at the southern corner of the site creates a new focal point and distinct identity to the site, and potential view-point over the city.
- **DIO SITE** : There is opportunity for greater height facing the railway line along the western section of the DIO site where existing buildings are located. This could be a multi-storey set of apartments. At the street corners the scale of development should reduce to address existing terraces, offering townhouses of similar height to the neighbouring dwellings on Gladstone and Newburgh streets.
- **STATION NORTH SITE** : This site is well screened from local views by trees and level changes. There is an opportunity to build atop a relocated carparking provision, this could provide either additional parking, student residences or potentially some hotel use, of 4-5 storeys in height.
- **STATION WEST SITE** : If feasible to develop from parking this site could suit a linear development of duplex or townhouses set back to retain station access routes, a scale of 3-4 storeys would be appropriate.
- **STATION NORTHWEST SITE** : The impact of an additional single upper deck of parking would be mostly screened by trees from local residents adjoining the site.

BELOW: Proposed Strategy - diagram of new development sites’ massing, giving indicative building heights, subject to further assessment.





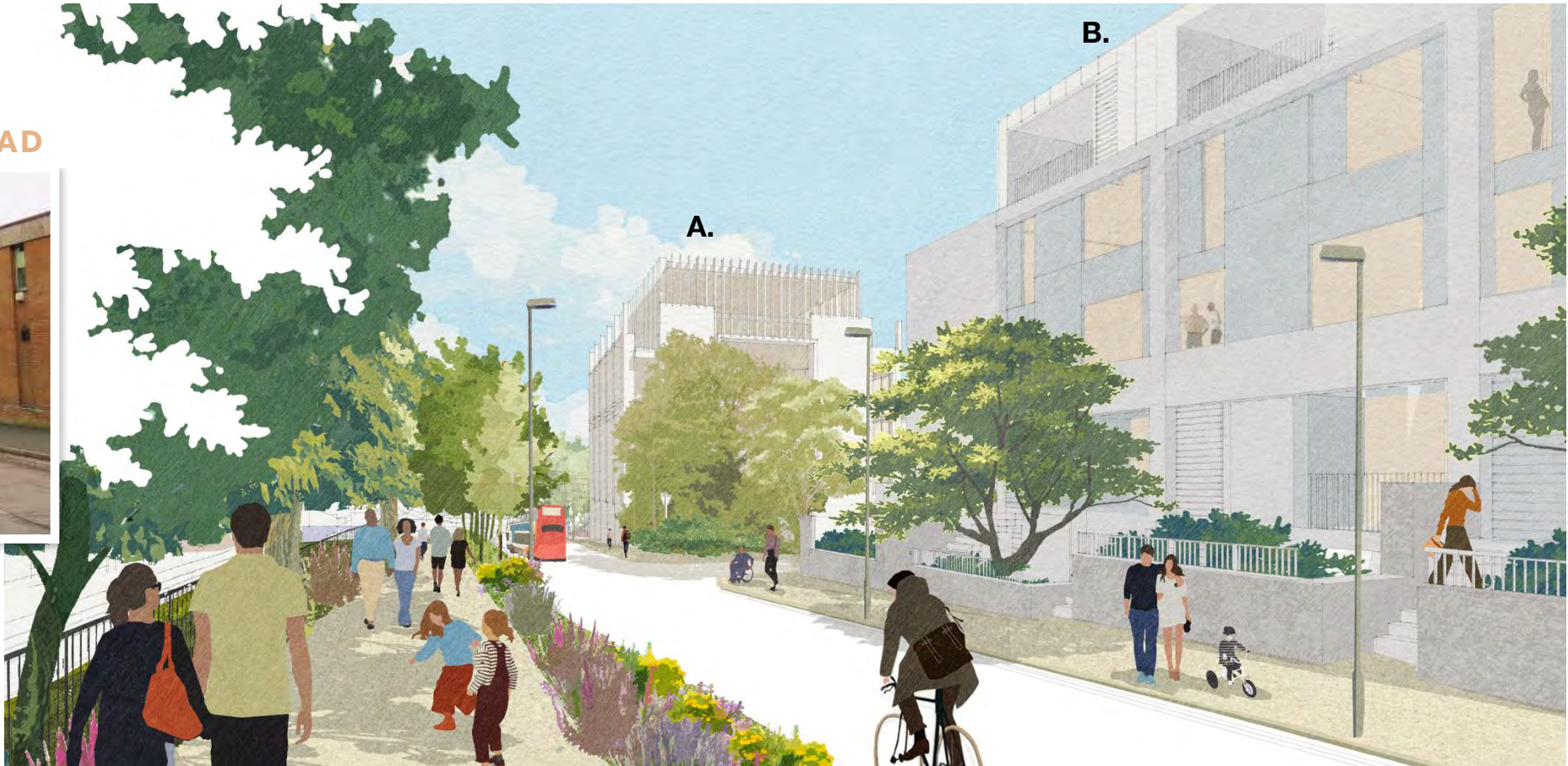
3.6 CHARACTER - HEIGHT, SCALE AND MASSING

