

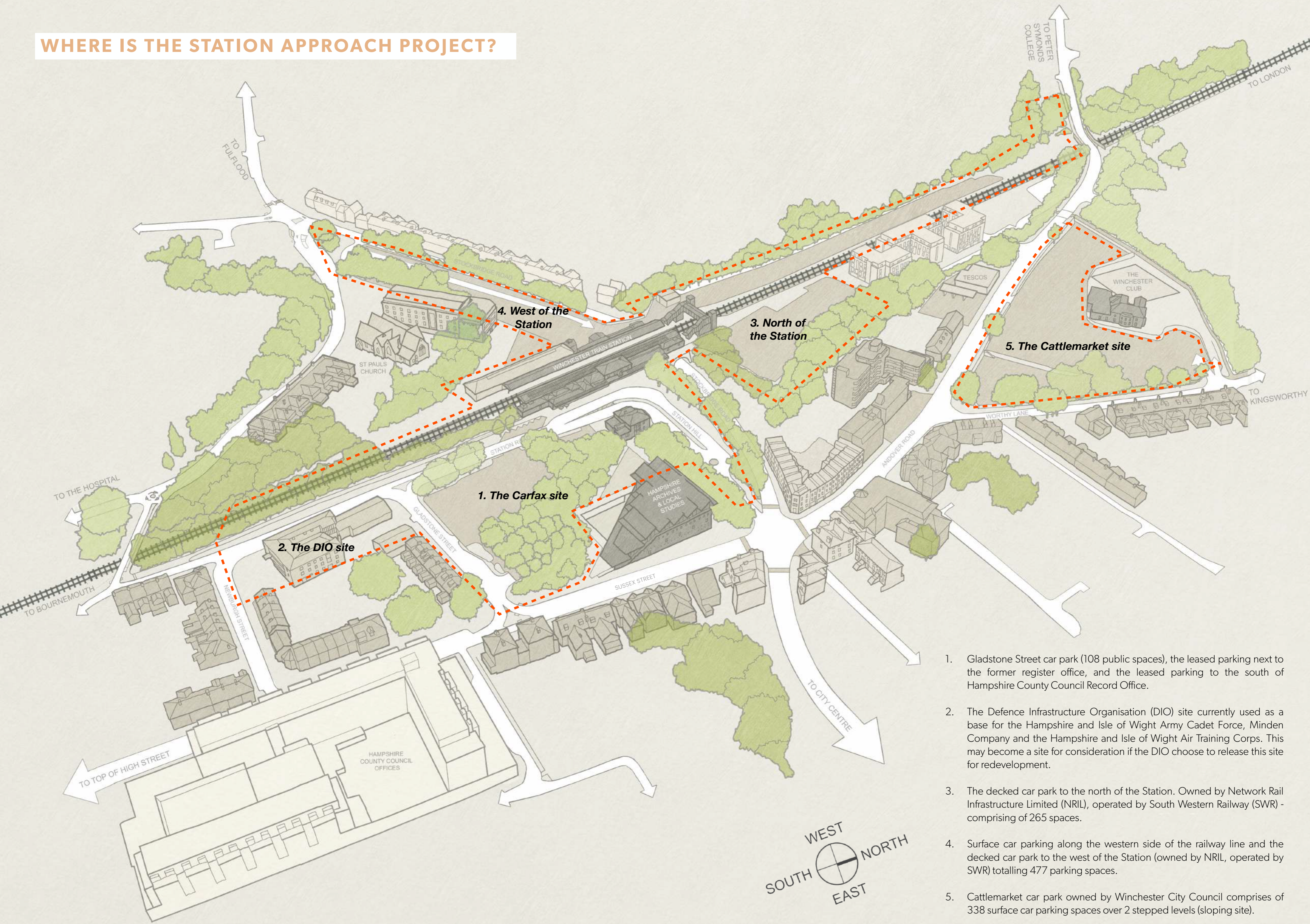
# CONNECTING PLACE

## STATION APPROACH WINCHESTER

### Station Approach Concept Masterplan

A Connected Place ... a lively place to live, work, and play, a welcoming gateway showcasing the nature of the city and beyond, and a sustainable travel hub.

#### WHERE IS THE STATION APPROACH PROJECT?



1. 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.
2. 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. This may become a site for consideration if the DIO choose to release this site for redevelopment.
3. The decked car park to the north of the Station. Owned by Network Rail Infrastructure Limited (NRIL), operated by South Western Railway (SWR) - comprising of 265 spaces.
4. Surface car parking 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 parking spaces.
5. Cattlemarket car park owned by Winchester City Council comprises of 338 surface car parking spaces over 2 stepped levels (sloping site).

#### INTRODUCTION

The area around Winchester Railway Station is an important gateway to the city. Winchester City Council's emerging local plan identifies the 'Station Approach' regeneration area. It is allocated as a mixed-use site in the plan with potential to deliver up to 250 homes and aims to achieve the following aspirations:

- Ensure the area around the Station enhances the economic vitality of the city, offering improved employment opportunities.
- Create a high quality and welcoming arrival point that improves wayfinding so that pedestrians and cyclists can find their way to the city centre and other key destinations safely.
- Create an area that appeals to a variety of people and adds to the existing commercial and cultural life in the city.
- Enhance how the area looks and improve the environmental impact of the area, including keeping important trees and opportunities for new planting.
- Safeguard and enhance strategically important views to and from the site, and to respect and enhance the character of the area.
- Create a cohesive high-quality townscape, and improvements to public spaces.

Winchester City Council appointed local architects Design Engine to develop a Concept Masterplan.

The Project Team consists of Design Engine Architects, NEW Masterplanning, Steven Bee Urban Counsel, Urban Movement and ARUP Engineering.

There will be a requirement that any future planning application must take into consideration the concept masterplan for the entire site.

**A Connected Place ... a lively place to live, work, and play, a welcoming gateway showcasing the nature of the city and beyond, and a sustainable travel hub.**

## WHAT IS A CONCEPT MASTERPLAN?

It is important to note that a concept masterplan is not a detailed design of what will be built on the site, but instead a set of guidelines for developers providing key parameters including heights of buildings, movement and access (e.g. cycling, walking, public transport) and land uses (e.g. homes, businesses, open spaces).

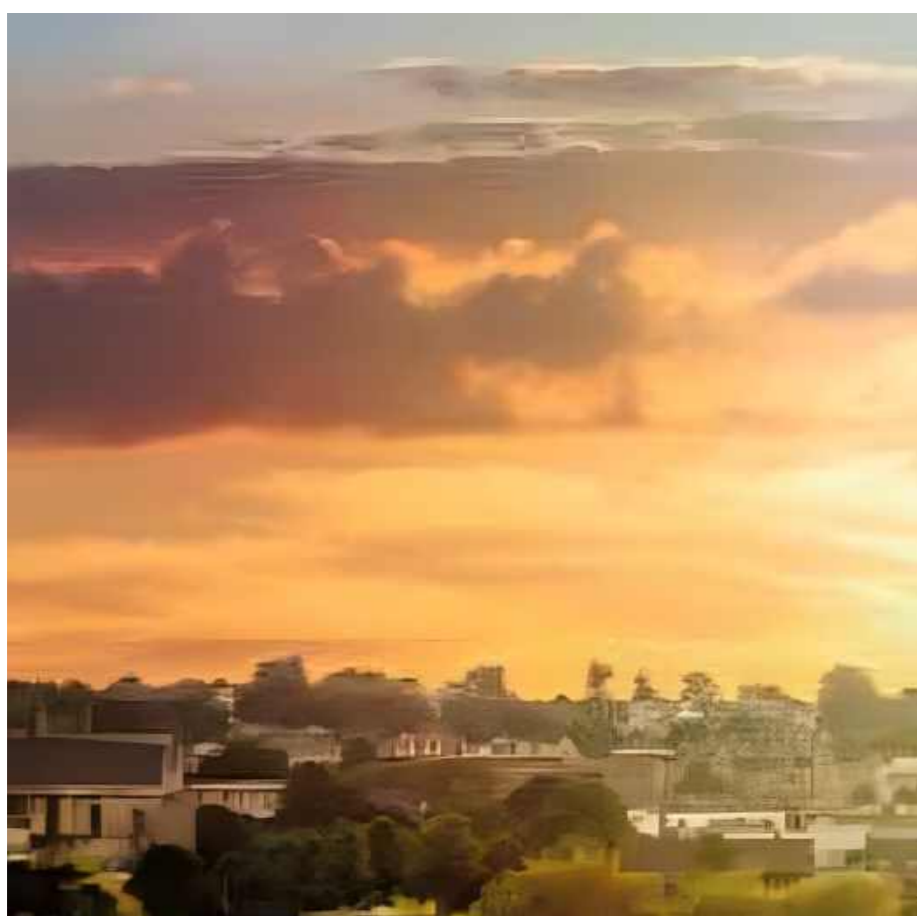
Developers will need to prepare detailed masterplans for individual sites that are in line with the principles set out in the concept masterplan for the wider Station Approach area.

The council now want to share the draft concept masterplan proposals with you. The vision for Station Approach together with ideas and proposals on how to deliver the vision are set out in the following pages.

