

***The Independent Voice of Local Business*.....**

The following is in response to the 39 consultation questions which were raised in the document on the Southampton City Council's website: www.southampton.gov.uk/planning

COMMENTS BY SOUTHAMPTON & FAREHAM CHAMBER OF COMMERCE
ON SOUTHAMPTON CITY CENTRE ACTION PLAN (CCAP)
FIRST STAGE ISSUES & OPTIONS DPD - April 2007

QUESTIONNAIRE RESPONSE
ON THE 39 CONSULTATION QUESTIONS AND 44 DEVELOPMENT SITES

1 INTRODUCTION

Key Question 1 What changes, if any, need to be made to the City Centre to help improve it?

- a) Improve connectivity. It is a 30-minute walk across the City Centre, sometimes on two levels. The circular bus route just introduced around the City Centre will be a big help with connectivity.
- b) Before any further new development takes place, provide a solution for docks traffic to access the Eastern Docks without having to cross the city centre/waterfront area.

Key Question 2 Are there any omitted sites you would like to propose for development, which are not included in Section 4 that should be included in the Action Plan?

- a) The ex-Norman Offer site at the start of Mountbatten Way has not been included. Any plans for its redevelopment should have regard to its "city gateway" status.
- b) Castle House 15 storey flats towering over the Old Town should be redeveloped in keeping with its surroundings and not shown as a tall cluster on Map 3 Urban Design.

2 CITY CENTRE VISION:

2.1 CORE STRATEGY AND KEY STRATEGIC ISSUES & CHALLENGES.

Key Question 3 Do you agree with the Vision for the City Centre? What are the key priorities, Issues and Aspirations? Are there other options?

The role of the city centre as the economic driver is insufficiently emphasised in both the Southampton Partnership vision and SCC spatial vision statements in the CCAP.

2.2 CITY CENTRE BOUNDARY AND NEIGHBOURING AREAS

2.2.1 City Centre Boundary Extension A, B and C (8 Options) Ref Map 1

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 Option 5 Include only Area A within the boundary (Eastern Regeneration Quarter), but see reply to Key Question 4 (a) below.

Key Question 4 Are there any further Issues and Options arising in relation to the boundary and neighbouring areas?

a) Re choice of Option 5 for 2.2.1 City Centre Boundary Extensions. Clearly there are benefits for Southampton City Centre in having some input to the design and location of a City Cruise Terminal. However, the Port of Southampton has General Development Order powers for good reason and any change in this relationship is best dealt with as an issue in its own right. The same comment applies to response to Development Site Option 4.32 on the City Cruise Terminal and Question 28.

b) Include within the CCAP boundary the Norman Offer site as "gateway" potential - mentioned in Question 2.

c) Show the Itchen Bridge on the CCAP maps, as "a link to the wider city," namely the proposed Centenary Quay at Woolston.

Key Question 5 Should a major commercial quarter be defined to steer very large commercial development to that area? If so, is the area shown correct? Are there other options? How should very large commercial development be defined? (e.g. over 1,500 sq m? Over 2,500 sq m?)

Ref. Map 2 - The possible major commercial area for very large commercial development is too extensive and excludes only the older parts of the City Centre. It should perhaps be steered to a more defined area, such as the lower level West Quay Road area, which would mean due attention could also be paid to maintaining the important views and vista corridors visible from the higher Old Town. (Map 3).

2.3 TIME SCALES / MONITORING

Key Question 6 Is the above approach to time scales and monitoring appropriate? Are there alternative options?

a) There is much evidence not yet available, so it is doubtful if we are in a position to judge. Five Supplementary Planning Documents are mentioned in the Plan as due for completion, as well as the PUSH flood risk assessment.

b) Re 2.3.2 - Phased and co-ordinated development should be encouraged where it can be seen to be working towards the "big objective."

2.4 DEVELOPMENT CONSTRAINTS

Key Question 7 Are there any other key development constraints that we may have overlooked?

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- a) Does the amount of employment floor space needed mean there is a requirement for higher density housing in the City Centre?
- b) Train noise nuisance for residential development judged necessary for the viability of Central Station redevelopment.
- c) Very high buildings on the wrong sites will cause loss of sunlight for existing residents and parks, especially the "taller crown" south of Central Parks. Map 3.

