



# city centre vision

southampton

# foreword

The City Centre Vision joins together existing policies, programmes and plans to provide a focus on current initiatives, development opportunities and progress being made. It is a vision for the future for developers and those working in, living in and visiting the city centre.

The vision for the city centre, held by Southampton City Council and its partners, is becoming a reality. The new millennium was ushered in with WestQuay Shopping Centre, giving further impetus to the city's developing role as the South's regional capital and as a major European city.

Furthermore, national policy has brought the renaissance of cities back onto the agenda. It acknowledges the important role that a city, such as Southampton, plays as an economic engine for growth and prosperity for the sub-region. The city centre is of particular importance as a major economic focus in its own right as it colours the perception of the quality of life in the city as a whole.

The exciting proposals for West Quay Phase 3, Northern Above Bar and pedestrianisation move us forward to achieving 'a sense of place' and the vision for the city centre.

The City Centre Vision will be updated from time to time to reflect progress being made. Any comments and views on the document are welcome.



*Adrian Vinson*

**Adrian Vinson**

Leader of Southampton City Council

# The Vision

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**The vision for Southampton, over the next five to ten years, is a city centre comparable with the best in Europe, as well as the principal centre of the South, offering a vibrant, exciting, well-designed and maintained centre with ‘a sense of place’.**

To achieve the vision, Southampton is undertaking the following:

- It will reconnect with its waterfront.
- A north-south pedestrian spine, with the Bargate at its heart, incorporating a series of major new public spaces which will provide a memorable experience equal to any of the great pedestrian thoroughfares in the UK and Europe. It will link the city's historic parks through the retail core with the Old Town and a new public promenade on the Royal Pier waterfront.
- It will become increasingly pedestrian friendly with public transport circulating around and across the pedestrian spine. Vehicular access will be maintained to all parts of the city centre, but through traffic will be restricted except for public transport.
- A high quality urban environment will be created, incorporating iconic buildings, new and refurbished urban spaces, landmark buildings around the parks, enhanced entry points into the city centre, a waterfront of distinction and international identity and a cultural quarter.
- The Old Town will develop as a vibrant quarter based on its own unique historic identity. It will sustain existing, and encourage further, residential use, as well as enhance its attractiveness to residents and visitors.
- It will embrace the development of new ‘quarters’ at Royal Pier and the Waterfront, West Quay Phase 3, Northern Above Bar, Central Station and Charlotte Place.
- There will be a mix of uses incorporating new employment, retail, leisure and residential uses.
- The management of the city centre will increase the attractiveness, efficiency and welcome to all users.
- The night time economy will be promoted and managed to appeal to a wide audience.
- The city centre will become a major centre for culture and tourism.

# Background

## Southampton statistics

- Southampton is the largest city in the South East region.
- Southampton has a population of 217,500.
- Southampton has a workforce of 110,000.
- 556,000 people live in the travel-to-work area.
- 4.4 million people live within the one-hour (50-mile) travel time catchment area.
- Southampton is a leading commercial centre with excellent communications: airport, port, motorways and telecommunications.
- Southampton is a sub-regional point for culture, education, health, leisure and retail.



## Southampton city centre

Southampton's city centre has a unique contribution to make to the future of the region. It provides approximately 52,000 jobs and plays a key role in the sub-regional economy. It functions as a major retail, commercial, cultural and leisure centre, a transport interchange, a place to live and increasingly as a destination. The vitality of the city centre is essential to the property of the city as a whole. (See Annex: City Centre Profile.)

Central government guidance establishes a new vision for achieving urban renaissance. The recent Urban Summit sought to promote the role of cities as drivers of the national economy, achievement of a high quality environment and the need for ideas to make cities more attractive.

Local policy documents related to the Vision include 'The Renaissance of the City', City of Southampton Local Plan', and 'Southampton: City Centre Urban Design Strategy'.

## The Renaissance of the City

This looks ahead to 2020 and envisages the centre of a leading European city as vibrant, well-designed and competitively successful, offering a wide variety of opportunities for work, leisure, culture and housing.

It sets out the need for the city centre to be accessible, attractive to business, supportive of the growing residential community, physically distinctive and enjoyable to its visitors. The means of achieving the strategy are identified as high quality urban design, rapid/ease of city centre transport, pro-active city centre management, transformational development projects and the expansion of residential communities. Key milestones have been set to achieve this strategy.

The Local Strategic Partnership will be consolidating and evolving this strategy through development of the community strategy.



## City Centre Urban Design Strategy

This provides an urban design-led development strategy to improve perception, image and visual quality of the city centre, appropriate for a leading city in the 21st century.

Underpinning the City Centre Vision is the belief that the best city centres have a strong 'sense of place' derived from local character and identity. In addition, the commercial health and vitality of the city centre is inextricably linked to the quality of the urban environment and accessibility.

All city centres are different, reflecting their time and place. Not all, however, exhibit physical qualities that make them memorable. Development can all too easily be mediocre, or result in a collection of individually well-designed buildings, but which fail to come together to form a meaningful whole. An urban design strategy is therefore a key element of the vision.

In addition to physical qualities, city centres are also characterised by the variety and mix of uses and activities. It is the ability to live, shop, work, play and even find solitude in a single area that has given memorable city centres their particular dynamic and popularity.

## City of Southampton Local Plan

This provides a land use framework for the delivery of the city's strategy. In particular, it provides a guide to the development of major sites within the city centre.

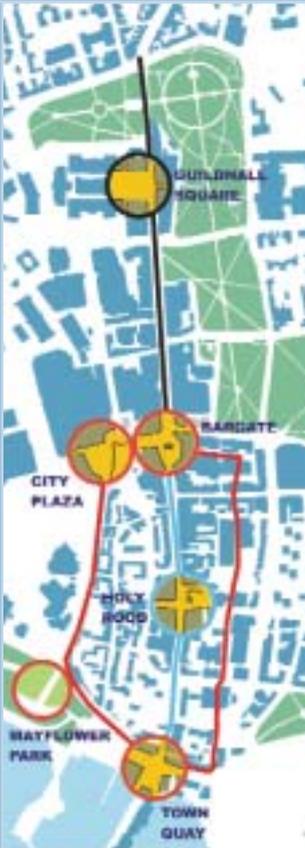
## The scale of transformation

The city centre has gone through a transformation over the last few years, largely due to the opening of the WestQuay Shopping Centre in September 2000. As one of the largest in-town shopping centres in the UK, it has two department stores, approximately 90 shops and a range of bars, cafés and restaurants. It has helped place Southampton at seventh position with regard to the UK's top shopping destinations. Its huge success has resulted in commercial interest in the main shopping areas on Above Bar and numerous new shops locating in Southampton. Other commercial developments have included the Travel Inn hotel at Six Dials and Skandia Point on Commercial Road. Additionally, numerous residential developments have transpired across the city.

The pace of transformation is likely to increase further as a result of current development projects set out in this document. Nearly **2,700** residential units, approximately **32,000m<sup>2</sup>** of office floor space, about **50,000m<sup>2</sup>** of retail/leisure floor space, new and refurbished public spaces and new leisure and cultural facilities, including a world-class events arena, are currently being developed. This will provide over **3,000** jobs and represent private sector investment of over **£0.6 billion**. This scale of transformation will reinforce Southampton's role as a regional centre and as a major European city.

