



prepared for: Hammersons

West Quay III Masterplan: Southampton

prepared by: Terry Farrell & Partners

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Architect and Masterplanner

Terry Farrell & Partners
7 Hatton Street
London
NW8 8PL

Arena Architect

DLA Architecture
Wakefield 41 Business Park
Wakefield
WF2 0XJ

Client

Hammerson
100 Park Lane
London
W1K 7AR

Quantity Surveyor

Cyril Sweett
60 Gray's Inn Road
London
WC1X 8AQ

Residential Client

Linden
Linden House
14 Bartram Road
Totton
Southampton
SO40 9PP

Arena Client

Bravo Network Ltd
5th Floor, 15 Hanover Square,
London
W1S 1HS

Engineer

Arup
63 St. Thomas Street
Bristol
BS1 6JZ

Property Advisor

Hillier Parker
77 Grosvenor Street
London
W1K 3JT



This report describes the masterplan for West Quay III – a major extension to the core of the City of Southampton by the creation of a new city plaza adjacent to the ancient walls to the west of the historic city centre.

The masterplan has been prepared over a six-month period through a process of close collaboration and joint working between the design team, Hammerson as lead developer, Southampton City Council officers, and council representatives and their consultants, and with the Bravo Consortium who are developing detailed proposals for the new Southampton Arena in the western part of the masterplan area.

The establishment of a viable, sustainable and deliverable masterplan for the West Quay III site is the first major milestone in the process of bringing the ideas to realisation. Subject to the approval by Southampton City Council to the principles of the masterplan at this stage, the team will then proceed to develop the proposals in more detail leading to a formal planning application.

The report is divided into seven sections. After this introduction the background to the project is briefly described. Section three outlines the vision for the project that has been developed by all the participants during the masterplan development process. Section four gives the site history, and section five describes the site today. Section six describes the concepts that underpin the plan, and finally the masterplan is described in section seven. Appendix one contains a preliminary schedule of events prepared by Southampton City Council officers that are anticipated to take place in the new plaza and other new public spaces within the masterplan. Appendix two contains a brief summary of traffic and transportation issues relating directly to the Arena site.



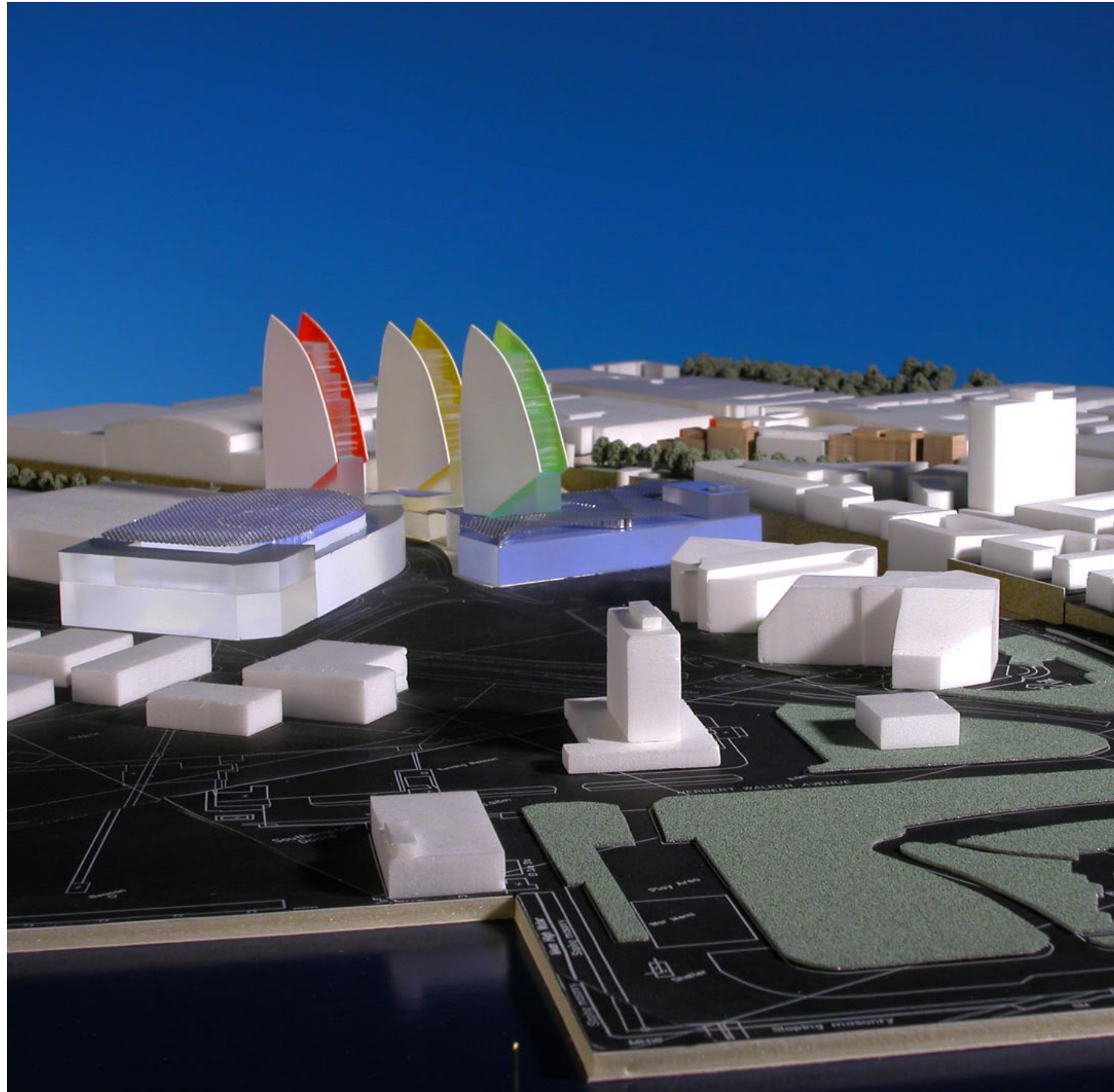
West Quay III forms part of a sophisticated urban-design-led regeneration strategy for the whole of the Southampton central area. The urban design strategy for the whole area was prepared by City Council and EDAW consultants and set out in a document entitled Southampton City Centre Urban Design Strategy Final Report, dated March 2001. Those aspects of the urban design strategy dealing with the West Quay III site were further elaborated in a document prepared by EDAW, Alan Baxter & Associates and Val Williams entitled West Quay Phase 3 Development Brief, dated December 2001, which has been adopted by Southampton City Council as supplementary planning guidance.

During 1992 a competition was held to select a preferred developer to prepare proposals for the West Quay III site. The site is divided into three areas: an Arena site to the west, a central site containing the new city plaza, and an eastern site within the enclosure of the town walls. At the conclusion of the competition process Hammerson and their consultant team were selected to develop a masterplan for the whole area, while the Bravo Consortium was selected separately to prepare proposals for the Arena site within the masterplan.

As 'preferred developer' Hammerson and their team were charged, among other things, with developing the masterplan for the site over a six-month period. This report sets out that masterplan.

Development Concept

Extract from West Quay-Phase 3:Development Brief December 2001



The Esplanade, following the line of the ancient waterfront at the foot of the town walls, is recorded as being a place of leisure for the people of Southampton since ancient times. A spring provided healthy water; there are records of old waterfront pubs; its name evokes leisure and rest rather than work. Looking at old images of this face of the city it is possible to imagine its original role as a place of arrival by small and medium scale boats and as a resort for the town, as a waterfront promenade, facing the sunset, outside the cramped spaces of the walled city. The dramatic change in scale of shipping that took place through the nineteenth and twentieth centuries demanded the creation of deep water docks. Their creation along the River Test and the consequential in-filling of the tidal shore broke the old relationship between town and sea and created the context for the West Quay shopping centre and for this project.

Now the walls look out onto a bleak scene of transition. Redundant industrial space, half inhabited by big shed retail and leisure, car parking, roads and, incongruously, the Quays diving centre and Grand DeVere Hotel.

It is into this context that Southampton City Council have decided to create a new city plaza for community celebration, events, markets, fairs, and a host of other group activities. The vision for this place is, in part, the rediscovery of the role of the Esplanade, and, for the first time, the creation of a new people's place in Southampton.

The new square provides the focus for a diverse range of leisure and fun focused activity that frame the space. A major new arena, new restaurants, cinemas, and leisure-focused shopping will create an energetic new location in the city, as a destination and an attractive place to live.

This masterplan synthesises this rich mix of history and aspiration into a deliverable physical form that will provide the guiding framework for the development of more detailed proposals in the next stage of the design process.

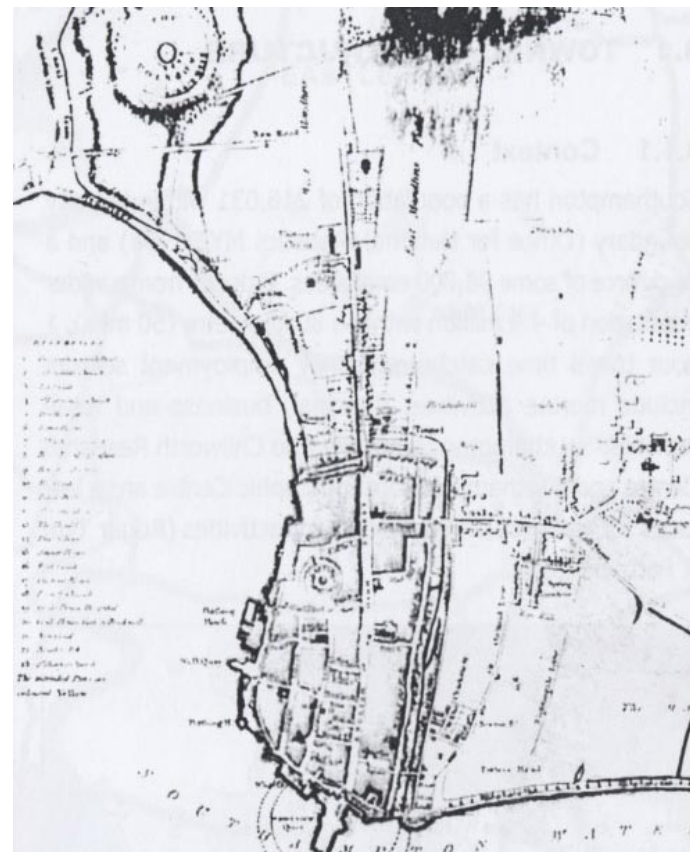


The history of Southampton's highly profitable relationship with the water goes back many centuries before the construction of docks in the nineteenth and twentieth centuries. In the West Quay Phase 3 area the walls of the medieval town went right up to the water, and the interface between town and water was focused in three areas: a quay at Westgate, Town Quay, and a broader platform on the site of Platform Road and Western Walls.

There was no perimeter road around the town, and goods were brought directly into the town through grand gates, the remains of which survive today. The area gradually fell from use and became derelict, and was sold and demolished in 1810.



1611 - Speeds Map



1791



1870 - Ordnance Survey Map



North West Walls in the 18th Century



Western Esplanade in the 18th Century

When Southampton's commercial profile flagged in the late eighteenth century, the places successfully re-invented itself as a smart spa. People came to drink the water from a spring that gushed from the base of the cliff, and a walk from the Baths to the Long Rooms south, along the waterfront, would complete a leisurely afternoon.

The construction of the docks in the late 1830s changed Southampton's relationship to the water more profoundly, shifting the emphasis eastwards. The building of Cooperation Yard and Western Esplanade marks the start of reclamation west, further reducing the historic town's direct relationship with the water.

In the 1920s and 1930s, when the Cunard Line set up in Southampton and the railway expanded further, an enormous tidal area to the west of the ancient west wall was reclaimed. A factory for Pirrelli and New (western) Docks were constructed around 1907.

Bomb damage, postwar road building, and 19th century slum clearance changed the area considerably. The impact on the southern portion of the Old Town was particularly grave – a considerable amount of continuous historic townscape was destroyed or damaged and not rebuilt. From the 1950s, 60s and 70s, larger carriageways and new roads were built to support industry which developed in the West Quay Phase 3 area. The later decline of the coastal trade led to the withdrawal of Town Quay Freight service, and the arrival of the West Quay Shopping Centre, which now dominates this part of the city.



Vista of the Medieval Castle and wall c1805



Vista of West Bay c1805 - A Skyline of Towers



Town Walls, West Quays 1761



High Street c1770



The plan of 1846 shows the compact old town contained within the ancient walls in its original waterfront setting with the 19th century city extension to the east