Key Question 8 **Should indicative guidance be provided on the issues which will affect building heights in the city centre as a whole, or on individual sites? Or should no further guidance be given until master plan/planning application stage?**

Indicative guidance, which is not too prescriptive, should be provided for building heights in the city centre as a whole. High development should avoid the Civic Centre and clock tower, the Old Town and base of the Old Town walls, the perimeters of the parks and the waterfront, if a vista along a street to the water is involved.

3 OVERALL STRUCTURE OF THE CITY CENTRE & BROAD OPTIONS

3.2 HERITAGE-LED REGENERATION LEADING URBAN DESIGN & SUSTAINABILITY

Key Question 9 **Are these urban design principles important and are there any additional issues or options we have missed for the City Centre?**

Yes, they are important. The vista of the city from the cruise ships in the City Cruise Terminal needs to be included in Map 3. It is this bird's eye view that could attract more cruise tourists to spend time in the city.

3.2.1 Skyline Strategy

- Option 2. To develop city wide skyline strategy so that views, vista landmarks and tall buildings are developed in line with the broad strategy, as outlined in the text.

3.2.2 Tall Buildings (see also Map 3)

- Option 2. To allow tall buildings in areas identified on the map and in addition where suitable justification is given on other sites.

3.2.7 Urban Regeneration and Revitalisation

Key Question 10 **Are all regeneration initiatives covered within this list? Are there any missing?** No comment.

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3.2.11 Sustainable Design and Construction

Key Question 11 Are all relevant sustainability initiatives covered within this list? Are there any missing?

Quite correctly, the huge issues of global sustainability appear increasingly in SCC Policy documents. But the need for training is missing. There is a strong feeling that there is an enormous lack of understanding and professional skills in the realistic implementation of these policies and standards in the built environment. It is suggested that City Council and Solent University get together to share information, research the issues and supply the technical and professional training needed for the practical application and achievement of these often stated sustainability goals.

3.2.14 Specific Historical Factors and Listed Buildings

Key Question 12 What is the future of our conservation areas? Will any remain the same or expand to reflect 20th century urban morphology?

We should not be in favour of listing buildings for the sake of architectural record. Those listed need to be valorised by demolition of more recently built offending structures, such as the Castle House block of flats in the Old Town.

Key Question 13 Further to the heritage measures outlined throughout this Issues and Options paper, what do you think are the most important heritage features or assets in the City Centre and how do you think these should be approached to 2026?

- a) The view from the city's Old Walls should remain as such and not become just a view across the street into tall buildings, which block the view to the waterfront and sunset.
- b) The tree skyline viewed from the parks should not be spoiled with adjacent high buildings.

3.3 TRANSPORT, PLACE MAKING, GATEWAYS AND LEGIBILITY

3.3.1 Transport (Public Transport-see Map 4)

Option 2 Other suggestions: The map needs better definition, but five bus interchanges will give confusion rather than encouragement for greater bus use. Two multi-modal transport connection hubs would be sufficient; one over the redeveloped Central Railway Station (north), one at Town Quay (south) serving the ferries and water taxis and connected by a bus shuttle along Portland Terr/Castle Way serving a third interchange at West Quay Shopping Centre.

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Key Question 14 Which public transport options do you prefer? Do you have any other suggested measures for public transport?

a) The proposal to incorporate a bus interchange facility (especially if of a regional scale) "possibly" on Castle Way/Portland Terrace has been suggested at the time of

the original West Quay proposals and should be resisted on both design and operational terms. This would create a bus station in the centre of the City Centre with poor access to main routes in/out of the city and along a short stretch of road with 4 pedestrian crossings and two mini-roundabouts. Map 4.

b) Great cities become typified by their transport facilities. The "possible City Circle Line" bus has just been introduced. The City Clipper circuit is needed to give connectivity to the city, which takes 30 minutes to walk across.

c) The possibility of a form of Light Rapid Transport should not be ruled out.

d) The Map should show the link still existing between Eastern and Western Docks on port operational land.

3.3.2 Transport (Highways/parking - proposed interventions, Map 5)

Option 3 A mix of Option 1 and 2 with modest place making initiatives and selected interventions to be decided once the SCC Parking Strategy Review is published.

Key Question 15 Do you have any comments over highways interventions?

a) East Street is an attractive shopping centre because of the ability to park close by for short periods of time and this facility should be retained.

b) We need to manage city parking better now. Doing nothing will result in a city centre in decline but redevelopment of long stay car parks and shortages of long stay (over 4 hours) parking will mean failing to compete with out of town and other nearby retail centres with plans for development (Eastleigh, Fareham, Winchester) and where parking is free.

c) Residents in new city flats with cars but no parking will want to take their cars to work to park.