See also:

Southampton Partnership: Executive Summary of Vision, Key Issues & Action Required  
Southampton: City Centre Urban Design Strategy  
City of Southampton Local Plan  
City Plan Review – Choices for our Future; The Renaissance of the City  
City Strategy Working Papers  
Local Transport Plan  
City Centre Development Design Guide



- General vehicle exclusion zone
- Buses and taxis only at all times
- Buses and taxis at all times  
Service vehicles between specific times
- Service vehicles only between specific times
- Traffic calming measures to improve pedestrian movement appropriate to the physical characteristics and capacity of the highway



# Reconnecting with the Waterfront

## The North/South Spine: a people friendly street

The draft North/South Spine Strategy proposes a people friendly street from Cumberland Place in the north, down along Above Bar Street, the High Street and Western Esplanade to Town Quay and the proposed new waterfront at Royal Pier. It will enhance connections to the central parks, the proposed city plaza, the Old Town and the waterfront.

The challenge is to develop the 'Spine' as a sequence of memorable spaces and create a vibrant street that is easy to get to, move through and find your way around. It must also respect features and buildings, encourage activities and stimulate and enrich the senses, whilst being distinct in its design.

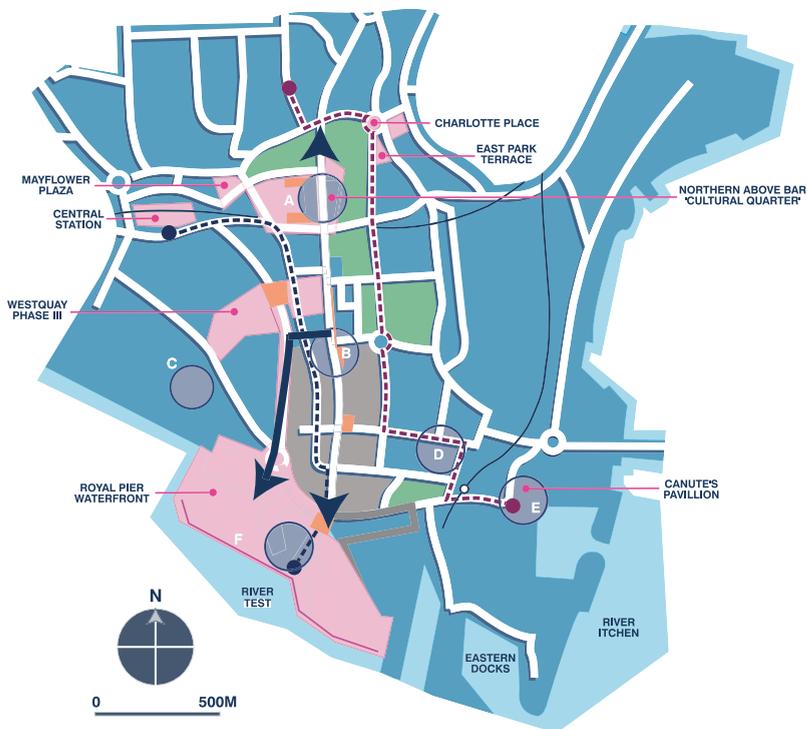
The 'Spine' will clearly put the pedestrian first among the other transport modes of cycling, public transport, service access and general traffic. The approach to the Bargate, the symbolic heart of the city centre, will be increasingly unimpeded by vehicular traffic. Streetscape improvements will enhance existing public spaces and the setting of the Bargate.

Through traffic (excluding public transport) will be restricted, but all existing servicing and access to car parks within the city centre will be maintained.

The 'Spine' will provide a memorable experience, almost unique amongst UK cities and will be comparable to any of the great pedestrian thoroughfares in Europe, such as Las Rambla, Barcelona and the Stroget, Copenhagen.

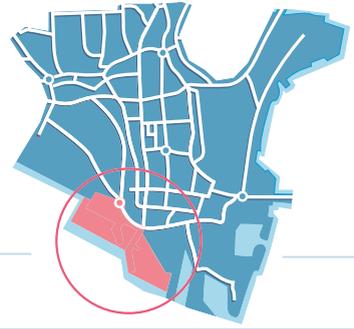
## Above Bar Precinct

One of the keynote projects identified in the Urban Design Strategy, this pedestrianised area has recently been refurbished, incorporating a simple design solution and robust natural stone.





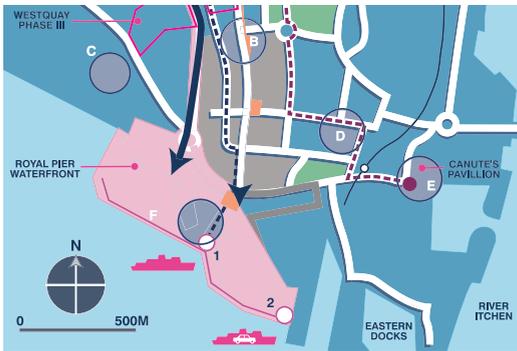
# The Waterfront



A 'window on the world'

## Royal Pier

**It is proposed that land at Royal Pier is reclaimed to create a new waterfront quarter, which will connect the city centre with the waterfront and retain the historical maritime ambience associated with the Old Town. The aim is for a waterfront of distinction and international identity.**



The new Southampton waterfront will be rivaled by few other major cities. The proposed 19ha area will incorporate a mix of uses:

- Residential use.
- More public open space and enabling the Boat Show to be accommodated on one site, safeguarding its future in the city.
- A continuous 1.3km public promenade, along which there will be an events space, public square, new marina, bridge, piers, public art, ferry terminals (bus and taxi interchange facilities) and panoramic views of Southampton Water.
- Access off the promenade to a range of leisure facilities, mostly bars and restaurants, providing a focus for evening activities as part of the night time economy.
- Hotels, offices and convenience retail to service the new community.
- The new, relocated car and pedestrian ferry terminal will provide transport interchanges with buses and taxis.

Town Quay Road will be upgraded and dualled to accommodate increased volume arising from pedestrianisation and other major developments. It will be traffic managed to give the pedestrian priority to cross safely and conveniently. Avenue tree planting and high quality landscaping will further enhance the environment.

Proposals draw on examples of successful waterfront schemes such as Aker Brygge, Oslo.

## Canute's Pavilion

**Canute's Pavilion sets the standard for contemporary waterfront regeneration in the area.**

This flagship scheme will establish:

A variety of well-defined connected spaces, focusing public attention on the marina to generate an impressive backdrop to major ocean sailing events, such as Global Challenge and the Volvo Round the World Yacht Race.

A café and restaurant culture.

Convenience retailing.