1791



1846



1931

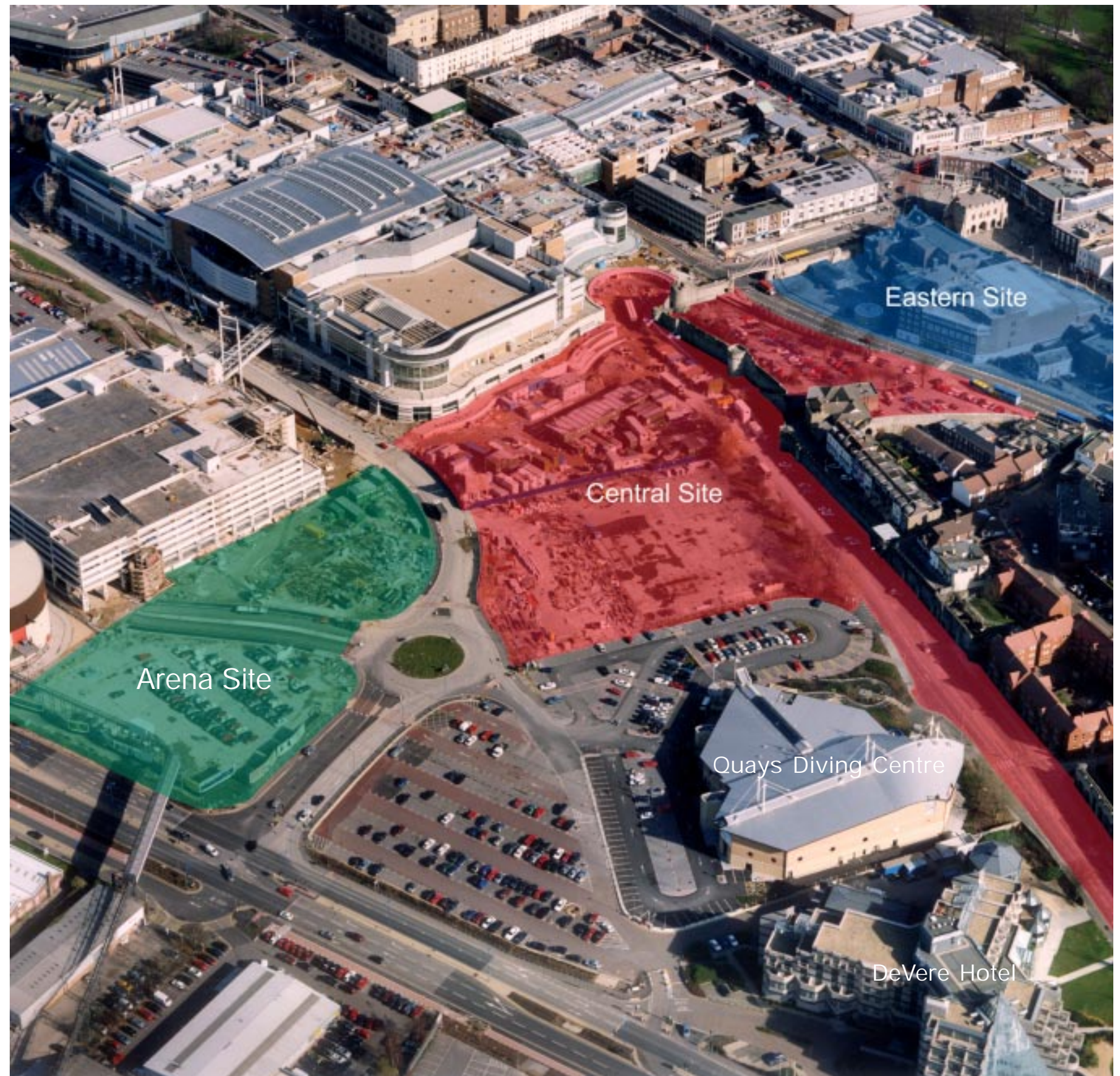


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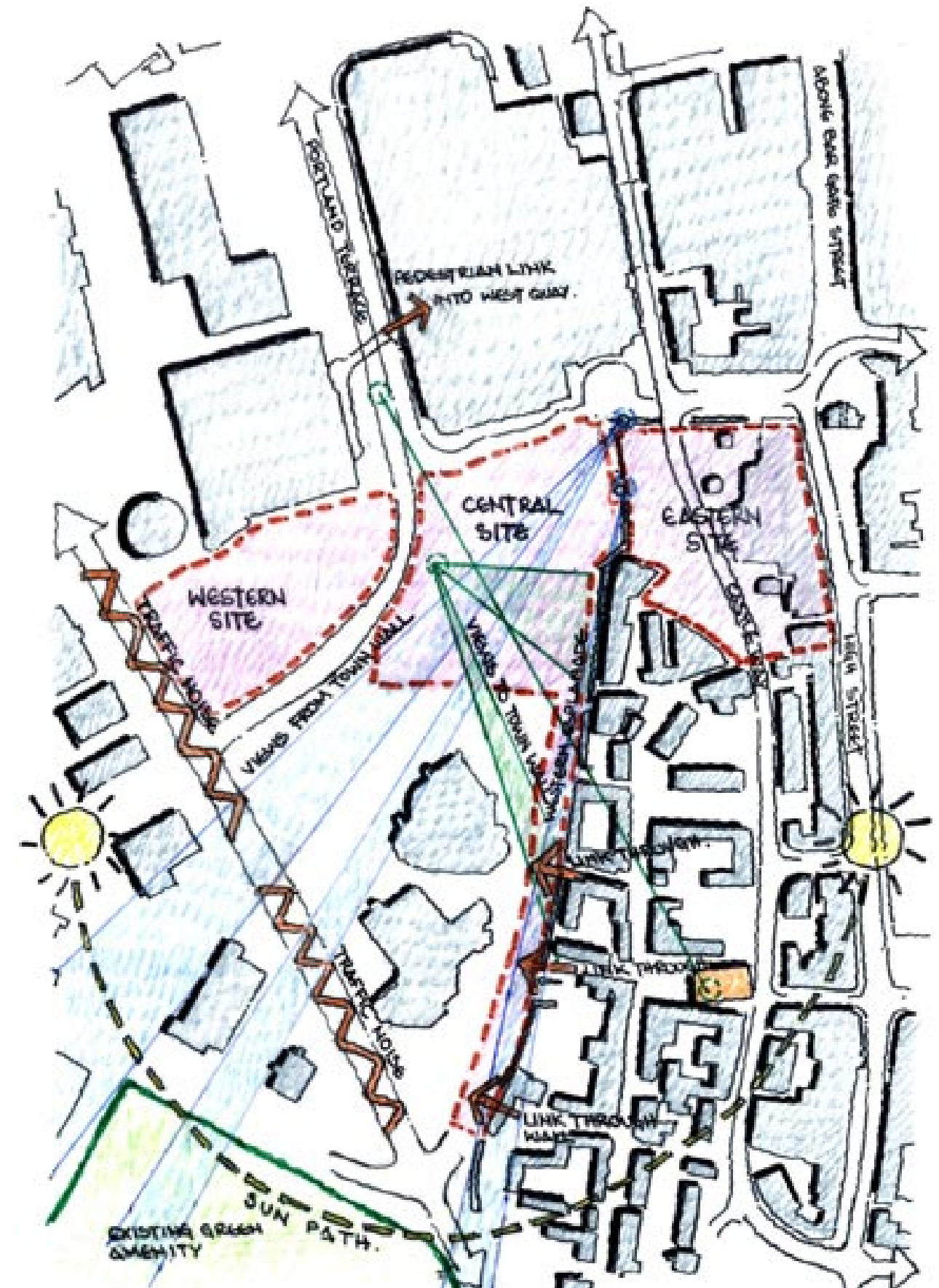
The historic evolution of the Southampton street grid



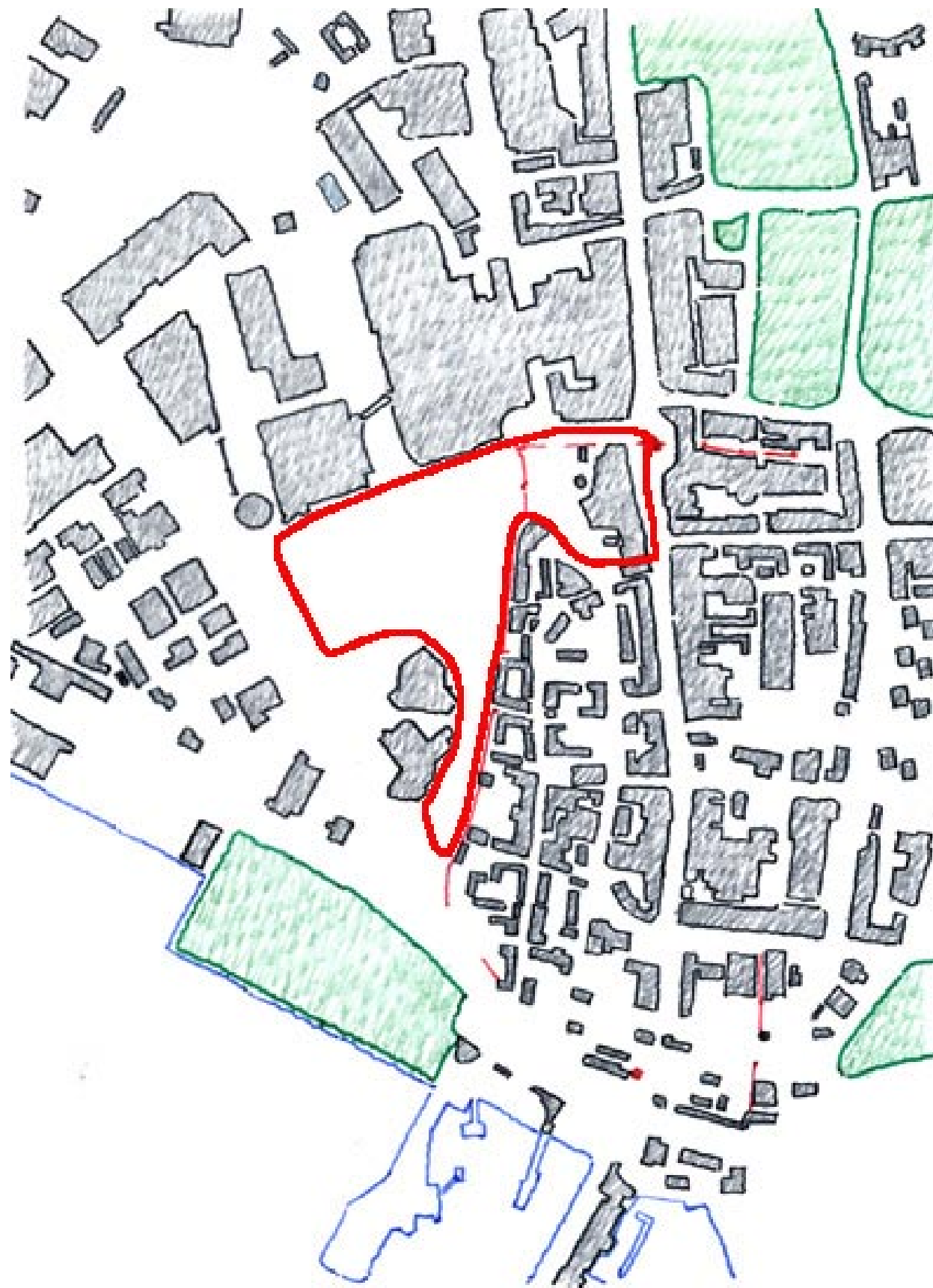
The site shown in relation to the Southampton metropolitan area



Aerial view of the site today



Sketch diagram showing the principal environmental constraints



Showing the scale of the old town in relation to the larger scale buildings on the reclamation



The open street grid of the reclaimed area contrasting with the tight grid of the old town



Panoramic view of the eastern site



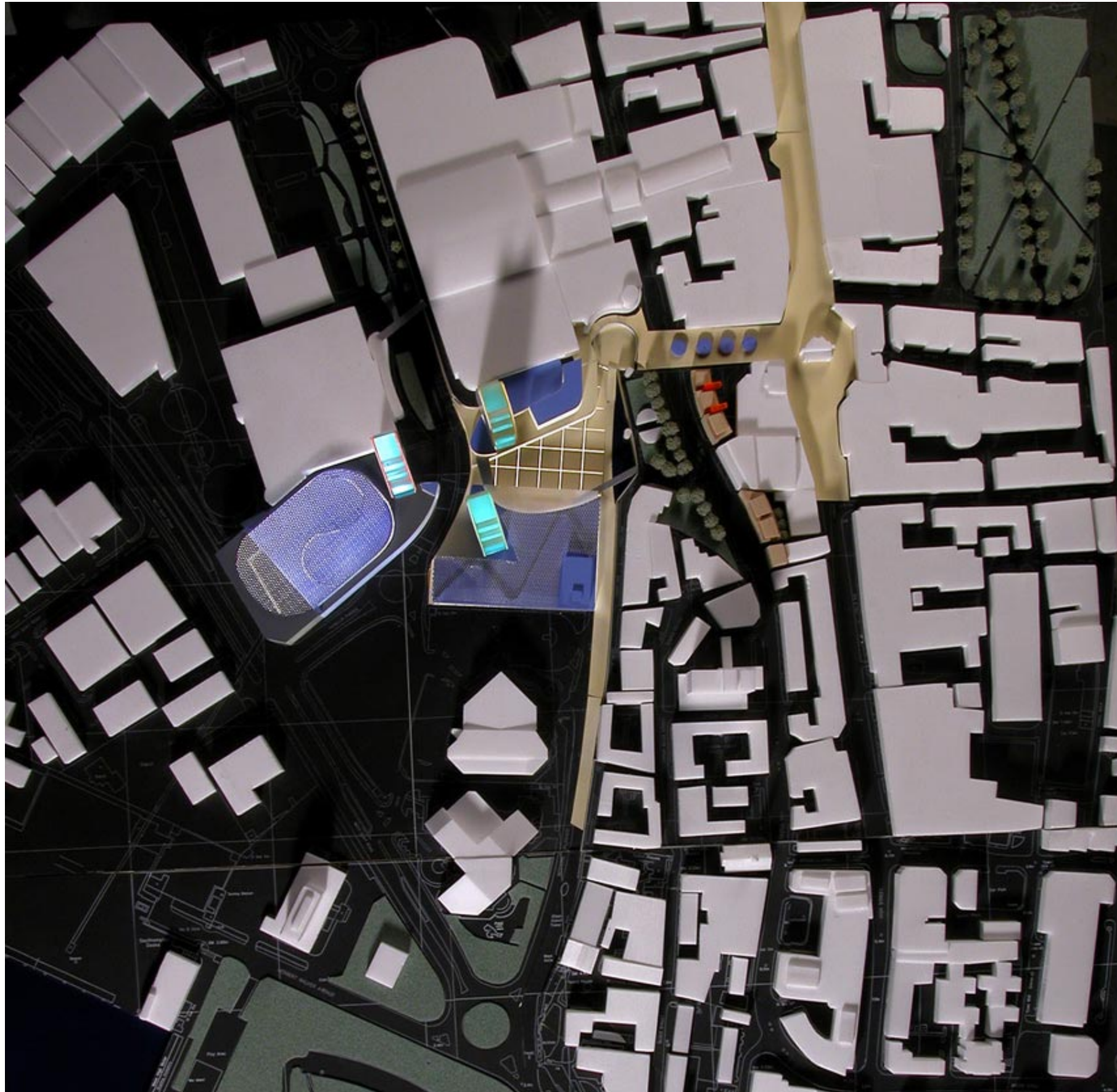
Panoramic view of site from the west showing the modern skyline in stark contrast to the historic skyline of towers



Arundel Tower & Circus



Panoramic view from the walls



The West Quay III masterplan is based on ten interrelated concepts that bring together an understanding of the history and context of the site, the brief for the civic space, and the functional requirements of the diverse uses that will surround the new square. The following sections describe the masterplan concepts.

The ten masterplan concepts are:

- A New Civic Space
- Civil Levels
- Reconnecting the Old & New Waterfronts
- Extending the Shopping Circuit
- A Geometric Response
- Iconic Markers
- Response to West Quay
- Bringing the Walls to Life
- Waterfront Views
- A Vibrant Mix of Uses

Aerial view of the masterplan



The central concept for West Quay III is the creation of a new city plaza for Southampton as a venue for civic celebration and events. It is designed as a simple flexible paved space tapering outwards from the arena entrance at its western end and opening outwards towards the historic town walls. Restaurants and shops open onto the space along its northern and southern faces. The space is seen as providing the opportunity for a major public artwork. This may include a paved surface inscribed with a narrative about the site and its history. It will also include for a large water feature or fountain adjacent to the walls evoking the original waterside setting of the city.

Model photograph from Above Bargate showing the West Quay III masterplan and its relationship with the West Quay Shopping Centre and the Old Town

Life and animation on the upper level

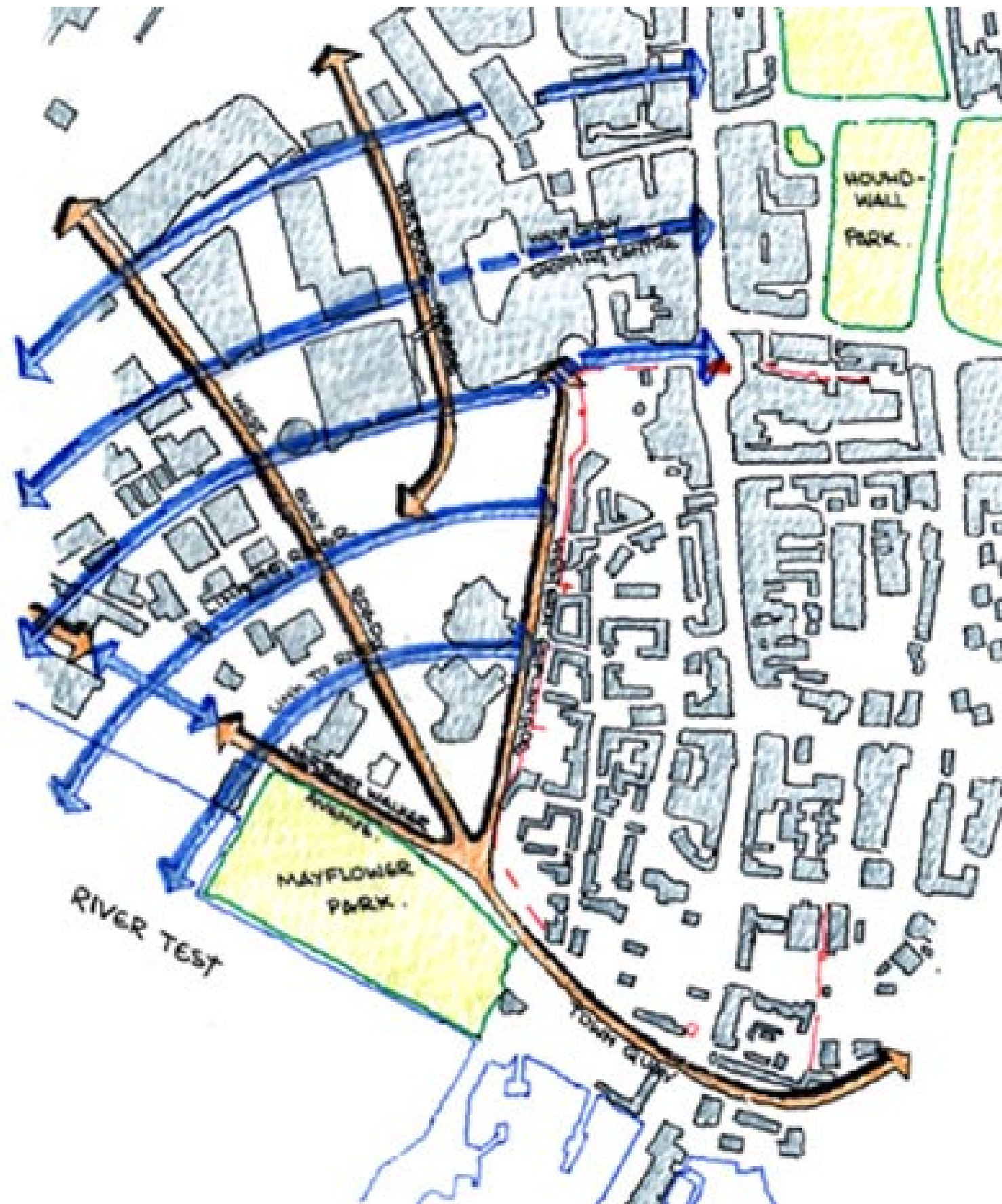


The masterplan operates at two principal civic levels corresponding to the levels of the existing Esplanade and of the historic town above the walls. Esplanade level is the main events level and provides connection to the arena and to the network of connections across the reclamation area. A walkway at the level of the historic town allows for continuous circulation around the square at an upper level with links directly into West Quay shopping centre and to Bargate and the rest of the historic city core. A flight of civic steps joins these two principal levels at Arundel Circus. Stair and ramp access are augmented by managed lifts and escalators within the shopping facilities.