## THE CONVERSATION SO FAR - DEVELOPMENT 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 helped form a vision for Station Approach stated in **four development principles, and described further in a number of sub-principles:**

### AGREED DEVELOPMENT PRINCIPLES



Connected and Sustainable Development



Development for Winchester's Future



High Quality Design, Positive Placemaking



Co-creating with residents, businesses, and stake holders

### 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

**The Station Approach area is in a key position in the city. The railway sits in between the historic centre and the growth of new neighbourhoods.**



**“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*

## The Station and the City

### WINCHESTER IN THE 19th CENTURY

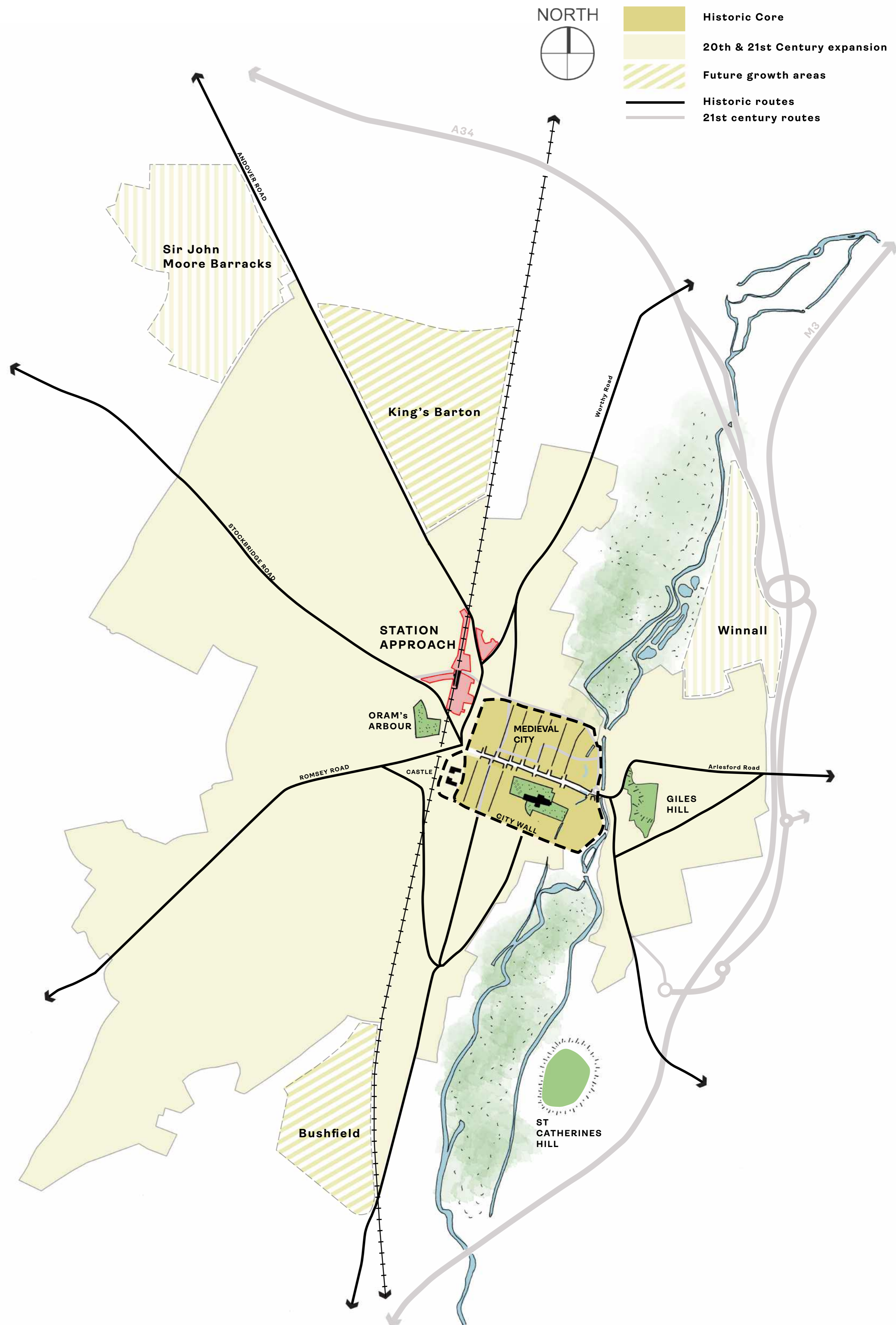
Typical characteristics of the Victorian city:

- Historic medieval city core maintains a strong relationship with the Itchen river and the landscape.
- Close connection between town and country - many views to landscape.
- Defining component of Winchester’s urban landscape are the large trees within the city, as observed by Keats (see above).
- Railway line and station building outside the historic city wall - areas around station more fragmented and less urban.

### WINCHESTER IN THE 21st CENTURY

Characteristics of Winchester today:

- The railway station today is no longer on the periphery, but central to 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 area needs to be less of a physical barrier and more of an economic asset with the city.
- Overarching character of the Winchester city scape has been retained over time, the sense of a city nestled amongst the wooded downs.



Station Hill, Winchester in 1909




The same view in 2023

**The proposals which follow have been developed in response to what you have told us in the previous engagement and consultations, together with our site analysis, research and in line with the council's policies and strategies.**

*These ideas are presented under these six themes:*

## ARRIVAL



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

## MOVEMENT



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

## LIVE & WORK



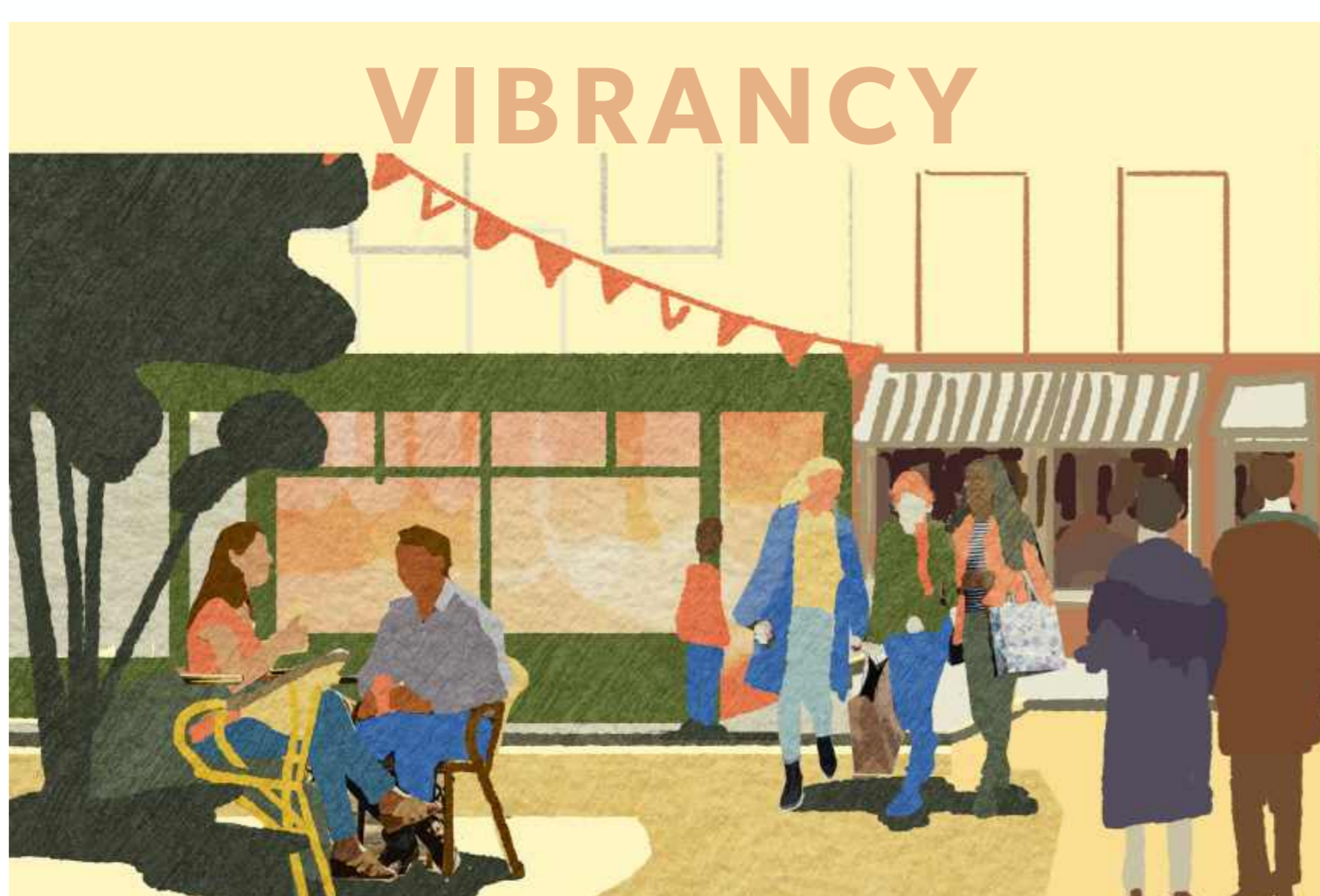
Development to create opportunities for new jobs and homes.