3.4 CLIMATE CHANGE AND RENEWABLE ENERGY AND HIGH QUALITY CHP (Combined Heat and Power plants) Map 6

Key Question 16 Please comment on the combined heat and power (CHP) / Renewables options above, below and the diagram (Map 6), providing comments on the sites/areas suggested and also forwarding alternative sites/areas.

No comment.

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3.4.1 Combined Heat and Power (CHP)

Option 2. Do not impose renewables/CHP requirements, but still expect to demonstrate CO2 reductions in line with wider requirements..

3.4.2 Renewable Energy

Option 1. Develop Permitted Development rights for micro generation and on-site renewables in the city centre and proactive policy for larger renewable energy generation projects.

3.5 RETAIL

Key Question 17 Do you have any comments on the issues above? Do you agree with the assessment of the City Centre Capacity Study? Are there other sites in the Primary Shopping Area, which might be commercially capable of delivering additional retail floor space? Do you have any comments on the phasing and timing of any retail expansion in the Major Development Quarter?

a) The Plan needs to be very confident the sub-regional economy can support more retail.

b) The Major Development Quarter (i.e. the area to the east of WQ up to the station) for approx 100,000 sq m major new retail development should not be supported on the basis that it will dilute the retail focus for the city centre. New retail development should be within the traditional city centre (WQ3, Bargate Centre, Debenhams and East Street Centre) in the first instance so as not to be damaging to existing retailers.

c) The inclusion of East Street Speciality Shops in the Primary Shopping Area is fully supported, but measures should be taken to reinforce the integration of the Above Bar (including East Street) retail area with West Quay and to strengthen the High St/Below Bar/East Street shopping experience. This could be done by animation of south side of Bargate art gallery (perhaps with artists at work) and most importantly retention of the main city Post Office in this area.

Key Question 18 Do you agree with the above assessment of the existing Primary Shopping Area? (See also section 4)

As the city grows, and secondary shopping frontages evolve into primary. New areas need to be identified now to provide for this progression of retail areas and to permit growth of the secondary retail market so it can survive in the city.

Key Question 19 Are the current areas for primary and secondary frontage in the City Centre appropriate, or should they be altered? (See draft Proposals map of the Local Plan Review available separately).

Yes in principle they are appropriate, but more intense development needs to be envisaged and there is a need for more flexibility to prevent deserted streets once the

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shops close. The retail profile could alter significantly in 20 years, so it is suggested that change is left to market forces but reviewed when the Plan is reviewed on a five yearly basis. However, key areas could be identified to become boutique or speciality shopping.

Key Question 20 In terms of major convenience retailing, do you have any comment on the above issues? Are there other issues? Can a redevelopment of the ASDA store be delivered? (See also MDQ section on ASDA)

The market should dictate in terms of major convenience retailing, but convenience stores in a city centre need to be convenient or nearby and open late, so as not to have to carry home the weekly food shopping on a bus, bike, by taxi or walking.

Key Question 21 Should the Action Plan identify which development sites are suitable for local retailing and reserve an element of the ground floor for this; or identify the need and let the market identify a site?

Identify development sites suitable for local retailing and reserve an element of the ground floor for this, provided a review of the need is possible and is done.

3.6 CULTURE, LEISURE, TOURISM AND THE NIGHT TIME ECONOMY
3.3 Culture, Leisure, Tourism and Night time Economy -Map 7

Key Question 22 Please rank your preferred options for culture, leisure, tourism and the night time economy or suggest alternative ideas.

Option 3. Focus on a selection of interventions for culture, leisure, tourism and night time economy.

Key Question 23 What do you think should be the most important cultural, leisure, tourism or night time measure?

More taxi ranks and taxis in the city centre, which will serve all the above.

3.7 OFFICE DEVELOPMENT

Key Question 24 In principle, is major office development appropriate anywhere in the major commercial area (as opposed to just the specific office areas in the Local Plan Review?) Should existing major office areas be safeguarded to prevent conversion/redevelopment to non-office uses? Is it appropriate to ensure sites close to the railway station include a significant element of office provision? (See individual sites section)

a) Major office development is appropriate anywhere in the major commercial area and not just the specific office areas in the Local Plan Review, which we consider is too restrictive. Smaller office development should be permitted to go to local centres.

