



# SOUTHAMPTON CITY STREETS

## Implementing the City Centre Masterplan

September 2012

# Southampton City Streets

## FOREWORD



*Impression of the new entrance on the northside of Southampton Central Station*

It gives me great pleasure to introduce you to our City Streets prospectus. Implementing the schemes shown in this document will provide the infrastructure 'backbone' needed for development in Southampton, attracting new jobs in difficult economic times.

By making our streets more attractive and more people-friendly, key development sites around the city, the VIP's (Very Important Projects) identified in the City Centre Masterplan, can be brought forward more quickly.

We have already been talking to businesses about these schemes. So far the soundings are very encouraging: there is a growing understanding that both to attract businesses that create jobs, and to hold onto an increasingly well-educated workforce, the City Centre must be an vibrant place to live and work.

We look forward to working with the Solent Local Economic Partnership, Transport for South Hampshire, the Department for Transport and other partners to promote these schemes.



**Cllr Asa Thorpe**  
Cabinet member for Environment and Transport  
Southampton City Council

# Southampton City Streets

## INTRODUCTION

The schemes set out in this prospectus have emerged from a period of consultation and analysis. In March 2012, the Council launched its City Centre Masterplan at St Mary's stadium in front of representatives from 400 local businesses. The plan recommends that to accommodate growth these transport objectives should be met:

- Developing a modern access infrastructure with capacity to support the anticipated growth
- Providing necessary modal shift to deliver growth
- Significantly improving and extending the quality of the pedestrian environment
- Improving bus facilities and services to service an extended city centre
- Making access to and within the city centre cycle-friendly
- Managing parking in scale and use to ensure its provision is efficient
- Improving transport interchange and arrival experience at and around Central Station benefitting a principal regional city

The City Streets schemes set out here will meet these objectives, in tandem with a programme funded through successful bids to the DfT's Local Sustainable Transport Fund and now up and running in both in Southampton and across the region through TfSH.

Our approach is supported by a variety of recent studies and publications including *Hidden Potential: Fulfilling the Potential of Mid-Sized Cities* from Centre for Cities (June 2012), and *Re-imagining Urban Spaces to help Re-vitalise our High Streets* from the Department for Communities and Local Government (July 2012). Further modelling work will also be carried out to ensure good junction capacity across the city.

We strongly believe this approach fits well with the DfT's new localised approach to major schemes funding. To this end we are working with our delivery partners to bring these schemes to outline design quickly, and will be supplementing the WebTAG appraisal methodology with clearly modelled links between these improvements and job creation.



*View of the recently improved Oxford Street in Southampton*

Nine schemes are set out here. Some, like Platform Road, are funded and due to begin construction in the next twelve months. Each scheme addresses specific problems that relate to severance of local communities, and to business needs. Together these schemes become much more than the sum of their parts: they will bring about a transformation of the urban core of the city.

**“ To support the reconfiguration of their urban cores, mid-sized cities should prepare bespoke proposals to Government around transport and skills development. ”**

Hidden Potential, Centre for Cities, June 2012.

## Southampton City Streets

# 1 PLATFORM ROAD



Before



...and After

“**Improvements to the highways network will create a network of streets which are easy to cross, and are attractive to pedestrians, cyclists, bus operators and taxis whilst still providing efficient access to new and existing businesses such as the international port, and the retail and leisure/entertainment sectors.**”

City Centre Masterplan, March 2012.

Links to VIP Sites:

Royal Pier Waterfront, Itchen Riverside

Jobs: 360 direct

The gyratory system around Queen's Park becomes congested during busy travel periods. Increasing activity within the Port of Southampton - particular within the cruise industry - is affecting the frequency and intensity of this congestion. This hinders local businesses, residents and visitors to the city. It also impedes the possibility of further growth for key local employers, including the Port of Southampton, as well as further city centre regeneration.

The Port of Southampton Master Plan predicts further increases in activity over the period to 2030, including two million cruise passenger movements per annum. The Port of Southampton is important to the local and wider UK economy. Each cruise ship call is estimated to generate £2 million of economic activity. The Port is also the largest export location for new cars and a vital part of the logistics chain, supporting UK manufacturing industry. Good access to and from the Port is essential to maintain its competitive advantage.