## CHARACTER



Embrace the character of Winchester. Creating distinctive routes, scale and places, knitting into the city's heritage.

## VIBRANCY



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

## BIODIVERSITY



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



# ARRIVAL

**The current experience of arriving at the station, or into the city, lacks quality and identity. The concept masterplan identifies key routes and movement for points of arrival, and proposes improvements to the public spaces with the aim of enhancing the experience for visitors to the city and regular users of the station.**



## PUBLIC SPACES

1. Improving arrival experience at the Station with high quality public spaces, with opportunities for seating and enhanced greenery and prioritising pedestrians.
2. Potential to relocate car parking beneath trees on Station Hill, allowing for improved public space and opportunities for pop-up food & drink / market uses.
3. Provide a 'green' first impression to city through retention of trees on Station Road, wider pathways, and improved conditions for growth and maintenance of existing biodiversity.
4. High quality and expanded public space outside Old Registry Office to improve setting of historic building.
5. New level pedestrian routes through Carfax site, create new public spaces encouraging people to sit, pause, meet, and play.
6. Enhance existing route north of Station and create new public 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 Fulfood and Western Station.
10. Potential to remove car parking along edge of Station West Car park to create space for a segregated walking route to Station approach.
11. Opportunity to improve pedestrian and cycle provision along Stockbridge road, better connecting Fulfood and other neighbourhoods to Station and city centre.
12. Opportunity for future redesign of City Road to improve walking and cycling routes into city centre.



# ARRIVAL

**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 taxis pickup and drop off nearby.**

## VIEW FROM STATION ENTRANCE OF STATION HILL

*Possible interpretation of this concept masterplan*



Existing photograph from Station exit on east side



Alternative bus shelter canopy



Enhancing green with seating & planters



Improved paving and tree protection



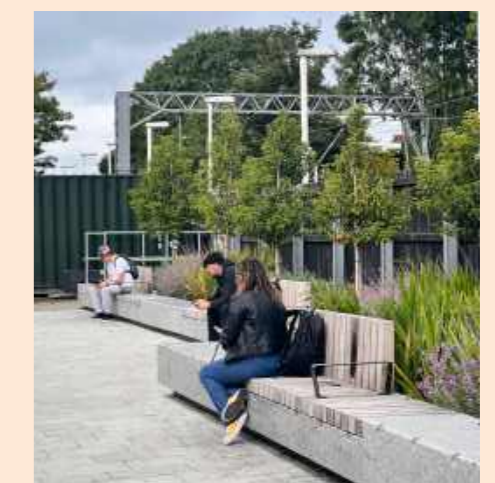
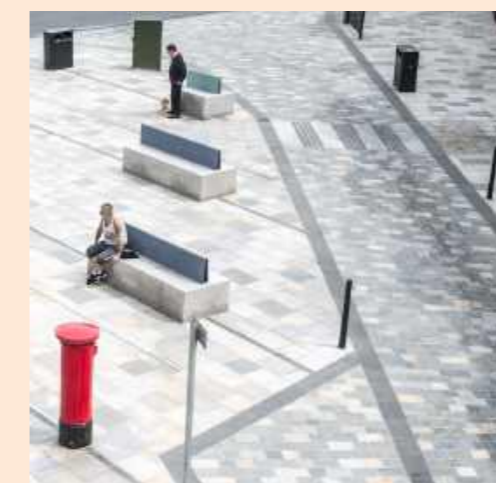
Animated night time use



### STATION NORTH ARRIVAL

#### PROPOSAL:

Redevelopment could reposition multi-deck car parking, with possible student residential, or hotel use above. Creating new public piazza providing space for station drop off and taxi access via a shared route



Welcoming public realm with high quality planting and ground finishes



### STATION WEST ARRIVAL

#### PROPOSAL:

Reallocating 65 parking spaces to create new linear avenue of pedestrian approach to west entry of Station.

NOTE: Subject to further study and Department for Transport policy relating to parking demand



Improved public route with integrated signage and way finding



### STATION UNDERPASS ACCESS

#### PROPOSAL:

Improving the connection from the front and back of the station through the heavily used underpass. Considering public art and lighting improvements to the existing tunnel to make it a more enjoyable route



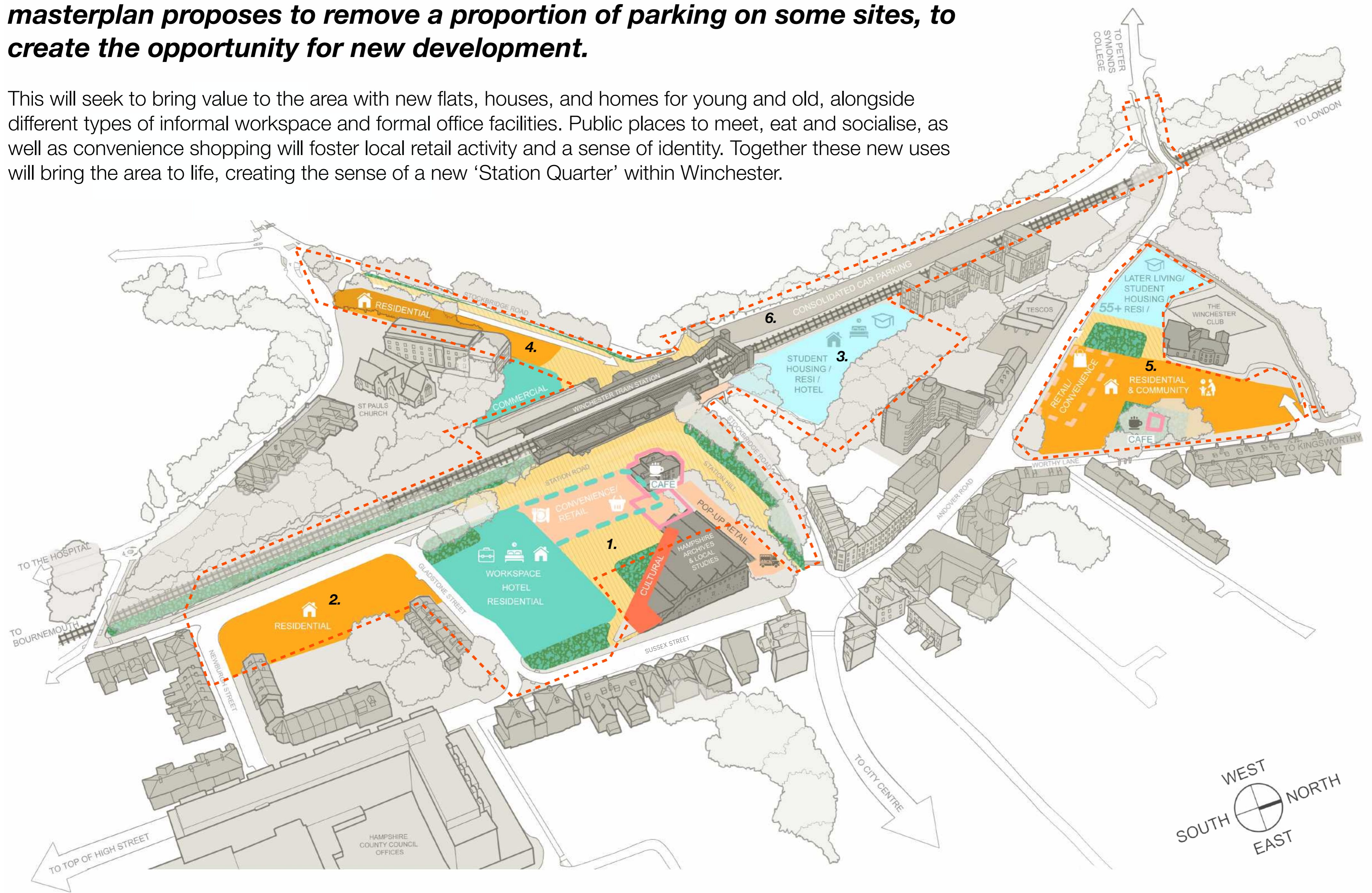
Public art adding colour and vibrancy to existing buildings



# LIVE & WORK

**Much of the existing sites are dominated by surface carparking. The concept masterplan proposes to remove a proportion of parking on some sites, to create the opportunity for new development.**

This will seek to 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.



## 1. CARFAX PROPOSAL

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 proposal focuses on having new office use at Carfax, as an ideal position given the proximity of the train station. It is hoped to both attract large organisations with Grade A office space, as well as provide facilities for small businesses and drop-in flexible work spaces.

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. The new development would be set away from the Record Office building, creating a new external public space. A public cafe or drop-in workspace overlooking this would enliven the space behind the building and the diagonal route across the site.

## 3. STATION NORTH-EAST

The existing decked carpark could be re-sited and replaced, to maintain similar parking numbers with additional new development above it. This could offer the potential to also accommodate a hotel use, or student residential units. Adjoining new public space could improve access to the station and bring more activity to this area of the site.

