Station Approach – ‘Draft’ Design Brief

1. Introduction.
2. Background
3. Consultation
4. Design Principles
5. Process of Selection
6. Project Details
7. Submission Details
8. Appendices
   a. Consultation Report
   b. Tibbalds Development Assessment Report
   c. Parking surveys and evaluation reports
   d. Car Parking Strategy
   e. Technical studies undertaken
July 2015.
1. Introduction

Winchester City Council is working in partnership with key stakeholders on plans to enhance the Station Approach area of Winchester and as part of this is seeking to redevelop two key sites at Carfax and Cattlemarket as well as seeking to enhance and develop the public realm and transport links throughout the area. It is also hoped that this will generate other appropriate redevelopment and enhancement schemes. The two main sites owned by the City Council are at Carfax and Cattlemarket, as shown on the plan below. We intend to take forward the development in phases with the Carfax site being considered initially followed by the Cattlemarket site but we want this initial design competition to look at both sites along with the whole area in terms of public realm and accessibility opportunities.

These are very exciting sites in an excellent sustainable location offering opportunities to deliver much needed commercial and housing development together with innovative and attractive public realm improvements.

At this stage we have a brief and aspirations for the area and we are seeking Expressions of Interest from design teams who are keen to become involved in a design competition to formulate design concepts which will then be judged by a jury panel.

The winning team would then help us to formulate scheme designs for planning consideration.
Plan 1 Station Approach Study Area

[Map to follow]

To ensure that the project realises its full potential a number of public realm and accessibility principles have also been identified. These will rely upon partnership working with Hampshire County Council, Stage Coach Bus, Network Rail and South West Trains along with other key stakeholder groups who have been involved in developing walking and cycling strategies for the City and the Station Travel Plan. Initial discussions have taken place with these organisations to confirm that they all support the objectives and are keen to remain involved as it progresses.

We are seeking high quality contemporary designs for both sites for a mixed use commercial, housing, parking and a small amount of retail space development which blends and complements its surroundings and which also investigate opportunities in the area to improve the public realm and accessibility to the sites (see ‘Public Realm’ below). Designs will place sustainability and sustainable practices at the heart of the project design, construction and future operation.

A £5m bid is being made to the Local Enterprise Partnership for local growth funding to enable public realm, walking and cycling improvements to be made to the area around the development, Winchester Railway Station and linking into the City Centre. This work will help to identify and formulate schemes and projects to feed into that bid.

Workshops have taken place with stakeholders and residents and have identified a number of issues and potential opportunities which are set out in a separate report.

Through the development we are seeking to:

- ensure the area around the Station enhances the economic vitality of the city, offering modern, purpose built offices to improve employment opportunities;
- create a commercial office hub;
- create a high quality and welcoming arrival ‘gateway’ point and improve ‘wayfinding’ and legibility so that people find their way to the city centre and other key destinations;
• enhance the public realm, public transport facilities and retail offer in the area to create pedestrian focused attractive and vibrant public spaces so that the area serves a variety of people and builds on and adds to the existing commercial and cultural life in the city;

• consider the potential to incorporate appropriate cultural facilities in the area;

• improve the aesthetic and environmental impact of the area, including the retention of important trees and create new planting areas;

• demonstrate a high standard of architectural design and use quality materials and detailing;

• safeguard and enhance important views and the character of the area;

• repair the urban fabric and create a cohesive high quality townscape, and public realm;

• improve linkages to the station and through the sites;

• provide car parking which meets both public and private needs through the efficient use of space;

• strengthen the existing retail offer in addition to the local centre around Andover Road;

• achieve active frontages by providing a variety of active uses along key routes;

• provide a mix of houses and flats;

• improve pedestrian, cyclist and traffic flows through the area, including the City Road, Andover Road, Sussex Street junction (‘Carfax Junction’).

This development is intended to contribute to Council’s Economic objectives and resulting outcomes in relation to transport, housing and enterprise. It will create new jobs, new businesses, and housing and a resulting boost to the local economy. Winchester has a shortfall in modern, desirable commercial premises resulting in some businesses not being able to establish themselves or expand in the City. The development will support desired transport outcomes by improving access to markets and employment, improving public transport access and locating housing and commercial premises in a highly sustainable location.

2. Background.
The development concept is in line with the emerging Local Plan Policies as set out in Local Plan Part 1 and in the Draft Local Plan Part 2 which seek to ensure that there are a range of sites and premises available for businesses and commercial enterprises to set up and expand to meet their full potential and adequate infrastructure is available.

Winchester Railway Station Travel Plan has been developed by the County Council and has an agreed action plan.

Barton Farm is nearing commencement and there will be Section 106 payments due. Hampshire County Council as Transport Authority has commissioned 3 corridor studies to identify measures which could be undertaken using these payments. The developer will also be funding new bus services serving the site, linking to the Rail Station/ City Centre.

There is a strong strategy and policy framework to guide this work including the Local Plan Part 1, Winchester Town Access Plan, a District Cycling Strategy and a Walking strategy.

