

Romsey Future

South of Town Centre Masterplan

South of Romsey Town Centre Masterplan Report

September 2020



NEXUS
PLANNING

Perkins&Will

vectos

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Test Valley
Borough Council



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CONTENTS

1	INTRODUCTION	4
2	MASTERPLAN CONTEXT	8
3	THE VISION: RESILIENT ROMSEY	24
4	THE MASTERPLAN	32
5	DESIGN GUIDELINES	68
6	DELIVERY	74
7	NEXT STEPS	78

ACKNOWLEDGEMENT

Chair of Romsey Future, Nick Adams-King, said: “Having a Masterplan that the entire community can be proud of and excited by is testament to the work that’s gone in by all those who have contributed. From everyone in Romsey Future, to the Citizens’ Assembly, the wider community and those who helped to piece it all together from a planning and architectural side; none of this would have been possible without you.

“We have been into schools, stood at countless event stalls, publicised online, on television and through newspapers, to try to reach all corners of our community.

“My sincere thanks and immense gratitude to everybody who has played a part in producing this masterplan. Together, we’ve shaped a positive future for our town.”

FOREWORD FROM ROMSEY FUTURE

“Our town centres are transforming. How do you plan for the future of one of Hampshire’s most historic locations when the landscape is constantly moving?”

“Through listening to our residents, leading local experts and a groundbreaking exercise in local democracy, Romsey Future, together with consultants Nexus Planning and Perkins and Will Architects, has done just that.

“Having been identified in 2013 in the initial Romsey Future consultation as a priority, we first launched the project to transform this part of the town more than two years ago. This Masterplan for the area south of Romsey Town Centre then received significant engagement with all ages of our communities. Through talking to schools, holding stalls at major events and online questionnaires, thousands of responses have been heard, and listened to.

“And, for the first time, randomly selected people sat down with experts, both local and national, and gave their recommendations for the area through a government pilot Citizens’ Assembly.

“We have been able to deliver the crucial first step towards meeting the aspirations of our community. Now, thanks to this extensive hard work, our town is in a uniquely strong position with this masterplan that can truly adapt and succeed, whatever the future of our town centres may look like.

“Thank you to those who contributed, and we hope you are as excited as we are for the next steps.”

Romsey 
Future

1 INTRODUCTION



Purpose of the Report

1.1 This report has been prepared on behalf of Romsey Future and Test Valley Borough Council (TVBC) by Nexus Planning working with Perkins & Will, Alan Baxter Associates and Vectos, to undertake a wide-ranging consultation exercise and prepare a Masterplan for the area described as 'Land South of Romsey Town Centre'.

1.2 The purpose of this report is to:

- Identify a strategic vision and Masterplan proposals to transform the Land South of Romsey Town Centre. These have been developed through extensive consultation with the local community and other stakeholders;
- Ensure the key sites coming forward for development fit together coherently and contribute to future proofing Romsey as a healthy and sustainable place to live, work and visit;
- Provide guidance for developers, landowners and citizens;
- Contribute to the evidence base of the Next Local Plan and be the basis for a Supplementary Planning Document to follow; and
- Provide a focus for work with key partners, including with businesses, community service providers, community groups and public transport organisations.

1.3 This report builds on a programme of analysis and consultation undertaken by the project team and supported by Romsey Future and TVBC. This report should be read in conjunction with the following supporting documents:

- South of Romsey Town Centre Masterplan: Baseline Report (Nexus Planning, October 2018);
- South of Romsey Town Centre Masterplan: Stage 1 Consultation Report (Nexus Planning, November 2018); and
- South of Romsey Town Centre Masterplan: Stage 2 Consultation Report (Nexus Planning, July 2020).

1.4 The genesis for the Masterplan sits with both the Council's adopted Local Plan and the Romsey Future vision document. Both documents recognise that the town's population will grow and that there is a need to provide facilities within the town centre to meet current and future demand.

1.5 TVBC is in the early stages of the preparation of the Next Local Plan for Test Valley. The Next Local Plan will establish the type, amount and location of new development that will be planned for in the Borough over the plan period and the policies for managing new development. It is envisaged that the principles and proposals of the South of Romsey Town Centre Masterplan will be absorbed into the Next Local Plan as its preparation is progressed.

1.6 Part of the context for the preparation of the Masterplan is the new housing developments which are coming forward in Romsey, particularly the housing allocation at Whitenap. The allocation area is located south east of Romsey and 1,300 homes are proposed. A planning application is expected to come forward in 2020. If the development proceeds, it will increase demand for town centre retail, services and amenities. It is important that any future planning application ensures that appropriate links between Whitenap and Romsey Town Centre are incorporated.

1.7 The Masterplan has been finalised at a time when concern around the environment and health is at its highest. A 'Climate Emergency' has already been declared by Test Valley Borough Council. It is also a time when ongoing economic uncertainty continues to put pressure on the UK's high streets and town centres. The Masterplan has therefore been shaped and informed by these factors, as well as the need for all plans to be flexible and adaptable.

1.8 The South of Romsey Town Centre Masterplan process has revealed key opportunity sites within the Study Area together with guidelines for their redevelopment. The Masterplan options have been derived through stakeholder consultation including land use, massing and design considerations. It is intended that this approach ensures that each site supports the retention of the town centre's character, and resilient and sustainability conscious proposals, as well as economic vitality.

1.9 The recommendations for key opportunity sites set out in the report are underpinned by urban design analysis, feasibility considerations and analysis of development constraints to ensure that they are deliverable. As highlighted above, a Baseline Report has been prepared as part of this commission which forms an important part of the evidence base.

1.10 The opportunity has also been taken to consider the physical, economic, accessibility and community linkages across the wider area, including to Romsey Railway Station to the north east of the town, and The Rapids Leisure Centre to the south east.



