

Winnall Planning Framework

Introduction

WHAT IS THIS ABOUT?

Winchester City Council, supported by Hampshire County Council, has commissioned a study that seeks to explore the daily problems faced by residents and businesses in the Winnall area, from traffic and parking to community buildings, housing and green spaces, and the possibilities for addressing them.

Every neighbourhood has its challenges and its opportunities. Sometimes, long term solutions need to be identified to manage these. This study will lead to a Planning Framework, a ten year plan that will inform decisions about policy, funding and service priorities for both councils and that will help to make Winnall an even better neighbourhood for those who live or work here.

WHAT HAPPENS NOW?

We have listened to issues and concerns raised during earlier consultation events with residents and businesses, and have now developed a series of ideas that respond to them. These are presented across the following boards and include:

- A vision for how Winnall might be over the coming ten years
- A set of issues, objectives and possible projects based around the themes of 'working in Winnall', 'living in Winnall' and 'travelling in Winnall'.

We need your views

This is an exciting opportunity for local residents and businesses to influence change and shape improvements. So if you care about where you live, shop and work, please let us know what you think about the emerging proposals. With your input we will then develop the Winnall Planning Framework, which, in turn, will feed into the planning policies set out in Local Plan Part 2.



Images from community jamboree and business briefing breakfast

It is important that you tell us what you think by completing the questionnaire

An e-survey has been developed to help collect as many views as possible. It can be completed by anyone living, working, or with an interest in Winnall.

www.surveymonkey.com/r/FutureWinnallOptions

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Winnall Planning Framework

The vision for change

This board presents a vision and strategy for Winnall:

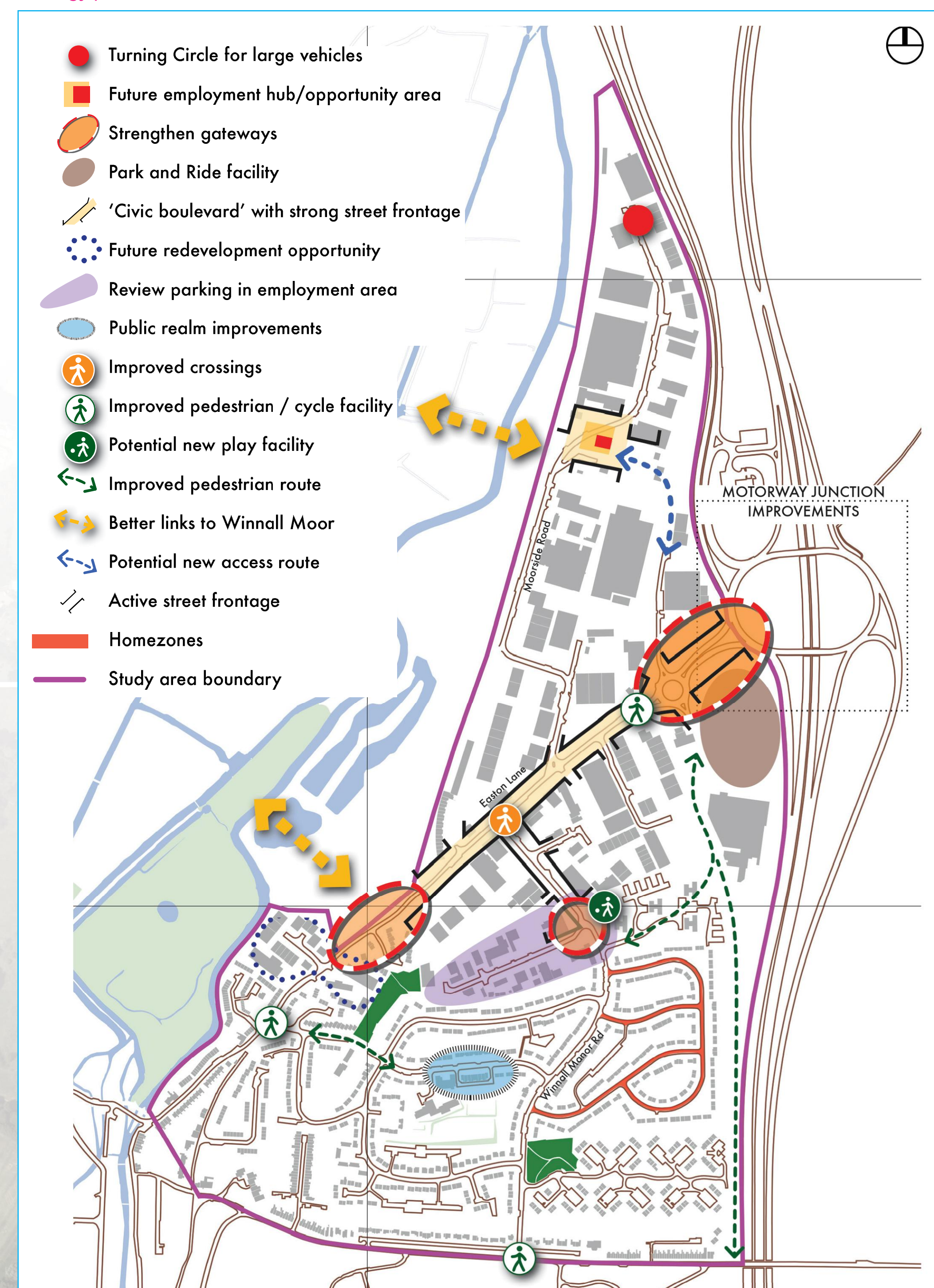
Winnall will continue to be a place where people are proud to live and work. It will cater for a range of employment activities, with space for companies to start up, stay and grow. The residential neighbourhood will be known for its high quality green spaces and its strong community heart. Walking and cycling will be encouraged and improved bus services promoted. Parking provision will be improved. It will be easier to reach the city centre, station and moors. Winnall will be an attractive and welcoming gateway to the city, with supporting services for the employment area, such as a café, meeting space and flexible business units located in a new hub on Moorside Road. Winnall will be a place for continued economic investment and success, and where residential amenity is respected and improved.