### Aims

The works primarily aim to reduce traffic congestion along Town Quay, Platform Road and the surrounding road network for the benefit of local businesses, residents and visitors. The improvement works will provide essential infrastructure to accommodate further growth in port activity, and support economic growth in the city centre - including the Royal Pier Waterfront and Town Depot regeneration sites. Other benefits include improved access into Queen's Park and public realm enhancements in Queen's Terrace.

Regional Growth Funding has been secured from Central Government along with contributions from the City Council and Associated British Ports to deliver the scheme. The scheme will directly support 360 new jobs over the period to 2020.

### More details at:

[www.southampton.gov.uk/platformforprosperity](http://www.southampton.gov.uk/platformforprosperity)

# Southampton City Streets

## 2 STATION QUARTER

As it stands, Southampton Central Station and the immediately surrounding area offers a poor sense of arrival for visitors to the city, little sense of interchange with the bus network, weak connectivity with the cities main cultural and shopping quarters and little sense of being a place in its own right.

### Aims

The project has three distinct phases offering a wide range of improvements from public realm enhancements to major development proposals. The objective is to create an arrival experience fit for a major city including much improved way funding, a better transport interchange and new public spaces that will make it a place to linger as well as work. The development proposals will make over 18,000 sqm of commercial space available estimated to create around 2000 job opportunities plus a hotel and 190 new homes. Each has the opportunity to be linked to the local District Heating Network.

**PHASE 1:** These works, to the North of the station, are largely funded, and include a major upgrade to the station forecourt, vastly improved interchange with the bus network at Wyndham Place and an amphitheatre outside Frobisher House. Work is due to begin in the summer of 2013.



Before



...and After

**PHASE 2:** will see the walking routes to the North of the station upgraded, parking rationalised, a new promenade link to the Mayflower Theatre and cultural quarter beyond, and new community-led gardens at Bletchydnen Terrace.

**PHASE 3:** will introduce major changes to the south of the station based around a remodelling of Western Esplanade and Mountbatten Way. This will create a substantial mixed use development opportunity offering circa 2000 job opportunities, an enhanced "Station Boulevard" to the heart

### More details at:

[www.southampton.gov.uk/futuresouthampton](http://www.southampton.gov.uk/futuresouthampton)

### Links to VIP Sites:

Station Quarter & Western Gateway; Mayflower Halls

Jobs: 300 retained (currently vacant)  
1,500+ created

XXm<sup>2</sup> New retail/leisure/residential

# Southampton City Streets

## 3 CIVIC CENTRE PLACE

The area around the Civic Centre suffers from a road layout severing it from surrounding districts, making access unnecessarily difficult. A new facility, Sea City Museum, recently opened and footfall is rising. The arrival in 2015 of a major arts complex on Guildhall Square makes even more urgent the need to re-configure the network of streets serving this designated Cultural Quarter.

### Aims

This scheme complements the Station Quarter scheme, extending the high quality pedestrian links to the Civic Centre, the Cultural Quarter, the QE2 mile and the Central Parks. Spatial analysis and modeling has been undertaken.

A new public space outside the Civic Centre will be created, while the street network will move from a poor quality environment to one with high quality public space including wider walkways, clear cycling routes, and upgraded routing for buses. New Road will be closed to through traffic to reduce severance.