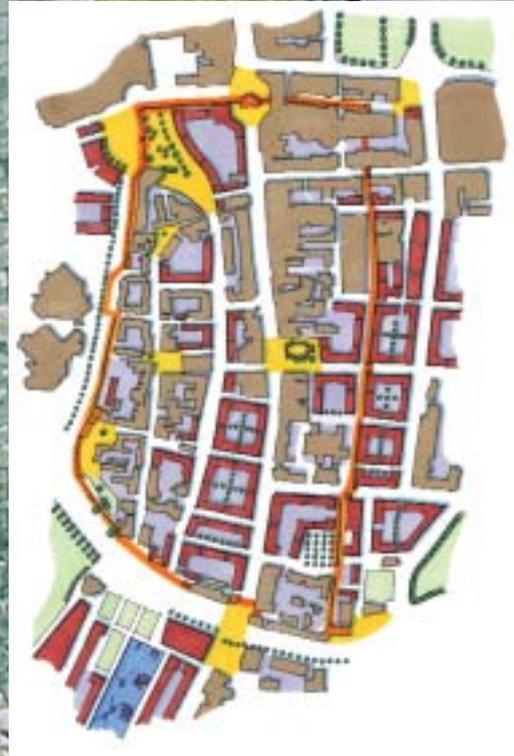
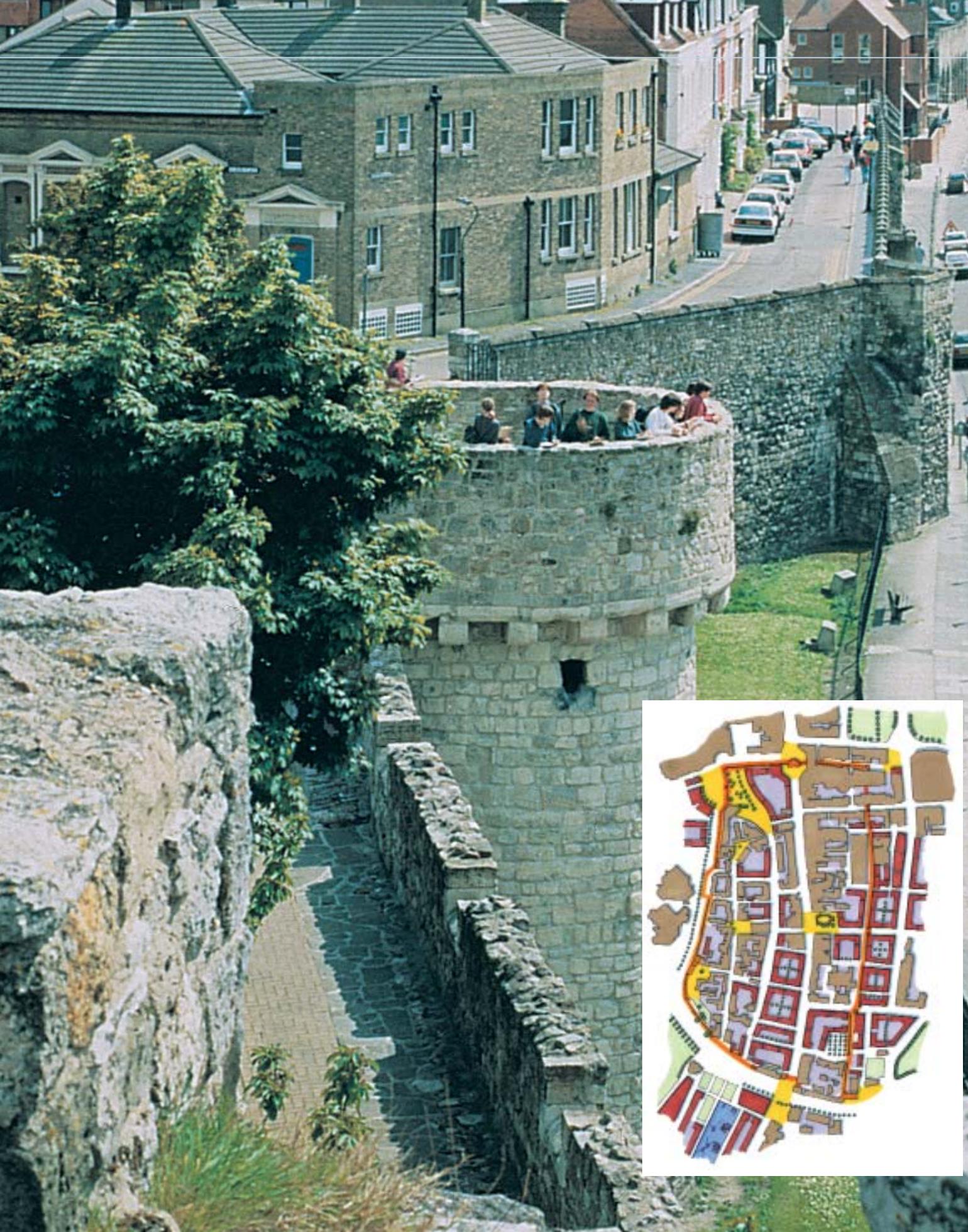
Health and fitness facilities.

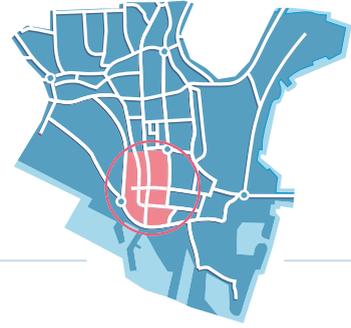
500 apartments, including key worker provision.

Top: Aker Brygge, Oslo

Middle: Proposed re-development of Royal Pier

Bottom: Artist's impression of Canute's Pavilion

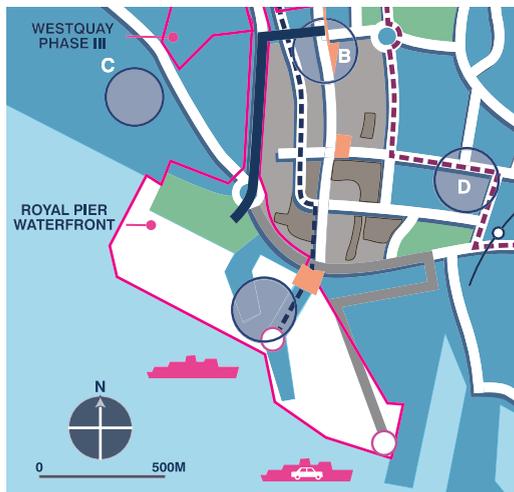




# The Old Town

## A vibrant quarter

The vision for the Old Town is to create '...a vibrant quarter at the city's heart based on its own unique historic identity, which will continue to evolve and reinforce its distinctiveness as an integral part of Southampton's identity as a successful European City'.