Romsey has a rich heritage and vibrant town centre

Methodology

1.11 A two stage process has been engaged in the preparation of the Masterplan for land south of Romsey Town Centre, the culmination of which is reflected in this report. The two key stages have comprised:

Stage 1: Visioning

1.12 Stage 1 was about setting the scene for the Masterplan and speaking to as many people as feasible about what they want to see in the future for the south of Romsey Town Centre area. In the first instance, a Baseline Report was prepared that allowed the consultant team the opportunity to familiarise themselves in detail with the area. The Baseline Report acted as a one stop shop for much of the background information needed to inform the preparation of the Masterplan.

1.13 Next, a series of consultation and engagement events were held (including walking tours and school workshops), and consultation post-cards were distributed to households throughout Romsey, giving local residents the opportunity to comment about what their vision was for the area. The feedback received was summarised in the Stage 1 Consultation Report, analysed, and the key themes identified.

Stage 2: Masterplan Preparation

1.14 In Stage 2 the consultant team honed in on the themes that emerged through Stage 1 Consultation. A workshop was held with key members within the community, during which a 'Planning for Real' exercise was carried out. Workshop participants were able to work in groups to create their own Masterplan for the area. Shared ideas across the groups were identified. This process of identification was integral to the Masterplan options that were formulated.

1.15 Stage 2 also involved meetings with landowners and other stakeholders, and high level and informal discussions with developers to understand the development community's perspective. Finally, Stage 2 culminated in a public exhibition to showcase the Draft Masterplan Options and receive community feedback. The feedback received was summarised in the Stage 2 Consultation Report, analysed, and key changes were made to the Masterplan to reflect views that could be incorporated.

1.16 This Final Masterplan has been prepared taking into consideration the comments that were made throughout the consultation process from members of the public, TVBC Council Officers, Hampshire County Council (HCC) Officers, bus operator representatives and other key stakeholders.

Citizens' Assembly

1.17 In addition to the planned two stage approach to preparing the Masterplan, in May 2019 the Government launched a pilot programme called Innovation in Democracy. Test Valley Borough Council was one of three local authorities from across the country selected to arrange a Citizens' Assembly as part of the pilot, and the south of Romsey Town Centre was its focus. The outcome of the Citizens' Assembly was a set of recommendations for improving the area, and these recommendations influenced how the final Masterplan has emerged.

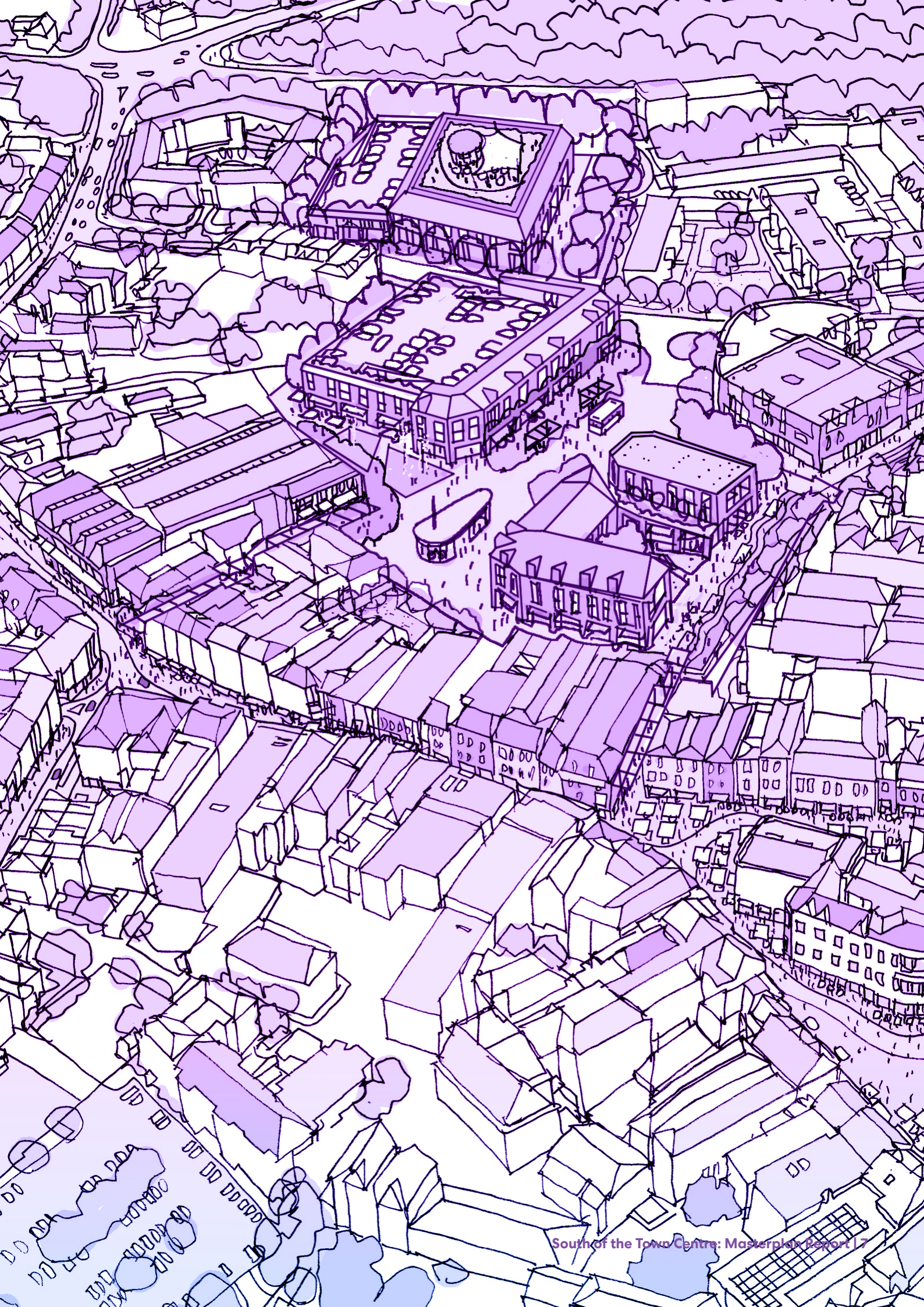
Structure of the Report

1.18 The remainder of this report is structured as follows:

- **Section 2:** Masterplan Context
- **Section 3:** The Vision: Resilient Romsey
- **Section 4:** The Masterplan
- **Section 5:** Design Guidelines
- **Section 6:** Delivery
- **Section 7:** Next Steps

A note on historic place names

Please note that throughout the Masterplan document there are places and features that are referred to by name. Test Valley Borough Council acknowledges that in some cases, places and features may have different historic names. To avoid confusion the Masterplan document uses a consistent set of names based on current Ordnance Survey mapping.