VIEW FROM SOUTH LOOKING ALONG STATION ROAD

A. A taller building could be placed here to provide a landmark for the station quarter. The buildings could be set back, to retain the trees on the corner of Gladstone Street.



B. Moderate height blocks of residential flats along Station Road, between Newburgh Street and Gladstone Street junctions.



Possible interpretations of this Concept Masterplan

VIEW FROM NORTH LOOKING DOWN ANDOVER ROAD

C. New residential buildings could line Andover Road, setback from the street edge with space for landscape and routes in between new flint walls. Variation in ground levels could allow for buildings access from street level whilst concealing parking below.



D. Potential for a taller landmark building in the distance. Marking the progression towards the urban centre and the confluence of major roads, where taller buildings already exist nearby.





### 3.7 CHARACTER - HERITAGE BUILDINGS

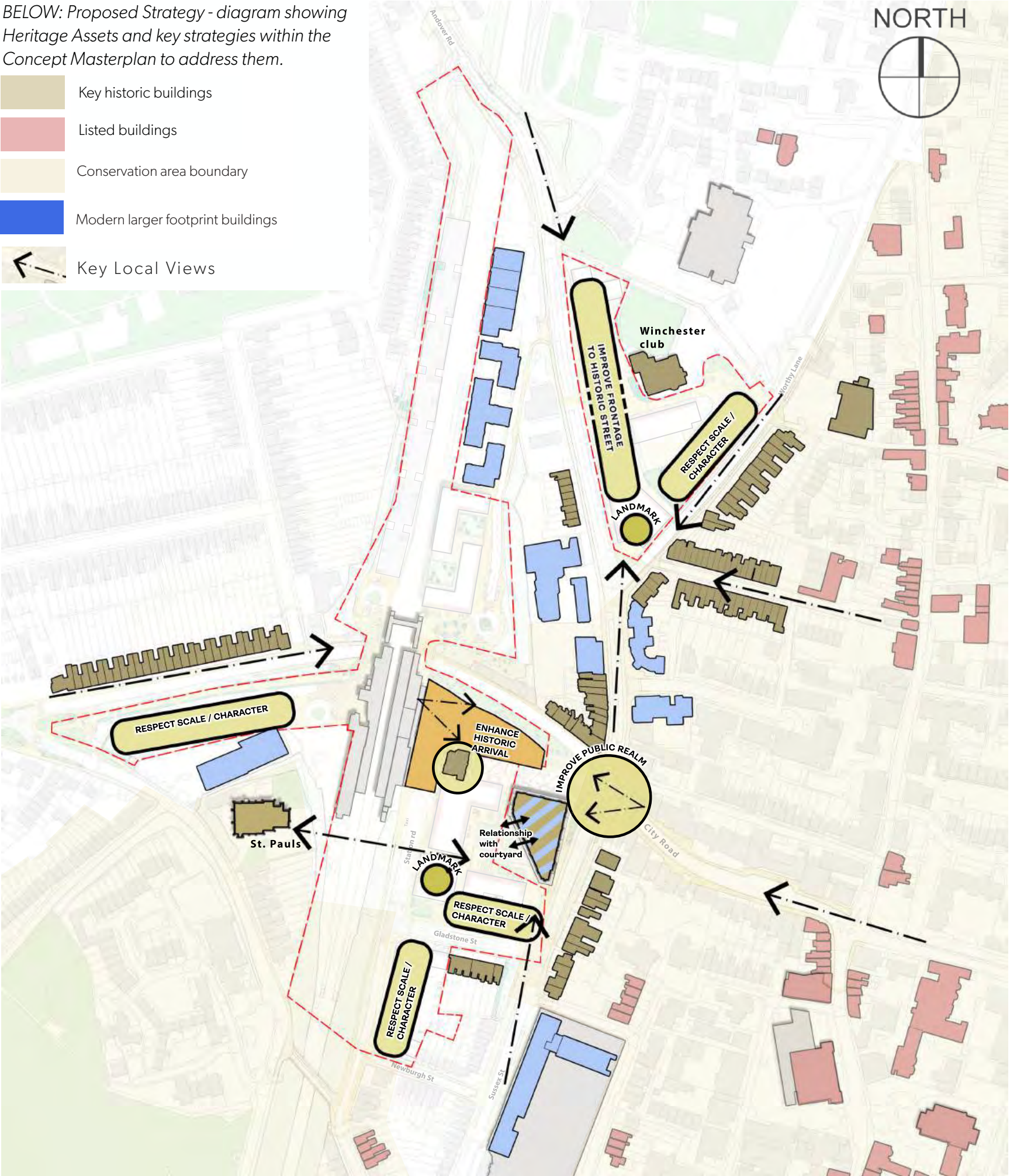
The Concept Masterplan proposes to preserve key views to the station and enhance them with improvements to the surrounding public space, creating a more identifiable place for people to spend time.