### More details at:

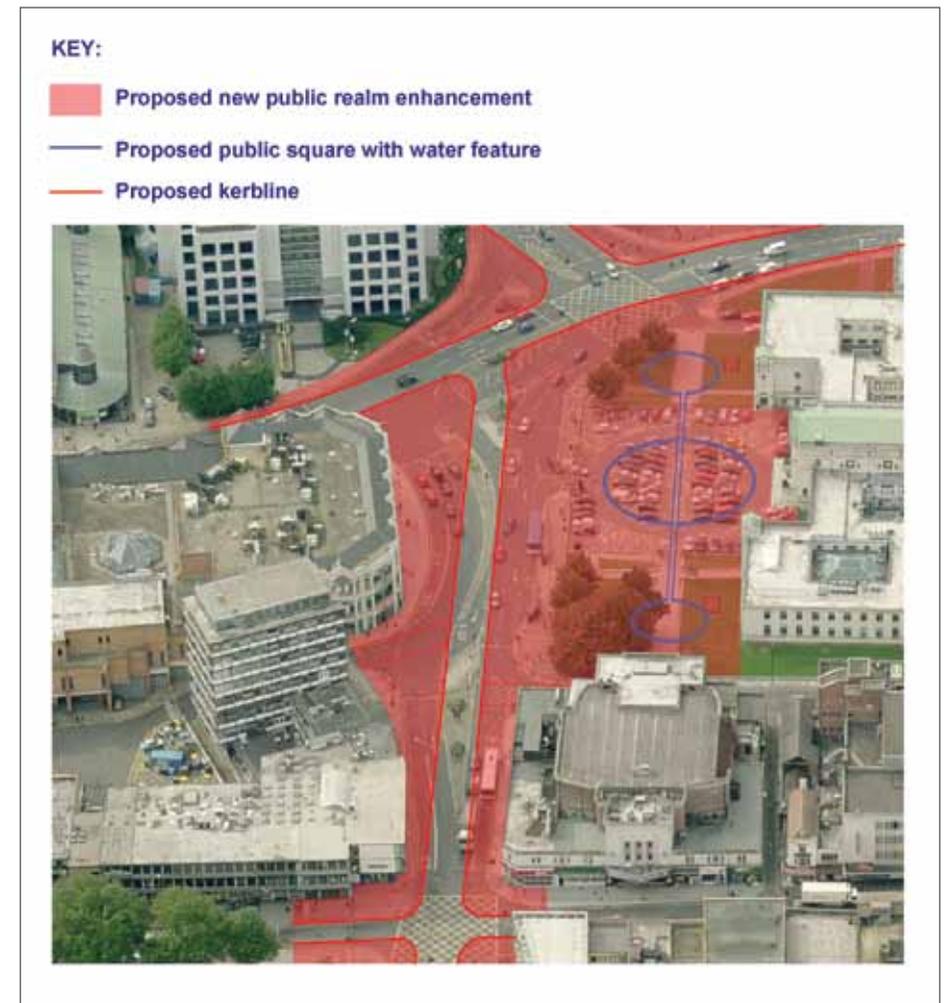
[www.southampton.gov.uk/futuresouthampton](http://www.southampton.gov.uk/futuresouthampton)