## 4. STATION WEST PROPOSAL



Mixed Residential  
T2 Architects,  
Winchester

While it would be dependent on a lower demand for, and removal of, parking spaces, in the future there may be opportunity to develop the Station West carpark, providing a linear arrangement of terraced homes or duplex flats.

These would help make this site a part of the neighbourhood and bring a better quality of pedestrian approach to the station's approach from this direction, replacing a dominance of vehicles.

## 2. D.I.O SITE PROPOSAL

Residential use is proposed for this site, with the purpose of 'completing' the neighbourhood block. A development of flats would enliven the street frontage along Station Road. Terraced house units would be located to relate to houses on Gladstone street and Newburgh street.

Mixed residential building types with green public realm



## 5. CATTLEMARKE PROPOSAL

The aim is to knit the new development into the current street scene in terms of the scale of the varying surrounding buildings of Andover Road, and the Hyde neighbourhood conservation area.

Denser, taller, buildings for residential use, including a mix of market/affordable flats or student residential uses, are proposed along the Andover Road. Residential townhouses and terraces could be located along Worthy Lane.

A new building, allocated for residential flats, at the junction between Andover Road and Worthy Lane offers the chance for a taller building to present a new landmark in the local area.

The existing Winchester Club is not within the current concept masterplan scope. However the council is continuing to talk with the near neighbours.

Existing sloping levels at the north and south of the site offer opportunities to conceal parking accessible at street level below more active uses above.



Landmark building:  
Niall McLaughlin Architects

## 6. STATION NORTH-WEST

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 a new carpark access point onto Andover Road at the north.

Care would be taken to facilitate potential future new pedestrian and cycling routes into the site from Brassey Road and Andover Road.

Deck carpark example





# LIVE & WORK

## VIEW FROM THE TOP OF ANDOVER ROAD

Possible interpretation of this concept masterplan



Existing photograph from Andover Road

**PROPOSAL:**  
New residential buildings could line Andover Road with space for landscape and routes in between new flint walls. Existing levels could allow for buildings at street level whilst concealing parking below. Potential for a landmark building in the distance. Beyond the crossing will start the new southbound bus and cycle lane.



Existing photograph from Station Hill

**PROPOSAL:**

- 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. The proposal suggests residential flats on Newburgh Street.
- C. An opportunity to widen the pedestrian routes towards Upper High Street and the Westgate, plus to major institutions via St Paul's bridge. Additional planting and biodiversity would be possible if railings were moved further into Network rail land.

## VIEW OF D.I.O & CARFAX DEVELOPMENT

Possible interpretation of this concept masterplan



### Example Building Types:



Assisted Living

Chesil Lodge Assisted Living, Design Engine & PDP Architects, Winchester



Student Residential

Arts University Bournemouth, Student Residential Halls, Design Engine Architects



Market Residential

St Valentines Close, T2 Architects, Winchester



Coker Close residential, Design Engine Architects, Winchester





# 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.**

The 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 can 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 can lead to a safer, more welcoming and more populated place to be.

## ANIMATING STATION APPROACH

The success of external urban spaces is often dependent on the activity within the surrounding buildings. The opportunity for office use at Carfax should draw key employers with diverse workforces to populate the site throughout the day. This supplements the morning and evening travelling footfall of commuters. Community facilities may also be appropriate on the Cattlemarket site to support people living in the new homes and to benefit existing communities.

A cafe or bar located in the old Registry Office opposite the station could be a popular spot for people to gather or wait before continuing their travels; particularly if outdoor seating is available in the newly pedestrian-friendly area. The bar's evening operations, along with a potential mini supermarket next door, would provide active frontages. This activity could enhance the sense of safety around the station forecourt into the evening.

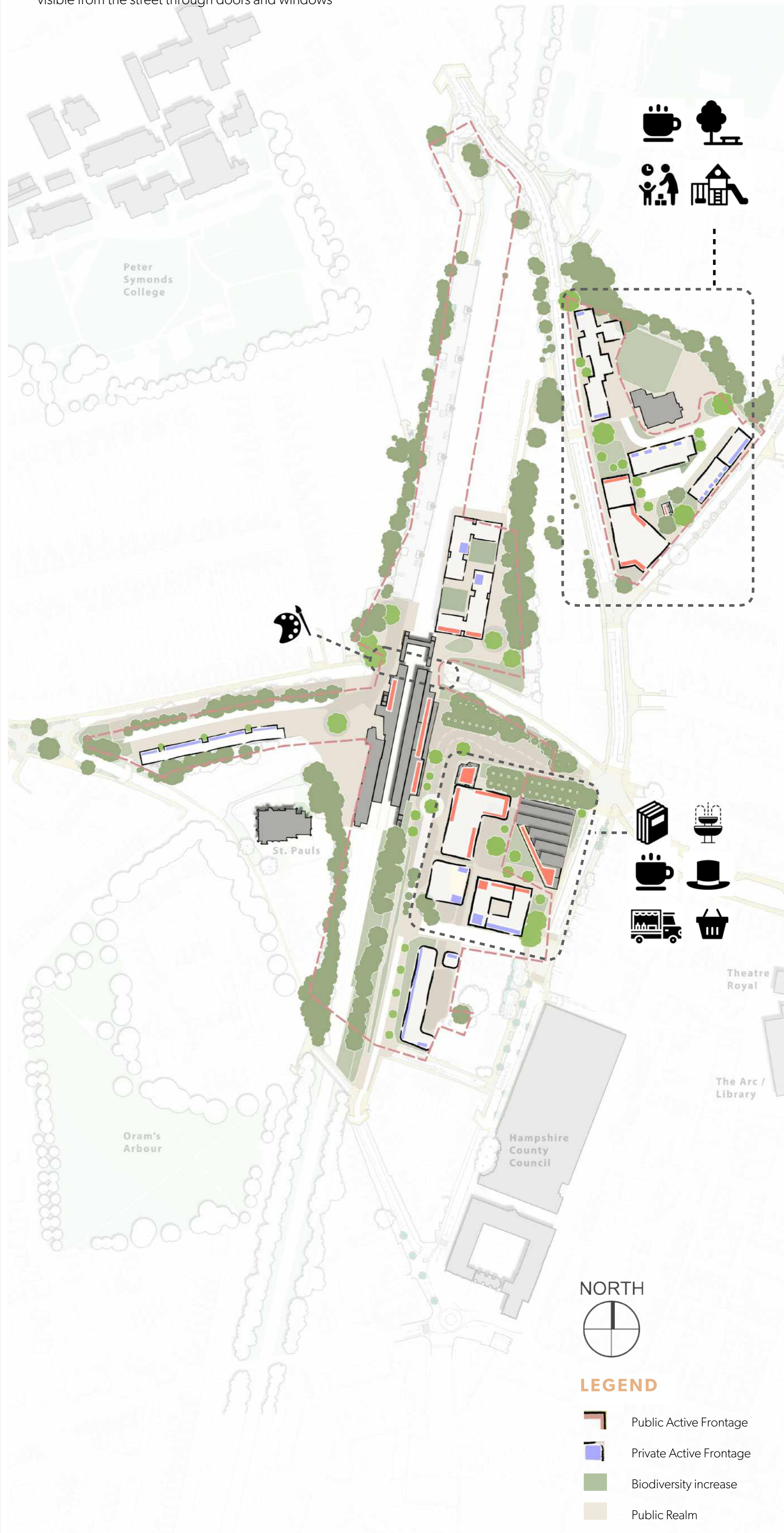
The Hampshire County Record Office building is a significant feature next to the development site. The building's use does not currently attract footfall, or income.

However, improving the diagonal route behind the building and repurposing the existing spaces facing onto the current garden could improve public outdoor space. It could provide a viable public cafe / informal work space use, helping bring to life the new external public space.

The Cattlemarket site presents an opportunity to create a small pocket park across from the existing Tesco supermarket. This park could be enhanced by a coffee shop or cafe on its southern side. Further into the site, a more peaceful area shielded from traffic and surrounded by preserved trees off Worthy Lane could be an ideal location for a children's playground. The existing small building in this area could be renovated to provide a community space.