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b) We support a significant element of office provision above a certain square footage on sites close to the railway station and so easily available for commuters, provided these commuters will not be taking away jobs from those living in the city resulting in more reverse commuting.

3.8 HOUSING

Key Question 25 Do you agree that the above reflect the City Centre Housing Issues?

Yes, especially with regard to the need for a balance between the types of housing in the city centre and more family homes to return to family occupation, through the development of residential housing specifically for students in the city.

3.9 IMPLEMENTATION, DELIVERY, INFRASTRUCTURE AND PLANNING OBLIGATIONS.

Key Question 26 Do you agree with the above approach to delivery? Are there other ways in which the Action Plan can aid delivery?

a) The approach to delivery must steer private sector money, but Planning Gain Supplement is a supplementary tax, which must be additional, accountable for and returnable if not used in 10 years. Private investment is already difficult to attract. How realistic is this new tax? The charge must be reasonable and of certain benefit - viz Mayflower site - no developer has brought it forward yet.

b) What about the public sector financial contribution. Where is the budget?

Key Question 27 Beyond the above guidance on developer contributions, could the Action Plan or SPD provide further useful guidance? For example, should the Action Plan identify strategic long term city centre projects on which contributions will be used?

a) Prioritising city centre projects will be absolutely key, especially regarding a single and permanent site for the Boat Show.

b) The Chamber's previous position in response to Planning Gain Supplement consultation (2005) agreed by SCC in subsequent Officer's comments said funding from developer contributions should be ring-fenced. Hence a particular objective or project must be identified, especially if there is also to be the possibility of refunding the contribution after a certain number of years, should the objective not materialise.

3.10 KEY AREAS, QUARTERS AND OBJECTIVES (MAPS 8 AND 9)

3.10 Key Areas, Quarters and Objectives

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Key Question 28 Which Option do you prefer? Do you have any other suggested definitions for development quarters?

Option 2. Map 9, p.52 Amendments to quarters for City Centre Action Plan.

a) Neither the “Preferred Options Core Strategy” boundary nor the proposed “City Centre Action Plan” boundary appears to take account of port operational land. Both boundaries should be redrawn as required by ABP.

b) WQ3 should not be part of the Major Development Quarter. The site is already identified in the Local Plan and falls within the existing city centre Primary Shopping Area. This can be delivered well in advance of other sites, so should not be "lumped in" with the Council's more aspirational proposals, such as redevelopment of the WQ Retail Park. Also the document notes that the MDQ is long term - post 2017.

4 FAVOURED OPTIONS FOR THE 41 KEY DEVELOPMENT SITES IN THE CITY CENTRE AND IDENTIFIED IN THE ACTION PLAN.

Summary pp 53/54, Map p 55 and pages 56- 100.

4.1 Bargate, Debenhams, East St Shopping Centre (sites 1 & 2)

4.1.1 Bargate

Option 2 As per Option 1 but more than 4 storeys, particularly in the north east corner overlooking the park (away from the city walls) but not if building height will rob parks of afternoon and evening sunlight?

4.1.2 Debenhams

Option 2 Policy promoting retention of retail uses, and allowing retail led redevelopment with residential or mixed use on upper floors.

4.1.3 East Street Shopping Centre

Option 2 Remove from Primary Shopping Area and allow mixed use redevelopment: retail, hotel, office, residential.

Chamber of Commerce comment.

It is presumed from Option 2 that this would mean leaving East Street itself in the Primary Shopping Area and retaining its on street parking.

4.2 Marlands Shopping Centre and Above Bar (sites 3,4,5)

Option 2 Higher number of storeys on all or part of the two Above Bar blocks - retail on lower floors.

4.3 MAJOR DEVELOPMENT QUARTER (MDQ) (sites 6-17)

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Retail Leisure & Office expansion - Overall Options.

4.3.1 MDQ- Location of Uses

Option 1 Set general principles for the location of uses. Eg. any further retailing should be closest to the primary shopping area.

4.3.2 MDQ- Key Routes

Option 1 Specify the general areas between which new/enhanced routes need to be created (eg. the existing primary shopping area, south of WestQuay Road, the waterfront, central station)

4.3.3 MDQ - Public Spaces

Option 2 List the opportunities above, which must be created somewhere in the development.

4.3.4 MDQ - Visual Links

Option 2 Identify specific views, which must be retained or established.

