

South of Romsey Town Centre Masterplan

Ideas Register

February 2020

NEXUS
PLANNING

	Idea	Within scope of Masterplan?	Realistic / deliverable?	Included?	Rationale
1	Provide more car parking	Yes	No	No	The options propose to re-provide the existing amount of parking spaces in consolidated car parks, in order to allow more efficient use of space, and to provide additional land uses and public spaces. Providing more car parking would not be consistent with the sustainability objectives of the Masterplan or the recommendations of the Citizen's Assembly. Providing consolidated car parks is also expected to help reduce congestion within the Town Centre.
2	Move Crosfield Hall	Yes	Yes	Yes	The medium term Masterplan option includes the re-provision of the Crosfield Hall facilities in combination of locations, including: <ul style="list-style-type: none"> • a new 'community hub' within the proposed bus station development; • in existing facilities in the town that are not currently being utilised to their full potential, including the Town Hall and the British Legion; • the Masterplan team is also exploring options to provide a larger 'hall' space at the Rapids. A priority for the Masterplan is ensuring that all community spaces are flexible and accessible, which was a key theme to come out of the first stage of consultation.
3	Provide more greenery and green space within the area	Yes	Yes	Yes	Providing more greenery within the area is a key component of the Masterplan.
4	Improve the area around Dukes Mill	Yes	Yes	Yes	Improvements to the waterway and the area around Dukes Mill is a key component of the short term option.
5	Provide a better range of shops	Yes	Yes	Yes	Provision of new, high quality, retail and leisure floorspace is included within the Masterplan proposals. We expect this high quality floorspace to attract contemporary retailers and a bigger diversity of stores.
6	Provide a multi-storey car park to assist with car parking pressure	Yes	Yes	Yes	The medium term Masterplan options propose a lightweight decked car parking structure on the Crosfield Hall site. Similarly, the long term options incorporate a lightweight decked car park on the existing Aldi car park site. These structures are proposed as they would be easy and quick to construct, would be made of materials that can be recycled, and would be able to be dismantled in the future.
7	Move the bus station	Yes	Yes	Yes	While it is not proposed to move the bus station in its current format, the bus stops are proposed to be re-provided along Broadwater Road in the first instance.
8	Incorporate areas for pedestrians only	Yes	Yes	Yes	One of the key focusses of this Masterplan is to prioritise pedestrians and cyclists, and therefore parts of the Masterplan area area proposed be pedestrian only.
9	Improve the layout of the existing bus station	Yes	Yes	No	Rather than improving the existing facilities, the Masterplan has opted to redevelop the site, and re-provide the bus services and facilities elsewhere.
10	Address traffic issues	No	No	No	While the Masterplan can make recommendations to influence congestion, the Masterplan is not the tool to deal with traffic issues specifically.
11	Retain and enhance Romsey's historic character	Yes	Yes	Yes	The Masterplan proposals are designed to retain, complement and enhance Romsey's historic character.
12	Overarching improvements to the whole area are required	Yes	Yes	Yes	This idea has become a key focus of the Masterplan, and overarching improvements are proposed.
13	Provide a cinema as part of any new development	Yes	No	No	This idea was tested but found unlikely to be commercially viable. This does not preclude a cinema from being included as part of the development in the future.
14	Provide shops and commercial spaces that are aimed at younger people	Yes	Yes	Yes	The provision of new, high quality retail, leisure and commercial floorspace that is flexible is included within the Masterplan. We hope that this may attract contemporary retailers and businesses that will be attractive to younger generations.
15	Redevelop the Crosfield Hall site	Yes	Yes	Yes	The Masterplan proposals incorporate redevelopment of the Crosfield Hall site.
16	Leave the bus station as is	Yes	No	No	The bus station site is a key piece of the puzzle, the development of which will unlock other improvements in the wider south of town centre area. The consultant team is very aware that all services must be re-provided without having a negative impact on users.
17	Provide additional short term parking	No	No	No	Controlling the length of stay for car parking is outside of the scope of the Masterplan.
18	Improve pavement across the whole area	Yes	Yes	Yes	Within the Masterplan area, improvements to public realm and therefore pavements, is proposed.
19	Make more of the waterways throughout the Masterplan area	Yes	Yes	Yes	The existing Fishlake Stream and Tadburn Lake are natural assets that are not currently utilised to their full potential, and their improvement is a key component of the Masterplan proposals.
20	Make parking cheaper	No	No	No	Providing cheaper parking is outside of the scope of the Masterplan.
21	Provide a new supermarket	Yes	No	No	There is not scope within the Masterplan are to provide an additional supermarket.
22	Provide a cover over the bus station	Yes	No	No	The bus station site is a key piece of the puzzle, the development of which will unlock other improvements. The consultant team is very aware that all services should be re-provided without having a negative impact on users. Future development will incorporate covered bus stops.
23	Improve the provision of public transport services	No	No	No	While a key part of the Masterplan is making improvements to the accessibility of the area, the improvements to public transport services is for the public transport providers to manage.
24	Swap the bus station with Crosfield Hall	Yes	Yes	No	While this idea has not been included in whole, elements of it have been in that some community facilities currently provided in the Crosfield Hall would be provided in the new bus station development.