2 | MASTERPLAN CONTEXT

Introduction to Romsey

2.1 Romsey is a compact market town in southern Test Valley in Hampshire. The town is home to over 19,500 residents and is located 11 kilometres northwest of Southampton.

2.2 Romsey Town Centre has a unique history, benefiting from medieval architecture, and has numerous heritage listed buildings. The town's Abbey, in particular dates back to 907 AD, and creates a stunning backdrop for the town. Romsey Town Centre serves both its residents and those of its immediate rural catchment as a shopping, service and business destination. Romsey is set apart from other immediate town centres by its historic character. In addition, the mix of town centre uses and the high proportion of independent shops and services has a positive effect on its viability and vitality.

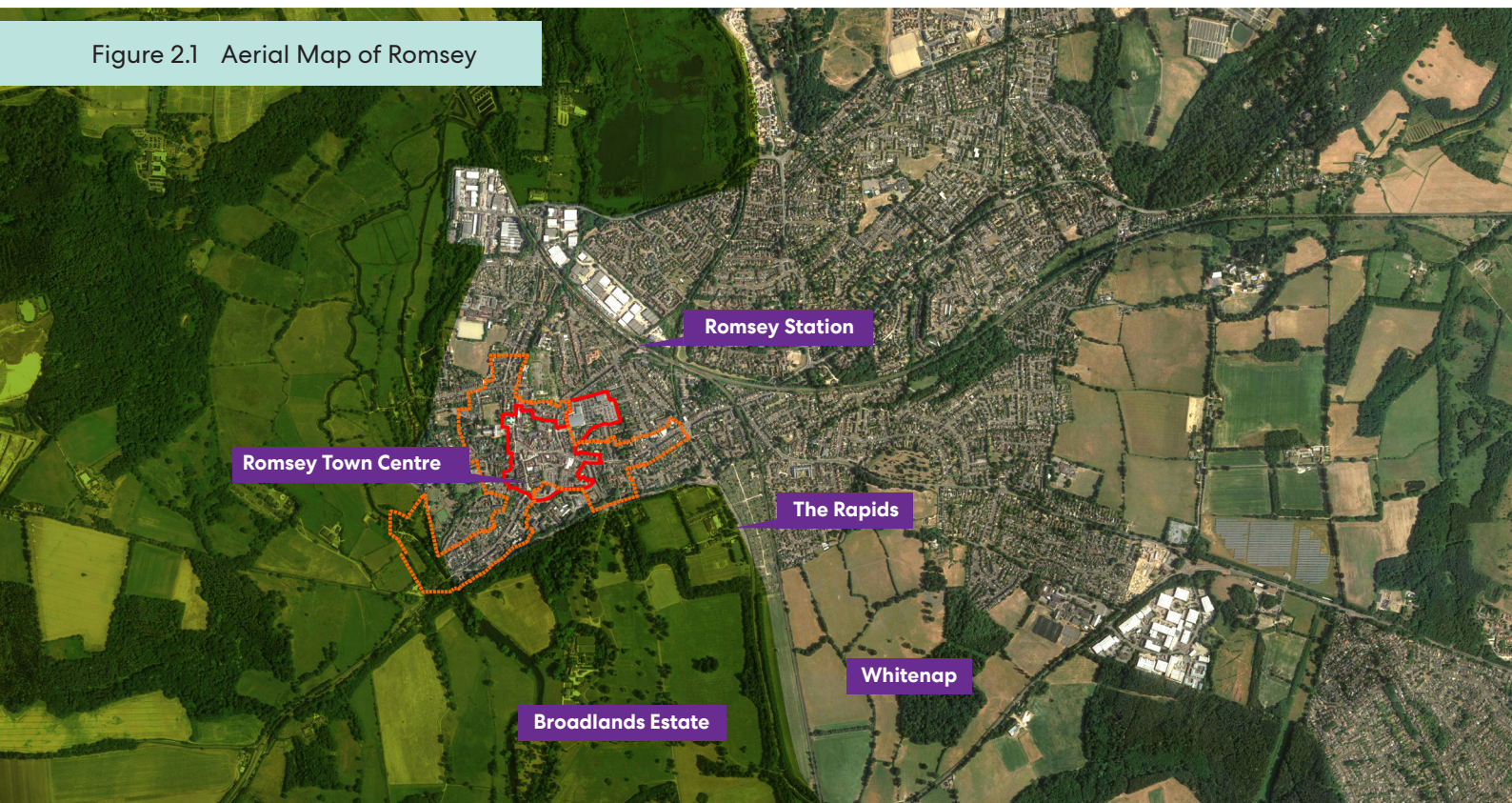
2.3 The core town centre area is comprised of The Hundred, Bell Street, and Church Street. The Hundred is

the main shopping street, providing a mix of food stores, clothing stores, restaurants and an Aldi supermarket. The other main food supermarket is Waitrose, which is located with pedestrian access from Latimer Street. Outside of the town centre are additional community facilities such as the leisure centre and swimming pool at The Rapids on Southampton Road.

2.4 Romsey is classed as a 'major centre', making it one of the most important settlements within the County. The area is predicted to grow, as a result of the number of planning permissions and allocations, the largest of which is the Whitenap site, which is allocated for 1,300 new homes, as well as employment and community facilities. Figure 2.1 provides an aerial view of the area.

2.5 Further background information about the area is contained within Supporting Document A, the South of Romsey Town Centre Masterplan: Baseline Report (Nexus Planning, October 2018).