4.3.5 MDQ - Community Uses

Option 2 Specify that the need for the community use should be considered in detailed master planning for the area.

MAJOR DEVELOPMENT QUARTER - SPECIFIC SITE OPTIONS A - D

MDQ-A SOUTH OF THE WEST QUAY SHOPPING CENTRE (sites 6 - 11)

Key Question 29 Do you consider this area a suitable location for a large casino? Which of all of the sites in this area do you consider are appropriate for a large casino? (This question is in questionnaire but not in consultation document)

There are references in the document to several suitable sites for a large casino. It is presumed that such references are made on the assumption that a full public consultation will take place in order to demonstrate a willingness by Southampton's whole community to licence a large casino to add to the 3 existing smaller casinos in the city centre.

i) MDQ-A Redevelopment of 2 blocks,
4.3.6 S of West Quay Centre, E of High St , N of Bargate St (sites 10 & 11)

Option 1 Ground floor A1 retail (shops) only, with residential/mixed use above.

ii) MDQ-A Castle Way (site 10) City Plaza & Western Esplanade (6-9)

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Key Question 30 The City Council's aspiration is to deliver the above concept for West Quay 3 and it is expected this will be achieved prior to the adoption of the Action Plan. Do you have any comments?

This should be delivered without delay. But the "landmark development with views over the waterfront, city and towards the New Forest" is already on Castle Way - Castle House flats some 15 storeys high.

iii) MDQ-A Development Securities site (Grand Harbour Hotel carpark)

Key Questions 31A Development Security sites: The City Council's aspiration is to deliver the above concepts and it is expected this will be achieved prior to the adoption of the Action Plan. Do you have any comments?

Concept is Carnival P&O office HQ with mixed use office and residential/leisure scheme for the remainder of the site. This concept is supported.

Key Question 31B DeVere car park: Viable options will very much depend on securing a scheme complementary to DeVere's hotel operation (eg offices or conference centre) for which there is market demand. Do you have any comments?

The city has needed a prestige conference centre for some time. This proposal is supported and we should hasten delivery of the best concept we can deliver now.

MDQ-B WEST QUAY RETAIL PARK: ASDA, CAR PARKS, PIRELLI (sites 12,13 & 15, 16)

Chamber comment: Whilst the City Centre Action Plan is not aimed at specifics, there are significant issues surrounding the development of the Pirelli site by Ikea which should be singled out for comment to ensure the impact of transportation issues and building mass are addressed.

4.3.8 MDQ-B West Quay Retail Park etc - Linkages

Option 1 Specify in which locations new linkages from the new development to the primary shopping area should be created, eg. at WestQuay shopping centre and/or Portland Terrace by Marlands.

4.3.9 MDQ-B West Quay Retail Park etc - Land Use

Option 2 Development should be retail led, but include a mix of other uses (eg. housing, offices and/or community uses).

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Key Question 32 In addition, if some of the retail development is not needed until beyond 2026, should space be safeguarded for it?

Yes but land for retail is already safeguarded where the retail sheds are (Staples etc)

Key Question 33 Format of development - Options for height and mix of use of the above?

A detailed study is needed. There can only be one “front row.” A good view of a cruise ship in port direct from the city centre pavement is an exciting experience for visitors to a port city, such as from the small promenade at the Bargate/West Quay area, which also overlooks waste land at present.

MDQ-C NORTHERN FRINGES (site 14)

4.3.10 MDQ-C Northern Fringes (retail warehouse area)

Option 2 Redevelop to continue bulky goods retail formats, with a far more attractive design and residential and/or office uses on upper storeys.

Chamber of Commerce comment:

Care must be taken not to dilute the retail focus of the existing city centre and strong links are essential, such as the creation of a clear pedestrian route from the central station into the MDQ and through to the existing City Centre. Equally important as a planning issue is the possibility to better link the coach and railway stations. During the development of plans for West Quay Shopping Centre, the Chamber of Commerce was adamant about the need for a major pedestrian link-way with Above Bar to prevent the city centre being split in two.

MDQ-D SOUTH OF WEST QUAY ROAD (site 17)

4.3.11 MDQ-D South of West Quay Rd

Option 2 Promote a comprehensive redevelopment of the whole area, including the Leisure World complex and/or Holiday Inn area.

4.4 CENTRAL STATION site 18 ENHANCED TRANSPORT INTERCHANGE

4.4.1 Central Station, Design of the Development

Option 2 The creation of a smaller passenger concourse (not a major plaza/passenger concourse) over the railway station.