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25	Provide areas for outdoor seating	Yes	Yes	Yes	Provision of outdoor seating is a key part of the short and medium term proposals.
26	Provide more restaurants	Yes	Yes	Yes	The Masterplan proposals include provision of floorspace for flexible food and beverage spaces with outdoor dining areas
27	Make improvements to Crosfield Hall	Yes	Yes	No	Making improvements to Crosfield Hall has not been incorporated into the Masterplan proposals. Instead, the Masterplan proposes to reprovide community facilities in the new bus station development and in other locations in the town centre.
28	Provide free parking	No	No	No	Providing free parking is outside of scope of Masterplan.
29	Less charity shops	No	No	No	While the Masterplan cannot stop additional charity shops setting up in Romsey, the provision of modern and flexible new floorspace in the Masterplan proposals is expected to attract the likes of contemporary retailers rather than charity shops.
30	Provide an underground car park	Yes	No	No	The topography of the area is such that developing an underground car park may cause major damage to the water table.
31	Provide independent shops as part of the Masterplan	No	No	No	While providing independent shops is outside of the scope of the Masterplan, the proposals do ensure that the retail and leisure units provided will be flexible, thereby being attractive to independent retailers.
32	Provide a children's play area	Yes	Yes	Yes	While the Masterplan has not dedicated a specific area as a 'child's play area', the overall improvements that are proposed to the public realm will result in public areas that children will be able to play with good opportunities for natural surveillance.
33	Retain the facilities provided in the Crosfield Hall	Yes	Yes	Yes	The facilities that are provided in the Crosfield Hall are valuable to the local community so it is important that these are either reprovided or a new home is found within the existing facilities within Romsey.
34	Reverse the entrance of Crosfield Hall so it faces Broadwater Road	Yes	No	No	Reversing the entrance to Crosfield Hall would require complete remodelling of the internal layout of Crosfield Hall, and while this may be possible, it is unlikely to be feasible in the short term.
35	Provide free parking after 4:00pm within the town centre	No	No	No	Providing free parking is outside of scope of Masterplan.
36	Do not include provision for a multi-storey car park	Yes	No	No	In order to deliver a range of uses and reprovide the existing amount of car parking, a decked car park is proposed as an option. This car park is proposed to be constructed of light weight material and be screened by vegetation to improve its outlook. The car park would not be constructed of concrete.
37	Encourage employment opportunities within the town by providing commercial space	Yes	Yes	Yes	Provision of new, high quality retail, leisure and commercial floorspace that is flexible and may attract contemporary retailers and businesses is proposed, and is therefore expected to generate job opportunities for local people.
38	Provide more disabled parking	Yes	Yes	Yes	Provision for an appropriate proportion of disabled parking to be referenced in the Masterplan.
39	Provide more housing within the Masterplan area	Yes	Yes	Yes	Provision of additional housing is a key component of the Masterplan's medium term option.
40	Implement a park and ride	Yes	Yes	Yes	While implementing a park and ride is out of scope from a physical perspective, it is something that can be referenced within the Masterplan text and is in line with the Masterplan objectives around accessibility and prioritising sustainable modes of transport including pedestrians and cyclists. The most obvious local for a park and ride (or stride), is at the Rapids.
41	Public toilets needed	Yes	Yes	Yes	All existing facilities will be reprovided and improved in the new bus station development in the medium term option.
42	Improve signage and wayfinding	Yes	Yes	Yes	Improving signage and wayfinding throughout the town centre is simple way to improve a visitors experience and this is a key component of the Masterplan.
43	Develop the Brewery site	No	No	No	Whilst development on the Brewery site would benefit the Romsey community, the site is not within the remit of the Masterplan.
44	Find more uses for Crosfield Hall	No	No	No	Finding additional users for Crosfield Hall is outside of the scope of the Masterplan.
45	Provide public information about Crosfield Hall so that people know about events	Yes	Yes	No	Not included in Masterplan as alternative option for Crosfield Hall included. However, moving forward the Council could look to improve their advertising of local events through other mediums such as on their Council or on the Romsey Future website
46	Incorporate a medical centre	Yes	Yes	No	While it is not specifically proposed at this stage, it may be possible that a medical centre could take up one of the new units within the proposed new development.
47	Provide a Marks and Spencers as part of the Masterplan proposals	Yes	No	No	It is unlikely that there would be demand for a third supermarket within Romsey.
48	Reinvigorate the Romsey Market in the town centre	No	No	No	While the Masterplan does not specifically reference the market, it is likely to be positively impacted by the wholesale improvements proposed for the area which should result in an increase in visitors.
49	Create a community hub with a focus on the arts	Yes	Yes	Yes	Option to include a community hub within the medium term bus station development, which could have a focus on the arts in the future.
50	Ensure there is provision for electric car charging	Yes	Yes	Yes	Provision for an appropriate proportion of electric vehicle charging points to be referenced in the Masterplan.
51	Ensure that car parking at Crosfield Hall is protected	Yes	Yes	Yes	The Crosfield Hall site is proposed for a decked car park in the medium term and a new Aldi supermarket with car parking in the longer term. There will be no net loss of car parking. Therefore, while the car parking will not be kept in its existing form, parking spaces will remain available.
52	Retain Bradbeers	Yes	Yes	Yes	Bradbeers is proposed to be retained.
53	Improve Crosfield Hall so that it is more flexible	Yes	Yes	No	Not included, as proposal is instead to redevelop Crosfield Hall site, and where possible include reprovision of facilities in the new bus station development and in other locations in the town centre.
54	Provision of a new GP	Yes	Yes	No	While it is not specifically proposed at this stage, it may be possible that a GP could take up one of the new units within the proposed new development.
55	Include provision for a food bank in any new development	Yes	Yes	No	The Masterplan does not make specific reference to a food bank as part of its proposal, however this does not preclude a food bank being incorporated in the future.
56	Provision for a Farmer's Market in the town centre	No	No	No	While the Masterplan does not make reference to a Farmer's Market, this would not preclude a Farmer's Market from being held in the Masterplan area in the future
57	Incorporate an icerink	Yes	No	No	This idea was explored but found to not to be commercially viable.