Figure 2.1 Aerial Map of Romsey



— — — Conservation area (proposed boundary changes in review)

— — — Town Centre Boundary

Romsey Future

2.6 Romsey Future is an exciting project that aims to safeguard the town's future as a vibrant and thriving market town, interacting with its surrounding communities.

2.7 Formed in 2015, Romsey Future set out a long-term vision for Romsey to 2035. The project is an active partnership of many groups, businesses, and organisations working together to build consensus and deliver on shared ambitions. Romsey Future work together to deliver projects, to attract funding, and to guide future policies and strategies. The south of Romsey Town Centre Masterplan was born out of a wider review undertaken by Romsey Future, which included an opportunity to 'Develop a strategic vision for the redevelopment of the south side of the town centre'. The Masterplan is just an important step to realising the opportunity.

2.8 At paragraphs 6.63 and 6.64, the adopted Local Plan also makes reference to the opportunities that exist for additional retail provision within the southern part of Romsey Town Centre. Paragraph 6.63 states that 'the Council will consider favourably proposals for additional retail development, including extensions, in the town centre. Taking account of constraints, the southern side of the town centre may provide potential.'

2.9 At inception, Romsey Future produced a vision and a set of principles to guide the work they would undertake within the town. The vision states:

Our town, our future 2015-2035

“Over the next 20 years, Romsey will become the place of choice for the residents of small towns and villages in Southern Test Valley to come together. Romsey will thrive and grow, new communities will emerge and more people will visit the town centre. The town will retain its character as a relatively compact historic market town closely related to the countryside around it.”

2.10 Romsey Future's principles are:

- Be ambitious when thinking about the future opportunities for Romsey;
- Be committed to working in partnership to move forward our shared ambitions;
- Be sustainable when developing our ideas;
- Be inclusive by bringing together all of our communities within Romsey;
- Be proud of what we achieve for our town.

2.11 Throughout the Masterplan process, the consultant team has been led by Romsey Future's vision and principles and has met regularly with Romsey Future to report on progress and take direction. Romsey Future expect to undertake a refresh at the end of 2020, including reviewing their Vision and Principles. The delivery of the Masterplan is expected to become a key priority for Romsey Future over the next 10 years.



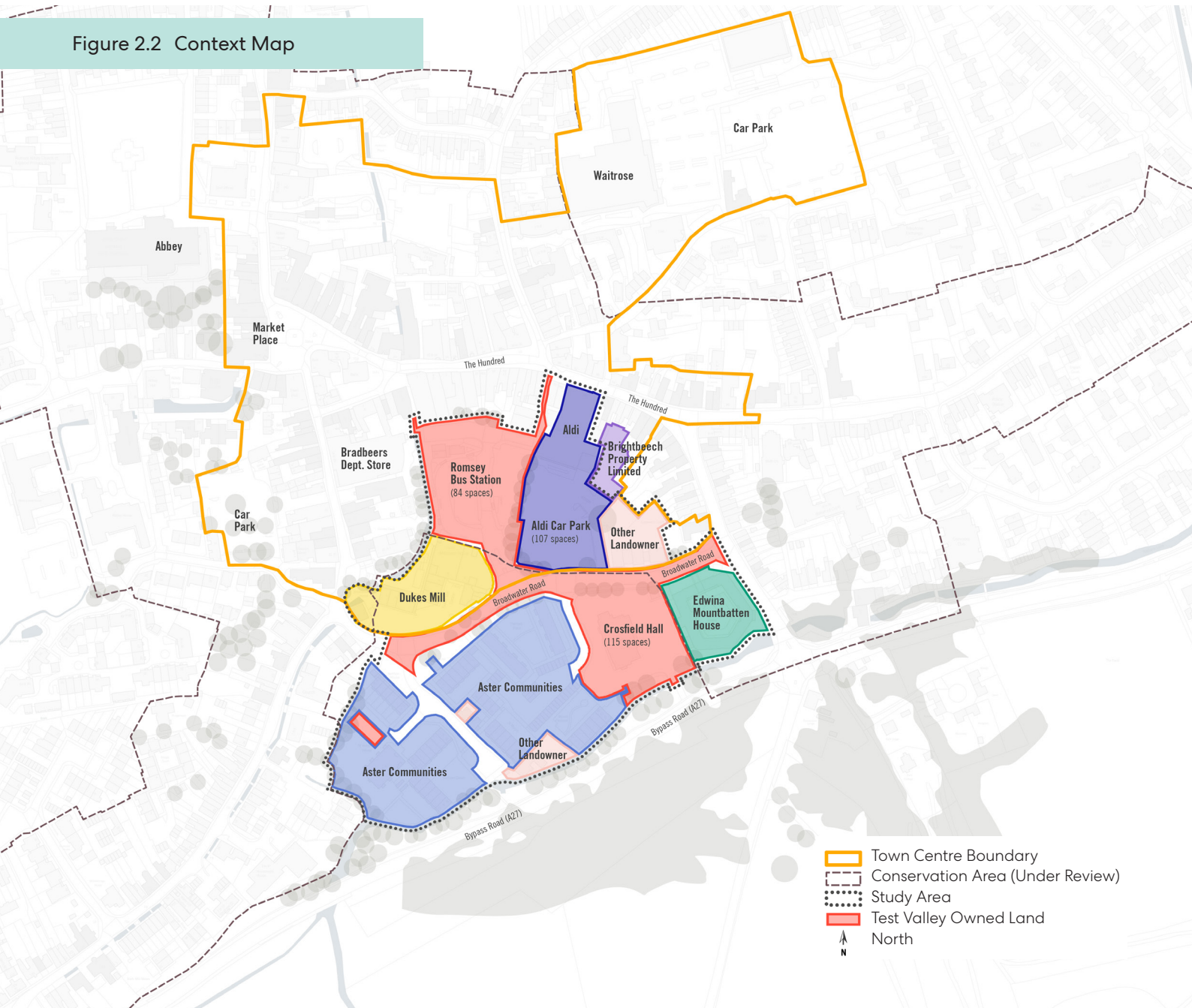
Romsey Future Strategy

Area South of Romsey Town Centre

2.12 The area to the south of Romsey Town Centre and the focus of this Study, is the area shown in Figure 2.2 – Context Map. The area is comprised of a variety of landholdings, the primary of which is the TVBC owned Crosfield Hall, Broadwater Road, and the Romsey bus station and associated facilities. The Study Area also incorporates Dukes Mill, the Aldi store and car park, Edwina Mountbatten House, Brightbeech Group

landholdings adjoining Aldi, Broadlands Eastwood Court and the Aster Housing Estate. The Study Area is not intended to reflect an area where development is proposed or where the landowner is promoting development, but shows important landholdings that have a bearing on the Masterplan. Throughout the Masterplanning process, there has been no fixed area boundary for discussions, meaning that some landholdings have been included or excluded as the process has progressed. Not all of the landholdings

Figure 2.2 Context Map



have been taken forward in terms of the Masterplan proposals.