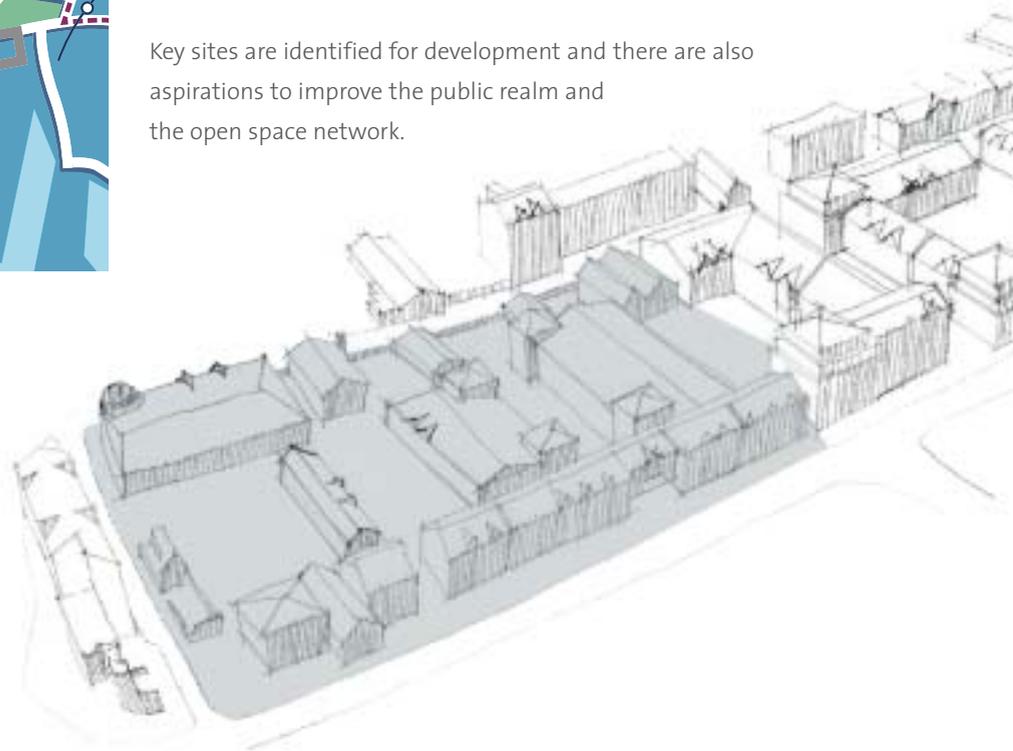


## The Old Town Development Strategy

This puts forward proposals that will provide for:

- A place that rediscovers, conserves, enhances and redefines the Old Town's historic character.
- An area connecting Above Bar and the central parks with the waterfront.
- A pedestrian and cycling priority location served by an integral public transport network.
- A range of services and facilities supporting residential, business and leisure uses.
- An identifiable 'sense of place'.
- A district that is part of the whole city experience.

Key sites are identified for development and there are also aspirations to improve the public realm and the open space network.



Left: Southampton Walls  
Inset: Illustrated vision for the Old Town  
Right: Illustration of key site

See also: Old Town Development Strategy



© Bravo Network/SCI

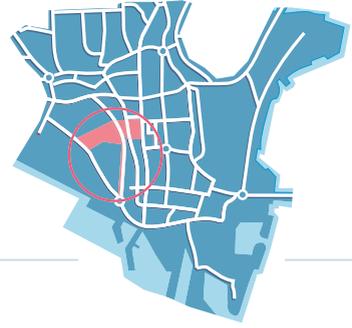


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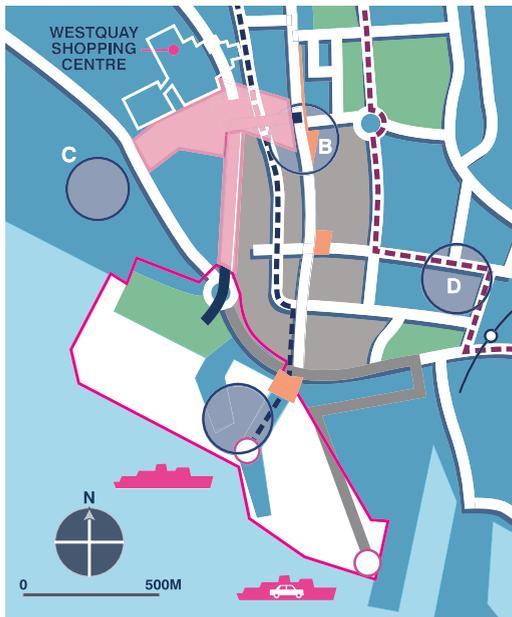


# WestQuay Phase 3

## A people's place



**This is the last phase of the redevelopment of a former, mainly industrial area that was reclaimed from the sea.**



The site is adjacent to the WestQuay Shopping Centre that has enhanced Southampton's role as a regional shopping centre. The 5ha-development opportunity includes the area adjacent to the Bargate fronting onto the High Street and adjacent to Portland Terrace, which is part of the Old Town. A mix of uses is envisaged, including:

- Retail use.
- Leisure use.
- Residential use.
- Multi-purpose arena that could provide a venue for conferences, an Olympic-size ice pad, exhibitions and pop concerts.
- Open Plaza (a special 'people's place' at the heart of Southampton) situated at the foot of the Old Town Wall. A robust and flexible space capable of holding a variety of special events, but animated by people and street-level activity, particularly retail and leisure uses, at all times of the day throughout the year.
- Flexible urban space at the top of the Old Town wall providing for a range of activities and a destination to admire the setting of the Walls and views to the west.
- Linear space along Western Esplanade which could be the subject of dramatic improvements with tree planting and the use of natural stone, lighting and signage.

Along with the Bargate, West Quay Phase 3 will form the primary night hub and heart of the night time economy, with a concentration of leisure activities.

The surrounding buildings will be designed to be both contemporary and take advantage of the unique backdrop of the medieval town walls of the Old Town. The landscape and building design treatment will be so distinctive that they will transform the image of Southampton and will be one of the most important additions ever made to the civic infrastructure of the city centre.

Left top: Proposed new ice rink  
Far left: Model of the West Quay 3 masterplan  
Left: Victoria Square, Birmingham

See also: West Quay Phase 3 Development Brief

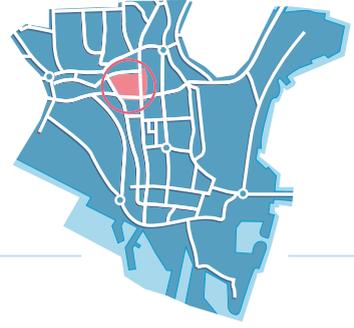


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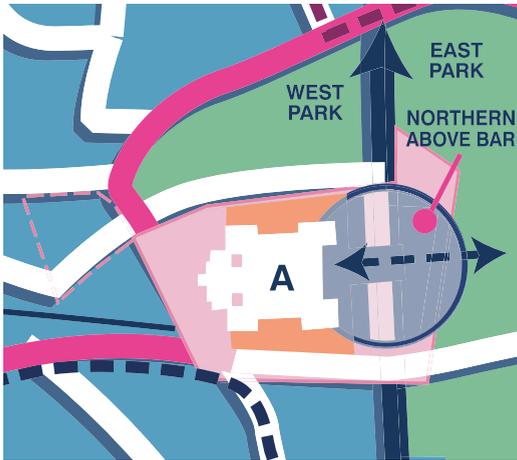


# Northern Above Bar

## The Cultural Quarter



**The regeneration of Northern Above Bar will enhance its role as a cultural and civic quarter. The area already incorporates the City Art Gallery and Library, while the Mayflower Theatre and Millais Gallery are in close proximity.**



Proposals for the area include:

- Enhancing the public realm around the Civic Centre, in particular, a new urban plaza at Guildhall Square, which will provide an improved setting for the Guildhall.
- East-West link connecting the urban plaza with East Park.
- Early redevelopment of the Tyrrell & Green building.
- Typically, redevelopment will involve residential and office uses over ground floor bar/restaurant and retail uses, which will animate and 'spill out' into Guildhall Square and Above Bar Street.
- Traffic calming and environmental improvements of the main streets within the area, in line with the draft North/South Spine Strategy.
- Further arts facilities, such as the John Hansard Gallery, performing arts, digital and media arts (City Eye) and multi-cultural facilities (Art Asia) will be sought to enhance and strengthen the area as a cultural quarter.

