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Timescales for Delivery

2019
- SPD adopted

2020
- Public Forums
- Consultation
- Market analysis, Viability appraisal and development proposals
- Movement Strategy – Bus & Coach solution
- Soft Market Testing
- Public Realm Framework

2021
- February decision
- Approval of Development Proposal and Delivery Method
- Delivery partner procurement
- Masterplan development and subsequent planning applications

2022 onwards
- Consultation
- Engagement
At present, over 20% of Winchester’s population are 65+, this is above the UK average of 18%.

14% of Winchester’s population are between the age of 15-24, this is above the UK average of 12%.

c.10% of Winchester’s population are between the age of 25-34, this is below the UK average of 14%.

The population of Winchester is projected to increase from 95,025 in 2018 to 101,279 in 2028.

The rate of population growth in Winchester is projected to be greater than the rate of growth in the UK.

<table>
<thead>
<tr>
<th>Resident Population Projections</th>
<th>Data for area</th>
<th>Data for UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population 2018</td>
<td>95,025</td>
<td>64,587,260</td>
</tr>
<tr>
<td>Population 2023</td>
<td>98,230</td>
<td>66,368,971</td>
</tr>
<tr>
<td>Projected Growth 2018 to 2023</td>
<td>3.4%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Population 2028</td>
<td>101,279</td>
<td>67,867,549</td>
</tr>
<tr>
<td>Projected Growth 2018 to 2023</td>
<td>6.6%</td>
<td>5.1%</td>
</tr>
</tbody>
</table>
Key messages:

Of the anticipated population growth in Winchester up to 2028, there are two key themes:

❖ Continued under-representation for 25-34 year olds.

❖ Continued growth of Winchester’s aging population.
City Gaps and Central Winchester Regeneration

An analysis of the characteristics and suitability of WCC owned sites across the district has been carried out to identify the suitability of each site to fill the gaps identified in the JLL Competitive Position workstream.

An assessment of the CWR SPD guidance, the key characteristics, location of the CWR site and surrounding land uses in comparison to alternative sites has shown that the CWR site offers an opportunity to focus on retaining a younger population demographic in Winchester and is therefore the most suitable location in the district, within WCC ownership, to help fill this gap.

As demonstrated by the previous slide, population projections for Winchester show that the issue of retention in relation to the younger age groups is likely to be exacerbated over the next 10 years. It is therefore important to address this as soon as possible.

We have distilled these issues down to seven distinct areas which we perceive the CWR site has the ability to address:
The vision for the Central Winchester Regeneration Area is for the delivery of a mixed use, pedestrian friendly quarter that is distinctly Winchester and supports and vibrant retail and cultural / heritage offer which is set within an exceptional public realm and incorporates the imaginative re-use of existing buildings.

*The SPD guidance underpins all work being done on the CWR project and will continue to do so.
# Design Aspirations

How the development proposals align with the nine objectives of the SPD:

<table>
<thead>
<tr>
<th>OBJECTIVE 1</th>
<th>OBJECTIVE 2</th>
<th>OBJECTIVE 3</th>
<th>OBJECTIVE 4</th>
<th>OBJECTIVE 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vibrant Mixed-Use Quarter</td>
<td>Winchesterness</td>
<td>Exceptional Public Realm</td>
<td>City Experience</td>
<td>Sustainable Transport</td>
</tr>
<tr>
<td>Attract a younger demographic to live, work and play</td>
<td>Enhance sense of place</td>
<td>Public spaces which are flexible in terms of use and climate resilience (they do more than one thing), such as markets, hat fest and weather events.</td>
<td>To invigorate the wider city centre</td>
<td>Re-balance priority of people against infrastructure &amp; vehicles</td>
</tr>
<tr>
<td>Support and enhance the creative sector, including The Nutshell Theatre</td>
<td>Design that is compatible with historic and natural character</td>
<td></td>
<td>Include a night-time economy offer</td>
<td>Allow for 45 / hour bus movements and 10 bus stops</td>
</tr>
<tr>
<td>Incorporate a vibrant flexible, creative hub</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OBJECTIVE 6</th>
<th>OBJECTIVE 7</th>
<th>OBJECTIVE 8</th>
<th>OBJECTIVE 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incremental Delivery</td>
<td>Housing for All</td>
<td>Community</td>
<td>Climate Change and Sustainability</td>
</tr>
<tr>
<td>Allow for phased development and incorporation of meanwhile uses</td>
<td>Incorporate amenities for a diverse range of residential and community use</td>
<td>Increase green space and park-like amenity</td>
<td>Enhance biodiversity &amp; habitat connectivity</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>To manage stormwater on-site</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>To achieve zero carbon</td>
</tr>
</tbody>
</table>
Challenges Addressed by Proposals

- Balance heritage with vibrant and fresh experience to attract a younger and creative demographic.
- Balance the need for number of units against need for amenity space.
- Balancing bus movements against pedestrian and residential experience.
- Manage stormwater on a site with a high water table.
- Manage meanwhile uses in the context of a parallel demolition and construction process.
- Create active public realm and safeguard tranquillity for residents.
- Integrate a new development around existing structures and uses.
Evolution of the Vision

Transformative
spearhead a new cultural and nighttime quarter

Community
inclusive spaces to gather and support health & wellbeing

Catalyst
enabling creative endeavours & economic health

Resilient
flexible & resilient

Vibrant
strong identity and sense of place
Vibrant Mixed-Use Destination

*Illustrative diagram
Viability testing has been carried out which demonstrates that the proposed mix of uses results in a viable scheme.