4.4.2 Central Station, Mix of the Development,

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Option 3 As Option 2, still led by a mixed use office/hotel scheme, though with a larger element of residential use if required to help deliver Central Station improvements.

4.5 MAYFLOWER PLAZA (site 19) in terms of a Policy for the Action Plan.

Option 2 Promote an office led scheme, with limited residential development.
And Option 1 Any scheme should provide active public ground floor uses on the whole street frontage.

Key Question 34 Mayflower Plaza - Any design options? - No comments.

Key Question 35 Comments over the future for the Gantry?

Retain it if possible, depending on its viability and community grants.

4.6 OLD TOWN (site 20)

4.6 Old Town - High Street

Option 2 As above (redevelop the site as a whole for a mix of uses with cultural and leisure uses on the ground floors) but instead create individual development sites, incorporating a larger range of uses and differing architectural styles.

4.7 Old Town - Fruit & Veg Market (site 21)

Option 2 Require a mix of uses which are predominately residential-led including student accommodation with active frontages on the ground floor including small scale convenience retailing, leisure and sport also incorporating CHP facilities for the surrounding district.

4.8 Old Town - Lower High Street (site 22)

Option 1 Safeguard the school site, promote tourist/cultural based uses which seek to make the best of the maritime and other heritage factors and also open space.

WATERFRONT DESTINATIONS

4.9.1 Town Quay, Royal Pier, Mayflower Park (site 23)

Option 3 Comprehensive redevelopment, including the re-provision on site of ferry terminal. Development over the water covering only half the basin between Royal Pier and Town Quay. Enhancements to re-open Royal Pier. Enhancements and extension to Mayflower Park.

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Key Question 36 What do you see as the future for Royal Pier, Town Quay & Mayflower Park?

The Royal Pier site should be maximum leisure development and limited retail/office/residential. This would be difficult to achieve because of the large number of quite differing interests in this area. However, this should be our aspiration and it may need a radical SEEDA-led approach.

4.9.2 Royal Pier/Town Quay/Mayflower Park (site 23)

Option 3 Leisure, Cafes, Bars, Restaurants, offices, retail and some residential.

4.10 Ocean Village (site 24)

Option 2 Encourage an intensification of a mix of residential, cultural, leisure, tourist, small scale retail and office uses in the area with appropriate infrastructure.

Chamber comment:

Enable a link through to Town Quay. Include the Oceanography Centre.

4.11 Town Depot/Cross House (site 25)

Option 4 Option 2 or 3 with wider mix of uses including housing and offices. (Option 2/3 is housing led with cafes/bars fronting waterfront, some small scale business uses (offices and or light industry) and a community use)

Chamber comment: There is a need for more waterfront development specifically aimed at the leisure market along the Itchen and if there is not a nearer site to the City Centre, this could also be used for a major town arena with a waterfront activity centre funded by capital generated by other city centre development of local authority assets.

SOUTH EAST / OXFORD STREET AREA

4.12 Brunswick Square (site 26)

Option 2 Require a mix of uses which are predominately residential-led including student accommodation with active frontages on the ground floor, including small scale convenience retailing, leisure, sport and incorporating CHP facilities for the surrounding district.

4.13 College Street (site 27)

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- Option 2 Allocate the site for a mixture of commercial, leisure and residential uses and incorporating smaller creative industries, but retain an element of public car parking (controlled by the City Council).

CENTRAL PARKS & SURROUNDS / CULTURAL QUARTER

4.14 Northern Above Bar (site 28)

- Option 2 Other uses such as use for the growth of Solent University.

Key Question 37 The Tyrrell & Green site is very likely to be secured/under construction prior to adoption of the Action Plan. In the very unlikely event this is not the case, what alternatives should be considered?

Use for the growth of Solent University around East Park campus.

4.15 East Park Terrace (site 29)

- Option The Local Plan Review and former Co-op development brief have established a clear policy for this area which remains valid. One further option could be to seek a planning obligation from a development toward community uses.

Key Question 38 Comments over the future for East Park Terrace?

Again use for the growth of Solent University.

4.16 Southampton Solent University (Site 30)

- Option 1 Safeguard the land for academic purposes and ensure that any new development contributes positively to the Central Parks and seeks to create a landmark gateway on the eastern edge fronting Six Dials.