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58	Do not change the area	Yes	No	No	Changes are proposed through the Masterplan to ensure that improvements to the area can be made in line with Romsey Future objectives.
59	Provide uses other than housing	Yes	No	No	A mix of uses is proposed.
60	Do not pedestrianise any more parts of the town	Yes	Yes	No	With one of the key focusses of this masterplan being prioritising pedestrians and cyclists, parts of the Masterplan area would be pedestrian only.
61	Provide an outdoor gym	Yes	No	No	While an outdoor gym fits in with the overarching objectives of the Masterplan, there is not enough space within the Masterplan area to include it.
62	One way system	No	No	No	Providing a one-way system is a wider highways issue for the Council and County Council to consider.
63	Provide a youth centre as part of the any new development	Yes	Yes	No	While no explicit mention of a youth centre is made, this could be incorporated into the bus station redevelopment where a 'community hub' is proposed
64	Make the public spaces more attractive	Yes	Yes	Yes	This is a key component of the Masterplan
65	Provide improved community facilities	Yes	Yes	Yes	Improved community facilities provided as part of the medium term option, in a 'Community Hub'. This was a specific recommendation from the Citizens' Assembly. Outside of the physical provision, the Masterplan would make reference to an audit of existing community facilities within the town centre which are not currently utilised to their full potential, and for a potential larger 'hall' facility the Rapids.
66	Ensure that any future development matches the existing form of development	Yes	Yes	Yes	Important that any future development respects the existing historic setting and character of Romsey.
67	Ensure that cyclists and pedestrians are given priority in the future	Yes	Yes	Yes	This idea has become a key focus of the Masterplan, helping to make the area less car dominated.
68	Provide residential development on brownfield sites rather than greenfield sites	Yes	Yes	Yes	Residential development is proposed as part of a mixed use development on the bus station site, which is a brownfield site.
69	Provide water fountains to allow people to fill water bottles	Yes	Yes	Yes	Provision of water fountains through Romsey including the Masterplan is an idea that is consistent with the wider priorities and can be mentioned in the Masterplan report.
70	Incorporate affordable clothes shops in any new development	No	No	No	The provision of new, high quality retail, leisure and commercial floorspace that is flexible is included within the Masterplan. We hope that this may attract contemporary retailers and provide something for everyone. The Masterplan cannot identify the specific stores that will take up those units.
71	Provide affordable retail units	No	No	No	The provision of new, high quality retail, leisure and commercial floorspace that is flexible is included within the Masterplan. We hope that this may attract contemporary retailers and provide something for everyone. The Masterplan is not able to specify rent as this would be controlled by the market.
72	Provide a budget hotel	Yes	No	No	While this option was investigated and it was found that there may be demand, other uses were prioritised for the bus station development. This does not preclude the development of a hotel in the town centre in the future.
73	Provide a conference centre	Yes	No	No	This idea was explored, but was found to not be commercially viable in the space available.
74	Provide a cultural centre	Yes	Yes	No	While a cultural centre is not explicitly referenced in the text of the Masterplan, there are various spaces within the Masterplan proposals that could incorporate a cultural centre if it were deemed feasible in the future.
75	Provide enhancements to the church	No	No	No	As there is no church within the Masterplan area, this idea is considered to be out of scope.
76	Keep Romsey Town Centre car free	No	No	No	Whilst this would certainly meet the sustainability outcomes of the Masterplan and the Citizens' Assembly, it is not within the remit of the Masterplan to make the whole Town Centre car free.
77	Convert excess shops to residential units	No	No	No	This idea is outside of the scope of Masterplan.
78	Provide a space for events	Yes	No	No	The Masterplan would recommend an audit of existing event and community spaces which would include spaces for events.
79	Encourage the use of Rapids and make improvements	No	No	No	While the Rapids is located outside of the Masterplan area, the Masterplan can point towards the Rapids as being a location for additional facilities to be located. It is also proposed to improve the pedestrian and cycle access between the Town Centre and the Rapids.
80	Provide a footbridge over the Bypass	Yes	Yes	No	While the Masterplan makes reference to improvements to the wider walking and a cycling network, the Masterplan does not explicitly identify a footbridge over the Bypass as being the solution at the current time. However, this does not preclude the potential future installation of a footbridge.
81	Make sure all future restaurants are of a high quality	No	No	No	While identifying the type of future restaurant is outside of the scope of the Masterplan, the proposals do ensure that the retail and leisure units provided will be flexible, thereby being attractive to retailers who can offer a high quality service.
82	Link to train station	No	No	No	Improving signage and wayfinding throughout the town centre is simple way to improve a visitor's experience - this will include improvements to the link from the town centre to the railway station.
83	Provide a new community building as part of the masterplan proposals	Yes	Yes	No	While an entire new community building is not proposed as part of the Masterplan, some community facilities, including a 'community hub' are proposed as part of the new bus station development.
84	No chain shops within the new development	No	No	No	Limiting specific stores is outside of scope of Masterplan.
85	Provide residents with a resident specific parking permit	No	No	No	This is an issue for the Council to address.
86	Include a swimming pool	Yes	No	No	While this idea was explored, it was found that provision of a swimming pool was unlikely to be commercially viable.
87	Town parking at the Rapids	No	No	No	While not explicitly within the scope of the masterplan, one of the ideas that has been considered is replacing some of the town centre car parking with parking at the Rapids, in a 'Park and Stride' arrangement.
88	Improve access to the Aldi ramp	Yes	Yes	Yes	Can be included as text recommendation, particularly where any new uses are proposed for the existing building.