<table>
<thead>
<tr>
<th>Land Use</th>
<th>SPD Lower Limit</th>
<th>SPD Higher Limit</th>
<th>Development Proposal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>3,000</td>
<td>8,700</td>
<td></td>
</tr>
<tr>
<td>Residential</td>
<td>12,900</td>
<td>29,000</td>
<td></td>
</tr>
<tr>
<td>Mixed-Uses</td>
<td>2,700</td>
<td>19,086</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>13,000</td>
<td>10,320</td>
<td>18,600</td>
</tr>
<tr>
<td>Total Quantum</td>
<td>50,700</td>
<td>32,166</td>
<td>50,700</td>
</tr>
</tbody>
</table>

*Mixed-use consists of leisure, culture, hotel AND commercial/office use

*The SPD quantum covers the entire SPD area whereas the Development Proposal quantum only covers the Central Winchester site
Illustrative Phasing

The following slides illustrate one way that development could be brought forward, subject to a planning strategy, construction and technical due diligence, further stakeholder engagement and consultation and market feedback.
Phase 1

- Demolish Friarsgate and provide temporary bus facilities for operators and meanwhile uses
- Broadway public realm improvements
- Kings Walk refurbishment for ‘Creative Quarter’
- Public realm improvements on Silver Hill and Middle Brook Street

*Illustrative diagram*
Phase 2

- Complete Bus Street improvements
- Deliver 1st phase of housing and Riverside Walk
- Continue development around Kings Walk

*Illustrative diagram*
Phase 3

- Redevelopment of bus station and complete housing
- Connect in Riverside Walk and Broadway with public realm around Woolstaplers’
- Complete development around Kings Walk
Precedent images

The following slides show precedent images that illustrate the types of places and spaces that the scheme could deliver.
Work

1. Co-working

2. Meeting & collaboration spaces

3. Rooftop gardens

4. Creative workspaces

5. Food & beverage
Movement

Cargo bikes

Car sharing

People centred streets

Shared surfaces

Cycling

Electric vehicles
Buses

1. Tactile paving
2. Multi-purpose bus shelters
3. Signage and information
4. Covered walkways
5. Bus street
6. Parklets on internal streets
7. Bus shelter
Public Realm

1. Green frame
2. Smaller passages
3. Pocket parks
4. Feature trees
5. Lighting
6. Vibrant squares
7. Public art
Waterways

Living by water

Sustainable Urban Drainage

Rain gardens

Play and water

Access to water
Sustainability

Flexible outdoor spaces

Re-using materials

Sustainable Urban Drainage

Safe active travel

Re-using materials

Renewable sources of energy
Five key considerations for WCC when selecting a suitable delivery model for the Central Winchester Regeneration scheme:

- Cost
- Speed
- Control
- Risk
- WCC Expertise
These five key considerations for WCC have been RAG (Red / Amber / Green) rated against potential delivery options.

<table>
<thead>
<tr>
<th></th>
<th>Contractual Joint Venture</th>
<th>WCC acting as Master Developer</th>
<th>Corporate JV Portfolio Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>R</td>
<td>A</td>
<td>G</td>
</tr>
<tr>
<td>Speed</td>
<td>A</td>
<td>R</td>
<td>G</td>
</tr>
<tr>
<td>Risk</td>
<td>A</td>
<td>R</td>
<td>R</td>
</tr>
<tr>
<td>Control</td>
<td>G</td>
<td>G</td>
<td>G</td>
</tr>
<tr>
<td>WCC Expertise</td>
<td>G</td>
<td>G</td>
<td>G</td>
</tr>
</tbody>
</table>

The preferred delivery route is a contractual joint venture whereby the CWR site will come forward by way of a development agreement on a phased basis.
Contractual Joint Venture - Master Developer across whole site

(Development Agreement)

Key positives:

- Developer expertise
- Cost transfer to developer
- Planning and development risk transfer
- Lower WCC resourcing/expertise requirement
- Developer ‘draws down’ land and pays WCC land receipt at point of transfer
- A well-recognised tool by the market for more complex sites

Key negatives:

- Some loss of control however influence over key aspects
- Relying on contract if performance falters/market conditions change
- Likely marginally longer to spade in ground
- Up-front governance requirement
### Key positives:

- Timing of Kings Walk – potential first phase
- Level of control over site (noting master developer not the same as direct delivery)
- Appeal to local and regional developers

### Key negatives:

- WCC cost (e.g. planning, Kings Walk, bus solution, public realm and infrastructure)
- Planning and development risk
- Very significant WCC resource/expertise requirement
- High degree of complexity given multiple parties/phases
- Reduced national developer appetite given reduced scale of individual opportunities
- Intensive/continuous governance requirement
Key positives:

- Ability to share in profit associated with development
- Financial return is realised upon the completion of the development but may be enhanced in response to greater exposure to risk
- Joint control over all aspects of the scheme – timing, design and phasing etc.
- Typically used for very large development sites or multi-site initiatives

Key negatives:

- WCC shares planning risk
- WCC shares development risk
- High WCC resource and ongoing governance requirements
- Specialist role impacting on scale of market appetite
- Speed - more time required to procure a partner across a portfolio and set up a new JV company
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We are here

Movement Strategy – Bus & Coach solution

Public Realm Framework