Objectives and projects are presented across three main themes:

1. Working in Winnall
2. Living in Winnall
3. Travelling in Winnall

These themes are presented on the following boards.

Strategy plan



Should the vision be of a diverse and economically successful business area with a strong identity?



Should the vision be of a green, walkable, family friendly residential neighbourhood with excellent access to jobs and the surrounding countryside?



Example of a 'homezone'. Could residential streets in Winnall be remodelled like this to help resolve on-street parking and make them safer for all users and ages?



Can Winnall be strengthened as an attractive environment for business and economic investment, maximising the relationship with the countryside, access to the city centre and motorway?



Example of an 'edible bus stop'. Could underused spaces and verges in Winnall be used as community gardens?



Could Winnall have better and more easily accessible play space and which responds to local topography?

Winnall Planning Framework

Issues Objectives Projects

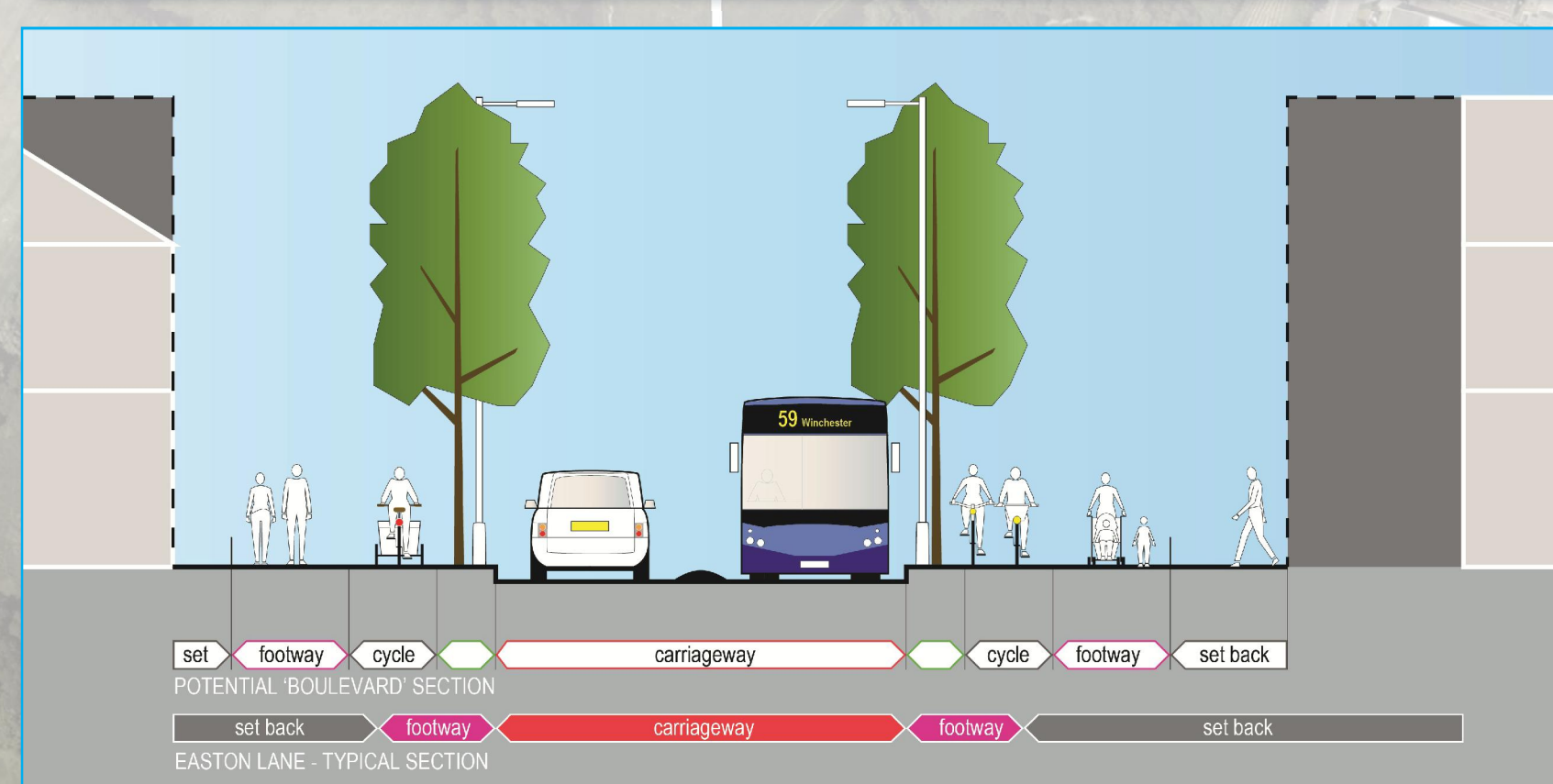
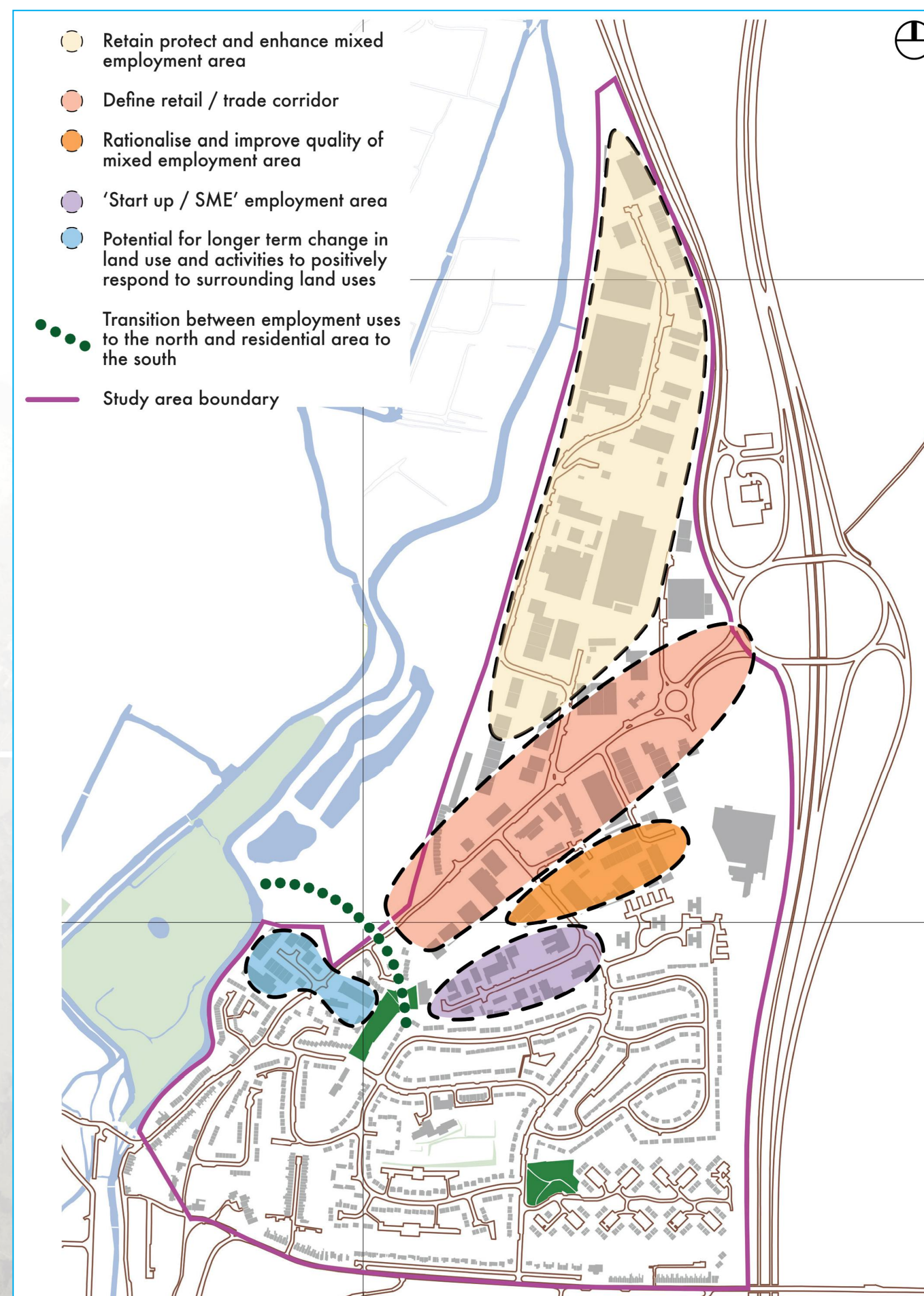
Theme 1: Working in Winnall