Before



...and After

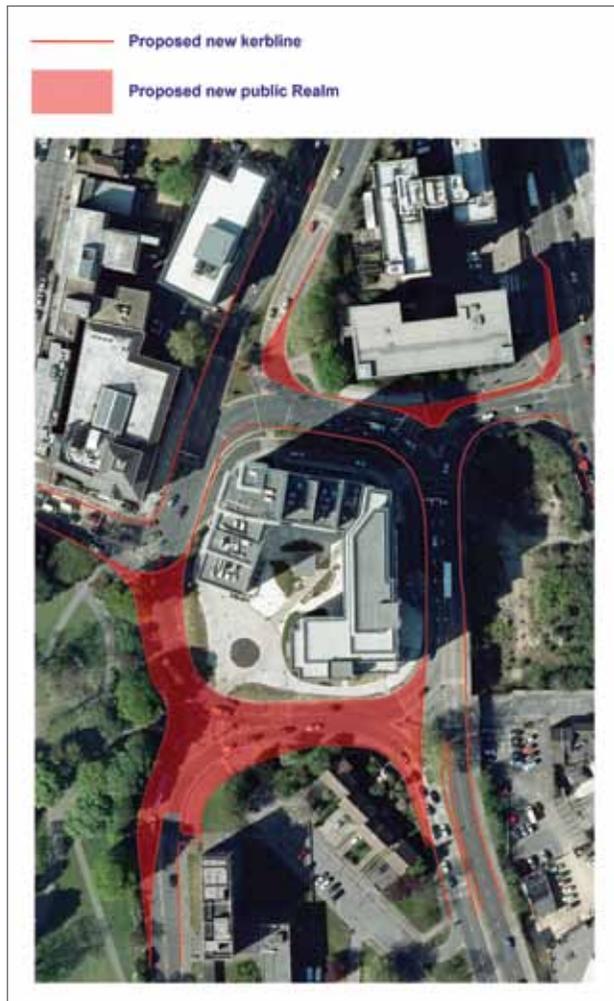


Masterplan

Links to VIP Sites:  
Cultural Quarter (Arts Complex)  
Jobs: tbc

## Southampton City Streets

# 4 CHARLOTTE PLACE & NORTHERN RING ROAD



Masterplan

The Northern Ring Road and Charlotte Place are busy traffic routes that are crossed by a number of important and high volume pedestrian routes. The burgeoning district of popular cafes, restaurants, bars shops and clubs in Bedford Place and London Road lie just to the north, together with significant residential areas and the Royal South Hants Hospital. These generate high volumes of pedestrian and cycle activity to and from the Central Parks. Cultural Quarter and other parts of the City Centre to the south. However, the current road layout creates an intimidating and unsafe environment for these important pedestrian and cycle movements.

### Aims

The scheme aims to change the design of the streets to create a much more attractive environment for pedestrians and cyclists, whilst still recognising its requirement as a traffic route. At Charlotte Place, we are examining options to remove sections of the gyratory to reduce severance and fully integrate the Central parks into Charlotte Place itself. This would also significantly improve pedestrian linkage between the City Centre and the Royal South Hants Hospital and Newtown / Nicholstown residential areas.

On the Northern Ring Road, wider pedestrian crossings will be provided, which are much less intimidating to use and should improve the poor road safety record. The footway on the northern side will be widened with additional trees planted to complement the mature trees immediately to the south in the Central Parks. Traffic signing and road markings will be minimised to reduce clutter and visual impact. This will create the feel of a boulevard

### More details at:

[www.southampton.gov.uk/futuresouthampton](http://www.southampton.gov.uk/futuresouthampton)



Example of imaginative public realm,  
Piccadilly, Manchester

Links to VIP Sites:

Cultural Quarter (Arts Complex)

Jobs: tbc

# Southampton City Streets

## THE ENABLING INFRASTRUCTURE

### 1 Platform Road



...see page 4

### 2 Station Terrace



...see page 5

### 3 Civic Centre Place



...see page 6

### 4 Charlotte Place Northern Ring Road



...see page 7



# The City Centre Masterplan

Offices/workspace: 250,000 - 300,000 sq m  
(175,000 sq m by 2026)

Retail: 150,000 sq m  
(130,000 sq m by 2026)

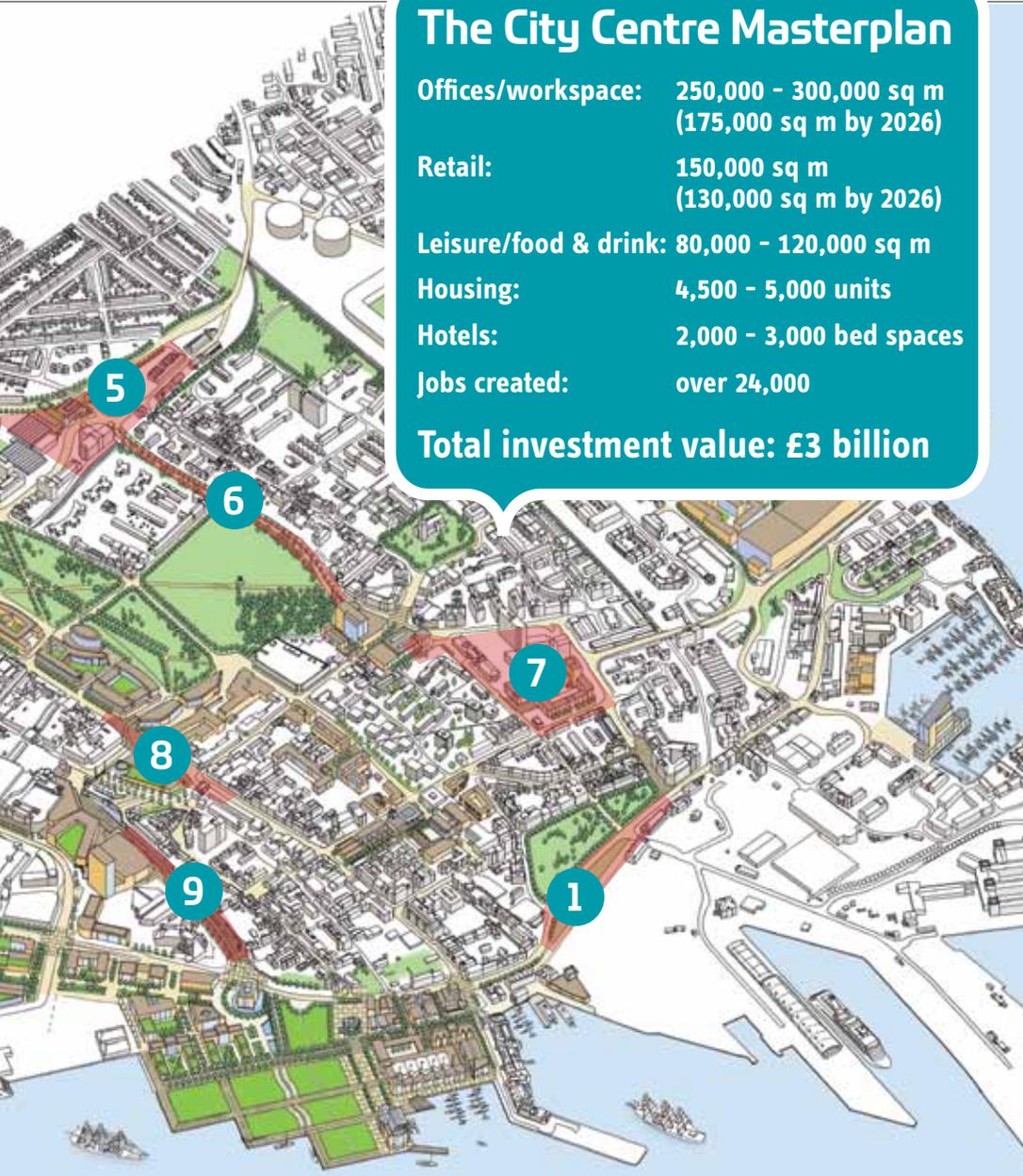
Leisure/food & drink: 80,000 - 120,000 sq m