2.13 The Context Map also highlights relevant designations including the Romsey Town Centre boundary and the Conservation Area. The town centre boundary dissects the Study Area, incorporating the land parcels on the northern side of Broadwater Road. The Conservation Area boundary, which currently excludes Crosfield Hall, Aster Estate and Dukes Mill, but includes the Aldi and bus station sites, is under review. The Bypass Road forms the southern boundary of the Study Area.

2.14 The Study Area is partially included within Romsey Town Centre boundary. The area is important to the success of Romsey, forming the gateway to the town centre when approaching Romsey from the south. For the most part however, the area is comprised of a sea of car parking, is difficult to navigate as a pedestrian, cyclist, or newcomer to the town, and is unappealing to the eye. The bus station, whilst well located, is dated, is

larger than current usage requires, and is inefficiently designed for both bus drivers and passengers.

2.15 Notwithstanding the domination of the area by car parking, there are some attractive landscape features in the area including Fishlake Stream, Tadburn Lake and the line of trees separating the bus station car park and the Aldi car park. Other mature trees can be found along the edge of the Aldi car park and along Broadwater Road and there is a TPO tree on the eastern edge of the Aldi car park. These features provide an important visual break from the remainder of the built environment. The Broadlands Estate registered historic park and garden, to the south, is close to the site in terms of location, but is separated by the Bypass, which forms a barrier between the town and Broadland's extensive grounds.

2.16 Whilst it is important that the Study Area continues to operate as a functional part of the town centre, the area would benefit from a range of interventions to improve the facilities and experience for users.



Fishlake Stream, one of Romsey's many water courses within the town

The Key Sites

2.17 As part of the Masterplan, sites that have emerged as specific opportunities for some form of development have been identified. The key opportunity sites are described in more detail below. This does not preclude other sites coming forward in the future as momentum builds.

The Bus Station Site	
Land Ownership	Freehold – Test Valley Borough Council
Uses	Bus station, highway, car parking (84 car parking spaces) including disabled parking, servicing lane for shops within the town centre, W.C., taxi office, small TVBC office.
Size (Area)	6,352 sq m
Description	<p>The Bus Station Site is located in the northwest corner of the Study Area. North of the site are a series of shops predominantly with frontage to The Hundred, to the east is the Aldi car park, and to the south is Dukes Mill. The eastern edge of the site is bordered by the waterway, beside which Bradbeers Department Store, the Romsey Baptist Church and a series of shops are located. The site is linked to The Hundred by two pedestrian walkways, and to Bell Street via a walkway to the south of Bradbeers.</p> <p>In addition to the uses described above, a recycling point is located within the site in the northeast corner that, while conveniently located, does not provide an attractive entrance to the area for pedestrians entering from Stirling Walk.</p> <p>The Bus Station itself is comprised of a bus loop with five standard bus shelters. North of the bus loop, a brick building houses public toilet facilities at the western end, and taxi and Council civil enforcement officer offices at the eastern end.</p>



Aldi and Aldi Car Park

Land Ownership	Freehold – Aldi Stores Limited Leasehold – The Southern Electricity Board Leasehold – ADP Dental Leasehold – Altemont Asset Management Leasehold – Charterex (9 residential units)
Uses	Aldi store (1,640 sqm), car parking (107 car parking spaces), dental practice, office, and residential
Size (Area)	5,686 sq m
Description	<p>The Aldi store and associated car park are the main uses on this site. The Aldi is back to front, with the store entrance located at the southern end of the building, slightly below ground level, with a ramp and stairs allowing access from the dedicated Aldi car parking between Broadwater Road and the Aldi store itself. The unit once did have an access from the Hundred, but this access has not been made publicly available for many years. The other units within the building including residential units above, are accessed from the Hundred.</p> <p>The Aldi store, at 1,640 sqm, is smaller than the standard layout for a typical Aldi store.</p>



Dukes Mill	
Land Ownership	Freehold – Evolve Estates Leasehold – various
Uses	Shops at ground level, residential above
Size (Area)	4,189 sq m
Description	<p>Dukes Mill is located towards the south west part of the Study Area, on a prominent corner north of Broadwater Road, and with frontage to the bus station and the Fishlake Stream. The development is comprised of two sections with the original building (early 1970s) backing onto Broadwater Road, and a newer extension (2003) with refacing of the façade fronting the bus station and extension to the south east. Both parts of the building are c. three storeys.</p> <p>Dukes Mill contains a mix of uses comprised of residential above ground and seven retail units at ground level. Smaller retail units front the Fishlake Stream, while two large units (Pets at Home and the Factory Shop) front the bus station and Broadwater Road.</p> <p>An area of public realm is contained between Dukes Mill and the Fishlake Stream, linking the bus station with Bell Street, further to the west. The thoroughfare is currently not utilised to its full potential, and the retail units suffer as a result.</p>



Crosfield Hall

Land Ownership	Freehold – Test Valley Borough Council
Uses	Community hall facility and car parking (115 car parking spaces)
Size (Area)	4,763 sq m
Description	<p>Crosfield Hall is located south of Broadwater Road and north of Tadburn Lake and the Bypass. To the east and west, the site adjoins Edwina Mountbatten House and the Aster housing estate. The main entrance of the building faces towards the Bypass rather than Broadwater Road, which is a peculiar trait.</p> <p>The Crosfield Hall and its three function rooms are suitable for community activities, commercial events and social functions, and are available for public hire. There a range of issues with the current building including issues with soundproofing.</p> <p>There was a swimming pool located on the site between 1961 and 1967. While the building remains, the surrounding area has been turned into public car parking. The original bridge access from the Bypass remains although is no longer in use for vehicles. The building entrance still faces this access and therefore turns its back on the town centre.</p>



Site Analysis

2.18 In addition to looking specifically at the sites within the Study Area, the consultant team has undertaken a detailed analysis of the area as a whole, in order to understand the features that are most important to protect or enhance into the future. This process has been guided by engagement with members of the public throughout the Masterplanning process.