This theme looks at the Winnall employment area.

ISSUES

- The nature of the employment area is changing with more retail and trade activities locating here
- There is a lack of space and premises for small businesses to be able to grow and stay in the area
- There is a need for incubator space to help attract a more diverse employment base and respond to changing economies (including those in creative, cultural and green industries)
- The employment area suffers from a poor image, limited branding and generally poor quality environment
- There are issues with broadband speed

Possible broad employment policy areas in Winnall



Could Easton Lane be enhanced as a 'civic boulevard', with better walking and cycling conditions, and active building frontages, as shown in the example cross section above?

OBJECTIVES

- Encourage businesses to start up, stay and grow in Winnall
- Provide facilities to support business functions that make this a desirable place to work
- Provide space for creative and cultural start-ups, as well as businesses in low carbon industries
- Establish a cohesive voice for businesses in the area

PROJECTS

- Inform Local Plan Part 2 and, if required, create Winnall specific policies which identify broad areas of activity and seek to protect employment land and uses as appropriate (see plan)
- Promote flexible premises in employment areas to allow businesses to adapt and grow so they can stay in Winnall
- Encourage the creation of a new hub within the Moorside Road employment area that becomes a focal point around which incubator space, meeting space and support functions - such as places to eat and relax - can be provided
- Re-model Easton Lane as a "civic boulevard", with strong frontages and good landscaping to create an attractive gateway to Winnall and Winchester
- Establish a forum that can present a unified voice for the employment area
- Develop an overarching branding and signage strategy
- Explore options to improve broadband connections



Should the planning framework promote new incubator space and support hubs for meeting and relaxing?