## ACTIVE FRONTAGE OF BUILDINGS TO KEY SPACES

'Active frontage' means buildings where the internal use is visible from the street through doors and windows



## COMMUNITY FACILITIES



- LEGEND**
- Public Active Frontage
  - Private Active Frontage
  - Biodiversity increase
  - Public Realm



# MOVEMENT

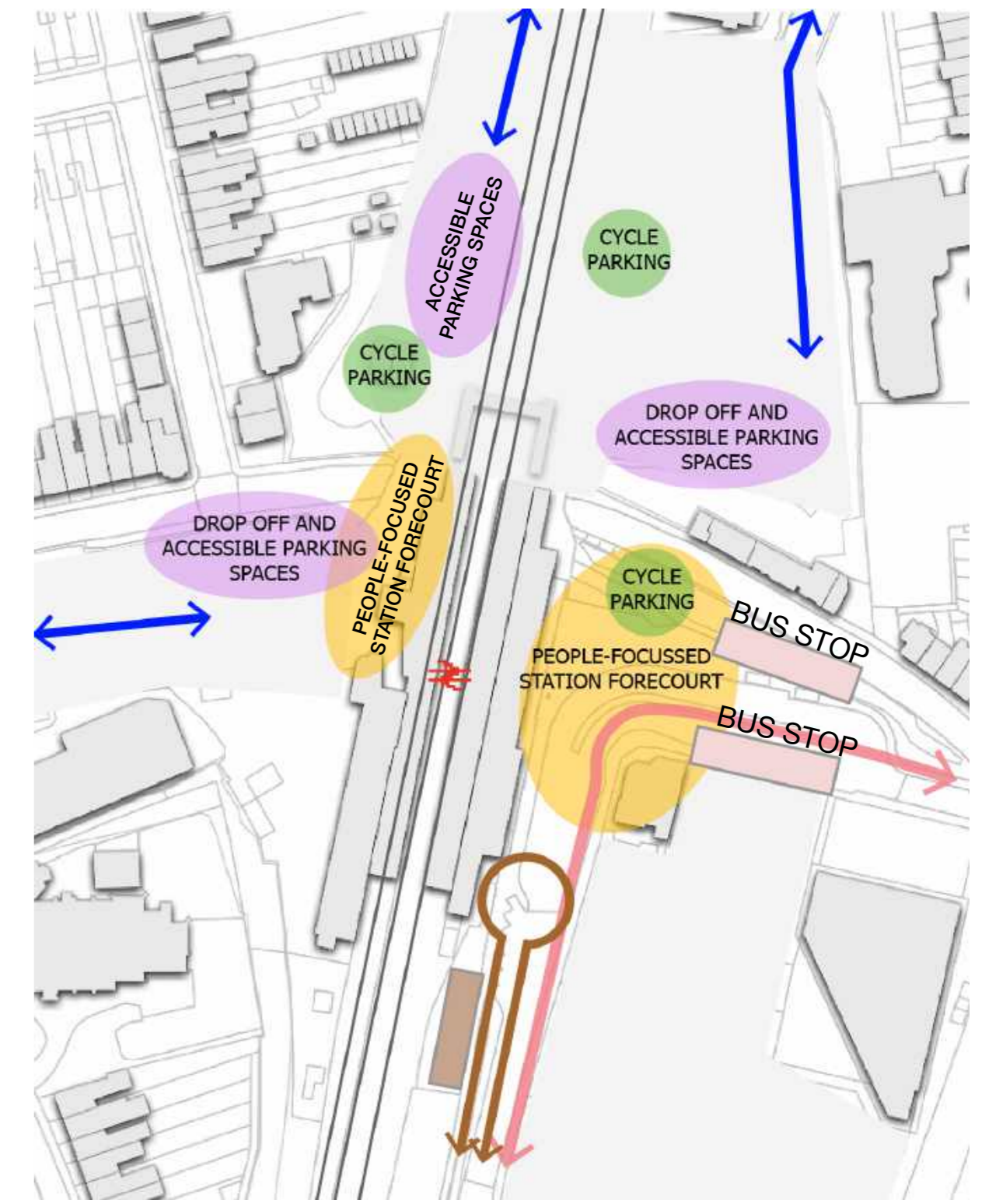
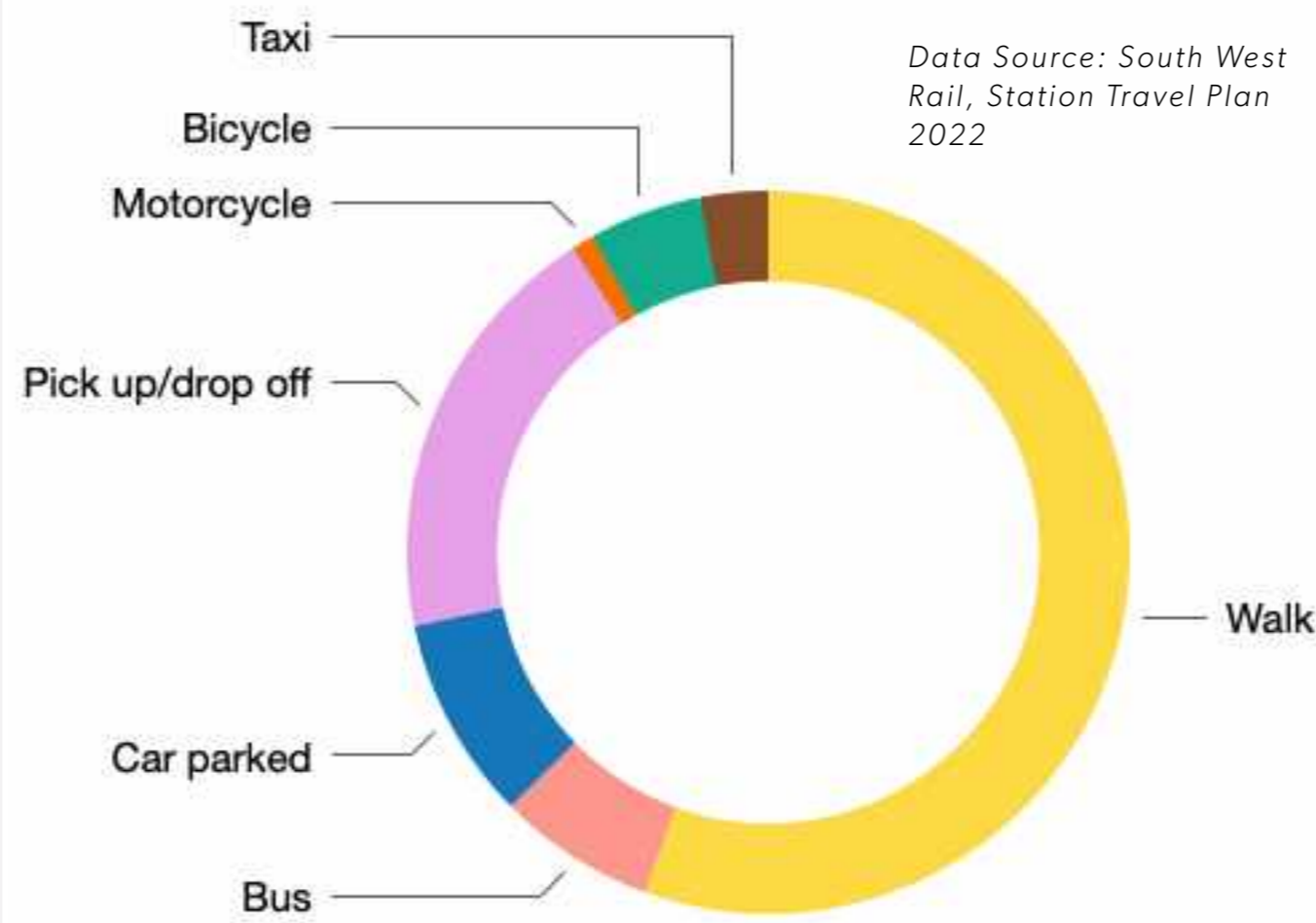
**Our proposal includes changes to the current access layout to prioritise active travel and sustainable modes of transport and redirecting areas for taxi ranks and short-term pick ups/drop offs. Greater provision for walking and cycling could enable better links to routes outside the site and into the city/ surrounding neighbourhoods.**

## THE STATION FORECOURT

A recent survey shows that most people walk to the Train 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.