Part plan of Arundel Circus showing arrangement of level changes

Lifeless and empty lower level

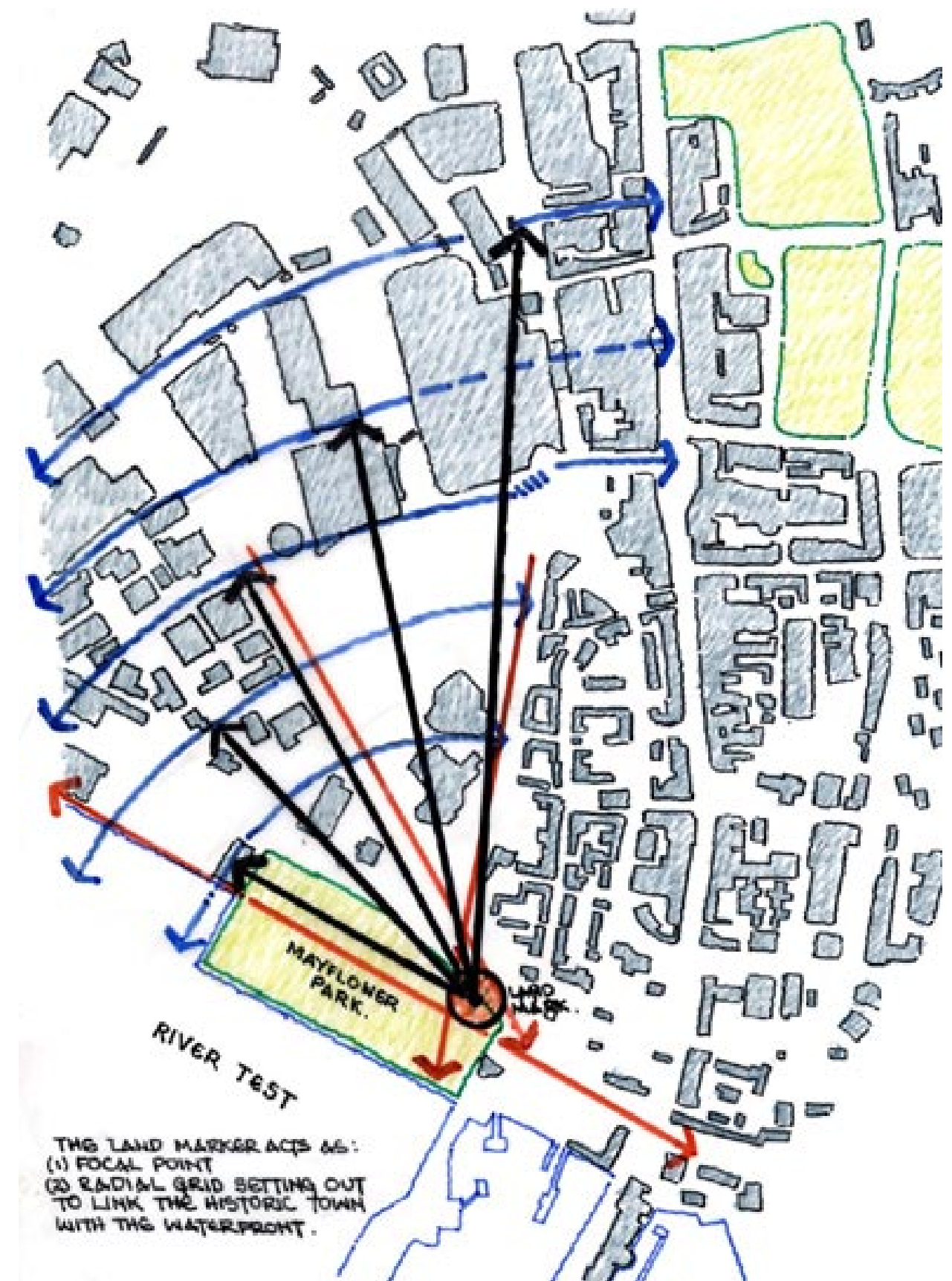


The masterplan for West Quay III is seen as the first phase of a long term aspiration to see the whole of the reclamation incorporated into the urban fabric of Southampton. An embryonic urban grid of spaces and connections is already discernable between the fragments of big sheds and abandoned industrial land. An initiative to construct a ferry terminal for the new Queen Mary liner adjacent to Mayflower Park offers the opportunity to re-establish links between the historic city and the new port waterfront. The masterplan for West Quay III anticipates these developments and allows for future connections to be made.





Development Plots Inforcing Connectivity to the River frontage

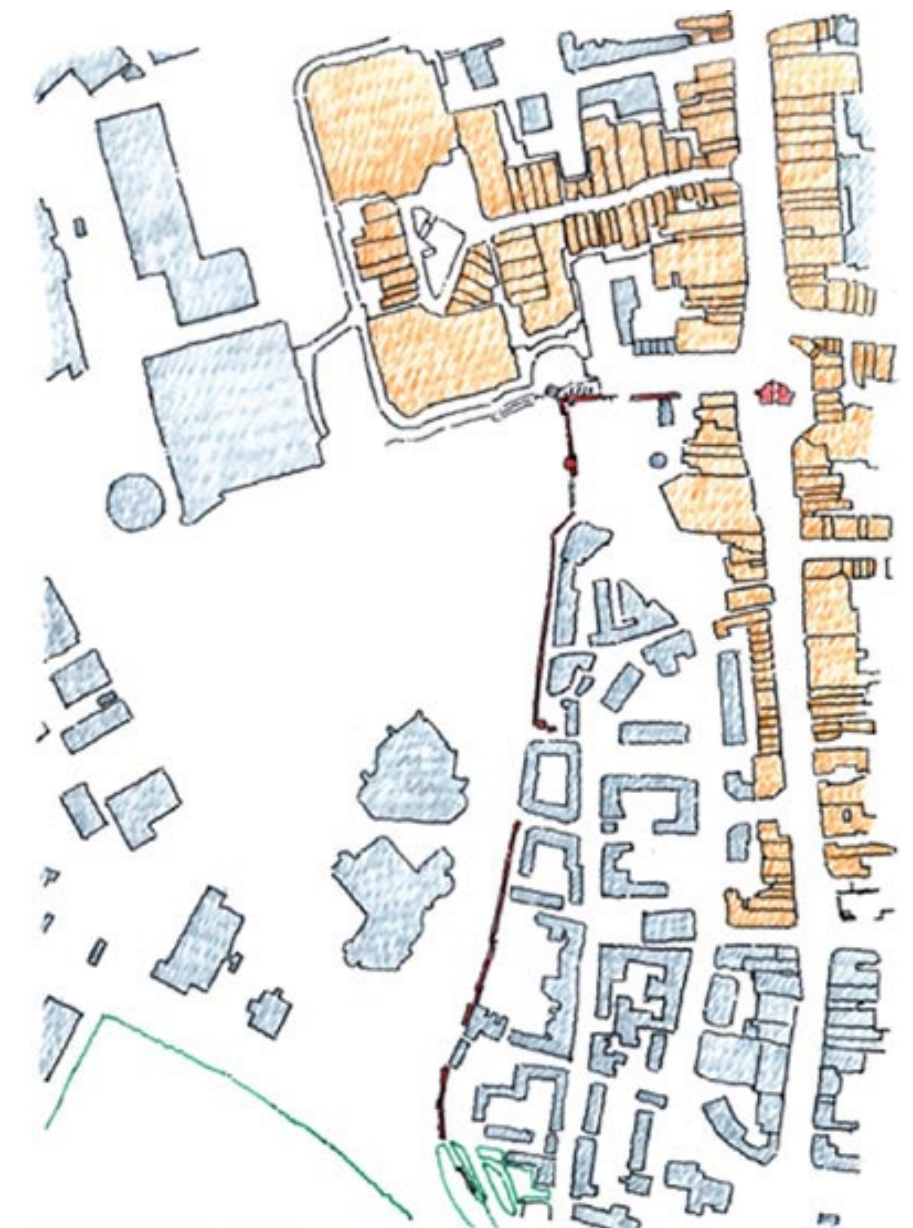


New Radial Urban Grid



Proposed shopping and restaurants

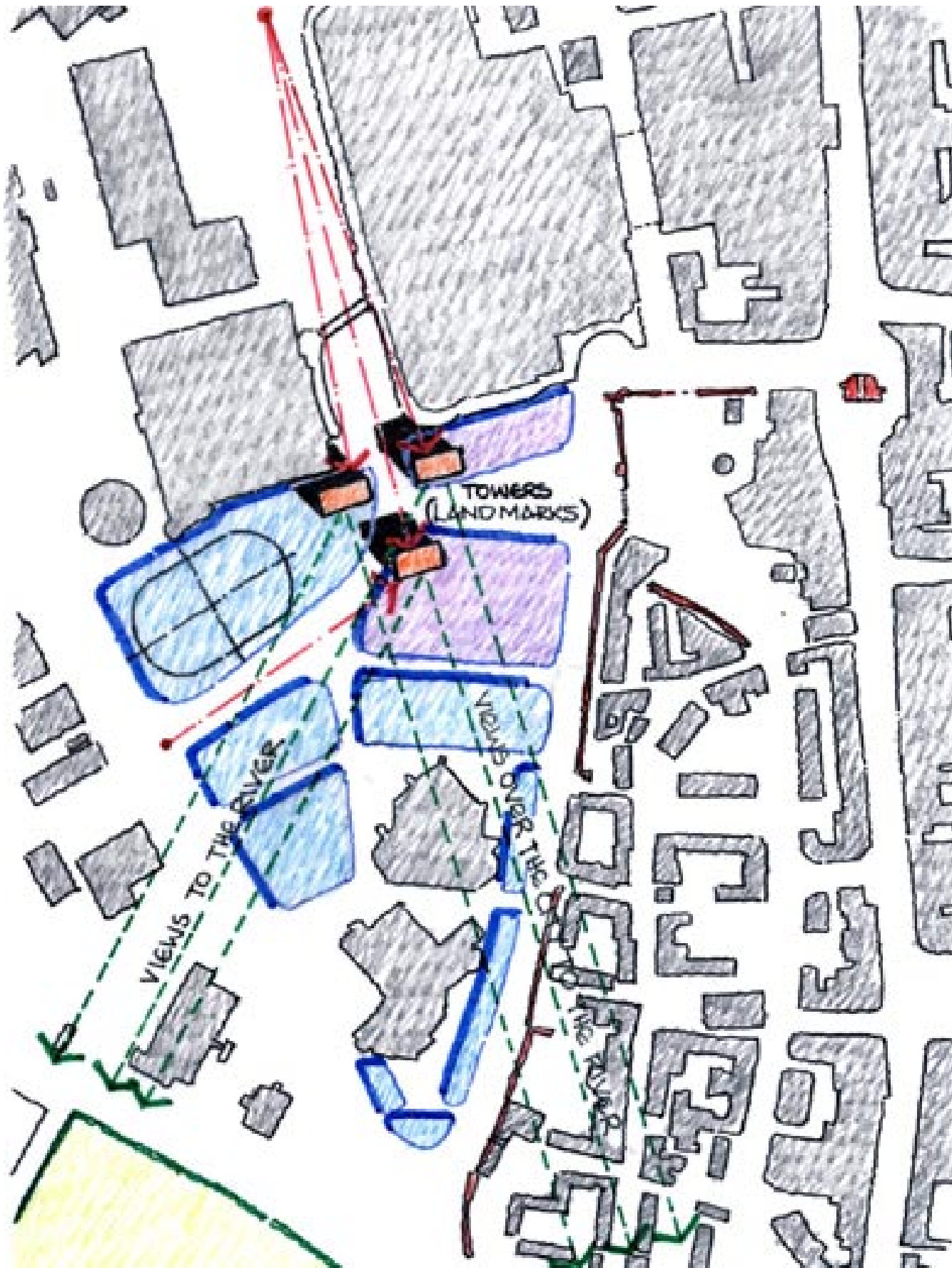
The existing shopping pattern is aligned along routes connecting into the High Street. These proposals extend these shopping routes to create new pedestrian circulation patterns that extend around and through the square. The concept is to integrate the new spaces and activities into the existing urban pattern so that West Quay III becomes a seamlessly integrated part of Southampton's core.



Existing shopping and restaurants

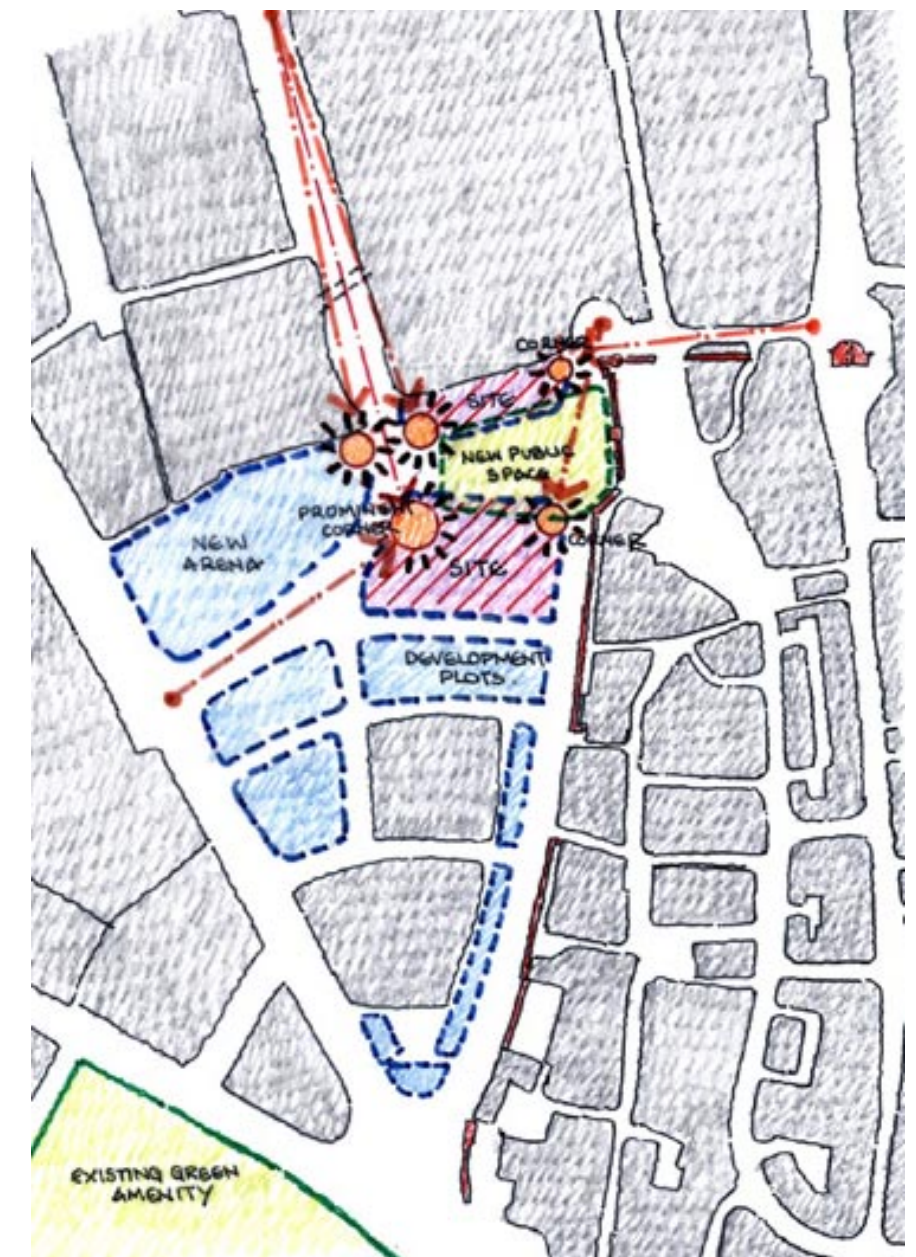


The masterplan responds to the number of overlapping geometries that define the character of the surroundings. The alignment of the walls, the powerful rectangular grid of West Quay shopping centre and the larger scale urban grid of the entire reclamation each influence the layout of buildings and the form of the new city plaza.



Land markers

The masterplan includes three tall building locations at the western end of the square. These three towers create a multidirectional gateway to the square, the arena and along Harbour Parade. Some preliminary examination of the architectural potential of these marker towers is given later in the report. The important masterplan concept is that the towers will become the visible symbol of the new district when viewed across the city and in particular from Bargate and from liners approaching the city along the River Test.



Urban markers



Arundel Circus



Upper level town walking will be extended into the new town square

The West Quay shopping centre established a number of important precedents for the urbanisation of the reclamation area and its connection to the historic city. The West Quay III masterplan has been designed to integrate with the shopping centre and to create seamless pedestrian connections to it. The following summarises the main points of connection with West Quay.

The town level walk extends the upper level walkways established at West Quay.

New ramps and stairs link the city plaza to Arundel Circus; access to the shopping centre at this level connects to new escalators accessing the main shopping levels above.

The main tower adjacent to West Quay has been located so as to allow the major window feature at the corner of the Marks & Spencer building to remain visible from Harbour Drive and become part of the overall composition.

Work has started on ensuring integration of the escape stairs, and vents from West Quay are incorporated into the West Quay III proposals.