Q: Do you think the objectives and proposed projects will help support continued economic success and investment in Winnall for businesses of all sizes?

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Issues Objectives Projects

Theme 2: Living in Winnall

This theme looks at the residential neighbourhood.

ISSUES

- Lack of community facilities, particularly for 11-18 year olds
- Poor quality of and limited access to green space and the moors, particularly by foot and cycle
- Poor setting of retail parade on Garbett Road

OBJECTIVES

- Strengthen Winnall as a family friendly residential neighbourhood
- Establish a green space strategy for Winnall to improve the use of and access to green spaces and increase biodiversity
- Enhance the quality of community facilities in Winnall
- Improve the quality of the townscape

PROJECTS

- Introduce homezone / play street treatments on selected residential streets
- Investigate the potential for re-using green verges and underused areas of public space for community gardens and allotments
- Explore the possibilities of improving access to the moors through new points of entry without harming the landscape and biodiversity of the area
- Improve the quality of local play spaces, and explore potential for new play spaces around the tower blocks
- Should opportunities for development adjacent to existing green spaces come forward in the future, encourage developers to improve the relationship of development with the park and play space
- Promote delivery of replacement youth centre and facilities
- Look at the scope and feasibility of improving the quality of the public space and environment in the neighbourhood centre on Garbett Road (see sketch below)

Garbett Road neighbourhood centre:

The sketch below illustrates how it might be possible to integrate the parade better with its surroundings and improve the quality of landscape and access for all.



Q: Do you think the objectives and proposed projects will help Winnall continue to be an attractive place to live?

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Issues Objectives Projects

Theme 3: Travelling in Winnall

This theme looks at access and movement in and around Winnall.

ISSUES

- High levels of on-street parking, particularly on Winnall Valley Road, Moorside Road and Garbett Road
- Limited provision for heavy goods vehicles in employment areas including a lack of turning space
- Poor walking and cycling conditions, particularly along and across Easton Lane, and via the Black Path to Tesco
- Limited bus services, particularly at peak times
- Limited access to moors and surrounding countryside



Could the streets in Winnall be made more pedestrian friendly, attractive to walk along and easier to cross?

OBJECTIVES

- Encourage walking and cycling
- Improve connections to the town centre, particularly by bus, foot and bike
- Improve bus links, particularly to employment areas
- Establish a parking strategy
- Reduce congestion at key spots
- Make connections to green spaces safe and easy
- Maximise opportunities for investment in Junction 9 of the M3 to create a better entrance into Winnall and to enhance access to the countryside



Can we make cycling safer and more attractive for all?

PROJECTS

- Provide better and more segregated cycle routes through the area and to the moors
- Enhance quality and safety of Black Path link between Winnall Manor Road and Tesco
- Reconfigure junction of Winnall Valley Road and Winnall Manor Road to reduce speed and improve safety
- Investigate the potential for a park and ride facility in the vicinity of Tesco, providing direct bus services between the city centre, station, residential neighbourhood and employment areas
- Formalise on-street parking in the employment areas
- Investigate opportunities for a turning space for large vehicles on Moorside Road
- Investigate extension of Controlled Parking Zone across Winnall



Could a decked park and ride help relieve parking pressures and provide an improved bus connection to the city centre and station?

- Reconfigure junction of Easton Lane and Winnall Manor Road to reduce congestion at peak times
- Promote the enhancement of Easton Lane as an important civic boulevard and gateway into Winchester, with buildings fronting the street, wider footways and better pedestrian crossings

Q: Do you think the objectives and proposed projects will help make it easier to move around Winnall, to access the business areas, City centre and the moors?