Northern Above Bar has been identified as a night time hub, where evening activities would be encouraged, in keeping with its promotion as a cultural quarter.

Parallels can be drawn to Temple Bar, Dublin, which is an example of a successful cultural quarter in which residents, visitors, and cultural organisations co-exist.

Left top: Square in Heidelberg  
Left middle: Street performance, Manchester  
Far left: Artist's impression of Northern Above Bar  
Left: John Fleming on the town walls

See also: Northern Above Bar Development Brief

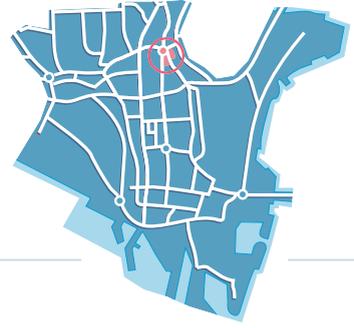


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# Charlotte Place

## Gateway to the city centre

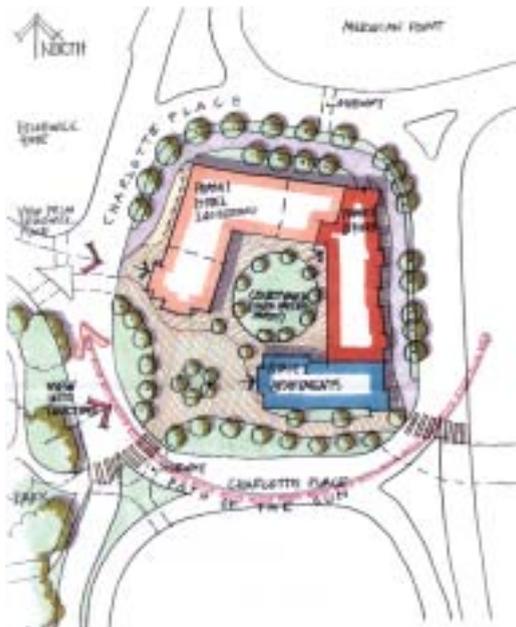


Charlotte Place marks the north-eastern approach to the city centre.



The site provides the opportunity to develop as follows:

- A key landmark building on its northern corner that relates to the scale of existing tall buildings on Brunswick Place and Dorset Street. This will add to the proposed backdrop of tall buildings fronting onto the central parks.
- A visual corridor and green landscaped link across the site, linking the central parks with St Mary's.
- A mix of commercial office and hotel use.
- Limited residential use.
- A healthy living centre, providing a range of leisure and health facilities, which is striking and innovative, is proposed for the St Mary's Road site.
- Redevelopment of the existing ambulance station and Central Health Clinic site on East Park Terrace to include a mix of commercial and residential uses.
- Proposed buildings, particularly the western frontage should look out onto the central parks and increase in scale towards Charlotte Place.
- Taller buildings of significant scale will be encouraged in keeping with all new development fronting onto the central parks.
- At-grade crossings, which are proposed as part of the gyratory traffic light scheme at Charlotte Place, will replace the existing subway pedestrian links, connecting St Mary's with the central parks.



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Left top: New offices, Cardiff Bay  
Left middle: Artist's impression of the new development  
Main image: Commercial office development  
Above: Plan of proposed development

See also: Southampton: City Centre Urban Design Strategy



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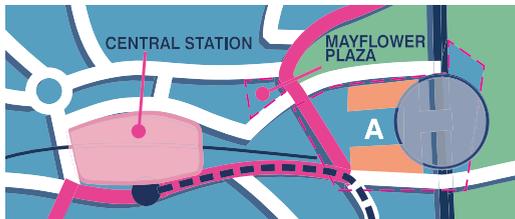
© Paul Rafferty/VIEW



# Central Station

## The arrival gateway

**Southampton Central railway station is a key gateway and point of arrival for the city and is situated at the heart of an office quarter. The redevelopment of the Southampton Central Station for commercial development and to provide a new public transport interchange of contemporary design will provide both a landmark development and appropriate sense of arrival.**



The proposed scheme would incorporate:

- A bold, new public plaza north of the station with the reconfiguration of car parking facilities and enhancement of pedestrian and cycle links.
- Upgrade of the public realm and state-of-the-art public transport interchange facilities, involving taxis and buses to the south.
- Further high-rise office development, reinforcing the area as a commercial quarter.

Parallels can be drawn to the Eurostar station and commercial quarter in Lille, France, which provides a high quality arrival point to the city.

## Mayflower Plaza

This is proposed to be developed as a mixed-use site. It will highlight how contemporary architecture can strike an upbeat note for development in the city, which regardless of its sheer scale, responds to its context. The proposed development makes use of the brownfield land and excellent accessibility to public transport interchanges, and will provide for mixed-use living and working close to the civic and cultural heart of the city.

Main: TGV Station, Avignon, France  
Top left: Bus shelter, Amsterdam, Holland  
Top right: Eurostar station, Lille, France

See also: Southampton: City Centre Urban Design Strategy



# Accessibility

**Transport links will be improved to ensure that the city centre can be easily reached by all travel modes (road, rail, and ferry). Within the core central area (bounded by the inner ring road) priority will be given to pedestrians, cyclists and public transport users. There will be a provision of safe and attractive pedestrian facilities, as set out in the North/South Spine Strategy, to ensure that easy, commodious and safer walking will predominate.**



Above: A uni-link bus

## Shuttle buses

Increasing pedestrianisation will go hand-in-hand with public transport enhancements, as outlined in the city's Local Transport Plan. Fast, free and frequent shuttle buses link key bus, rail and ferry interchanges with the city centre. In the medium term, this service will be increased to provide better connections with more of the central area.

## Bus services

High quality public transport services to, and within, the city centre will offer an increasingly attractive alternative to the private car. Frequent bus services on the main radial routes already provide regular access to the heart of the city, but the reliability of services and information about them will be enhanced.

## Nightlink bus service

The night time economy is already supported by the 'Nightlink' bus service which includes the late night Uni-link services, and this will be extended to link with more of the outlying areas of the city.

## Park & Ride

This is planned in the medium term, but it will need to be developed in tandem with further traffic restraint in the city centre.

## Private cars

The use of private cars for commuting will be managed, in order to keep the network available for business, retail and leisure users. Car park quality and security will be improved.