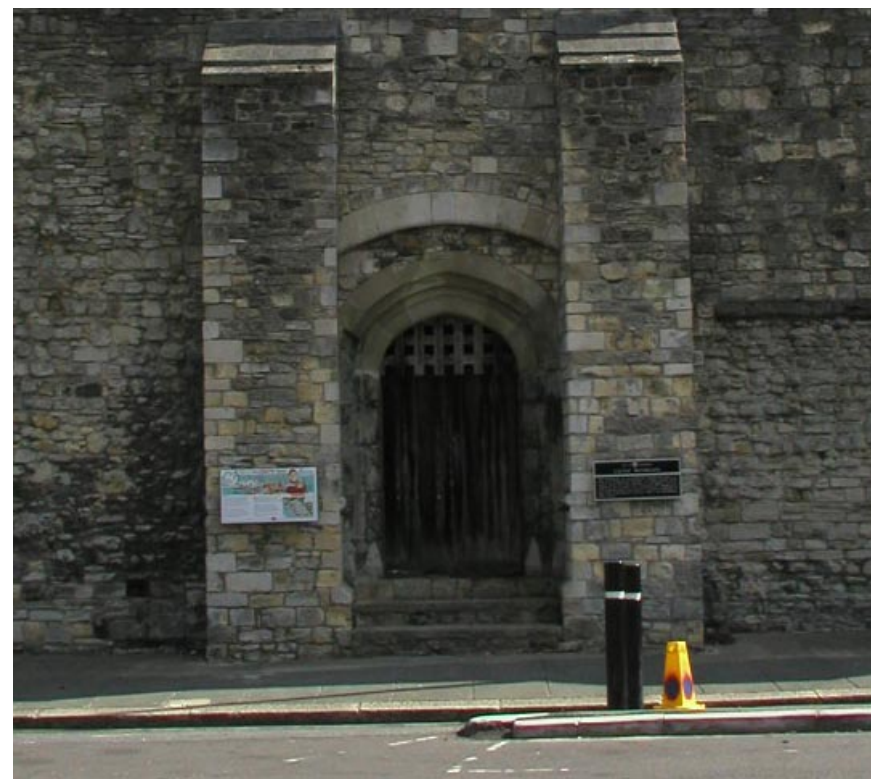
The large circular window feature at the left end of West Quay Shopping Center is retained as a major feature at the West Quay III masterplan



Catchcold Tower



Arundel Tower



Entrances to be opened for public access

Undoubtedly one of the greatest assets of the West Quay site are the magnificent town walls. Celebrating their history and architecture is an important aspiration of the masterplan. The following proposals are included in the West Quay masterplan.

- Creating a major water feature at the base of the walls to restore their historic waterside setting
- Floodlighting the walls
- Opening up the Kings Wine Vault as part of the attraction of the reanimated Esplanade
- Restoring the archaeological sites along the walls to allow for public access
- Opening blocked routes to the historic core of the town
- Re-paving the Esplanade in response to the openings through the wall into the town



The supplementary planning guidance identifies strategic views to the waterfront that should be respected in the master planning of the West Quay III site. These view corridors are retained in the masterplan layouts.



Distant views to ships seen from the walls is the only linkage between the historic town and the waterfront



The view from the walls today





Considerable work has been undertaken as part of the masterplan process to establish the appropriate mix of uses needed to provide attractions and animate this new part of the town. The following principles have been established.

- To establish an economically and socially sustainable balance of uses that fit with the surrounding context, transforming this brownfield site into a valued extension to the city core
- The key role that the Arena will play in providing a vital attraction in Southampton serving the southern England region
- The need for a major new restaurant and cafe quarter in the city
- The potential for a major new cinema facility as an additional attraction for the new town square
- The potential to provide a new large retail unit within the masterplan. This could be a large book shop, design or lifestyle retailer or possibly a supermarket use if demand can be established through further research.
- The potential for a substantial new residential offer in the city

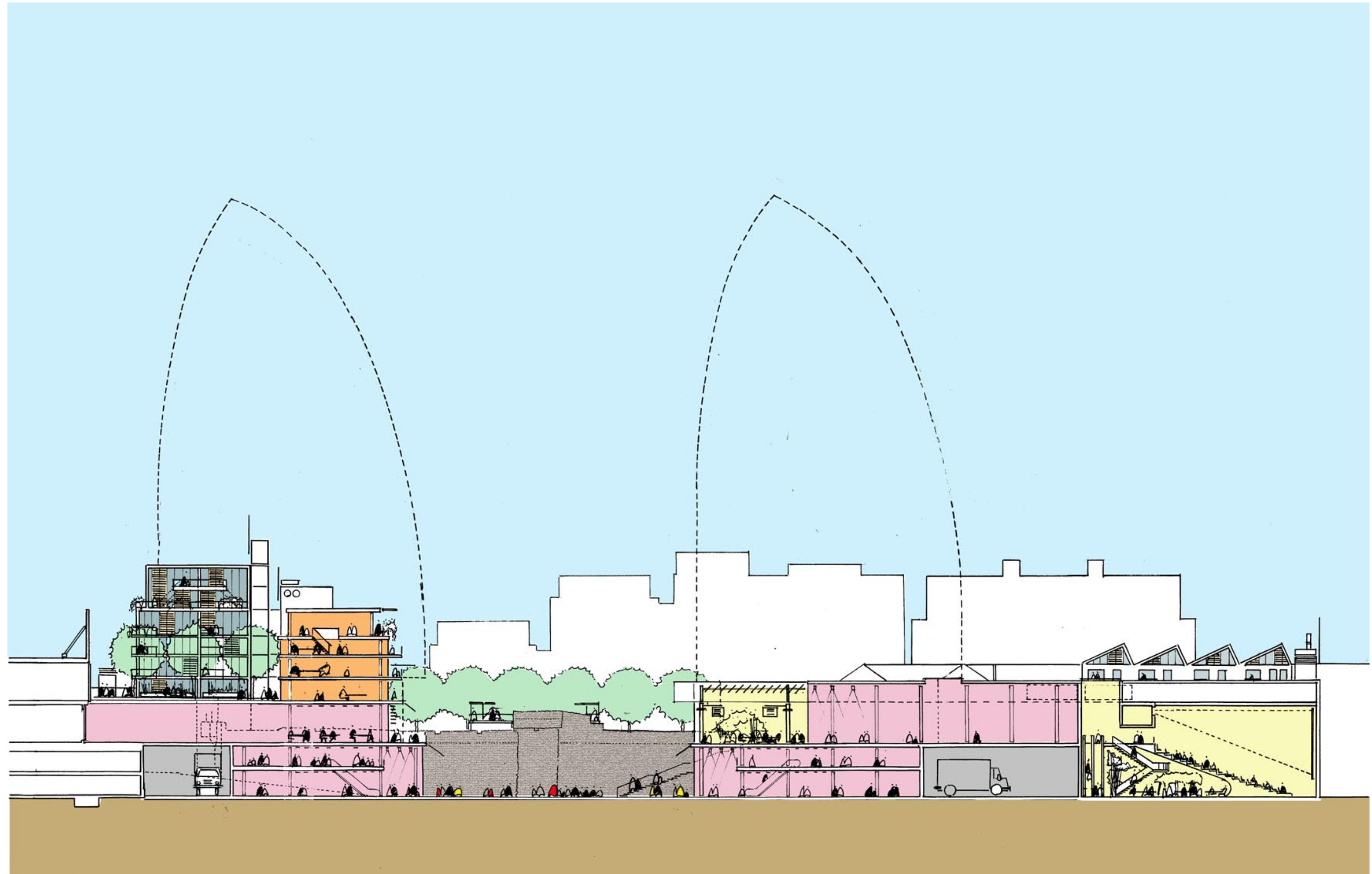




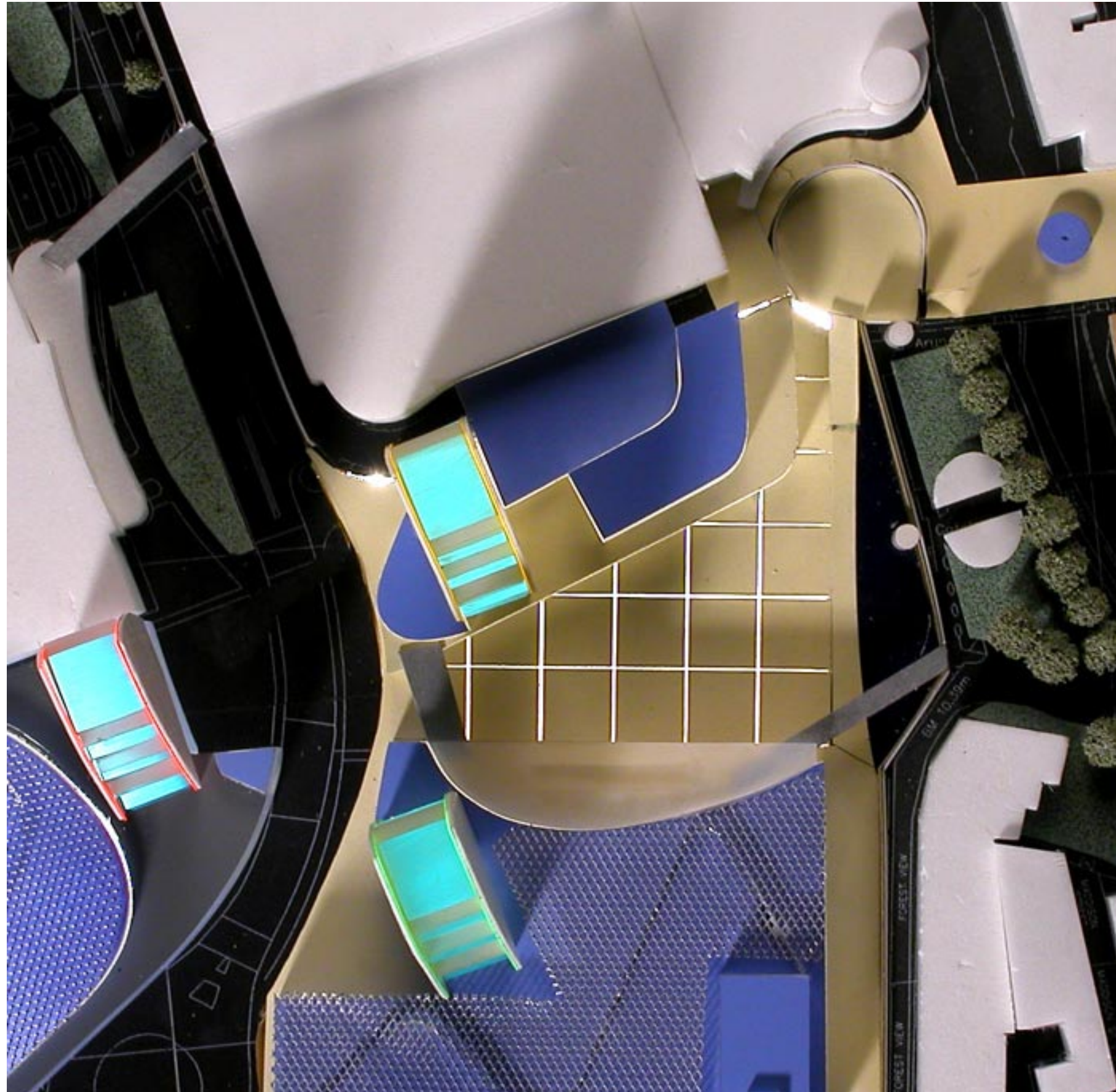






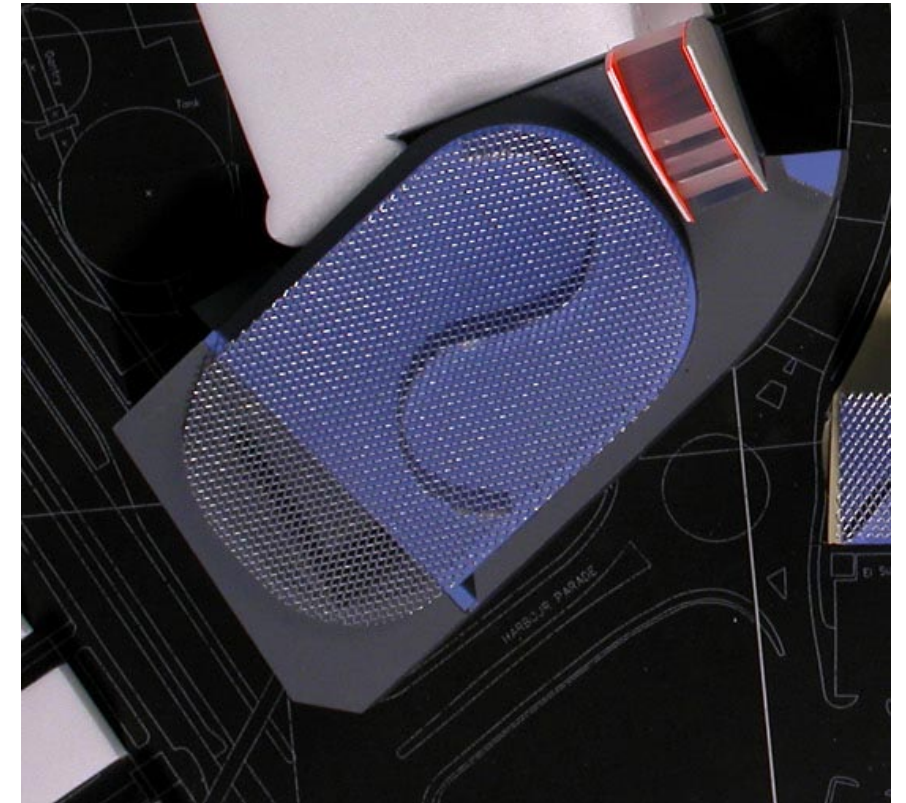
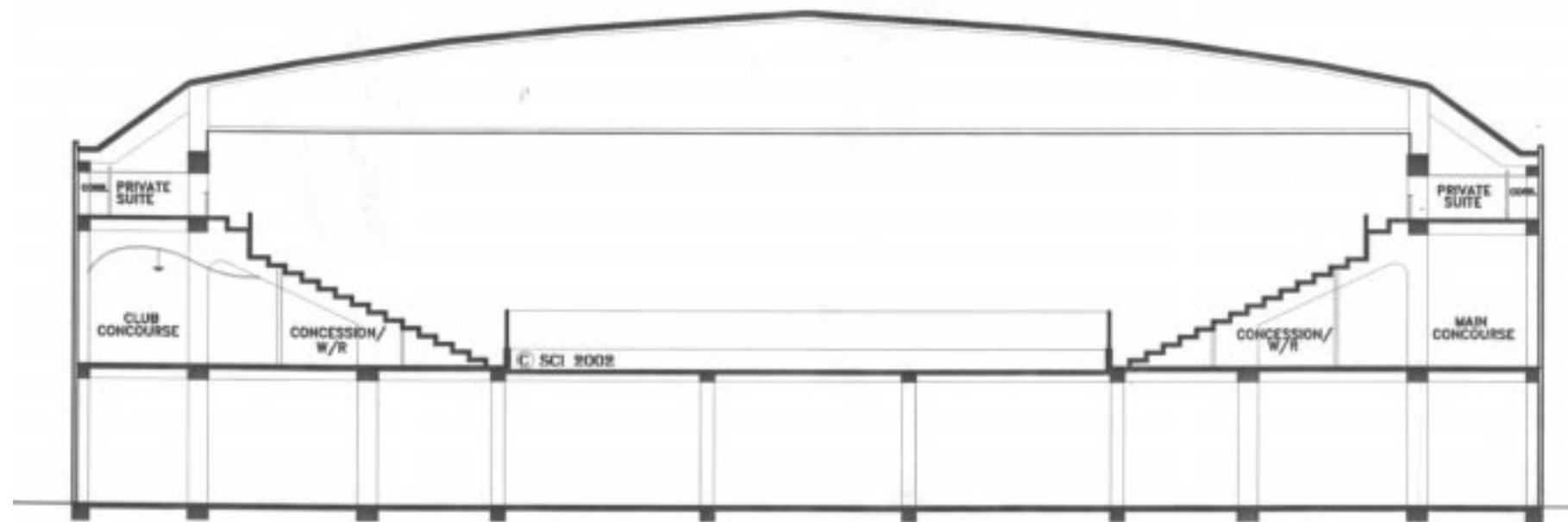






The city plaza will act as the focus for larger scale events in the city. All the main activities in West Quay III link directly into the space. The entrance to the arena provides the focus at the western end of the square with a new fountain at the base of Catch Cold Tower and the 'forty steps'. The historic town walls close the eastern end of the space. Routes to Arundel Circus and the main city core enter at the northeast corner; the Esplanade enters the space at the southeast corner. Restaurants and cafés line the northern and southern faces of the square giving animation to the space through the day and into the evening. The cinema on the south side of the square will provide a further attraction to complement the restaurant and arena uses.

The space will become the focus for a new popular destination in Southampton – a populated and safe environment for civic celebration and festivities together with day and evening leisure activity.



OVERVIEW OF THE WESTERN SITE

The site is bounded by, West Quay Road to the west, Harbour Parade to the south and the multistorey car park of the West Quay shopping centre to the north.