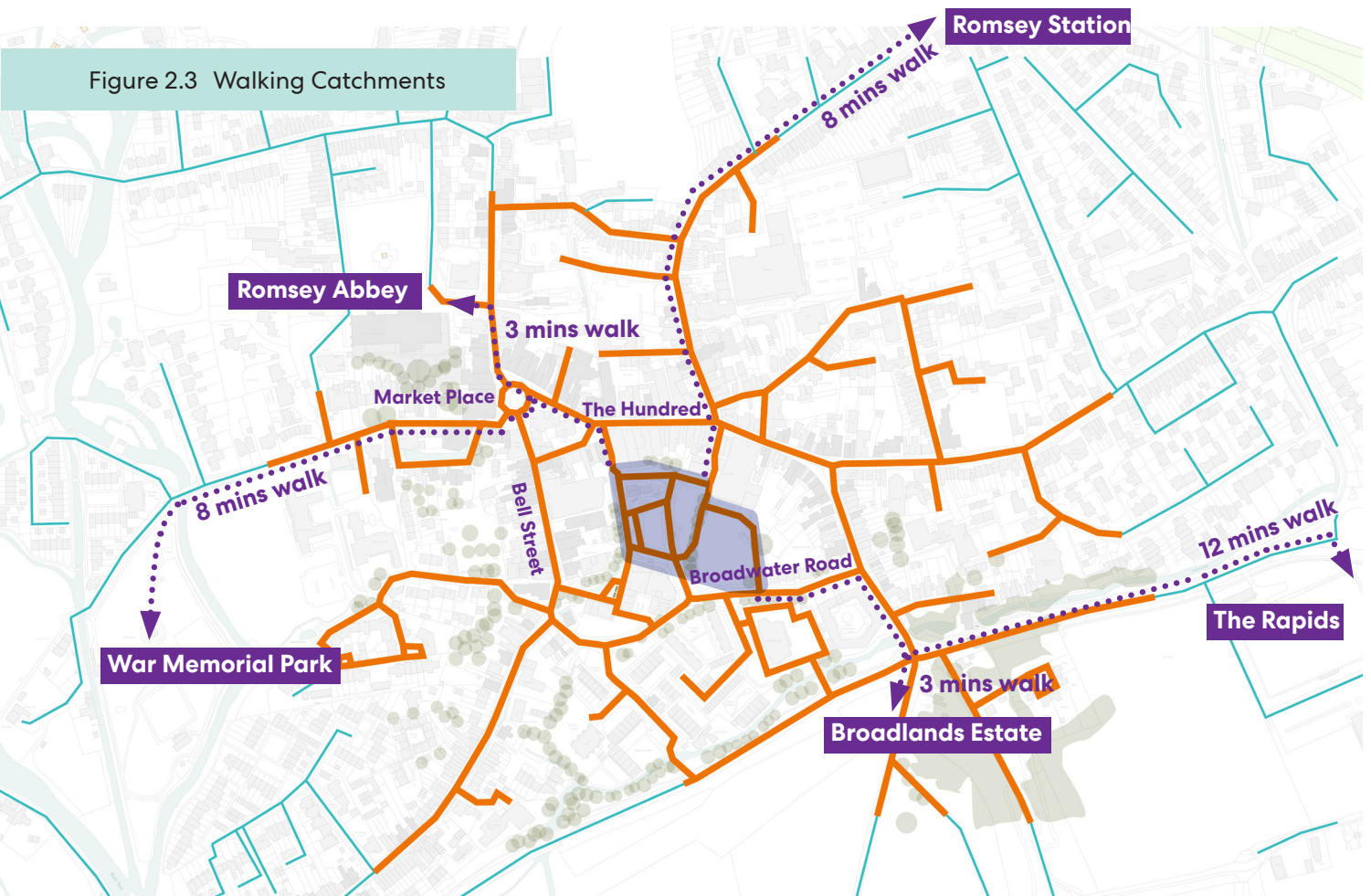
2.19 Right from the outset, the following features have been of key importance to the preparation of the Masterplan.

- **Market Town context** – Romsey is a proud market town with a rich history. It is important that any future development and process of change respects that independent market town ethos.

- **Walking catchments** – Whilst improving walking links across the site is important, it is even more important to ensure the area is appropriately connected to key locations outside of the Masterplan area. Paramount to this is the south of Romsey Town Centre's pedestrian connections with the Hundred, Bell Street and the Romsey Abbey, and further afield, to Romsey Railway Station (8 minute walk), The Rapids (12 minute walk) and the War Memorial Park (8 minute walk) (refer to Figure 2.3). At the time of writing, the Hundred was temporarily closed to traffic in the wake of Covid-19 to allow enough space for pedestrians to undertake social distancing.

The new Romsey 10km Fitness Trail routes around the town, including along the Bypass. In the future, the route could be altered to detour within the South of Romsey Town Centre area, capitalising on the enhanced pedestrian walkways.

Figure 2.3 Walking Catchments



- **Townscape character** – As a historic market town, Romsey has a distinct local character that is important to its residents. Buildings are predominantly two and three storeys, and where new developments have been proposed, they generally reflect the existing character. It is important that future development continues to respect, complements and enhances the local character of the town.
- **Views into and out of the area** – One of the most important and celebrated aspects of Romsey as a town is its Abbey, which was originally built in the 10th century. The consultant team has put together a views analysis that shows at what positions in the Masterplan area the top of the Abbey can be viewed (Figure 2.4).