## Freight deliveries

Freight deliveries to the city centre are to be carefully planned and accommodated to reduce the impact on the environment. In the longer term, seamless public transport services will connect the city centre with the whole of the south Hampshire area, from Hythe in the west to Portsmouth in the east. They will provide a viable alternative to the private car and relieve pressure on the M27, and other motorways. This will be achieved through an integrated approach to provision over the wider area through Solent Transport, with the implementation of elements of the South Coast Multi-Modal study and through specific initiatives, such as the development of integrated ticketing.

See also: Local Transport Plan

# LEISURE WORLD ODEON



nightlink



# City Centre Management

A place that welcomes and is well looked after

**The management of the city centre will be increasingly supported by the private sector as more businesses take ownership of their environment. A wide range of companies from all sectors will be involved, including landowners, the transport industry, leisure and culture, commercial agents, the service sector, large city centre employers, and the media. New city centre management arrangements are in place to take on an increasingly high profile role of championing the city centre vision leading to a shared sense of ownership of the management of the city centre.**

Key achievements to be sought, include:

- Development of themed areas, such as speciality shopping on East Street and a restaurant quarter on Oxford Street.
- Modern and attractive pedestrian signing to help visitors find their way around the city.
- Easy accessibility for the disabled, elderly and young families.
- Perception of the city centre as a safe place to visit and trade.
- High quality and attractive Christmas events and entertainment.
- Attractive and cared for city centre with improved maintenance programmes in core areas.

Development of the evening and night time economy is sought for a broad mix of activities to attract a wide audience and range of age groups:

- Evening and night time activity to be concentrated in designated zones, away from residential area. These will be linked together by safer pedestrian routes, avoiding residential areas that are sensitive to late night noise and disturbance.
- The late night zones are located around the Bargate and Leisure World. These are linked via West Quay Phase 3 and the City Plaza. The location for evening activity is around Oxford Street, Town Quay (eventually Royal Pier), Bedford Place and the proposed cultural quarter at Northern Above Bar.
- City Centre Management will be working closely with the shopping centres and High Street stores to develop evening opening, with many shops open late six nights a week.
- Investment by high quality cafés and restaurants will be actively encouraged.
- Night buses are to be self-financing and shuttle buses, sponsored by commercial beneficiaries, will be operating at the weekend between Bedford Place, the High Street and Leisure World.
- The badged city centre cleansing team will be operating a three-shift system, working through the night to ensure that streets are kept clean.

A range of people, including families and elderly people, will want to visit the city centre at all times, simply because it is pleasant to do so. There will be places to shop, browse, read and watch. A range of activities and a civilised ambience will be achieved.

Main image: Leisure World  
Clockwise from top left: Southampton Above Bar precinct; Nightlink Bus service; Oxford Street Restaurants; Street Cleaning; Eating al fresco

See also: City Centre Management Steering Group Business Plan (2002/03)  
Southampton Night Time Economy: Five-Year Strategy and Plan Final Report



# Cultural Capital of the South

**From the sparkling new St Mary's football stadium to the iconic medieval Bargate, the city centre's huge range of events and facilities, as well as its built form, help to define its character on a local, regional and international stage.**

**The diversity and quality of Southampton's cultural, leisure and sporting activities place the city at the forefront of leisure opportunities in the south. They are an essential ingredient of this lively and vibrant city.**

**The city centre is in a state of constant renewal. As new influences are brought to bear, it needs to respond, renew and position itself to maintain prominence.**



Main image: St Marys Football Stadium  
From top left: Yacht race; Mayflower Theatre;  
Clubbing at Jongleurs; 'Enclosure' by Paul de  
Monchaux; 'The Child of the Family' by Danny Lane;  
Art Asia's children's dance group

Through the development of the Cultural Strategy, a partnership with providers and stakeholders, new opportunities are being identified which will strengthen and refocus the city's provision. Key projects identified in the Cultural Strategy are:

- Creation of a Cultural Quarter in Northern Above Bar, securing new performing and community arts facilities, consolidating the city's status as the regional cultural capital.
- A new heritage visitor attraction, telling the story of Southampton from ancient times to the present day. It will showcase a vast collection of artifacts which illustrate the city's rich and diverse past, whilst promoting the ways in which cutting edge businesses are taking us into the future.
- A new multi-purpose facility with a capacity for up to 7,500 visitors for exhibitions and music, trade shows and conferences, and ice hockey and skating. Aimed to attract people from across the south of England, this facility will be the best of its kind in the country.
- Creation of a healthy living centre in Charlotte Place. This will provide facilities and support to help local people maintain and improve their physical and mental wellbeing.

The city's exceptional central parks, recently renovated with funding from the Heritage Lottery Fund and the city council, will continue to provide an essential element of city living, in creating safe and peaceful recreational zones.

Southampton's maritime heritage has given shape to its built form and the historic buildings, in particular, will be given renewed prominence. They will form the backdrop for residents and visitors alike to enjoy and appreciate the city.

Public art will interpret and add quality to the built environment of the city, through agreements with developers, involving artists throughout the design progress and through innovative approaches to the street scene.

A programme of community, regional and international events will celebrate the city's great maritime heritage from the Pilgrim Fathers to ocean liners and global yacht races.

All of the above will confirm the reputation of the city as a major centre of culture and tourism in the UK. It will also confirm the role of the city centre in attracting significant numbers of visitors and strengthening the city's economic infrastructure and international profile.

# Implementing the Vision

**The renaissance of the city centre will require resources, capable management and imaginative vision. Success will only be achieved by the city council, city centre stakeholders, developers and landowners co-ordinating their efforts in the spirit of constructive teamwork or partnership. It is also important to engage citizens, particularly city centre residents, in the process and implementation of the vision. The successful renaissance of the city centre should be to the benefit of communities both within and outside the city centre.**

The city council is an essential catalyst to harness the skills, resources and commitment of the public and private sectors and other stakeholders to achieve this vision.

Early impact of the City Centre Vision is needed to create a ‘critical mass’ to further enhance the image of the city centre, in addition to the benefits that have arisen from the opening of the WestQuay. This may come from the progress being made on the West Quay Phase 3 proposals. In taking the vision forward, active partnerships will be sought:

- Organisations, such as the Southampton Partnership and some of the individual organisations that it represents who have a stake in the city centre, such as Southampton City Primary Care Trust and the Southampton Institute.
- Public bodies, such as the South East England Development Agency (SEEDA), English Heritage, the Arts Council for England and The Crown Estate.
- Private developers, landowners, residents’ groups and local neighbourhood partnerships.
- City Centre Management Board and the cross-section of city centre stakeholders that it represents.

See also: Southampton City Council Medium Term Plan (2003-07).

Timescales for key elements of the vision show what is likely to be achieved over the next five to ten years. Other projects will come on stream as the vision is increasingly realised.

Development Timescales	2003	2004	2005	2006	2007	2008	2009	2010	2011
WestQuay Phase III									
Northern Above Bar (1st Phase)									
Royal Pier									
Charlotte Place									
Pedestrian Improvements									

# Annex

## City Centre Profile

### Resident Population

The city centre resident population is estimated to be 17,118 by 2006.