Housing: 4,500 - 5,000 units

Hotels: 2,000 - 3,000 bed spaces

Jobs created: over 24,000

Total investment value: £3 billion



## 6 Green Mile



...see page 11

## 8 Bargate



...see page 13

## 5 Six Dials



...see page 10

## 7 Threfield Lane Gyrotory



...see page 12

## 9 Western Esplanade

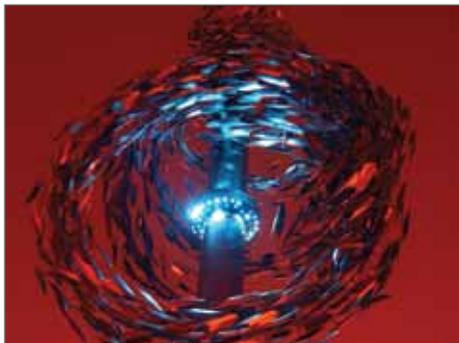


...see page 14

# Southampton City Streets

## 5 SIX DIALS

Six Dials is an important junction on the eastern side of the city centre, where the Northam Road corridor joins the Ring Road. It is also an important focus for pedestrian and cycle activity, linking the city centre with residential communities in Newtown, Nicholstown, Northam and St Mary's Football Stadium. However, the junction is designed almost exclusively for the needs of vehicular traffic, creating severance and a very poor environment for pedestrians and cyclists, who are forced to use an extensive network of intimidating and unattractive subways. The physical footprint of the junction is also excessive.



Old Northam Road, Shoal



### Aims

The scheme aims to significantly reduce the physical size of the junction and replace unattractive subways with controlled at-grade crossings for pedestrians and cyclists. Reducing the size of the junction would release land that could be used for potential redevelopment opportunities. This will allow Six Dials to be an attractive gateway for people arriving in the city centre from the east, by all travel modes.

### More details at:

[www.southampton.gov.uk/futuresouthampton](http://www.southampton.gov.uk/futuresouthampton)



Masterplan

Links to VIP Sites:  
Southampton Solent University

# Southampton City Streets

## 6 GREEN MILE



Masterplan



Proposals include...