VIBRANT CULTURAL / BUSINESS QUARTER

4.17 Kings Park Road Car Park (site 31)

- Option 2 Allocate the site for development with a mix of commercial, leisure, residential uses incorporating smaller creative industries, but retain an element of public car parking (controlled by the City Council).

PROPOSED EASTERN REGENERATION QUARTER .

4.18 Eastern Regeneration Quarter - general options

- Option 2 Employment led regeneration: Retain some of the existing industrial uses in the area, retain existing employment uses, but seek to diversify by encouraging business start-up units and redevelopment of some

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areas with mixed use units including some residential, retail, community uses, restaurants and cafes.

Key Question 39 Do you have any comments over the boundary of the St Mary's Local Centre? Should it also include Northam Road? Should another centre be developed as part of larger redevelopment? (see Site Proposals Map).

No comment..

4.19.1 St Mary's Redevelopment Area - St Mary's Street (site 32)

Option 1 Flexible approach to redevelopment: Activate the street through re-use of empty buildings and redevelopment of buildings only where re-use is not viable. Mixed use development of commercial uses (to include cafes, restaurants, small offices, some creative industries and business start-up units, community uses and shops) on the lower and ground floors and residential on the upper floors.

4.19.2 St Mary's Redevelopment Area - Old Northam Road

Option 1 Flexible approach to redevelopment: Activate the street through re-use of empty buildings, redevelopment of void sites and buildings only where re-use is not viable. Mixed use development of commercial uses (to include cafes, restaurants, small offices, some creative industries and business start-up units, community uses and shops) on the lower and ground floors and residential on the upper floors.

4.20 Chapel / St Mary's Gateway (site 33)

Option There are no other options considered viable to 2026 other than developing a cultural and community cluster through refurbishment of Chantry Hall and a mixed use development at the former garage and petrol filling station site.

4.21 Golden Grove Estate (site 34)

Option 2 Refurbish all blocks on the estate to improve the external appearance and improve the landscaping, legibility, street lighting and security for the walk up blocks.

4.23 Deanery North (site 36) - No comment.

4.24 Paget Street / Chapel & Industrial Site (site 37) - No comment.

4.25 Britannia Road Development Area (site 38)

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Option 1 Redevelop the site to accommodate an expansion of uses that are complementary to St Mary's Stadium.

4.26 South Part of Northern Industrial Estate (site 39)

Option 1 Redevelop the site to accommodate an expansion of uses that are complementary to St Mary's Stadium alongside an intensification of employment generating uses.

4.27 City Commerce Centre (March Lane/Terminus Terrace) (site 40)

Option 1 Retain and intensify industrial and employment uses (continued safeguarding for B1 (b,c), B2 and B8.

THE PARKS

4.29 Adjacent to Central Parks (site 42)

Option 1 Ensure that new development contributes positively to the maintenance and appearance of the parks, being of an appropriate scale and massing so as to "front" onto the parks, and sufficient height as to form a visual boundary and sense of enclosure. Utilise areas for events space and also play space.

4.30 Buildings in Hoglands Park (site 43)

Option 1 Demolish and redevelop the existing buildings on Hoglands Park for sporting, cultural and leisure uses incorporating changing facilities, café and other sporting uses.

4.31 Queens Park (site 44)

Option 1 Dependent on the outcome of the transport highways options – extend the park and encourage a mix of uses along Orchard Place and Queens Terrace in order to create an enhanced public space and useable park. Maintain common land on the park.

NON - DEVELOPMENT SITES

4.32 City Cruise Terminal (ABP) ("not relating to land in question, but surrounds")

Option 2 Simply ensure that development within the Major Development Quarter does not prejudice any potential linkages with the waterfront and the Terminal.

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J Chestnutt
Director General

ABOUT US

As the independent voice of local business, Southampton and Fareham Chamber of Commerce represents the local business community on the issues that affect their ability to grow and prosper. Our member businesses operate in an area of South Hampshire covered by six different local authorities, which stretches around the Solent from Fareham and Hamble in the east, through Southampton and Eastleigh, west to Hythe, Dibden and the New Forest. Our members' views are central to the Chamber's thinking on the many local, regional and national planning or government policy initiatives on which we are asked for formal comment as a business representative organisation. The expertise and wide knowledge of specialist topics provided by the volunteer Chamber members on the committees are of great help in formulating the **Chamber Viewpoint** which is published monthly in the centre pages of our magazine and on our web site.