	2002	2003	2004	2005	2006
<b>Bargate</b>	14,616	15,501	16,468	16,898	17,118

Source: HCC small area population forecast 1999 base update.

Based on the old ward of Bargate as a proxy for the city centre.

### Working Population

The number of people working in the city centre is approximately 52,760.

Bargate Ward, as a proxy for the city centre, has a unique set of characteristics. Geographically situated in the centre of Southampton, 46% of the city's jobs are located in the ward. From the 1991 Census of Population (special work place statistics) we know that approximately half the number of people working in the ward commute in from outside Southampton; the remainder travel in from elsewhere in the city. Those who live and work in the Ward account for 3.5% of employees.

### Scale of anticipated development

Significant growth is expected in the city centre arising from the scale of anticipated major development schemes.

Proposed Development	Development Area (ha)	New Jobs	Office (m <sup>2</sup> )	Leisure/Retail (m <sup>2</sup> )	Hotel (beds)	Residential (units)	Approx Development Value £m
WestQuay Phase III	5.3	720	0	20,000	180	230	110
Northern Above Bar (1st Phase)	0.36	900	0	2,800	0	110	20
Northern Above Bar (Remainder)	1.64	500	6,000	4,855	0	140	50
Charlotte Place (Gyratory Site)	0.63	500	7,000	0	240	36	30
Healthy Living Centre	0.31	125	0	4,000	0	0	5
Royal Pier	20.3	770	4,000	13,800	210	1,820	300
Other Projects	0.86	970	14,775	4,500	0	200	88
<b>Total</b>	<b>29.4</b>	<b>3,675</b>	<b>31,775</b>	<b>49,955</b>	<b>630</b>	<b>2,642</b>	<b>603</b>

NB West Quay Phase 3 scheme is currently being revised. 'New Jobs' assumes the following: 1) Offices = 1x18m<sup>2</sup>; 2) Retail/leisure = 1x32m<sup>2</sup>; and, 3) Hotel = 1x2 beds.

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## City Centre Profile

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### Travelling to Southampton City Centre

#### Road

The M25 can be reached within one hour.

#### Rail

Southampton Central railway station is the hub of the region's rail network. Frequent services operate from many destinations throughout the country, including direct daily services from Scotland. Other principal direct train services include London, Basingstoke, Bournemouth, Poole, Bath, Bristol, Cardiff, Chichester and Gatwick Airport.

#### Coach

The number of National Express coach passengers travelling to Southampton has increased by 15% over the past year, with 135,000 passenger journeys.

#### Air

Southampton International Airport is one of Europe's most modern regional airports and the premier business airport for central southern England. Its dedicated railway station is served by frequent trains (Waterloo-Southampton), providing one of the shortest train-to-plane connections of any European airport.

#### Sea

Southampton holds the accolade of not only being the UK's leading vehicle-handling port, but has also long been the UK's premier cruise port, handling over 370,000 passengers during 2002, an increase of 12% on the previous year. The city has two dedicated cruise terminals with first class reception facilities and acts as the home port to all P&O and Cunard UK cruise vessels. It also plays host to the promotion of many cruise lines' new vessels, naming ceremonies and promotional calls. P&O have confirmed Southampton as its principal UK cruise port for the next 10 years. Work on a major reconstruction of P&O's Mayflower Cruise Terminal will begin in 2003.

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## Travel within Southampton

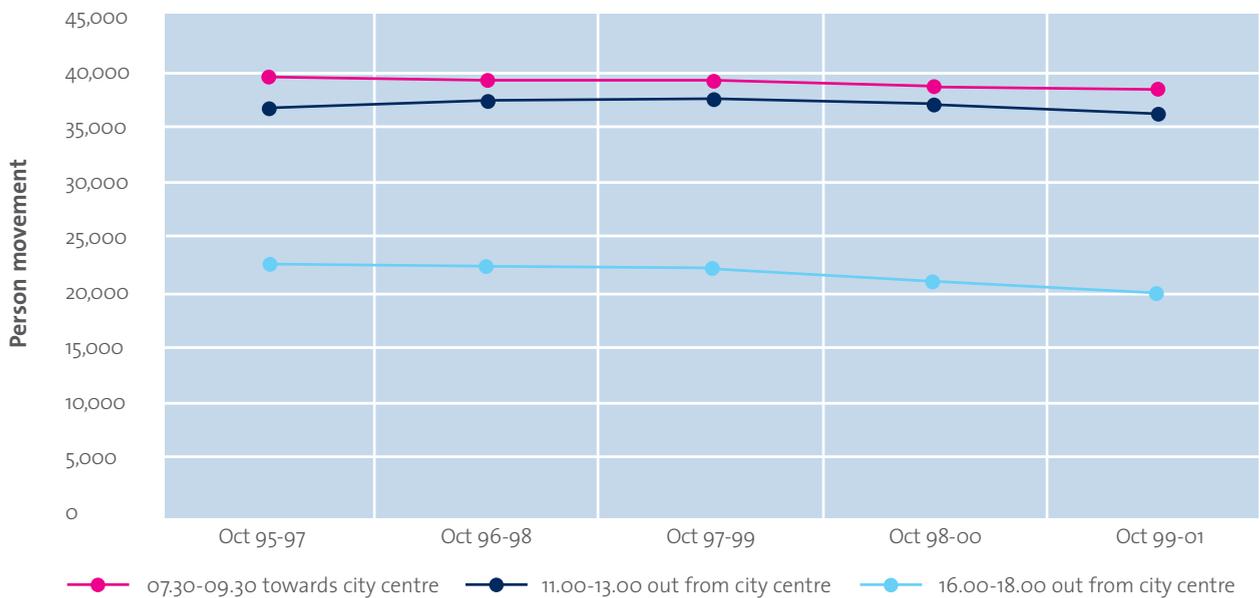
Southampton city centre is well served by public transport. Up to 40 different bus routes run through the city centre's Above Bar Street. During the week, most services operate at least every 30 minutes, or more frequently. Annually, there are over 20 million bus passenger journeys throughout Southampton.

A City Link Shuttle bus connects Southampton Central railway station directly to WestQuay, the city centre and Town Quay ferry terminal every 10 minutes during shopping hours. A survey carried out in November 2000 suggested that one million passengers were using the service per year at that time. This figure is believed to have since increased. Additionally, the city council introduced Nightlink bus services in December 2001, with one service operating to the east of the city and one to the west. Buses operate every thirty minutes between midnight and 02:30 on Friday and Saturday nights. The service has been a great success with between 1,000 and 1,5000 people using it each month.

## City Centre Profile

### Transport flows to/from the city centre

Transport flow information provides an indication of the number of people entering and leaving the city centre.



- Traffic flow approximately doubles during peak hours compared with off-peak periods.
- Numbers entering the city centre during the morning rush hour have dropped slightly.
- More people are staying longer than just lunchtime and not all are leaving as soon as work finished, possibly staggering working hours or enjoying what the city centre has to offer in terms of early-evening entertainment/nightlife.