The event floor of the arena is raised above the existing access road to the multistorey car park. This gives access to the service areas for the arena and other developments on the site and to car parking for residents.

The main entrance to the arena is at grade directly opposite the proposed public square located on the central site. Stairs lifts and escalators with the lobby are a number of retail/food outlets which will operate on both event and nonevent days.

A 200 bedroom hotel occupies the corner of the site at the junction of West Quay Road and Harbour Parade. The building is up to 8 storeys high, provides a focal point at this important road junction and screens the arena service area and back of house areas.

Above the arena, at the east side of the site, is a 12 storey residential tower, comprising a mixture of 1 and 2 bedroom apartments (total 102 units). Car parking for residents of both the tower and the hotel is provided at semi-basement level beneath the development.

THE ARENA

As noted above the event level is elevated above the general ground level by approximately 7m. At this level is the main circulation space of the arena, the concourse, which gives access to the event floor and the tiered seating around the 60 x 30m ice pad. Arranged around the concourse are food and beverage outlets concession stands and public toilets. Patrons will arrive via the stairs, lifts and escalators at the east end of the concourse in a circulation area overlooking the public square on the central site. Equipment hire and changing areas will be provided in this area for controlled public skating.

One section of the concourse will be dedicated to 'club' patrons, which will be themed with its own bar and seating areas. It will give direct access to the 'club' seats in the arena bowl. The seats will be equipped with smart technology allowing patrons to order food and drink, select camera angles, order a taxi etc. from their seat. The 'club' seating area can also be transformed into a theatre type environment utilising the moveable large format TV screen and temporary curtaining.

The seating in the arena bowl is 'horseshoe' shaped with the stage generally positioned at one end. A centre stage format can also be accommodated for either concerts or boxing. The ice floor is generally left place between September and May each year but the ice can be covered to provide seating areas for concerts or a playing surface for other events.

Behind the end stage area are performer's changing areas, marshalling or set up areas, green rooms and general back up areas. Main storage areas for the arena are below the event floor, at existing ground level. 2 major lifts are provided to allow for the transportation of equipment between the storage areas and event level.

At the back of the arena bowl seating is a series of 30 private suites with 2 rows of seating in front. Each box will accommodate 14 to 16 people with facilities for dining within the suite. At the east end of the arena at the same level as the suites is a restaurant overlooking the event space, allowing patrons to enjoy a meal at table whilst viewing an event. Access to this level is via separate stairs and lifts.



As part of the masterplan for West Quay III a preliminary proposal has been developed for the eastern site and is summarised below.

The design of Arundel Square should be carefully considered as part of the eastern site to ensure that the landscape design and the design of the new buildings facing onto the garden across Castle Way are considered together. A central retail pavilion and landscape treatment are proposed for the Arundel Square.

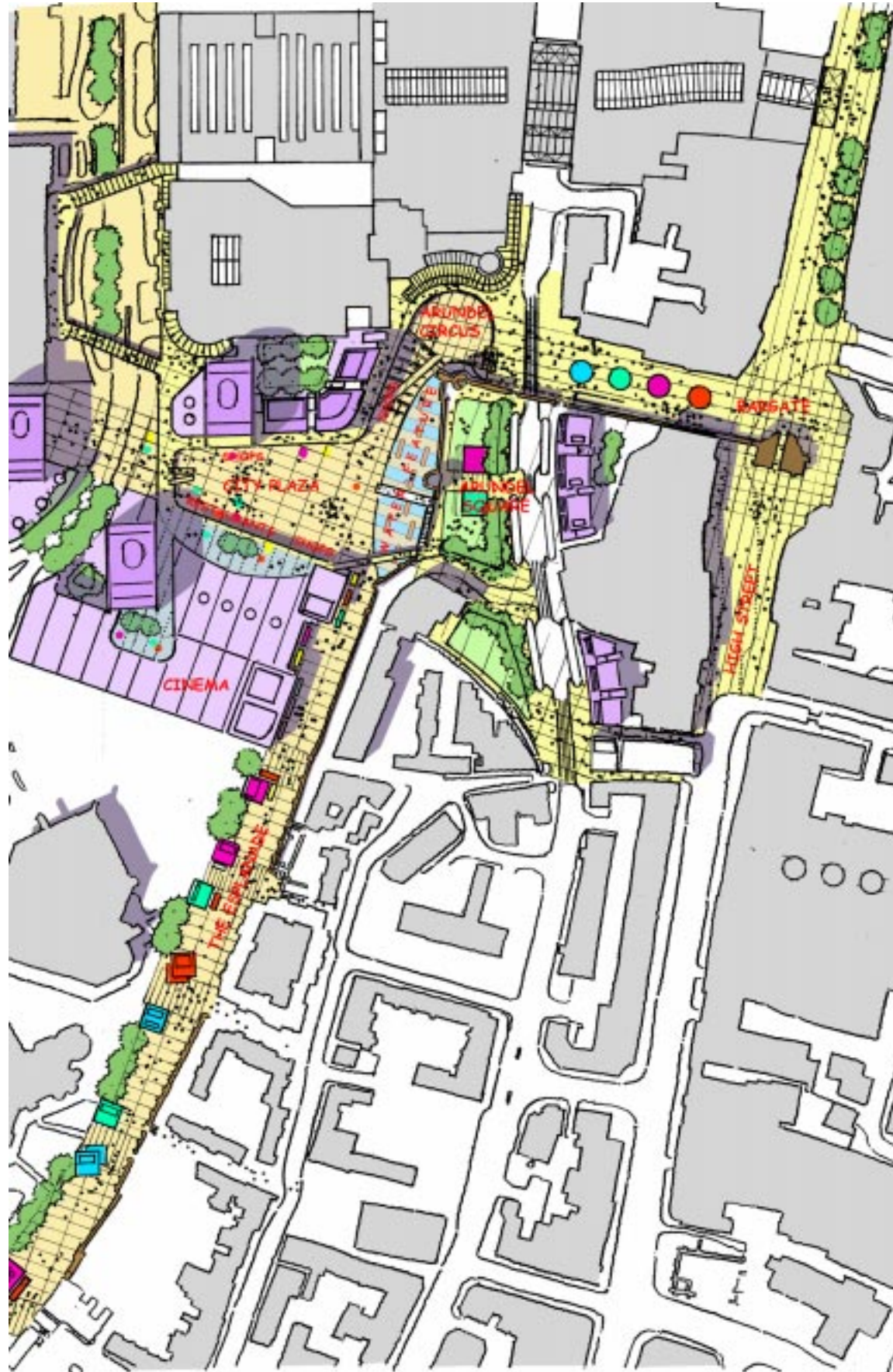
The existing buildings facing onto High Street are retained in their current form with retail at ground level facing onto the High Street. In addition the potential for bringing the upper floors into more active use is explored on a building by building basis. Residential uses accessed from a new courtyard at the rear of the buildings will enable continuous retail frontage to be maintained along the High Street. 173-178 High Street is the largest building on the site and could be a location for a medium scale office use as an alternative to residential.

A new building is proposed at the northern end of Castle Way facing onto the Arundel Square. This building will have a stepped profile three storeys high adjacent to the walls and rising to seven storeys adjacent to building six. Retail is proposed at ground level with residential above. The residential uses will be accessed from the courtyard between the new Castle Way building and the retained buildings facing onto High Street.

A further new residential building is proposed to complete the street frontage facing Castle Way at the southern end of the eastern site.

The alignment of Castle Way is adjusted to give wider pavements along the eastern side of the street and to allow the bus stops and shelters to be better integrated into the space. The aim is to create a unified design for the bus stops, street, street crossings, pavements and garden areas which promotes improved connection between the High Street and Arundel Square.

As part of the central area proposals a new bridge link connects into the top of the 'forty steps' promoting pedestrian circulation and access for disabled users between the town level and the Esplanade.



In addition to the city plaza the masterplan is structured around a sequence of inter-linked new public spaces with the new town square at its heart. The design of each space has been carefully considered in relation to its location, function and scale in order to connect the city plaza seamless to the historic city core. Southampton City Council has identified a number of different activities and events that will be staged at West Quay III. The variety of spaces in the plan provides differing scale spaces which can be used, separately or in combination, to stage the various events. The main features of each space are as follows.

Bargate Street and Arundel Circus

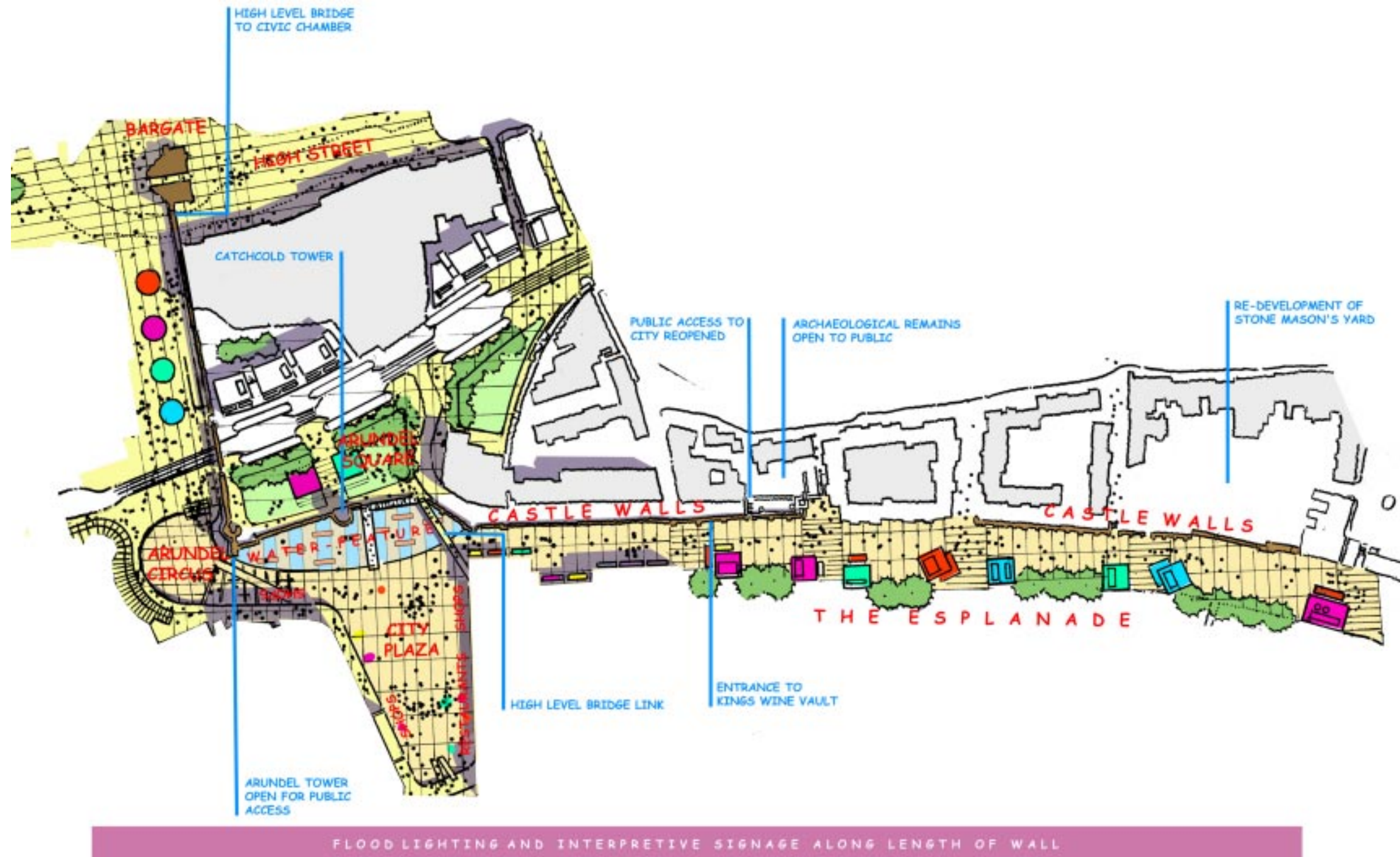
Major changes are proposed to Bargate Street and Arundel Circus in order to improve connections between the historic town core and the Esplanade. Traffic is routed away from Bargate Street and the underpass relocated adjacent to the historic town walls to provide cycle and wheel chair access to Arundel Circus. The arrangement will reveal more of the town walls and restore to some extent the historic town ditch setting of the walls. The result is a wide space containing new retail pavilion buildings with the potential for new retail outlets facing onto the space with the redevelopment of the northern side of the street. A new civic scale staircase leads directly from Bargate Street to Arundel Circus. Lifts and new escalators in within the West Quay provide alternative access to Arundel Circus. A wide ramp and steps lead from Arundel Circus to the Esplanade.

Arundel Circus is reconfigured to give continuous retail frontage around the space. Greater ease of access and more retail frontage will ensure that the circus is able to fulfil its potential as a popular animated transition space between the town and the esplanade.

The Esplanade

The Esplanade is designed to reclaim its historic role in the spaces of Southampton as a recreational walk outside the walls. Landscape improvements and new retail pavilions together with restoration and floodlighting of the historic walls will combine to provide an attractive walk along the walls. Proposed redevelopment of the waterfront and the new ferry terminal adjacent to Mayflower Park will further animate this rediscovered part of the city.





At this stages in the masterplan process the proposals to restore and open the many archaeological remains that exist all along the walls remain important aspirations within the masterplan. A detailed archaeological and feasibility study will need to take place in order to scope and cost of the works that will be required and potential funding sources. The potential to introduce commercial, cultural and community facilities into the spaces within the walls will also need detailed study.

The sketches and photographs illustrate the range of spaces and building structures that will need to be included in the more detailed

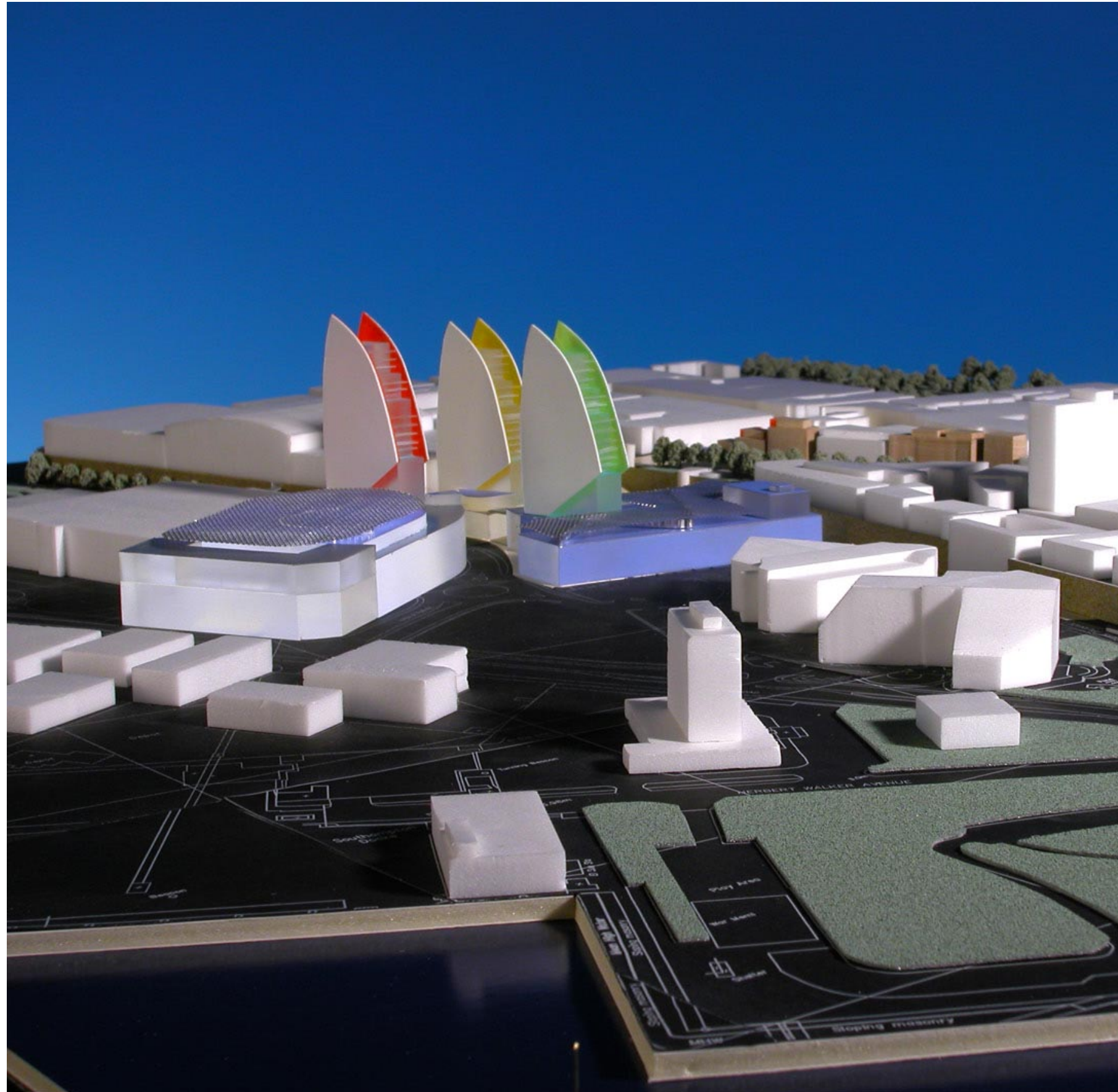
work required fully to explore the potential for restoring the walls so that they can plan an active and valued part in the life of Southampton.