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89	Improve access to the bus station	Yes	Yes	Yes	Access to the bus station would be improved in the short term. Redevelopment of the bus station proposed is proposed in the medium term and the bus facilities relocated to Broadwater Road, during which providing quality access would be a high priority.
90	Provide space for a bigger Aldi	Yes	Yes	Yes	During consultations with landowners, Aldi have indicated that they would benefit from having a larger store within the town centre. By allocating a site for a larger store, their existing store can be utilised for another use. Please see the long term options for further information.
91	Improve accessibility into Romsey	Yes	Yes	Yes	One of the key aims of the Masterplan is to improve accessibility through a range of measures and proposals.
93	Incorporate methods to encourage tourism within the town centre	Yes	Yes	Yes	By making wholesale improvements to the area, it is expected that tourism within Romsey will benefit.
94	Move taxi rank	Yes	Yes	Yes	The existing taxi rank will be moved as part of the development and reprovided in a convenience location.
95	Do not include provision of any additional supermarkets	Yes	Yes	Yes	The Masterplan proposal includes provision for a new supermarket building for Aldi as part of the long term Masterplan options, but not an additional supermarket.
96	Improve the area outside of Crosfield Hall	Yes	Yes	Yes	The proposals involve wholesale improvements to Broadwater Road to make the area more attractive and pedestrian focussed.
97	Provide better pedestrian links within the Masterplan area	Yes	Yes	Yes	With one of the key focusses of this Masterplan being prioritising pedestrians and cyclists, there are a range of interventions aimed at improving the experience for pedestrians and cyclists.
98	Romsey to be a destination of choice	Yes	Yes	Yes	By making wholesale improvements to the area, it is expected that tourism within Romsey will benefit.
99	Repaint road markings on roads	Yes	Yes	Yes	Road markings will be improved as part of the Masterplan proposals.
100	Redevelop the bus station but ensure the scale is appropriate	Yes	Yes	Yes	Redevelopment of the bus station provides an excellent opportunity to provide various facilities required in the town centre.
101	set clear objectives	Yes	Yes	Yes	Clear set of objectives / principles have been included.
102	Provide improved street lighting	Yes	Yes	Yes	The Masterplan options would incorporate provision of improved street lighting, with a particular focus on improvements for pedestrians and cyclists.