New development must consider the adjoining conservation area in terms of scale and mass, whilst it should also take the opportunity to present new high quality focal points and landmarks in this area of the city.

The Masterplan has considered the surrounding heritage assets within or adjacent to the sites. The impacts of development on the key assets are considered to be:

- **STATION BUILDING** : This building has a distinctive frontage adding character and identity to the Station Hill approach. It is not proposed to expand the station building itself, but improvements to access and surrounding public space will improve its setting.
- **ST PAUL’S CHURCH** : This grade II listed building enjoys an elevated setting which offers a partial view across the Carfax site. Any development should be aware of views from (and to) this location, however, the viewpoint is limited to the churchyard or carpark and will not compromise the church’s operation or values. Ground level views are limited by vegetation and landform, but where height is created by new development there is potential for creating new views onto the church itself.
- **HAMPSHIRE RECORDS OFFICE** : A large and distinctive grade II listed building, with imposing presence on the Carfax site and station arrival routes. The rear elevation of the building is glazed and open and looks out into gardens and a copse of trees, this aspect of the building is under appreciated and could be enhanced in a new development.
- **FORMER COUNTY REGISTRY OFFICE** : A familiar feature building greeting station users. The proposal would be to restore public access and use. There’s possibility of re-introducing food and drink in the form of a Cafe or Bar (historically a pub). The public space works to Station Hill would improve the setting and usage of the space outside.
- **THE WINCHESTER CLUB** : Although significant proportions of the original heritage building of Highfield Lodge survive, there have been various extensions and alterations and its formerly extensive garden is now dominated by the hard-surfaced public car park. Located outside the Concept Masterplan area, the building offers potential, and is in need of maintenance.

BELOW: Proposed Strategy - diagram showing Heritage Assets and key strategies within the Concept Masterplan to address them.





3.7 CHARACTER - CONTEXT

VIEW FROM NORTH DOWN WORTHY LANE  
*Possible interpretation of this Concept Masterplan*



*Existing street view*

The Worthy Lane edge of the site would offer a smaller scale of new family home townhouse units and terraced duplex flats which would be set back from the road opposite existing terraced houses. They should complement the existing homes, offering front doors and areas of planting to enhance the feeling of a lively street.

Materials of the buildings and the landscaping elements and walls moderating the street frontage could refer to the properties of the conservation area adjacent.





### 3.8 SUSTAINABILITY - ENERGY & CARBON NEUTRALITY

#### ENERGY EFFICIENCY

The new buildings constructed must be designed in accordance with emerging Local Plan policy requirements, to achieve contemporary leading environmental design standards for energy conservation and efficiency. For example, where applicable to residential and commercial buildings; Passivhaus Plus certified, NABERS UK 5 Star+, BREEAM Outstanding, and the UK Net Zero Carbon Buildings Standard.