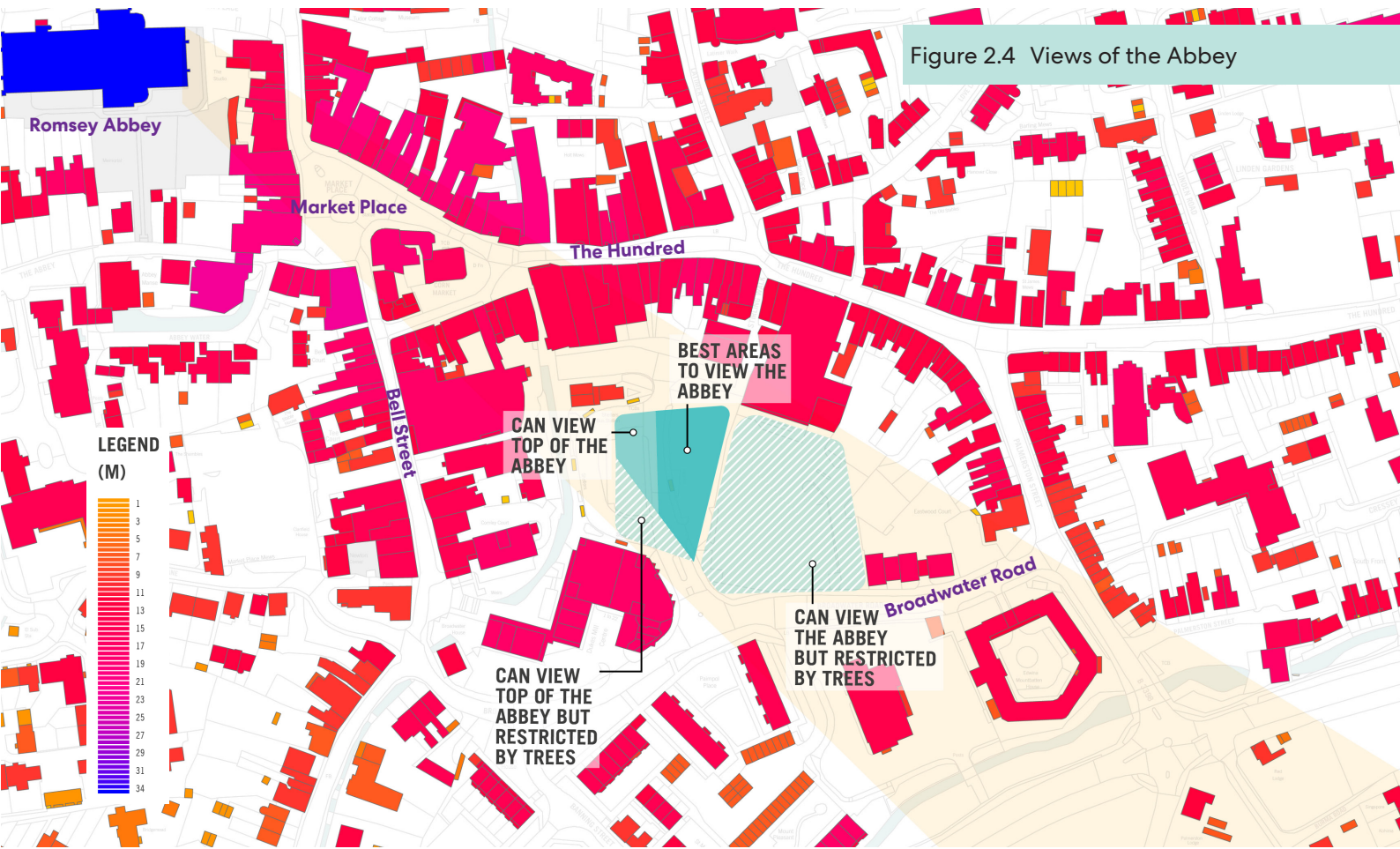
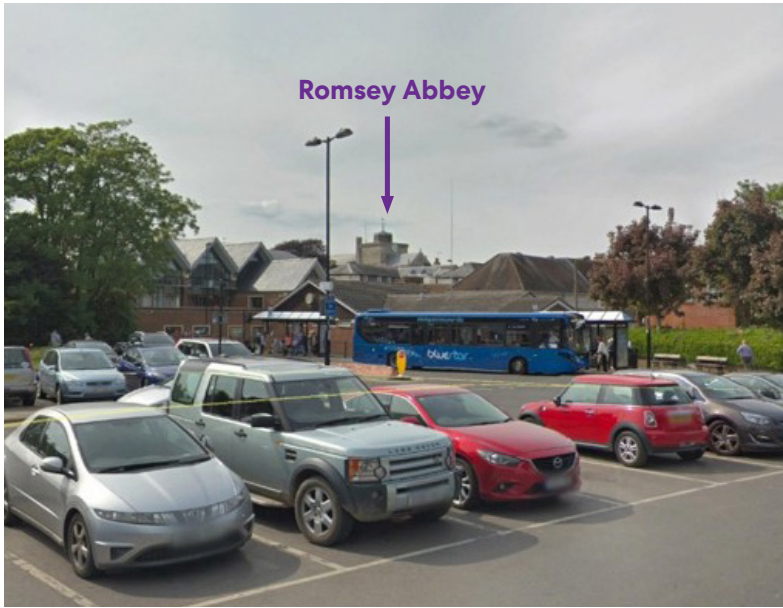


Figure 2.4 Views of the Abbey

- Heritage** – Much of Romsey, including part of the Masterplan area, is included within the Romsey Conservation Area, and there are a series of statutorily listed building throughout the town, including within close proximity of the site (see Figure 2.5). Whilst no listed buildings exist within the Masterplan area itself, it is important that the setting of the relevant listed buildings is protected.