The illustrations on these pages show the elements that will be included in the detailed appraisal of the walls in order to deliver the masterplan concept aspirations which are:

- Creating a major water feature at the base of the walls to restore their historic waterside setting
- Floodlighting the walls
- Opening up the Kings Wine Vault as part of the attraction of

- the reanimated Esplanade
- Restoring the archaeological sites along the walls to allow for public access
- Opening blocked routes to the historic core of the town

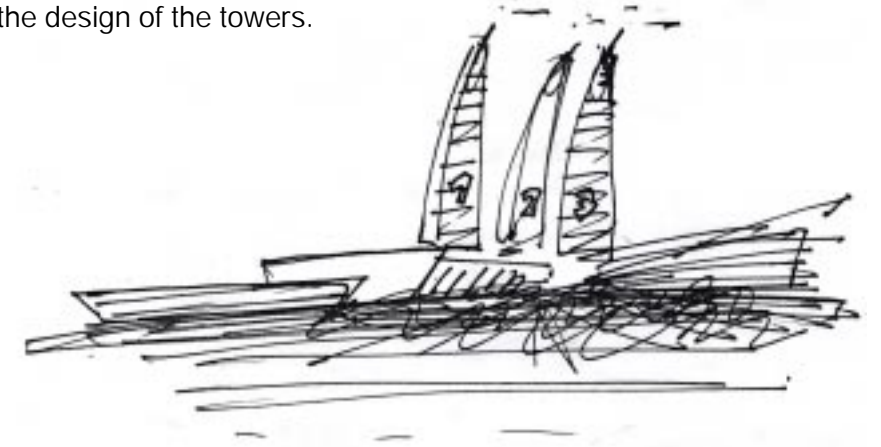
Re-paving the Esplanade in response to the openings through the wall into the town

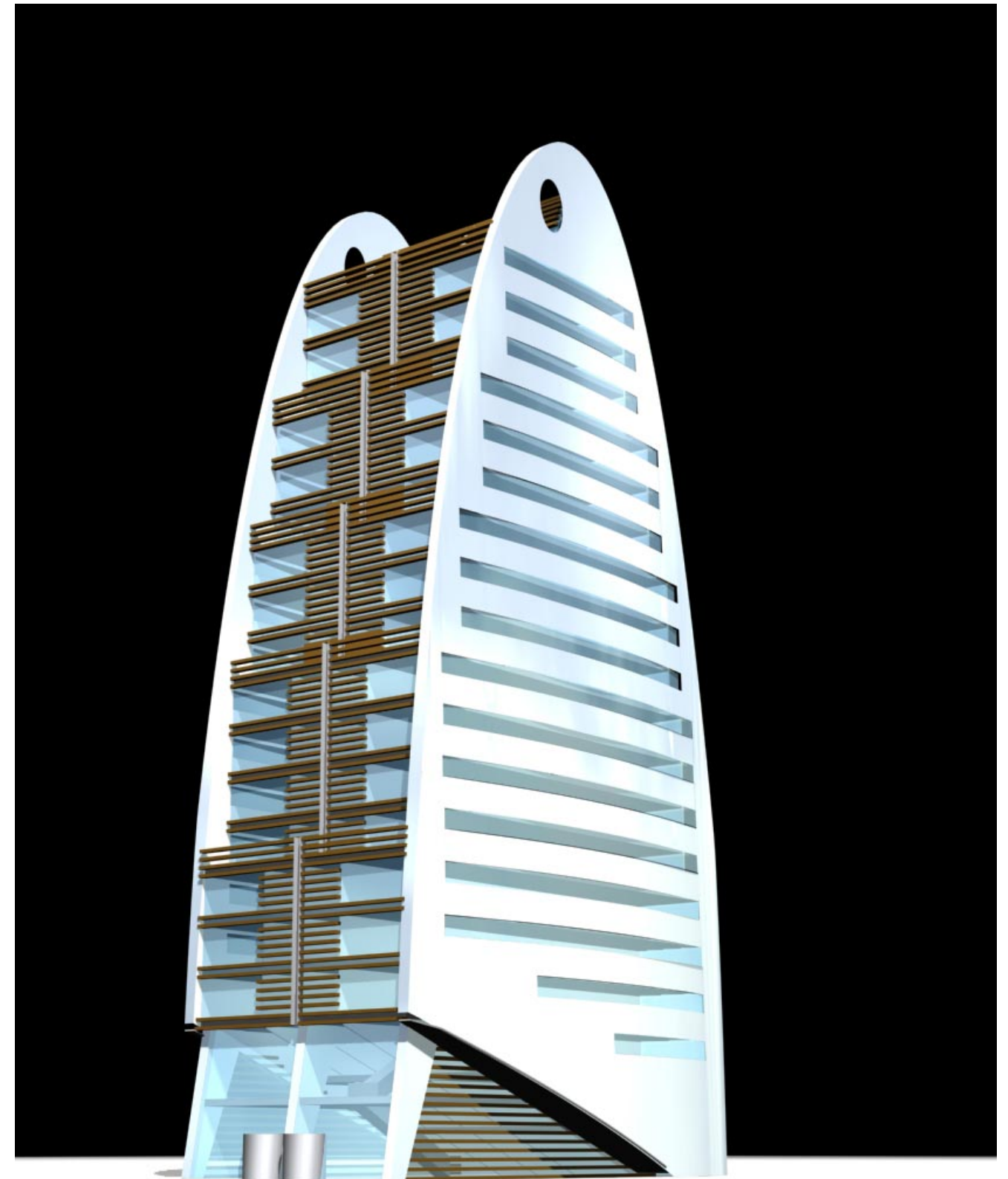
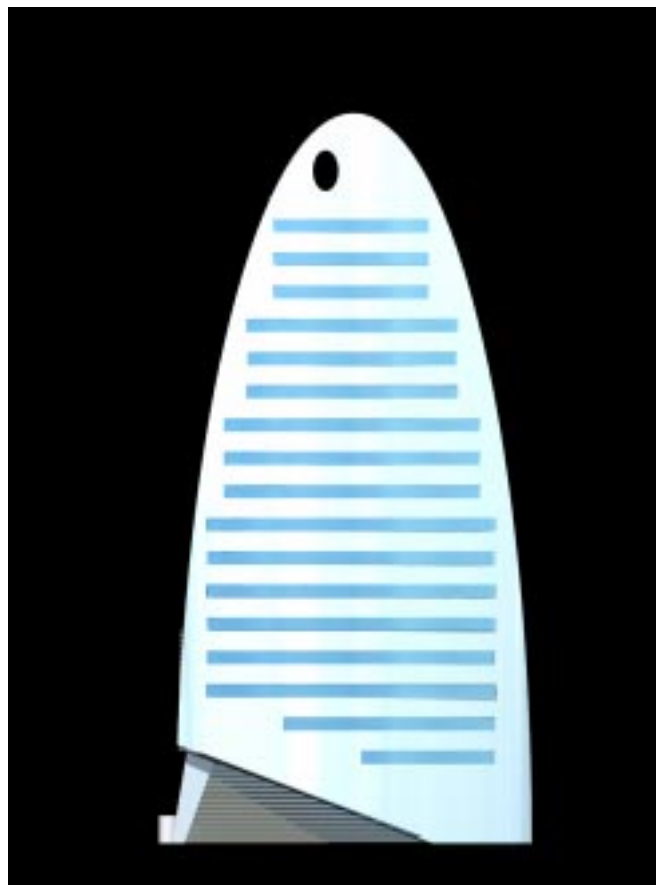
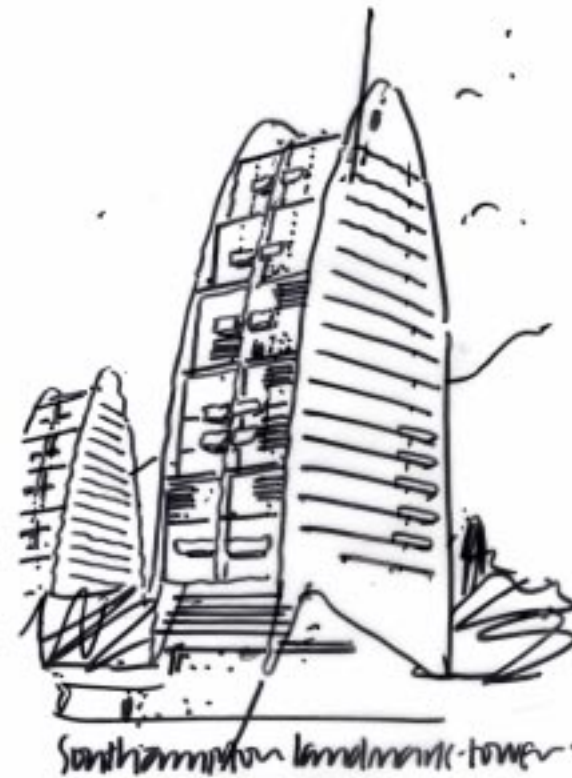


Historic views of Southampton show a romantic skyline of towers above the walls. Only the spire of St. Michael's Church remains as a reminder of this once spectacular urban profile. The functional slab form of Castle House replaces the former dreaming spires and follies. The masterplan includes proposals for a cluster of three residential towers at the western end of the city plaza forming a three-way gateway to the West Quay from Harbour Parade, City Plaza and when entering the site from West Quay Road.

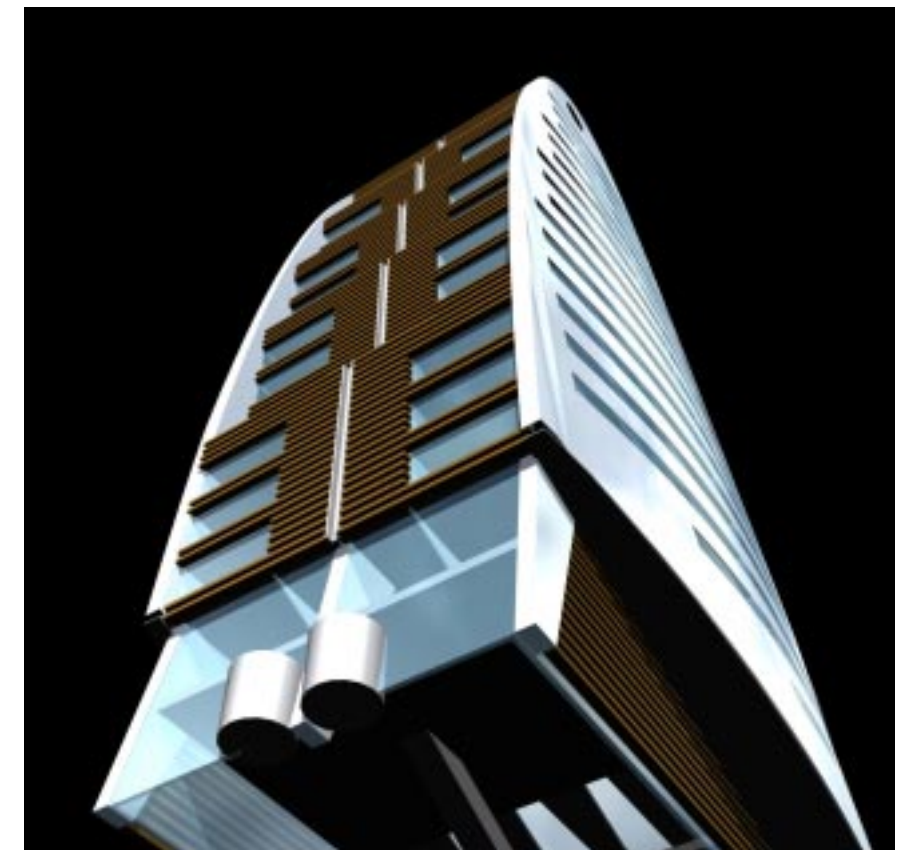
Preliminary concepts for the architecture of the towers explore a language inspired by racing yachts where a dynamic base supports a dramatic vertical sail.

The cutting-edge forms based on racing sailing creates a contemporary iconic composition that will link new Southampton with the potent historical memories embedded in the West Quay III site. A new skyline and symbol of the rejuvenated city are evoked through the design of the towers.

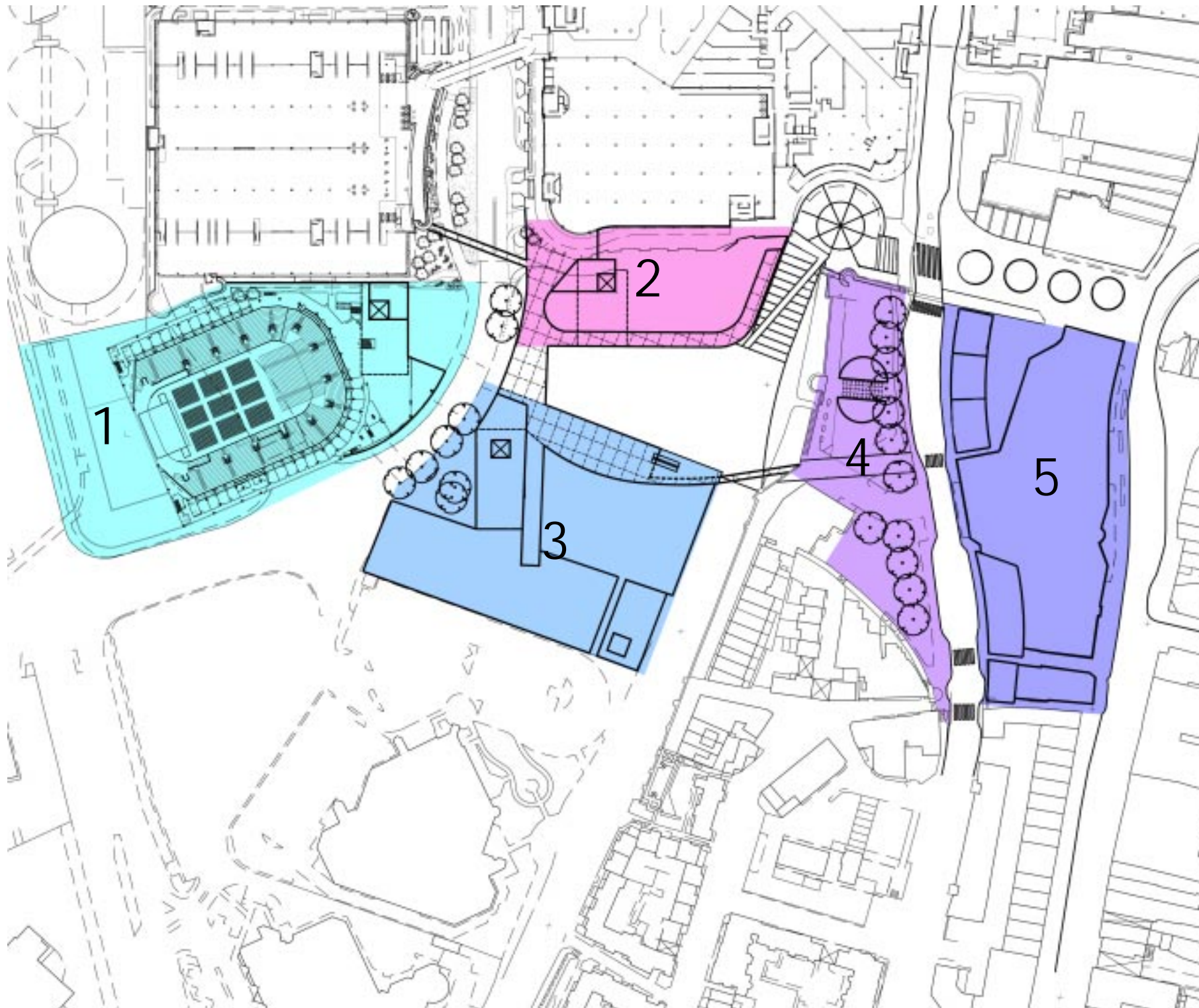




Preliminary studies of the architectural potential of the towers are shown here. More detail proposals will be explored in the next stage of the masterplan process