#### EMBODIED ENERGY IN CONSTRUCTION

Materials selection should be mindful of sourcing products made from recyclable content, low embodied energy, and circular economy principles to enable for future re-use. These can be assessed by Whole Life Carbon Assessment using the RIBA/LETI targets.

#### TRAVEL & TRANSPORT IMPACTS

As covered in movement, prioritising provision to promote and enable active and lower carbon travel modes, including public transport is a key sustainability benefit for the wider city, given the sites key location as a transport interchange. Improved safer and more direct routes for walking, cycling routes, and secure storage and hire provision for bikes. Accessible charging points infrastructure for E-vehicles, including cars, scooters and bikes.

#### RENEWABLE ENERGY GENERATION

Review all opportunities to provide PV panels at roof level for generating renewable clean energy onsite and battery storage. Alongside designing in capability to new buildings, the existing station buildings also offer extensive east & west facing roofspace. The provision of new bustop shelters and potential for adding shading/PV panel arrays above carparking offer further opportunities.

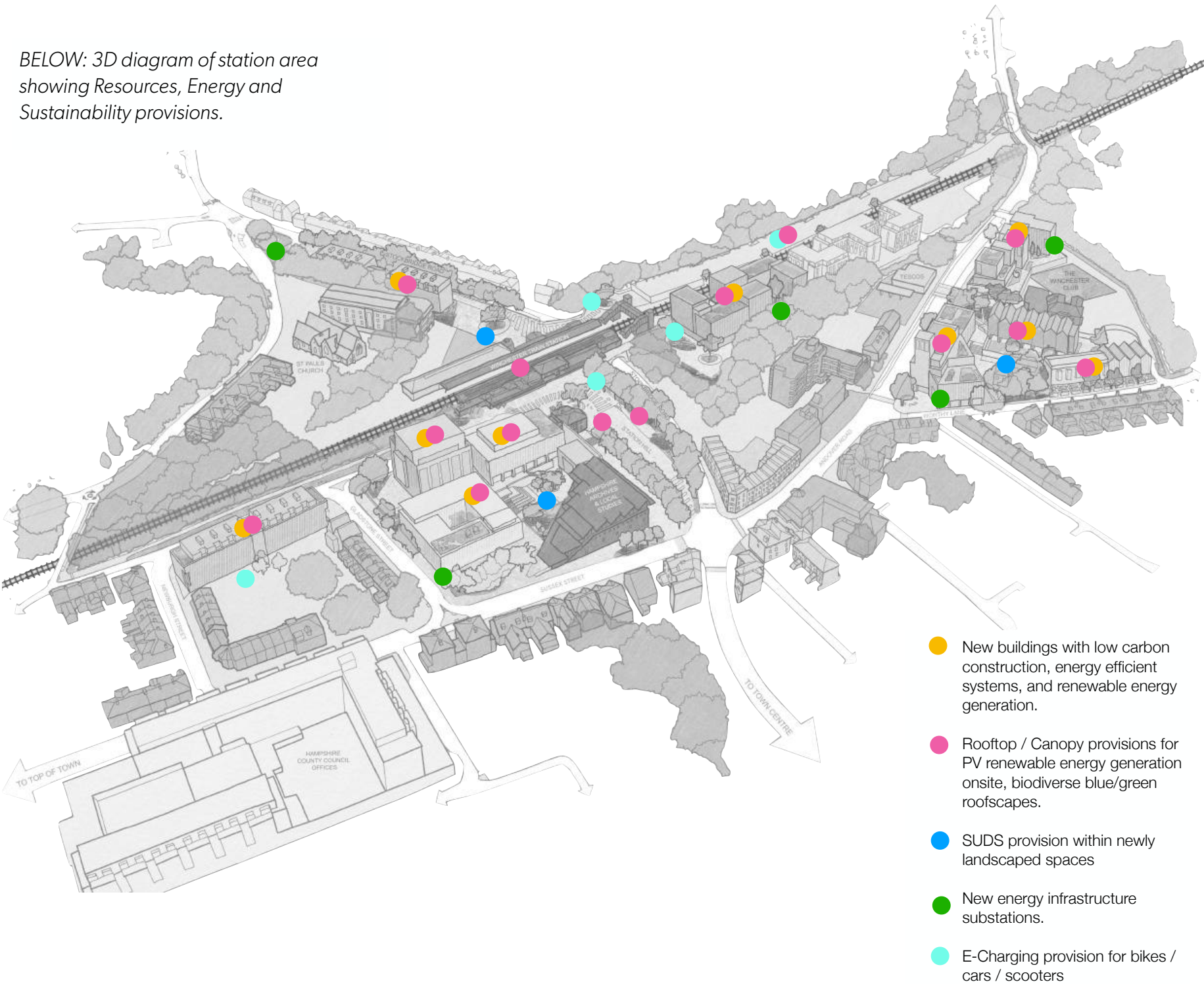
#### ALL-ELECTRIC POWER & NEW SUPPLY INFRASTRUCTURE

Air source and ground source heat pumps should be preferred over gas boilers for new building energy provisions. New substations will be required to supply the energy requirements to support new & re-development sites. These are to be designed into strategic locations according to the phasing of sites, and to be sized for capacity to receive increased power supply from national grid in future.

#### WATER CONSERVATION AND MANAGEMENT

Incorporate permeable landscape surfaces where feasible to mitigate rainwater runoff. The site's sloping topography offers an opportunity for below-ground attenuation tanks to manage runoff and provide water for irrigation. Upon buildings, biodiverse green or brown roofs absorb water, and where possible, blue roof systems should be provided to capture and store rainwater to slow run-off into the sewer systems which provides flood mitigation within the local area.

BELOW: 3D diagram of station area showing Resources, Energy and Sustainability provisions.





## Chapter 04: **Your feedback**



Community inputs and responses to Concept Masterplan



4.1 STAKEHOLDER VOICES - Informing the proposal: Pre-design workshops

ENGAGING WITH OUR COMMUNITY

Design Engine and the project team have created a process whereby the communities diverse viewpoints have been brought to the table and considered throughout the preparation of this Concept Masterplan proposal.

We held workshops at the pre-design research period in Spring 2024, including local heritage, cycling, environmental and accessibility representatives. We also engaged directly with younger voices by visiting local schools and colleges close to the sites. Key site users as the train operators, bus companies, and taxi group representatives were engaged in these sessions, alongside local authority representatives for transport, heritage, biodiversity.

Together with the WCC regeneration team we also convened a workshop with a collective of the local commercial agents to assess need and demand for new office space on the sites. We also consulted regularly with the local BID members.

The draft Concept Masterplan which was subsequently then presented back to the wider public had been developed to incorporate proposals which delivered these community aspirations.



KEY FINDINGS - SUMMARY COLLATED FROM STAKEHOLDERS ENGAGEMENTS

Consultations identified a desire to:	Designs for the Concept Masterplan responded by:
<ul style="list-style-type: none"><li>Improve quality and safety of public realm for walking</li></ul>	Reduced vehicle movements on Station Hill, enhanced wider pavements on streets within redline domain, reallocation of space from carparking to pedestrian routes within existing carparks.
<ul style="list-style-type: none"><li>Promote 'model-hierarchy' outside station: pedestrians, cyclists, bus users, taxis, &amp; private cars (County LTP4)</li></ul>	Restrict access to station entrance/exit on station hill, provide facility for cycles, buses, and taxis, in priority to private cars for drop-off.
<ul style="list-style-type: none"><li>Create inviting station forecourt arrival space with better seating, lighting, planting, shelter and better travel information</li></ul>	Reduced vehicle movements on Station Hill, enhanced wider pavements on streets within redline domain, reallocation of space from carparking to pedestrian routes within existing carparks.
<ul style="list-style-type: none"><li>Improve legibility from station towards city centre</li></ul>	Improved quality of landscaping and wider footways on routes to and from the station.
<ul style="list-style-type: none"><li>Improve east-west connections for active travel across the station</li></ul>	Walking and cycling routes enhanced to and from station, but limited scope for improving cycling routes crossing east - west within the study redline scope.
<ul style="list-style-type: none"><li>Retain / improve existing greenery and amenity space</li></ul>	Retention of green verges and spaces for planned enhancement. Space allocated for new 'pocket park' green spaces identified. Existing trees retained where feasible and new feature tree planting prioritised within landscape design.
<ul style="list-style-type: none"><li>Proposals that work towards city's LCWIP</li></ul>	Walking and cycling routes enhanced to and from station, but limited scope for improving cycling routes beyond the study redline scope.
<ul style="list-style-type: none"><li>Provide more secure cycle storage</li></ul>	Improved locations identified for future cycle storage facilities.
<ul style="list-style-type: none"><li>Protect bus journey times, improve the waiting experience</li></ul>	Retain bus priority access to Carfax junction. Additional bus stops and quality of landscaping on station hill waiting areas.
<ul style="list-style-type: none"><li>Affordable homes to keep people living and working in the city</li></ul>	Identification of plots for new homes of a mix of tenures and sizes to benefit the wider market and provision in the city, in line with Local Plan targets.
<ul style="list-style-type: none"><li>Provide amount of new office space for local demand</li></ul>	New commercial office space allocated in most viable locations.
<ul style="list-style-type: none"><li>Offer pop-up markets and affordable food stalls</li></ul>	Space within public realm to accommodate popup use in visible locations along popular movement routes.
<ul style="list-style-type: none"><li>Add new uses to draw youth users to the sites.</li></ul>	Mixed use allocation, specific uses TBC in detail development stages.
<ul style="list-style-type: none"><li>Retain some public parking on Cattlemarket site.</li></ul>	Reduced quantum of semi-basement carparking for public use provided below proposed development.
<ul style="list-style-type: none"><li>Consider alternative cultural uses with the HCC Records office.</li></ul>	Concept Masterplan Carfax site layout offers potential to engage new landscape routes with rear facade of Records office, however outside of redline no alternative use can be prescribed.
<ul style="list-style-type: none"><li>Incorporate Winchester Club providing improved community use.</li></ul>	Winchester Club currently outside of scope Redline, However new site layout design allows for future extension of proposals should this site become included in the scheme for redevelopment and re-provision.