New York



Barcelona

The Green Mile was identified in the City Centre Master Plan as a key corridor on the eastern side of the city centre running from Six Dials in the north down to Queen's Park in the south. However, it is currently dual carriageway and gyratory system that is primarily designed for free flowing traffic movement. This creates severance for people walking and cycling between the city centre and the St Mary's area to the east and is an unattractive north-south route for pedestrians and cyclists.

### Aims

The scheme proposes to reduce the existing road space by converting most of the dual carriageway to single carriageway. This will allow improved crossing facilities to be provided, significantly reducing the severance problems caused by the existing layout. The reduction in road space will provide additional space for attractive pedestrian and cycle routes running along the route.

There may be scope to implement low cost changes in the short term, providing "pop-up" features to test the change in layout.

### More details at:

[www.southampton.gov.uk/futuresouthampton](http://www.southampton.gov.uk/futuresouthampton)

Links to VIP Sites:  
Itchen Riverside & Town Depot St Mary's

## Southampton City Streets

# 7 THREEFIELD LANE GYRATORY

The existing gyratory system at Threefield Lane Gyratory surrounds an office and expanding residential area in the south eastern part of the city centre. Threefield Lane itself was identified as part of the Green Mile in the City Centre Master Plan.

### Aims

The scheme aims to remove the gyratory system and create a two-way through traffic route along Marsh Lane. This will allow Threefield Lane to be downgraded and redesigned to form part of the Green Mile.

This will also reduce severance between the central core of the city centre and the office and residential development located immediately to the east of Threefield Lane.

### More details at:

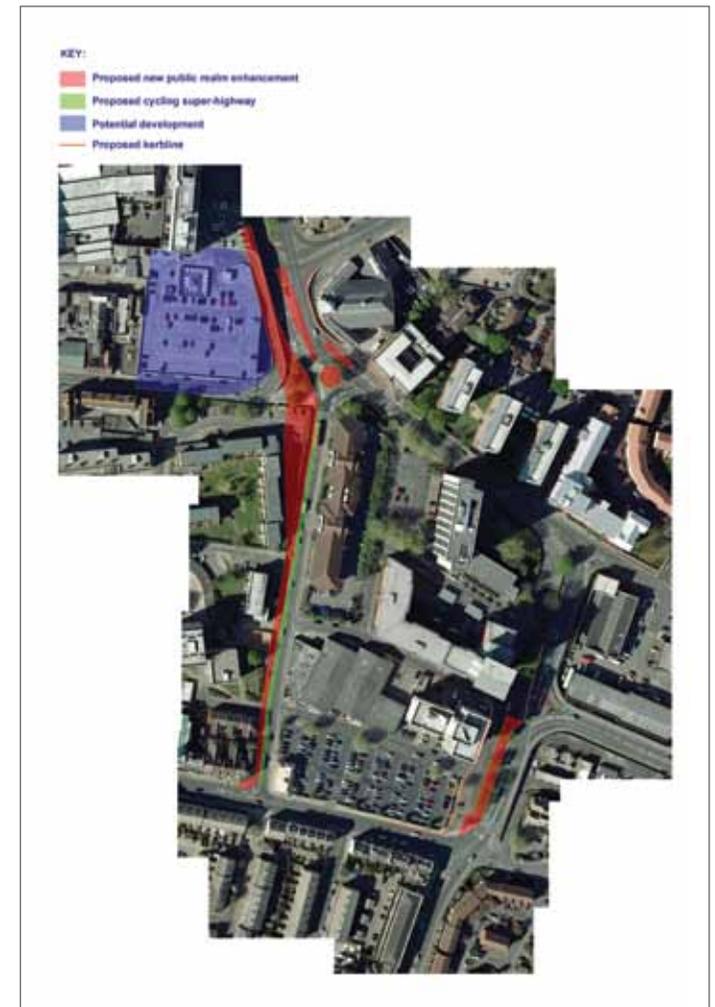
[www.southampton.gov.uk/futuresouthampton](http://www.southampton.gov.uk/futuresouthampton)