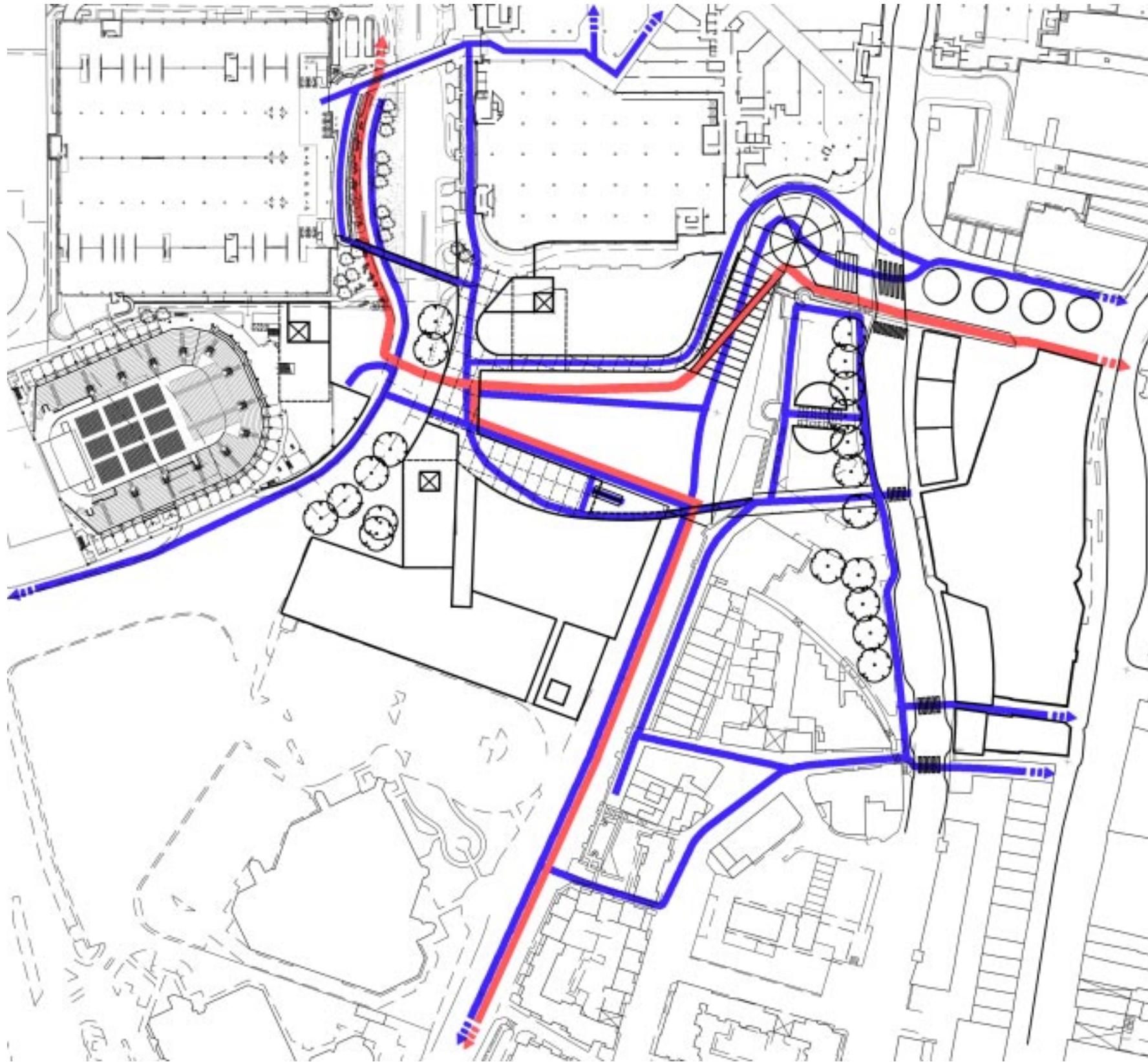


The site is divided into a number of individual development plots as shown on this plan. These plot definitions are used in the development schedule in the next section of the report.



- 1 - Arena Site
- 2 - Northern Site
- 3 - Southern Site
- 4 - Arundel Square
- 5 - Eastern Site

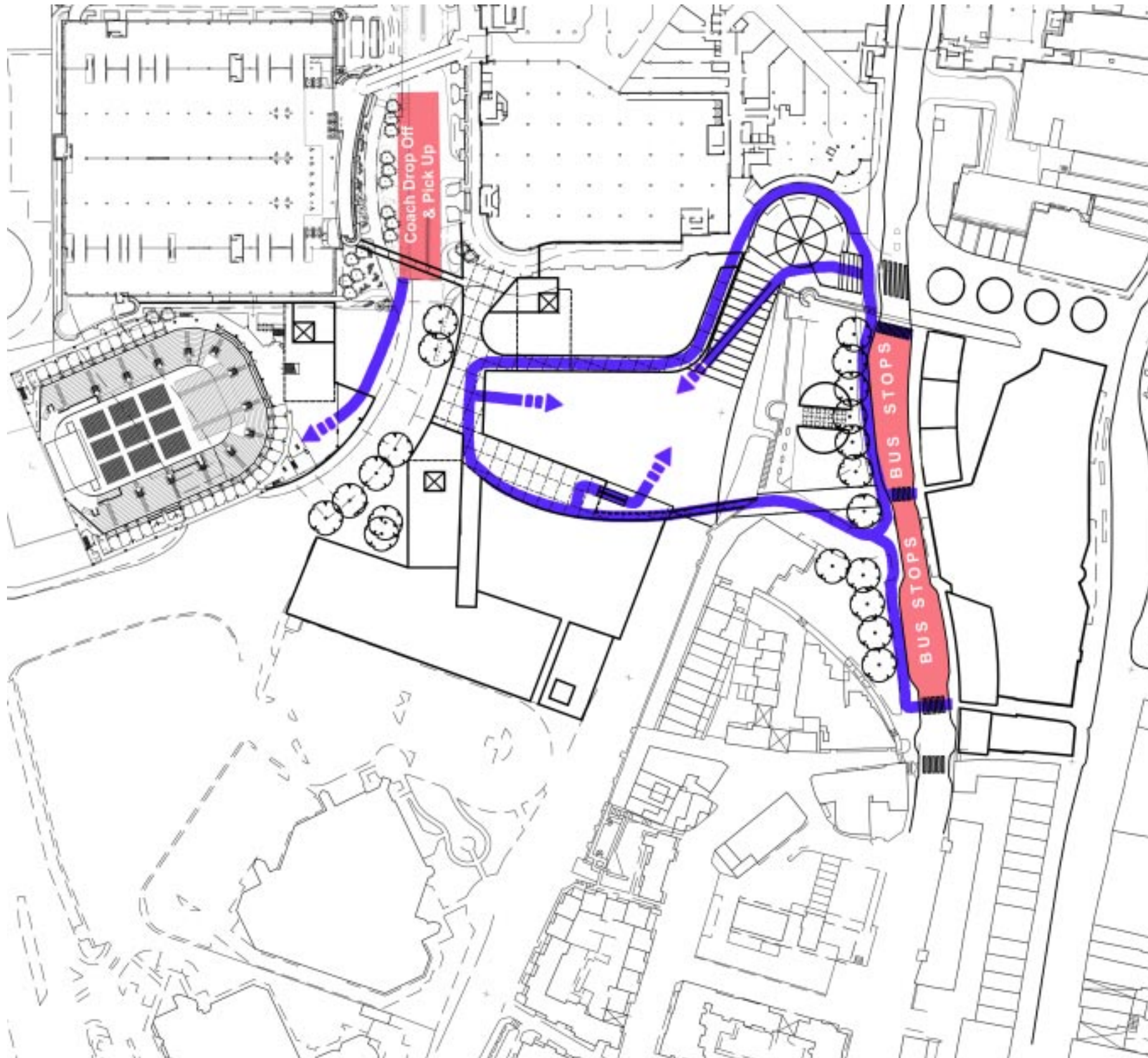
ARENA SITE																								
Plot	Plot area		Floor	Arena		Retail		Hotel		Service/plant		Residential		Units	Parking Required				Provision		TOTAL GFA		Plot	Notes
	Ha	Acres		M2	Sq ft	M2	Sq ft	M2	Sq ft	M2	Sq ft	M2	Sq ft		Ret	Hotel	Res	Total	On site	Off site	M2	Sq ft	ratio	
Arena			G	13,400	144,238	1,800	19,375	7,470	80,407		0	7,070	76,101	94	134	18	94	246		246	29,740	320,121		
			1	0	0		0		0		0		0	0	0	0	0	0		0	0	0	0	
Total	1.153	2.849		13,400	144,238	1,800	19,375	7,470	80,407	0	0	7,070	76,101	94	134	18	94	246		246	29,740	320,121	2.58	
CENTRAL AREA																								
Plot	Plot area		Floor	Retail				Circulation		Service/plant		Residential		Units	Parking Required				Provision		TOTAL GFA		Plot r	Notes
	Ha	Acres		M2	Sq ft			M2	Sq ft	M2	Sq ft	M2	Sq ft		Ret/100	Cin/100	Res	Total	On site	Off site	M2	Sq ft		
North			E	2,214	23,831				0	650	6,997	221	2,379	0	22	0	0	22	0	22	3,085	33,207		Basement plant
			M	1,647	17,728				0		0	49	527	0	16	0	0	16	0	16	1,696	18,256		Arundel circus retail
			T	2,529	27,222			1,500	16,146		0	216	2,325	0	25	0	0	25	0	25	4,245	45,693		Arundel circus retail
			2-5		0				0		0	4,912	52,873	60	0	0	45	45	0	45	4,912	52,873		Residential terrace
			6-7		0				0		0	1,296	13,950	16	0	0	12	12	0	12	1,296	13,950		Residential terrace
			8-11		0				0		0	2,268	24,413	28	0	0	21	21	0	21	2,268	24,413		Residential terrace
			12-14		0				0		0	1,458	15,694	18	0	0	14	14	0	14	1,458	15,694		Residential tower
			15-17		0				0		0	1,215	13,078	15	0	0	11	11	0	11	1,215	13,078		Residential tower
			18-21		0				0		0	1,296	13,950	16	0	0	12	12	0	12	1,296	13,950		Residential tower
Total	0.32	0.80		6,390	68,782			1,500	16,146	650	6,997	12,931	139,189	153	64	0	115	179	0	179	21,471	231,114	6.62	
Plot	Plot area		Floor	Retail		Cinema/club		Circulation		Service/plant		Residential		Units	Parking Required				Provision		TOTAL GFA		PR	Notes
	Ha	Acres		M2	Sq ft	M2	Sq ft	M2	Sq ft	M2	Sq ft	M2	Sq ft		Ret/100	Cin/100	Res	Total	On site	Off site	M2	Sq ft		
South			E	3,785	40,742	2,700	29,063	0	0	600	6,458	302	3,251	0	38	27	0	65	0	65	7,387	79,514		
			M	2,718	29,257	0	0	0	0		0	328	3,531	4	27	0	3	30	0	30	3,046	32,787		
			T	2,503	26,942	2,700	29,063	918	9,881		0	619	6,663	6	25	27	5	57	0	57	6,740	72,549		
			2-4		0	0	0		0		0	3,300	35,521	42	0	0	32	32	0	32	3,300	35,521		Residential tower +t
			5-7		0		0		0		0	1,944	20,925	24	0	0	18	18	0	18	1,944	20,925		Residential tower
			8-11		0		0		0		0	2,268	24,413	28	0	0	21	21	0	21	2,268	24,413		Residential tower
			12-14		0		0		0		0	1,458	15,694	18	0	0	14	14	0	14	1,458	15,694		Residential tower
			15-17		0		0		0		0	1,215	13,078	15	0	0	11	11	0	11	1,215	13,078		Residential tower
			18-21		0		0		0		0	1,296	13,950	16	0	0	12	12	0	12	1,296	13,950		Residential tower
Total	0.83	2.05		9,006	96,941	5,400	58,126	918	9,881	600	6,458	12,730	137,026	153	90	54	115	259	0	259	28,654	308,432	3.46	
Plot	Plot area		Floor	Retail						Service/plant					Parking Required				Provision		TOTAL GFA		PR	Notes
	Ha	Acres		M2	Sq ft					M2	Sq ft				Ret/100			Total	On site	Off site	M2	Sq ft		
Castle Pavilions			G	254	2,734						0				3			3		3	254	2,734		
			1	100	1,076					50	538				1			1		1	150	1,615		
Total	0.03	0.074		354	3,810					50	538				4			4		4	404	4,349	1.35	
Total Central Area				15,750	169,533	5,400	58,126	2,418	26,027	1,300	13,993	25,661	276,215	306	158	54	230	441	0	441	50,529	543,894		
EASTERN AREA																								
Plot	Plot area		Floor	Retail		Cinema/club		Circulation		Service/plant		Residential		Units	Parking Required				Provision		TOTAL GFA		PR	Notes
	Ha	Acres		M2	Sq ft	M2	Sq ft	M2	Sq ft	M2	Sq ft	M2	Sq ft	GFA	Ret/100	Cin/100	Res	Total	On site	Off site	M2	Sq ft		
Eastern			G	672	7,233		0		0		0	5,768	62,087	77	7	0	58	64	0	64	6,440	69,320		New GFA only
Bargate			1	452	4,865		0		0		0		0	0	5	0	0	5	0	5	452	4,865		Bar Gate pavilions
Total	0.862	2.13		1,124	12,099	0	0	0	0	0	0	5,768	62,087	77	11	0	58	69		69	6,892	74,185	0.80	
Land use summary				Ha	Acres	%																		
Development plots				3.20	7.90	53.08%																		
Roads				0.88	2.17	14.55%																		
City Plaza				0.45	1.10	7.41%																		
Arundel Circus				0.18	0.45	3.03%																		
Arundell Square				0.41	1.00	6.74%																		
Bargate Street				0.19	0.47	3.13%																		
Esplanade				0.73	1.79	12.05%																		
TOTAL OPEN SPACE				1.95	4.82	32.37%																		
Total				6.02	14.89	100.00%																		



Fundamental to the masterplan is the concept of extending the natural pedestrian circulation routes between the Esplanade and the old town. The new ramp from Arundel Circus to the Esplanade and from the Circus to Bargate Street will ensure the maintenance of easy access for all including cycles and disabled users. In addition to ramp access, stairs and escalators within the West Quay Centre will enable safe, convenient vertical links between the town and the Esplanade.

 Cycle Route

 Pedestrian Circulation

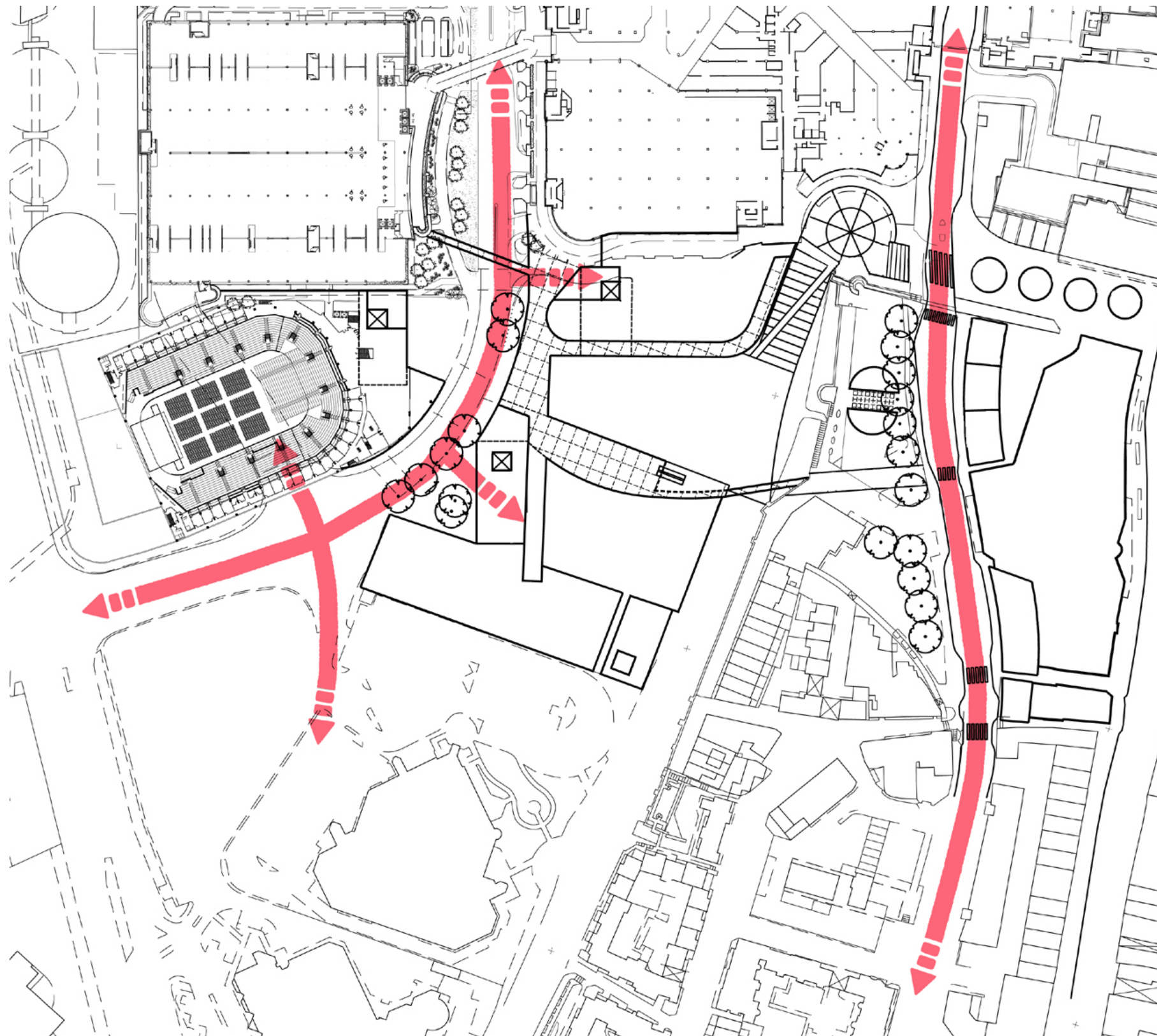


Bus transport provides the primary public transport link to West Quay III. Improvements to the bus stop arrangements in Castle Way and the new high level bridge link into the West Quay III mean that for the first time there will be a direct public transport connection to the Esplanade.