## 4.2 STAKEHOLDER VOICES - Consultation, Feedback and response

### DRAFT CONCEPT MASTERPLAN CONSULTATION PERIOD

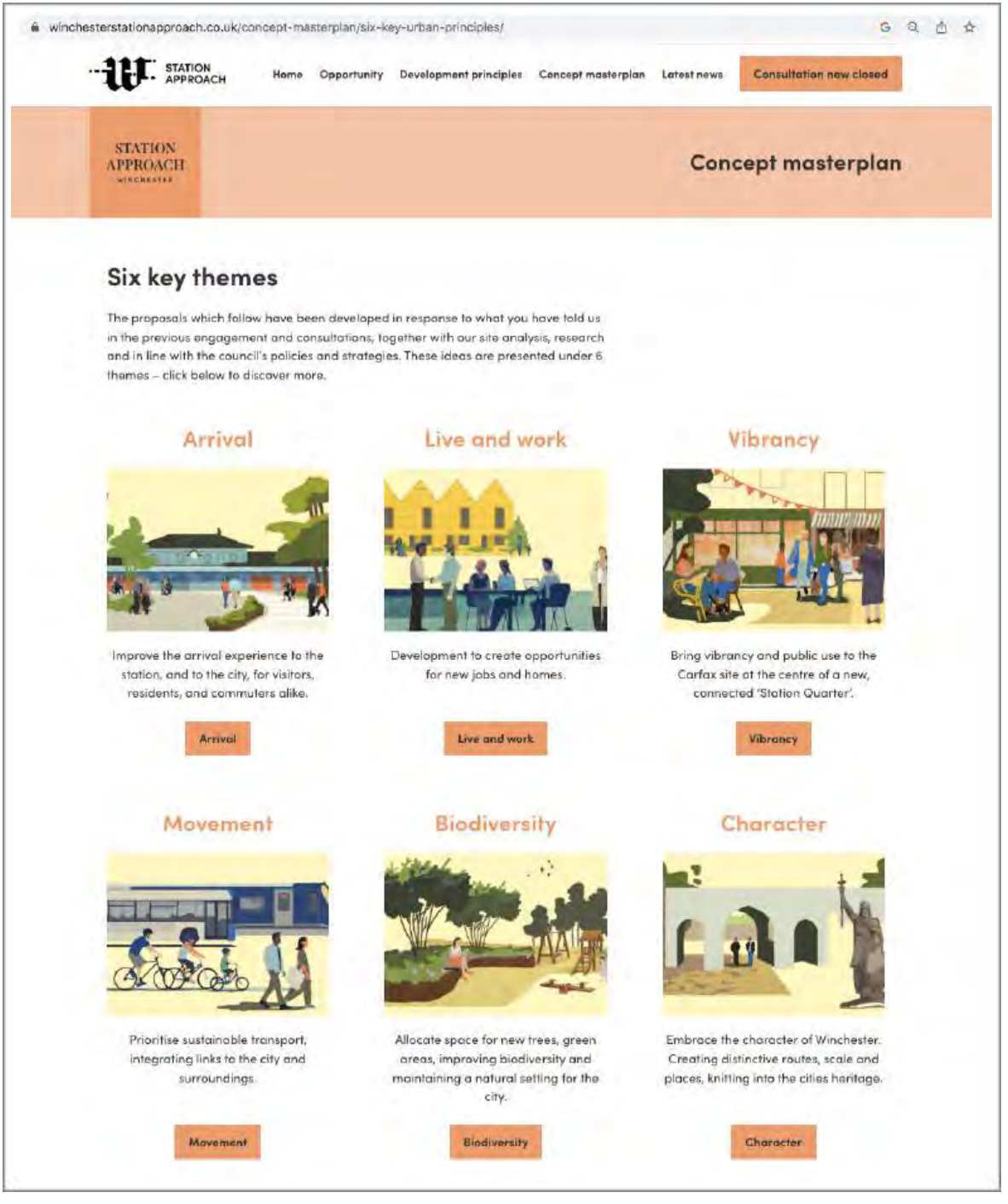
Following the design team preparing a draft proposal for the Concept Masterplan for Station Approach, this was presented to the Winchester public and station users to seek their review and feedback.