The City Council adopted a Car Parking Strategy in 2014 which sets out a detailed policy framework against which to test and develop development proposals.

The Air Quality Management Plan contains an action plan and work is planned on a vehicle profiling survey/ exercise which will help in form further actions that might be required.

We expect all of this work to inform the design competition outputs.

3. Consultation undertaken to date – summary

There has been substantial consultation in conjunction with the production of the Station Approach Development Assessment and the draft Local Plan Part 2. Through February and March 2015 the Council undertook further extensive consultation on the Station Approach area and potential redevelopment and public realm opportunities/improvements. This included a series of workshops with residents, local business and other stakeholders. A very good level of response was received including 650 individual comments through the online survey as well as 115 residents and 48 stakeholders who attended workshops.

During this consultation we heard from a wide variety of people and groups about their thoughts on the Station Approach area and what possibilities there might be to improve it and support the local economy. The consultation was intended to help generate key principles at this early stage which will inform how any development will be taken forward.
The results (over a thousand individual comments) have been summarised into 15 themes. This is necessary so we can determine a general consensus to allow the project to move forward.

We expect the results of this consultation to inform the design competition outputs.

The full survey report will be provided as a background report to this brief.

4. Public Realm

A high quality public realm is required at Station Approach to create a gateway and arrival space to Winchester City, and an interface between the station and the community it serves. A high quality public realm will pay dividends on many fronts, co-ordinating different transport modes, providing the setting for the surrounding buildings and the wider townscape.

To deliver a high-quality public realm design for Station Approach the proposals should respond to the multiple opportunities of Station Approach and embrace the development potential of the wider study area to improve the public realm. Below is a list of public realm objectives that should be considered in any suggested redevelopment and enhancement proposals.

Station Approach Public Realm Objectives

1. Create a high quality station forecourt: create a generous area of public realm to act as an arrival space outside Winchester train station.

2. Surface level transport interchange must be fully integrated. Where congestion between buses, private cars and taxis could potentially be an issue, solutions should be provided to integrate a multi-modal flow. The following requirements will also need to be met.
   - Buses can continue to enter and leave from both Station Hill and Station Road i.e. maintain two entry points
   - There is enough space for at least two buses to stop in convoy on both sides of the road
   - Any new layout must be able to accommodate the operation of rail replacement buses in off peak periods. NB there may be an opportunity in the foreseeable future to relocate this.

3. Improve cycling and pedestrian movement within and through the station and surrounding area: improve pedestrian and cycle accessibility and way-finding into the centre of Winchester utilising both City Road and Station Road NB there are detailed proposal being drawn up following a successful
Government Funding bid in relation to the rail station access points. Further details can be provided. This should consider walking routes from different perspectives including residents, commuters, visitors and students and their different needs and associated priorities.

4 Designs should take advantage of the existing tree planting that frames views.

There are also several additional considerations/opportunities that should be taken into account:

- Road junctions connecting to the station: City Road and Andover Road junction to be considered as a multi-modal junction with opportunity to improve accessibility and capacity improvements, to improve pedestrian and cycle accessibility, deliver bus priority and maintain and possibly enhance overall junction capacity.
- Footpath: Opportunity for new and improved routes through network rail car parks based on existing strategies.
- Cycle links: Proposed additional cycle ways should link with established routes around Winchester to promote increased cycle usage.
- Vehicle circulations and the highway network impacts: An initial high level assessment will be required to identify potential issues and opportunities in the area in relation to the effect of the proposed development and the associated car parking changes/provision across the rail station quarter.
- Use levels/topography: Changes of Level across the site could be utilised to provide different levels of car parking which could free up land for additional development or providing retail opportunities linking with the pedestrian underpass.
- Barton Farm: opportunity to link proposals coming forward in Barton Farm corridor studies.

We will require packages of transport and public realm interventions to be identified which can be implemented in agreed phases and in line with funding as it becomes available.

5. Design principles
Development proposals should:

- relate well to the existing conservation areas and draw on Winchesters character as a whole: be varied and of high quality in terms of architecture, details and materials;

- have regard to the existing characteristics of Winchester and mend the existing urban fabric with developments that are of similar quality;

- consider whether to retain existing mature trees where they can make a contribution to enhancing the existing landscape character;

- ensure new buildings will not be higher than 4-5 storeys in height except where good urban design principles require a landmark. Any proposals for taller buildings on the Carfax and Cattlemarket sites must demonstrate their high quality and contribution to a high quality public realm. Have a varied and irregular roof from so that buildings do not dominate the existing skyline. All development proposals over 3 storeys should be illustrated in terms of their impact on the wider cityscape;

- design roads in all new developments to be permeable to ensure that walking and cycling is prioritised;

- ensure that the street frontages of new developments enhance the pedestrian environment;

- ensure that frontages are active where possible avoid stretches of blank facade.