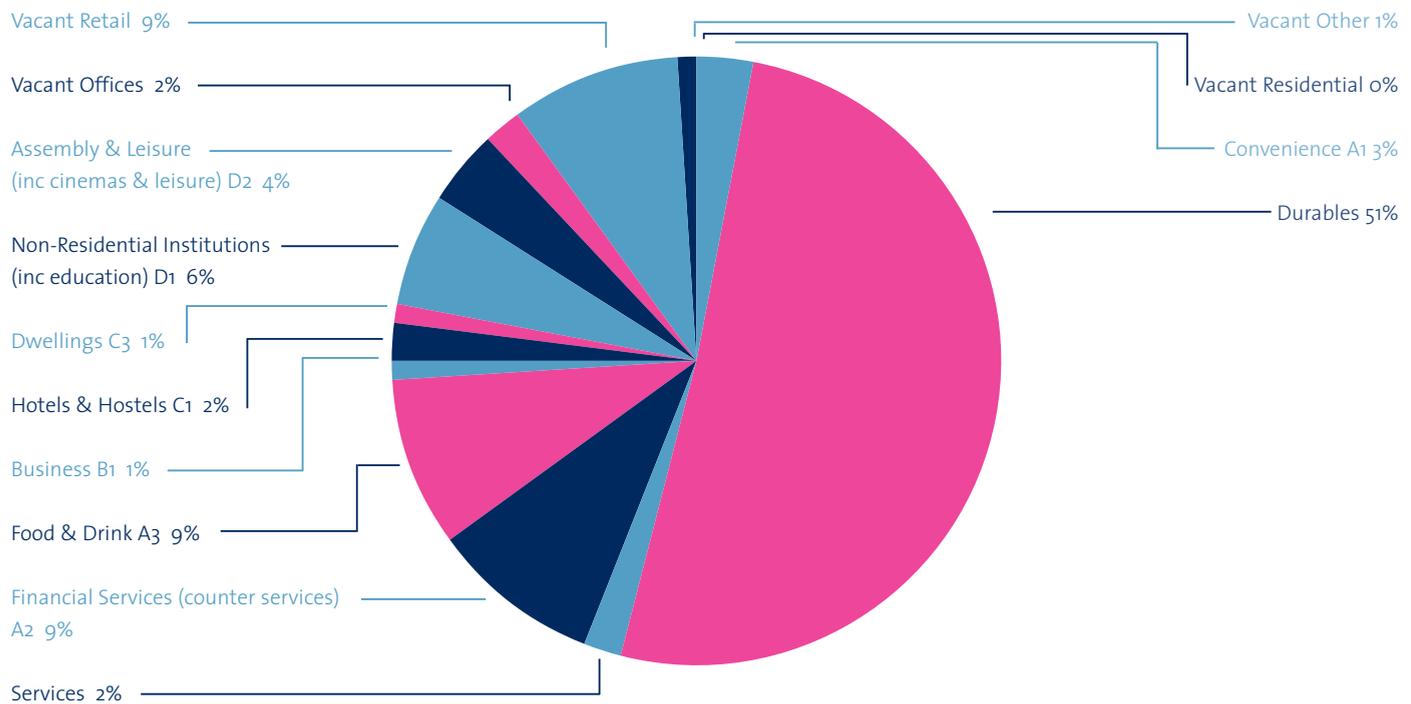
### Car park availability

The city centre has:

- 7,398 multi-storey, off-street car parking spaces, which are mainly long-stay.
- 2,652 off-street surface car parking spaces, which are a mix of short and long stay.
- 500 on-street car parking spaces for parking up to four hours.

# Diversity of Land uses

## Percentage share of total floor space



- Within the retail core, durable retailing (51%) and food and drink (9%) are key components of the mix of uses, along with financial services (10%).
- The number of retail units stands at 726, with a total floor space of 446,229m<sup>2</sup>.
- Within the wider area of the city centre, i.e. Bargate Ward, there are 4,920 residential units.

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## Retail performance

- From a league of over 1,200 retail centres in the UK, produced by Experian in 2002 (surveyed 2001), Southampton is ranked as seventh for 2001/02.
- Southampton's competitors are now on a national, rather than regional level. The three chosen comparison centres – Nottingham, Cardiff and Edinburgh – have not seen such significant improvements in their rankings since 1997/98, illustrating that Southampton has increased its ranking on its own strengths.

## Leisure venues within the retail core

- 69 restaurants/coffee bars/fast food and take-away outlets
- 20 public houses
- 2 night clubs
- 3 amusement arcades
- 2 hotels
- 3 sports/health clubs
  
- It is estimated that two years ago, approximately 50,000 people visited Southampton on Friday and Saturday evenings – generating approximately £660,000 of business per night. 80% of respondents in the 2001 Southampton Feedback Panel Survey visited the city centre after 6pm, with theatre, cinema, eating, shopping and drinking being the main reasons. 20% visited once a week and just under 25%, once a month.
- Southampton's central parks enhance to the city centre by providing vast green open spaces. The parks have now been returned to their full Victorian glory.
- Southampton City Art Gallery is the finest gallery in the South of England and is internationally renowned for its impressive collection of 20th century works by British artists. Housed within a beautiful example of 1930's municipal architecture, the Gallery is fortunate in possessing a rich and varied collection of fine art. The collection numbers over 3,500 works and spans six centuries of European art history.

## Contact Information

### **City Centre Vision – general**

Tim Levenson

Head of City Development & Economy

Tel: 023 8083 2550

Email: [t.levenson@southampton.gov.uk](mailto:t.levenson@southampton.gov.uk)

### **North/South Spine Strategy**

Darren Shorter

Principal Urban Designer

Tel: 023 8083 4515

Email: [d.shorter@southampton.gov.uk](mailto:d.shorter@southampton.gov.uk)

### **Above Bar Precinct / City Centre Management**

Ian Rothwell

City Centre Manager

Tel: 023 8023 6460

Email: [i.rothwell@southampton.gov.uk](mailto:i.rothwell@southampton.gov.uk)

### **Royal Pier / West Quay Phase 3**

Richard Smith

City Development Manager

Tel: 023 8023 2588

Email: [r.smith@southampton.gov.uk](mailto:r.smith@southampton.gov.uk)

### **Canute's Pavilion / Old Town Development Strategy / City Centre Urban Design Strategy / City Centre Development Design Guide**

Kay Brown

City Design Manager

Tel: 023 8083 4459

Email: [k.brown@southampton.gov.uk](mailto:k.brown@southampton.gov.uk)

### **Northern Above Bar / Charlotte Place / Mayflower Plaza**

John Cubbin

City Development Manager

Tel: 023 8083 4380

Email: [j.cubbin@southampton.gov.uk](mailto:j.cubbin@southampton.gov.uk)

### **Accessibility / Central Station**

Rod Anderson

Head of Transport

Tel: 023 8083 2435

Email: [r.anderson@southampton.gov.uk](mailto:r.anderson@southampton.gov.uk)

### **Cultural Capital of the South**

Paul Mawson

Head of Leisure, Libraries & Culture

Tel: 023 8083 2882

Email: [p.mawson@southampton.gov.uk](mailto:p.mawson@southampton.gov.uk)