The consultation was presented online, with a feedback survey questionnaire which opened on Monday 16 September and closed on Sunday 27 October 2024. Over this six-week consultation period, Winchester City Council promoted the consultation material and encouraged response via the online survey through postcard mail-outs, social media, local news channels, and by physical presence at the station and Cattlemarket distributing flyers to people using the sites. There was also a drop-in Q&A session hosted locally at Design Engine’s offices.

The consultation received over 200 completed surveys, including nearly 2000 detailed text responses, along with a number of further representations via email. Whilst not a large response in relation to the number of users of these sites, the feedback received in this process provides a helpful insight into what local people think about the Concept Masterplan proposals. It should be noted that the number of responses received from within the younger age brackets was lower than the typical demographic.

The consultation responses revealed that many of proposals which were well supported and generated a strong consensus, whilst others prompted some diverse and opposing opinions from respondents. Overall, out of the 56 proposals covered by the survey questionnaire, 55 proposals generated more supportive responses than objections from respondents. This demonstrates both a strong support for the proposals, and evidences the design teams community led design process has been appropriately informative.

In general people expressed more concern about a reduction in car-parking, the management of public space in relation to new uses, provision of new housing and over-development and the need to ensure any new development has the right supporting infrastructure to maintain, and improve, the current functionality of the Station Approach area. These points could be further addressed once the timeline for development and the phasing of sites coming forward for detailed design is more clearly defined.



CONSULTATION PRESENTATION AND FEEDBACK FORMS: as hosted on Winchester City Council Station Approach website





## Chapter 05: **Next steps**



Considerations for developers



# 5.1 NEXT STEPS - CONSIDERATIONS FOR DEVELOPERS

This Concept Masterplan document has identified the relevant constraints and opportunities of the sites which are included within the Station Approach redevelopment area.

This document has proposed an outline for development in terms of use and scale that reflects the requirements of the emerging Local Plan policies, along with achieving a level of development consistent with the previously completed development Capacity study.

There remain areas for consideration of the site’s extents and the scope of development that could be beneficial to the overall aims of the regeneration for the area. We anticipate that there may be discussions with adjoining land owners / highways authorities / key stakeholders that result in the revisiting of this masterplan concept to incorporate further opportunities should these arise.

In any case the principles and indicative development proposals shown within this document are intended to inform and guide the detailed design stages to follow, and attention should be given to the criteria set out within the appended Technical Document which expands upon the detailed criteria for further consideration and incorporation on a site by site basis for each anticipated development plot.

The phasing and timescale for the progression of development upon these sites is not prescribed at the moment, and as such there will be aspects of this document whereby the intent may need to be further reviewed in line with the detail of future guidelines and constraints as these become clear in the future.





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