Cattlemarket site

The development principles for the Cattlemarket site assume a comprehensive development, but this is not a pre-requisite for development coming forward. It is not envisaged that the Conservative Club is part of the redevelopment scheme at this stage but we are happy to consider ideas which might include it in some way, subject to the owner’s approval.

Development proposals should:

- seek to provide a pedestrian and cycle route from Andover Road to Worthy Lane;

- provide a high quality public space that serves the new development as well as the wider community;
• create a series of development blocks onto Andover Road that are set back from the existing edge of pavement to provide generous footpath with tree lined verge;

• create a landmark element of highest design and material quality set behind a small public space onto the Worthy Lane / Andover Road junction;

• careful massing to respect the 2 storey terracing to Worthy Lane - locate lower (around 2-3 storeys) development frontage onto Worthy Lane and consider the merits of stepping the frontage.

Carfax Site

Development proposals should:

• retain a pedestrian route cutting through the site linking the station forecourt and Sussex Street and improve its quality and accessibility;

• create a landmark element of highest design and material quality opposite the station;

• consider adopting a scale of development which varies across the site to reflect adjoining uses and the impact upon them to determine what can reasonably be delivered in the context of the landscape and the existing buildings;

• consider the merits of retaining the existing ‘former Registry Office’ on the North West Corner of the site in terms of whether it can positively be incorporated into the overall proposal;

• allow for and integrate highway and public realm improvements on Station Road and the station forecourt which lead visitors naturally towards the City Centre via the Andover Road / City Road Junction. This should reflect the public realm principles as set out above;

• respect the existing Records Office and the Station building and assess the impact of development within the wider context including residential properties and views;

• investigate setting back the building line from the Station forecourt to provide opportunity for greater public space and shared surface.

6. Car Parking

Detailed parking surveys and accompanying reports have been undertaken and provide a further background reports to this brief.
The Council's Parking Strategy sets out the framework for the area in terms of parking provision.

The brief requires that the optimal quantum’s of public and private parking for each of the sites is provided to reflect the survey and assessment work undertaken.

Parking for the offices should be capable of being brought into public use at evenings and weekends.
7. Process of Selection

The Council is inviting expressions of interest from urban teams to produce concept designs for the Station Approach project.

The Council is seeking a team which will have:

- the appropriate skills and experience covering building concept and public realm design of this nature
- Creativity in design and use of materials
- Great sympathy and sensitivity for building in this setting and context

From the materials submitted a short list of between four and seven teams will be selected and invited to produce concepts designs.

We anticipate that the skills required will include, urban/ landscape design, architectural, structural engineering and mechanical and electrical and a cost consultant.

8. Project Details

The anticipated budget for both sites, excluding VAT is estimated at £40m (£29m for Carfax and £10m for Cattlemarket). We have also applied for £5m Local Enterprise Partnership funding for public realm improvements.

It's anticipated at this stage that the floorspace requirements will be as follows:

**Carfax site**
- 3,475 sq m residential floor space (50 apartments)
- 5,576 sq m office floor space
- 170 sq m café floor space

**Cattlemarket site**
- 1,856 sq m residential floor space (5 apartments and 10 town houses)
- 7,432 sq m office floor space
9. Site Information.

A full site information pack, including survey information and other relevant technical study work and the full brief will be made available.

Anticipated Key Dates/ milestones

(key elements below, timescale to be confirmed)

- Invitations issued
- Deadline for questions
- Submission of EoIs
- Shortlisting meeting
- Issue of competition brief to shortlisted teams
- Site Visits/ meet the client
- Final submissions by short listed teams
- Assessment interviews
- Announce decision

10. Submission Requirements

To be determined.

11. Submission details

- We may require a Presentation of the report findings to officers (1 meeting of approx. 3 hours total)
- Submission of 3 bound copies of the final report
- Electronic copy of final report (PDF)

Your proposal will also need to set out the following:
• Lead consultant/company name and contact details
• Details of any sub-contractors likely to be involved in the project
• CVs of the person(s) who will carry out the work including grade, qualifications and experience
• Proposed project plan setting out the process you will go through to complete the work and showing how you will meet the requirements set out in this brief
• Confirmation that you can deliver to the set deadline

The Council reserves the right not to award the contract to any bidder.

Submissions and all initial enquiries should be sent to:
Jayne Green.
jgreen@winchester.gov.uk
Tel 01962 848544
Winchester City Council
City Offices
Colebrook Street
Winchester SO23 9LJ

Conditions
The Council reserves the right to withdraw from using the services of the consultant at any time during the project if it is not satisfied with the standard or quality of the work.

Any work outside the Brief, or as subsequently agreed in writing between the Council and the appointed consultant will be considered as additional work. The parties must first agree the content and cost of any such work before it is undertaken.

No part of the study should be sub-contracted to third parties without the Council’s prior consent.

The appointed consultant shall at all times be fully covered by professional indemnity insurance.
The Council will own the copyright of the final report and will have the right to copy, publish and distribute it as required (subject to the work being accredited to the consultant).