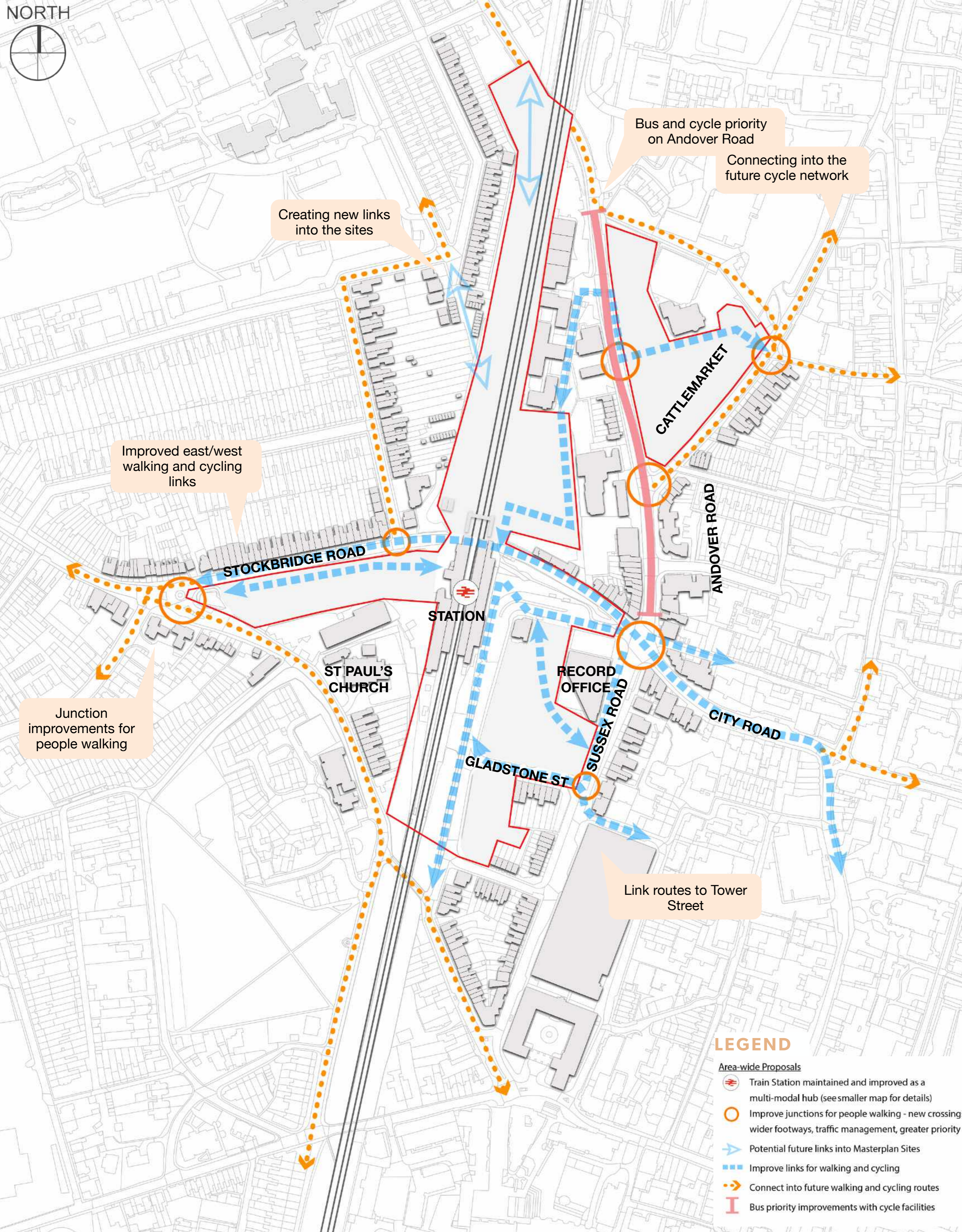
This suggests that a rethink is needed on how the area outside the Station is organised.

The aim is to realise the development principle to prioritise 'sustainable modes of transport'. The concept masterplan proposals are described below.



- Station Forecourt Proposals**
- Station forecourt area where people are prioritised
  - Proposed Bus movements at Station
  - Proposed Private Vehicle movements at Station
  - Proposed Taxi movements at Station

## CONNECTIONS TO EXISTING CITY ROUTES



### LEGEND

- Area-wide Proposals**
- Train Station maintained and improved as a multi-modal hub (see smaller map for details)
  - Improve junctions for people walking - new crossings, wider footways, traffic management, greater priority etc
  - Potential future links into Masterplan Sites
  - Improve links for walking and cycling
  - Connect into future walking and cycling routes
  - Bus priority improvements with cycle facilities

## REVISED ACCESS PROPOSALS

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. Further afield, existing routes for walking and cycling are incomplete or ill-defined and poor quality, e.g. crossing car parking etc. Our proposals to change this include:

- Prioritise sustainable transport modes closest to the station.**
- 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.**
- Keep and improve good visibility to bus stops and taxi ranks. Taxis should rank on Station Road, south of the Station Forecourt.**
- Keep convenient accessible parking bays close to the station - possibly in the northwest car park, with improved signage.**
- Short stay pick up/drop off should be relocated away from the eastern forecourt to north-eastern and western car parks.**
- Better signage to key destinations from the station.**
- 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.**
- Remove the central island in the carriageway and narrow the carriageway to make it easier for pedestrians to cross. This could include new formal crossings.**



# BIODIVERSITY

**The Station area has features typical of Winchester's urban landscape, with lines of mature trees. It is proposed 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.**

## BIODIVERSITY STRATEGY

The concept masterplan proposes that biodiversity is increased (by at least 10%) with additional planting and green space overall. Should there be any loss of plants or trees, as part of development work, this has to be measured so it can be rebalanced and increased elsewhere on the site.

The proposal aims to create new paths and parks wherever feasible, 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 green spaces to improve air quality and biodiversity.

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 green 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 roofs into new buildings and landscapes, along with crucial infrastructure like Sustainable Urban Drainage Systems (SUDS). These aim to reduce rainwater runoff and would likely improve the environmental impact of the sites, compared to the existing carparks.

## KEY: ENHANCING GREEN SPACES



Landscaping to open up and improve existing diagonal route across Carfax site creating a series of new public spaces for people to sit, spend time, meet and play, supported with new trees & biodiverse features.



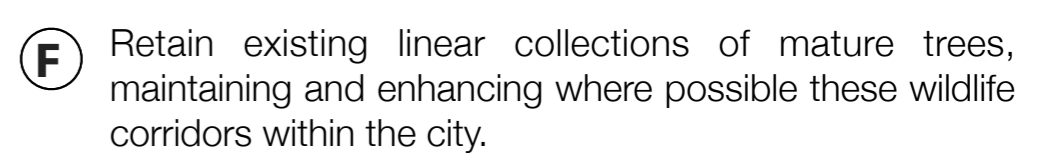
Retain existing trees where feasible, improve public realm surrounding them to provide pleasant introduction to the city development set in natural setting.



Design public realm outside station to offer opportunities for seating, enhanced planting and informal play, through landscape levels design and furniture.



Remove car parking beneath trees on Station Hill, utilising space for public realm and pop-up food & beverage / market uses.



Enhancing lower level planting to help increase biodiversity in areas around open spaces and next to buildings and street edges, to achieve an overall net gain in biodiversity.



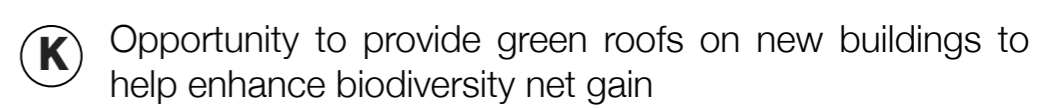
Remove car parking spaces along tree-lined edge of Station West car park to provide enhanced walking routes and station approach.



Reorganise under-utilised space at end of Station West car park at Stockbridge Road roundabouts, providing a new pocket park with improved biodiversity & planting.

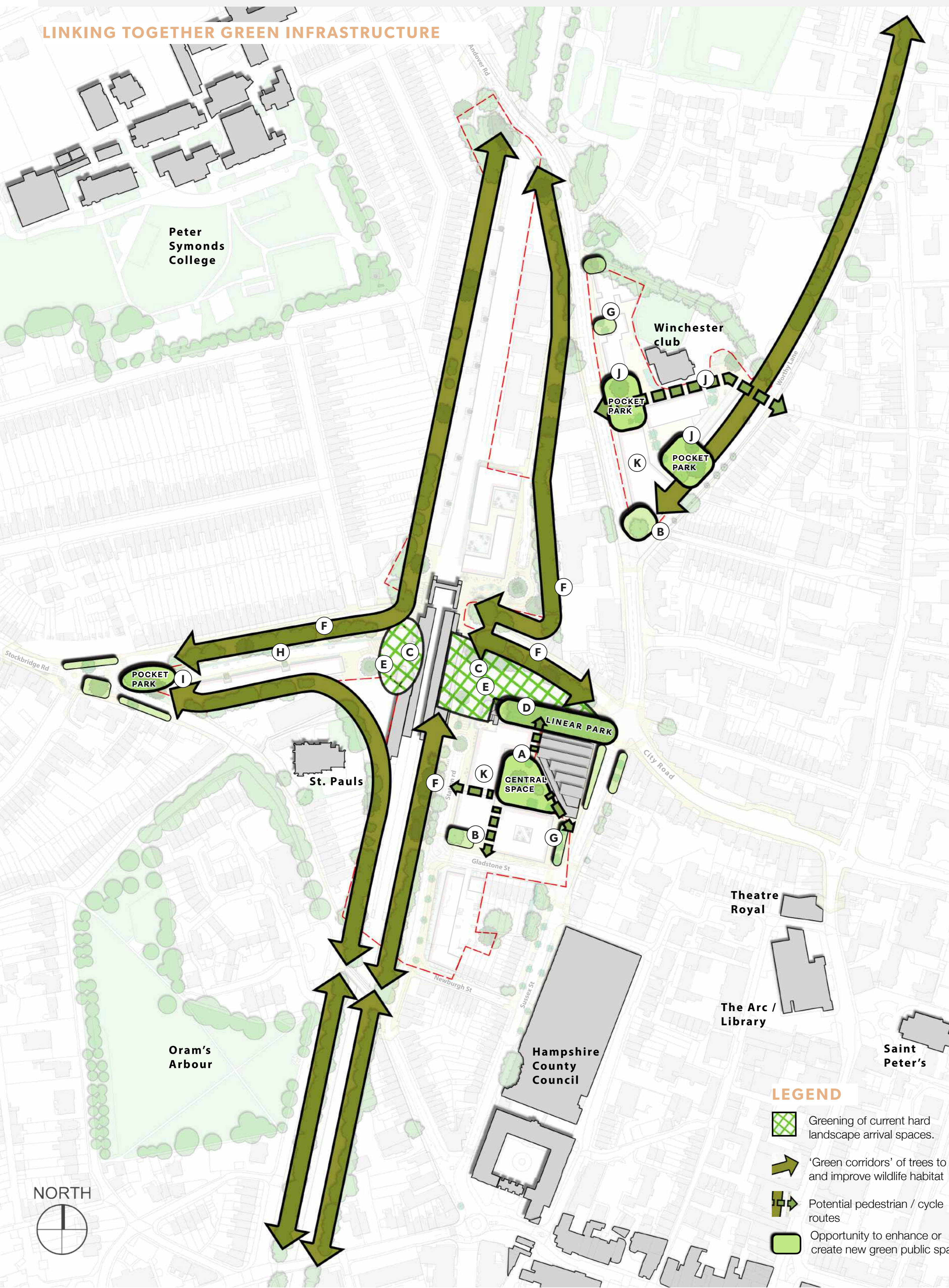


New Routes, green space and removing vehicles enhances existing pedestrian desire line crossing Cattlemarket to formalise route. Combined with new green amenity space for dwelling and play.