Before



...and After

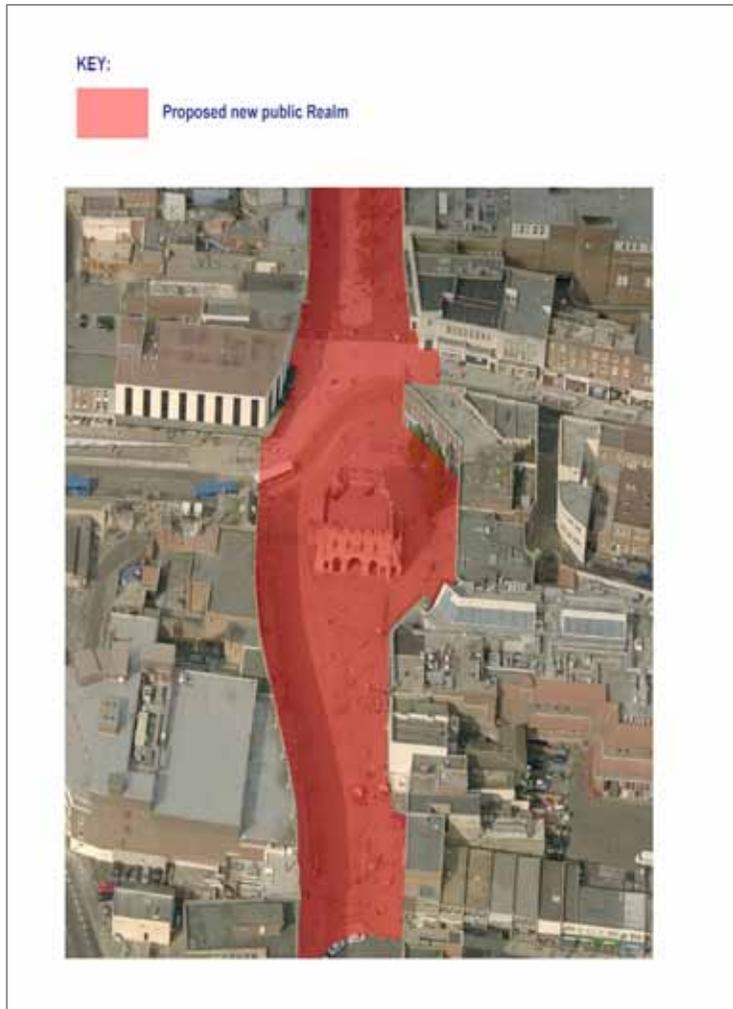


Masterplan

Links to VIP Sites:  
East Street; Itchen Riverside  
Jobs:

# Southampton City Streets

## 8 BARGATE



Masterplan



Before..



..and After

The Bargate is one of Southampton's iconic landmark buildings and lies at the centre of the revitalised QE2 mile providing an important transition between the Old Town and the modern city centre. Over the years the quality of the public realm surrounding the Bargate has deteriorated with several temporary schemes attempting to reduce the impact of traffic on the pedestrian environment.

### Aims

The proposed public realm improvement project will once again establish the Bargate and its setting as a focal point for the Old Town's heritage and cultural offer and re-establish the Bargate's importance as a key public space along the QE2 Mile, supporting existing commercial activities (weekly markets) and providing a high quality public space to support future adjacent mixed use development proposals.

### More details at:

[www.southampton.gov.uk/futuresouthampton](http://www.southampton.gov.uk/futuresouthampton)

Links to VIP Sites:

East Street; Itchen Riverside

Jobs:

## Southampton City Streets

# 9 WESTERN ESPLANADE

Western Esplanade forms an important link between the proposed Watermark West Quay and Royal Pier redevelopment sites. As the street is now a cul-de-sac for local access only, traffic volumes are very low. However, whilst some public realm enhancements have taken place at its southern end, the layout still has a conventional carriageway and footway layout.

The Town Walls front the eastern side of the street and form an important and historic backdrop.

### Aims

The scheme aims to considerably enhance the public realm of the street, to create an attractive, wide pedestrian and cycle route linking Watermark West Quay with Royal Pier.

Whilst vehicular access will still be required, the very low traffic volumes would allow a shared space design to be implemented, where pedestrians can make use of the full width of the street.

The public realm enhancements will be designed to complement the adjacent Town Walls.

### More details at:

[www.southampton.gov.uk/futuresouthampton](http://www.southampton.gov.uk/futuresouthampton)



*Before*



*...and After*



*Masterplan*

Links to VIP Sites:

Western Gateway, Royal Pier Waterfront

Jobs: tbc



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