 Pedestrian Access from Bus Stops, Coach Drop Off

The existing car circulation pattern within the area of West Quay III is retained in the masterplan. Two additional connections to Harbour Parade are proposed as part of the masterplan. One provides serving access to the northern retail area. The other gives drop-off access to the residential tower above the southern retail block, together with retail servicing access to this area of the plan.

Servicing to the arena is of the existing connection to the Harbour Parade roundabout.





The area around West Quay III is well served with existing decked car parking spaces. No additional parking is proposed in connection with the commercial or arena facilities. Additional parking for residents in the scheme is proposed within the podium of the arena and a new deck above the existing Harbour Parade car park.



Harbour parade car park

Existing Car Parking Locations

It is proposed that the masterplan is carried out in three phases.

Phase one will comprise:

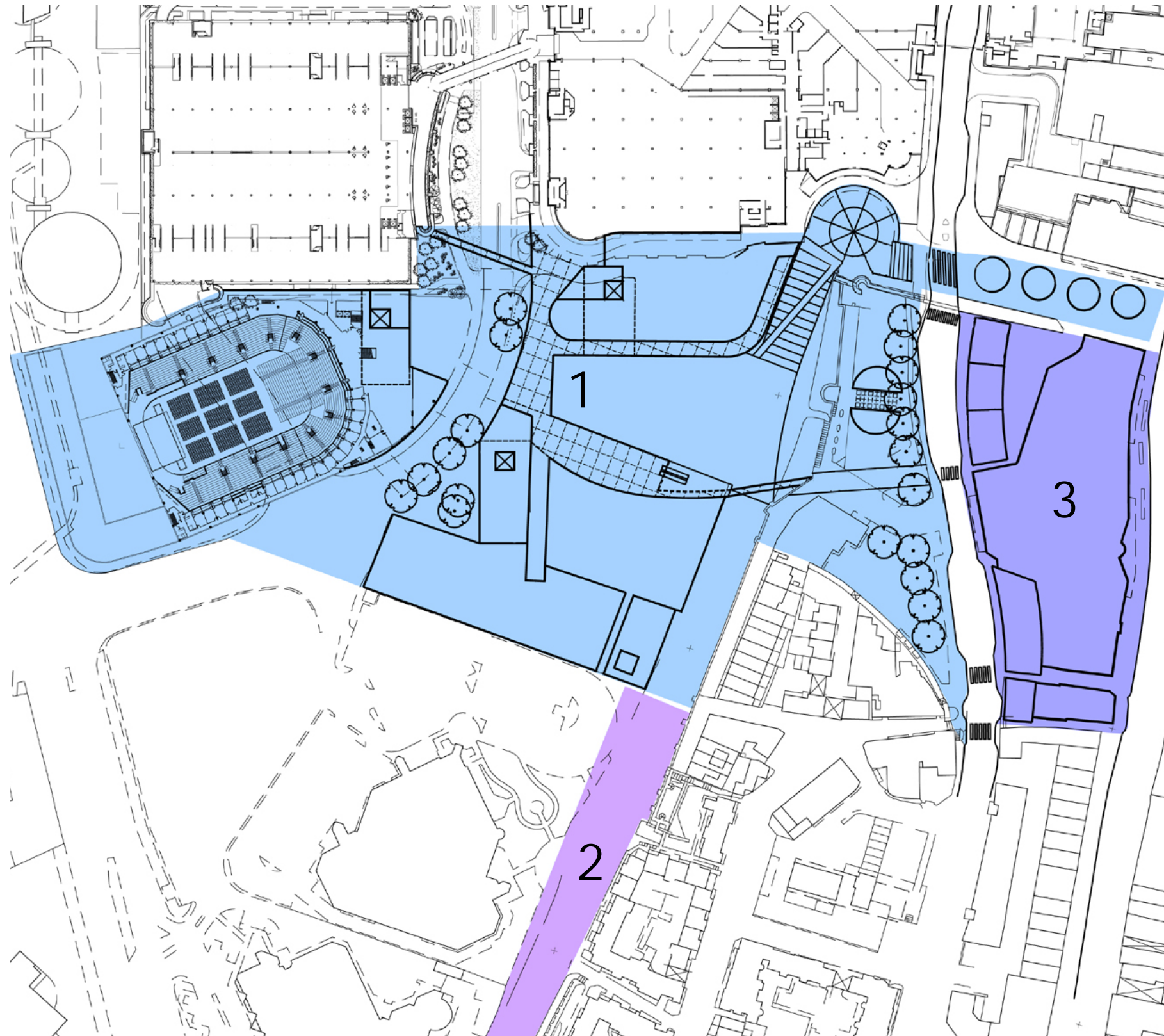
- The whole of the central area
- The arena
- Arundel Circus
- Arundel Square
- The works to Bargate Street

Phase two will comprise:

- The southern extension of the Esplanade south from the town square

Phase three will comprise:

- The eastern site



1 - Phase One
2 - Phase Two
3 - Phase Three

PROGRAMMING OF CITY PLAZA (DRAFT)

Note: * Farmers Markets, Euromarket, Craft Markets will come to the Plaza if they identify the site as one with large footfall.

- P.M.: Plaza Management Team
- P.D. : Per Day

Month (Dates)	Duration No. of Days	Event Title	Organiser	Income Generator Y / N	Numbers Attending	Footprint Required SQ.MTS	Services Required	Comments
Jan	one	Farmers Market	private	Y	2000	2250 inc. support parking	Trade Stands/Power/ Water/Support parking/ Toilets	(A) They will only come if they identify the site as having a large foot fall
Feb	one	Farmers market	Private	Y	2000	As above	Trade Stands/ Power/Water/ Support parking/ Toilets	See comment (A)
Feb	one	pancake day festival	PM	N	1000	250sq mts	Stage / Stands / Power	Trade Stands and Public Race. Music
Feb	4/5	Children's Half- Term Activities	PM	Y (Some)	500 p.d.	500sq mts	Stage/Toilets	Fair/Play activities music/circus activities
Feb	2/3	Craft market	Private	Y	3000	1250 sq mts inc support parking	Marquee / Stands / Power / Water	Weekend. See comment (A)
March	one	Farmers market	Private	Y	2000	1250 sq mts inc support parking	As above	See comment (A)
March (Moveable)	one	Mothers day festival / and concert	PM	Y (Some)	750	500 sq mts	Stage/Trade Stands/Toilets	Trade site income
March/April	2/3	Easter weekend events	PM	Y (some)	1000 p.d.	1500 sq mts	Stage/Trade Stands/Toilets	Inc. fair / music Easter parade, Children's Easter egg hunt. Open air Church Service.

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Month (Dates)	Duration No. of Days	Event Title	Organiser	Income Generator Y / N	Numbers Attending	Footprint Required SQ.MTS	Services Required	Comments
April	5	Street Festival Show Case – City- wide	S.C.C.	N	500 p.d.	-	None	(B) One venue in a range of City-wide events.
April	2/3	Antiques and Collectors' Fair	Private	Y	1000 p.d.	1500 sq mts inc support parking	Stands / Power / Car parking	Weekend event – See comment (A)
April	1	Farmers market	Private	Y	2000	As above	Stands / Power / Car parking	See comment (A)
April	2	"Art on the Railings"	P.M.	Y (Some)	500 p.d.	-	Stands and Fencing	(C) Weekend Art Work Exhibition and sales
May	1	May day festival	P.M.	Y	1000	750 sq mts	Stage Stands	Bank Holiday / or may day Heritage Events and Fair / Music
May	1	Farmers Market	Private	Y	2000	As above	Stands / Power Car Parking	See comment (A)
May	2/3	"Ribex" – Boat Jumble	Private	Y	3000 – over the event	3000 sq mts	Stands / Power / Water	(D) To coincide with the National Ribex exhibition : Boat show for Ribs
May	1	Running Road Race	P.M.	N	500	450 sq mts	Water / Power / Toilets	(E) Start and finish of 5k road race for athletes Route around city

PROGRAMMING OF CITY PLAZA (DRAFT)

Note: * Farmers Markets, Euromarket, Craft Markets will come to the Plaza if they identify the site as one with large footfall.

- P.M.: Plaza Management Team
- P.D. : Per Day

Month (Dates)	Duration No. of Days	Event Title	Organiser	Income Generator Y / N	Numbers Attending	Footprint Required SQ.MTS	Services Required	Comments
May	2/3	Spring Horticultural show	PM / Private R.S.H.S.	Y	5000 over event	1750 inc support parking	Power / Water Marquee / Office Provision / Support car parking / Toilets	(F) Large Marquee – Note this event will be similar to "Flower" section of Southampton Balloon and Flower Festival in conjunction with the Royal Southampton Horticultural Society.
June	1	Farmers Market	Private	Y	2000	As above		See comment (A)
June	7/10	Euromarket	Private	Y	7500 over event	3000 sq mts inc support parking		German / French market. See comment (A)
June	1	Classic car show	PM	N	1000	4000 sq mts	Power / Office accommodation / Toilets	(G) Organised with local Classic Car Clubs inc Trade Stands
June	1	Product Launch	Private	Y	500	500 sq mts	Power	
June	2/3	Outside theatre	PM	N	1500 over event	2000 sq mts	Stage / Power / Toilets / Office changing	(H) 3 performances – Local theatre company
July	2/3	Motor show	PM / Private	Y	3000	3000 sq mts	Power / Toilets	(I) Pre new car registration numbers
July	2	Circus skills workshop	PM	Y (Some)	1000 over event	500 sq mts	Large Big Top / Marquee / Toilets	Children's event
July	1	Radio Road Show	PM	N	3000	3000 / 4000 sq mts	Toilets / Power	(J) Local radio station – Power FM / Wave FM / Solent / Southampton City

PROGRAMMING OF CITY PLAZA (DRAFT)

Note: * Farmers Markets, Euromarket, Craft Markets will come to the Plaza if they identify the site as one with large footfall.

- P.M.: Plaza Management Team
- P.D. : Per Day

Month (Dates)	Duration No. of Days	Event Title	Organiser	Income Generator Y / N	Numbers Attending	Footprint Required SQ.MTS	Services Required	Comments
July	2	"Music Live"	PM	N	2000 over event	2000 sq mts	Stage / Power / Toilets	(K) Weekend event organised by the local Musicians Union
July	1	Finish of carnival	PM / Private	N	10,000	4/5000 sq mts	Stands / Power / PARKING	(L) The carnival will process from Mayflower Park and finish in the Plaza
August	2	Wine / Beer festival	PM / Private	Y	3000 over event	1000 sq mts	Marquees, Fencing, Power Toilets	(M) In co-operation with CAMRA and Local Wine merchants
August	2	Summer Fair	PM	N	2000	2000 sq mts	Power / Toilets	Music, stalls and entertainment
August	1	Farmers market	Private	Y	2000	As above	As above	See comment (A)
September	1	Farmers market	Private	Y	2000	As above	As above	See comment (A)
September	10	Boat Show	Private	Y	10,000 over event	Maximum space available	Power / Water	(N) Use of the land, may be part of the boat show or as a separate event.

PROGRAMMING OF CITY PLAZA (DRAFT)

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- P.M.: Plaza Management Team
- P.D. : Per Day

Month (Dates)	Duration No. of Days	Event Title	Organiser	Income Generator Y / N	Numbers Attending	Footprint Required SQ.MTS	Services Required	Comments
October	2	Craft market	Private	Y	2000 over event	1250 sq mts inc support parking	Stands / marquee / Power / Toilets	See comment (A)
October	3/5	German Beer Festival – "Oktoberfest"	PM / Private	Y	2500 over event	1500 sq mts	Large marquee(s) Toilets Power / Lights	(O) German food / Wine / Entertainment See comment (A)
October	2	Jazz Festival	PM / Private	Y		1500 sq mts	Marquee / stage Power / Lights	(P) Resurrect the Southampton jazz Festival
October*	1	Farmers Market	Private	Y		As above	Stands / Power	See comment (A)
November	1	farmers market	private	Y		As above	Stands / Power	See comment (A)
Nov / Dec	10/15	Euromarket	private	Y	5000 over event	As above	Stands / Power Toilets / Parking	See comment (A)
December	2	Winter / Xmas fair	PM / Private	Y	2500	1500 sq mts	Stands / Power / Lights	(Q) linked to switch on of Festive lights
December	15	Ice rink	Private	N	10,000 over event	See Contractor	Ice Rink / Lights / Power / Sound	See comment (A)

West Quay Phase 3 – Masterplan Report – Traffic and Transport

Pedestrian Access/Circulation

The proposed arena site frontage will link to the existing local footway network with the West Quay development, providing excellent links to the city centre, the railway and bus stations. The local footways and major crossing points between the site and the main pedestrian destinations are good and offer a safe environment for people to travel by foot.

The development will include a major pedestrian crossing on Harbour Parade directly outside the arena access and will be in the form of a signalised crossing for safety purposes. A raised pedestrian crossing will be provided between rear of the arena development and the hotel area to ensure vehicle speeds egressing the car park are suppressed. Appropriate facilities for the mobility impaired will be provided where necessary to ensure access to the development is available for all.

Bicycle Access/Circulation

The development is located close to an existing local cycle route linking to the railway station to the north. A revised proposal for a cycle link to Bargate Street is planned as part of the West Quay development and will form part of the Southampton City Council Cycle Plan. There is a cycle path provided on the western side of West Quay Road for northbound cyclists.

Public Transport

The site is located within 500 metres (5 minute walk) of the town centre and 800 metres (10 minute walk) of the city railway station and Isle of Wight ferry terminal with good pedestrian links to all areas through the West Quay development. The railway service provides excellent links to local areas as well as express services to London, Bournemouth and beyond.

Bus stops are located in the city centre with services passing along Portland Terrace providing good access to the wider local areas. A National Express Coach terminus is located on Harbour Parade, some 200 metres from the proposed arena development.

A new shuttle bus service may be introduced between the railway station and ferry terminal as part of the proposed phase 3 development.

Coach Access/Parking

The private coach parking for arena events will be provided in the vicinity of the main entrance with good links via the existing footways. Areas for parking that have been identified include an extension of

the existing coach bay to the west of Harbour Parade and adjacent to the existing service road to the rear of the West Quay car park with access through the main car park entrance. Other areas for potential coach parking include adjoining service yards and retail car parks. Further discussions with owner and tenants will have to take place before any of the above options can be confirmed.

Car Circulation

The car circulation for the proposed Phase 3 development will be minimal since little new highway introduced as part of the development. The existing link between Harbour Parade and the West Quay Car Park will split the site and provide the access to the hotel taxi drop off/pick up area and the service areas for arena, hotel and residential development as well as the major car park.

A taxi drop off point for the arena development can be accommodated at the eastern end of the access road to the rear of the West Quay car park. This will be suitable for drop off as well as pick ups, but the taxi storage will be limited due to the coach parking provision. There are local taxi ranks located on Portland Terrace within 500 metres of development area as well as at the railway station.

Car Parking

The development will incorporate adequate car parking for each of the land uses and will comply with the current maximum standards as set out in the Southampton City Council Local Plan Review document. The car parking for the arena events can be contained within the many surrounding facilities and good pedestrian access to the arena will be designed into the development proposals where possible. The parking for the proposed hotel and residential uses will be accommodated within the development site with access from the service access road.

Servicing/Emergency Access

The main servicing area for the hotel and arena complex will be provided to the rear of the hotel development with an appropriate access provided from the link road serving the West Quay car park. The area will provide adequate vehicle storage and turning facilities to ensure there is no disruption to the flows on the car park access.

A service area will also be provided on the eastern side of the car park access for off-road servicing to the smaller arena retail units and the residential development with a suitable access arrangement from/to the West Quay car park access road.

The access to West Quay car park provides adequate headroom for emergency vehicles to drive through the rear of the car park and this

will be maintained with the proposed development.

Traffic Impacts outside the Masterplan Area

The predicted impact of the development on the local highway network will be considered with traffic and junction analysis at the major junctions. The development will include amelioration measures to ensure the predicted increases in peak period flows can be accommodated at the major junctions. These details will be considered as part of a full Transport Assessment.