Opportunity to provide green roofs on new buildings to help enhance biodiversity net gain.

## LINKING TOGETHER GREEN INFRASTRUCTURE



## LEGEND

- Greening of current hard landscape arrival spaces.
- 'Green corridors' of trees to link and improve wildlife habitat
- Potential pedestrian / cycle routes
- Opportunity to enhance or create new green public space



# BIODIVERSITY

## VIEW INTO NEW CARFAX COURT

Possible interpretation of this concept masterplan



### PROPOSAL:

New building footprints at Carfax site will be set away from the HCC Record Office - leaving space for a new pocket park at the centre of this site. Space for mature trees and planting amongst a stepped hard landscape could be further enhanced by a water feature or fountain which would create a space for people to sit, meet, relax and play.



Existing photograph of centre of Carfax site

Existing photograph of Cattlemarket from Andover Road



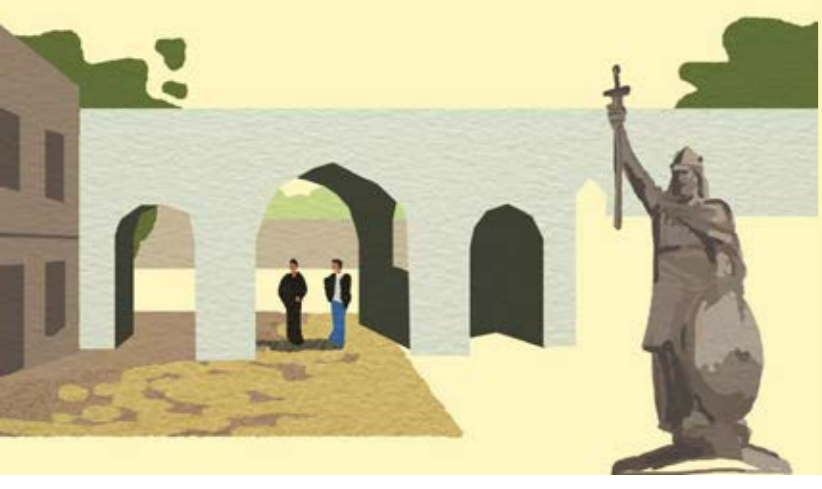
### PROPOSAL:

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.

## VIEW TO NEW ANDOVER ROAD POCKET PARK

Possible interpretation of this concept masterplan





# CHARACTER

**The Railway Station is an existing landmark in the city – both as a transport hub and distinctive heritage building. The concept masterplan proposes that sites should be designed to be distinctive, drawing on the city’s key character as a guide and have a positive impact on the surrounding area. Creating places for people, use, and activity, helps to define a place, identity and character.**

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.

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

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.

## DEVELOPMENT FOOTPRINTS

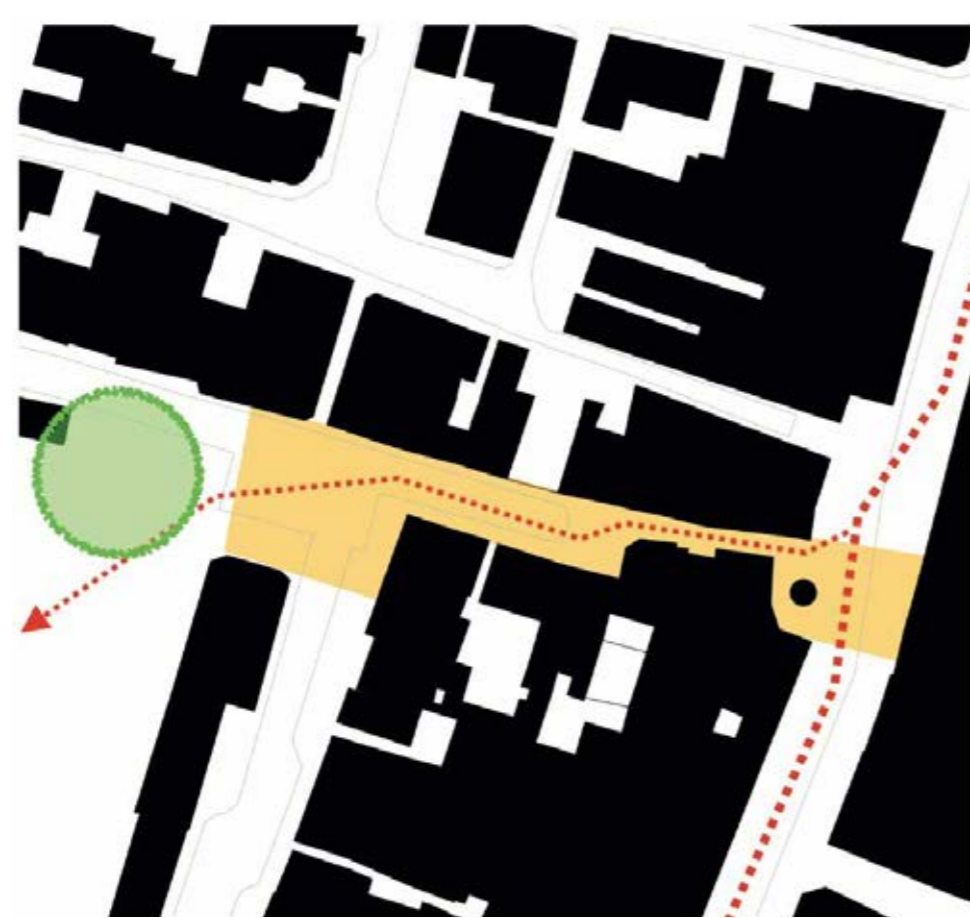
The footprint of a building can help to create identity, character and places for people to spend time.

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

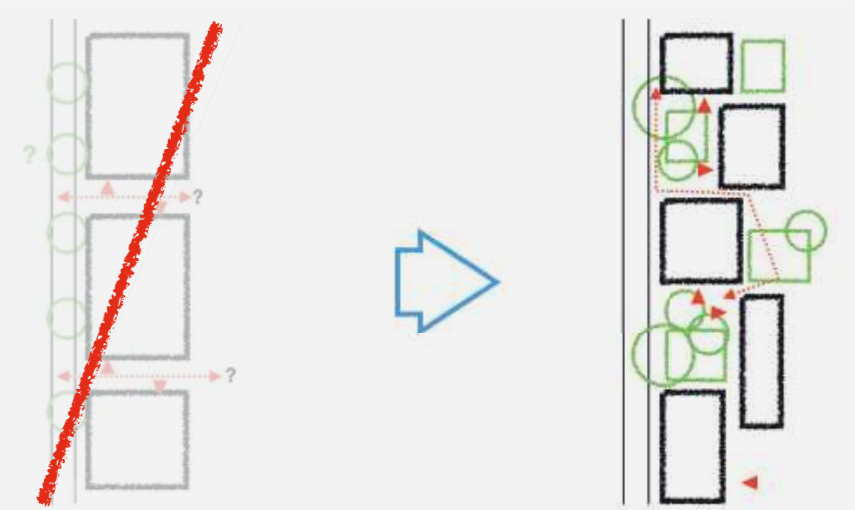
## CONNECTED SPACES IN WINCHESTER

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.



## STREET FRONTAGE



Simple blocks with linear routes with limited active frontage.

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

## WALLS & LARGE TREES IN WINCHESTER

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.



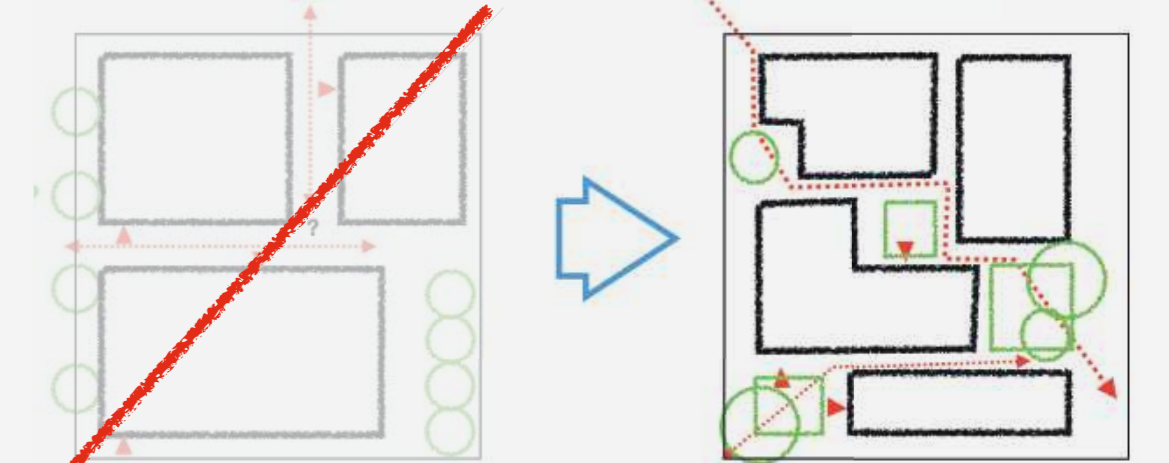
Great Minster Street



St Thomas Street



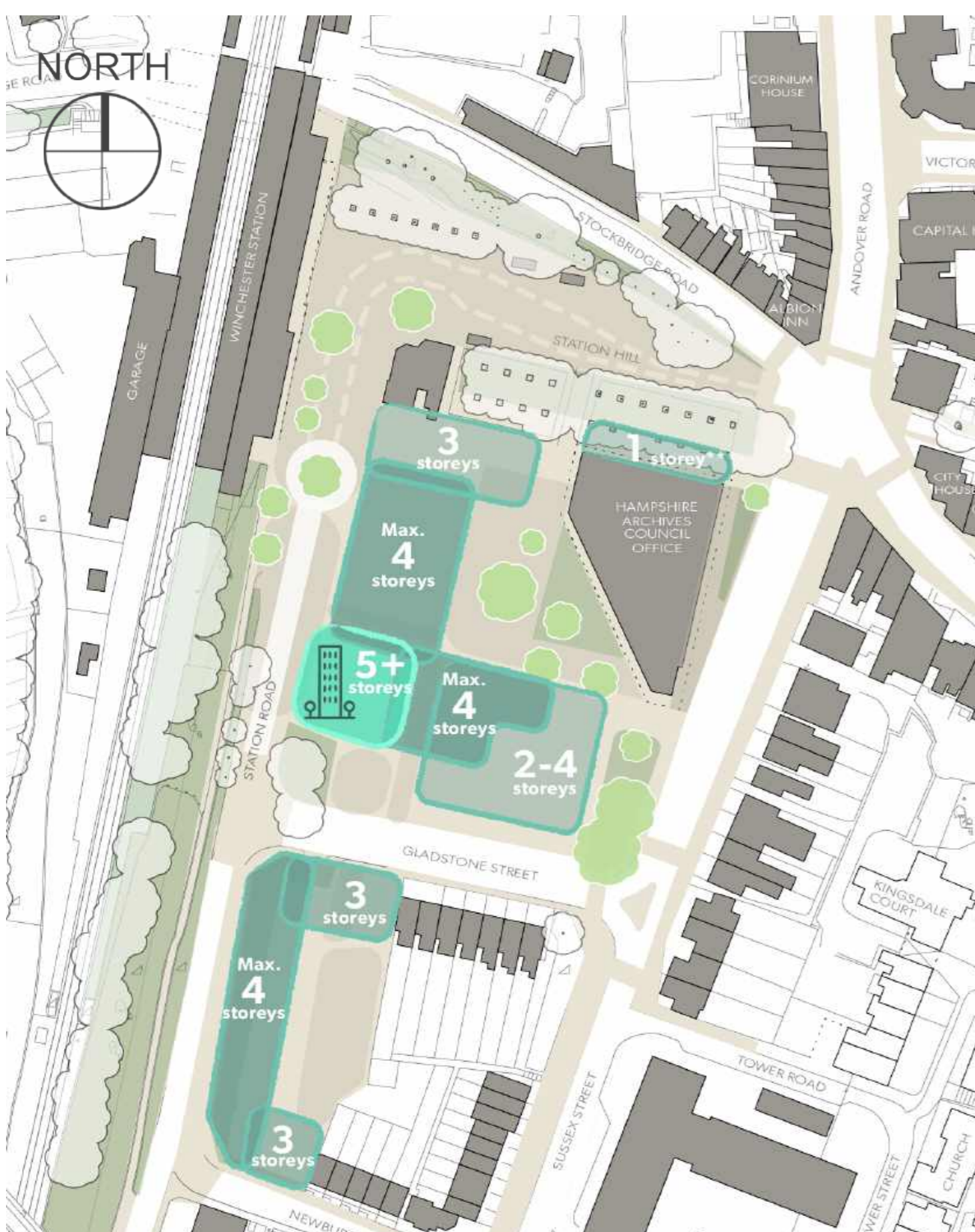
## URBAN BLOCKS



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.

## BUILDINGS, HEIGHTS, SCALE AND MASSING



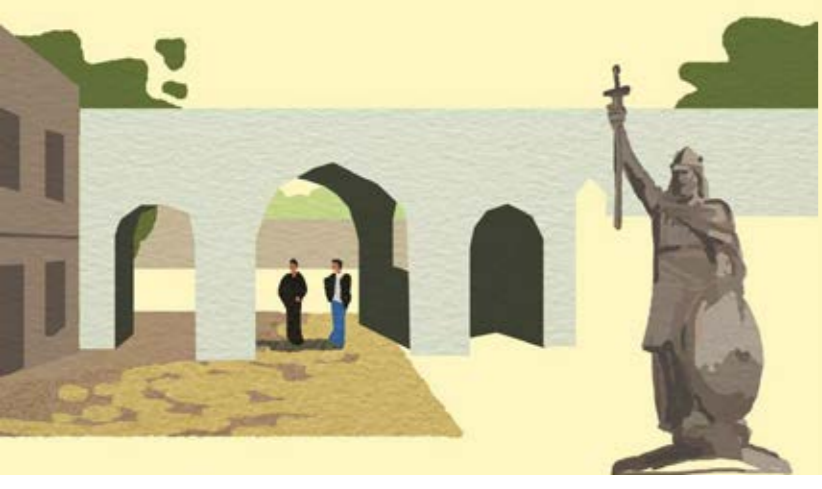
### CARFAX SITE

The massing and heights of development on the Carfax site should respect the existing heritage buildings with reduced scale around the Registry and listed Record Office. The new development scale could increase 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.

### CATTLEMARKET SITE

Buildings along Andover Road should suit the changing character from sub-urban Harestock/Weeke to the urban city centre. 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 Cattlemarket could create punctuation in the development, and help with way finding and giving a distinct personality to the area.





# CHARACTER

**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 in terms of scale and mass should consider the adjoining conservation area, whilst also providing a focal point and landmark for the city.**

## HERITAGE AND KEY CONTEXTUAL VIEWS

### Also Wider Townscape Views (beyond this map):

- Bushfield Camp
- Whiteshute Ridge
- St Catherine's Hill
- Morestead Road
- Magdalen Down
- Blue Boar Hill
- Oram's Arbour
- Milverton Road / Green Hill Road



## BUILDINGS OF HISTORICAL SIGNIFICANCE



### 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.



### 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.



### 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.

### PROPOSAL:

The concept masterplan proposes new family home townhouse units and smaller scale terraced duplex flats opposite existing homes which would be set back from the road along Worthy Lane. They should complement the existing homes, enhancing the feeling of a lively street.

Existing photograph of Worthy Lane



## VIEW OF WORTHY LANE RESIDENTIAL

Possible interpretation of this concept masterplan



**Thank you for taking the time to consider these proposals, your opinions and feedback are very important and will help to shape and inform the final concept masterplan for Station Approach.**

## HOW YOU CAN HAVE YOUR SAY:

Simply scan the QR code to complete an online survey.

Once you have reviewed the proposals contained here, there is a supporting questionnaire. It will ask you to consider your response to the proposed changes around the Station Approach area, and to share your thoughts by answering a short series of questions. You will also have an opportunity to raise any other points, or to pose questions for our team to consider. In completing this questionnaire, your views and opinions are recorded and will help to shape and inform the final masterplan.

Placeholder for  
QR code on boards.  
To redirect to a feedback  
survey webpage / form.  
Plus website link.

The consultation will be open for 6 weeks between Monday 16th September 2024 - Sunday 27th October.

If you would like to request a paper copy of the survey please contact us and we will arrange for one to be sent to you.

**Email:** [stationapproach@winchester.gov.uk](mailto:stationapproach@winchester.gov.uk)

**Phone:** 07743 181 767

**Website:** [www.winchesterstationapproach.co.uk](http://www.winchesterstationapproach.co.uk)

## STATION APPROACH - PROPOSED CONCEPT MASTERPLAN FROM ABOVE

Possible interpretation of this concept masterplan



**Once the consultation period ends all responses will be considered and the concept masterplan finalised. It will then be submitted to the council's Cabinet and, if approved, it will guide future development and be a material consideration for planning applications that come forward.**

**TIMELINE:**