The Broadlands Estate, a Grade II* listed Historic Park and Garden is located on the south side of the Bypass and just outside the boundary of the Site Area, and therefore an important consideration for the context of the Masterplan. Historic England is expected to be an important consultee in the future when the proposals are taken forward and planning applications are submitted.



The map shows how little the town centre has changed in the last hundred years. The main thoroughfares have always been characterised by tightly packed buildings on narrow sites, based on medieval burgh plots, whereas the backland sites are more recent and loosely arranged.

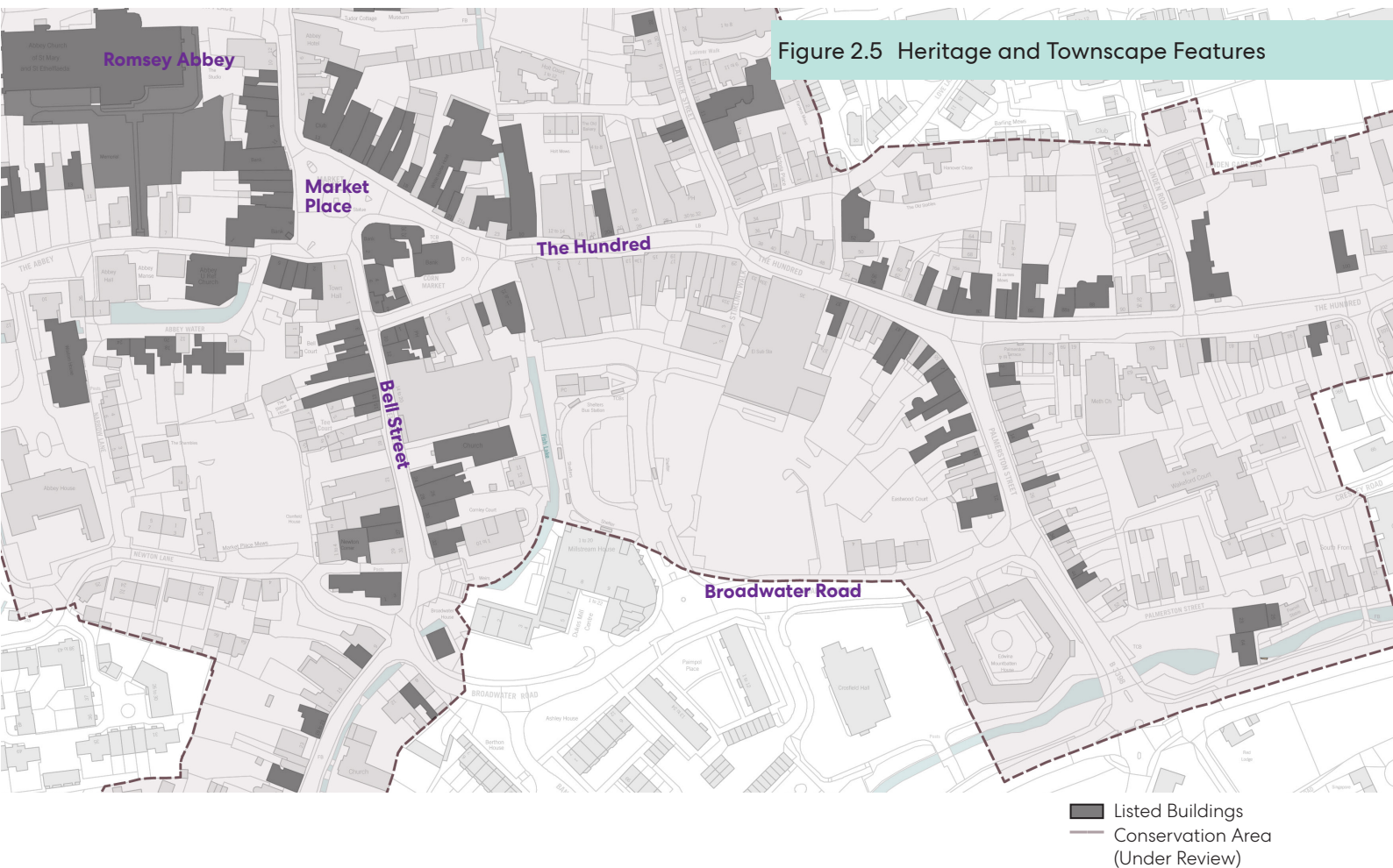


Figure 2.5 Heritage and Townscape Features



Examples of the heritage and character of Romsey



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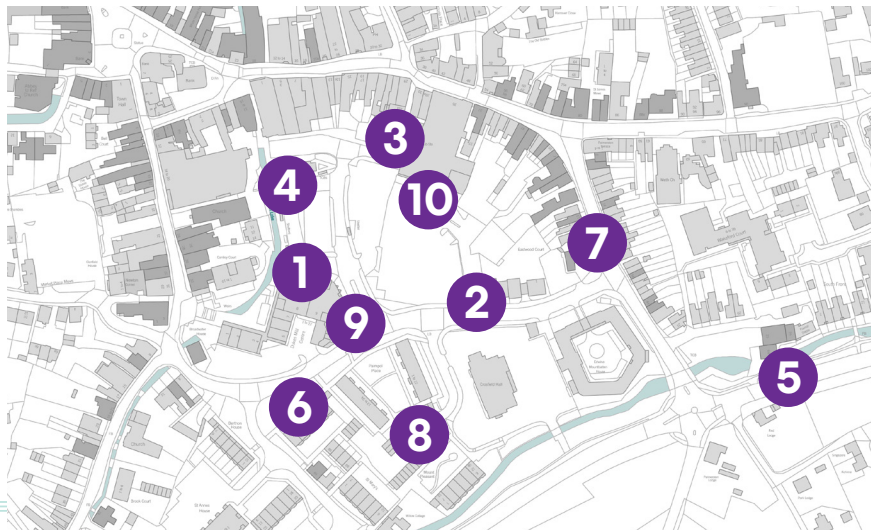
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9



Examples of potential areas where the townscape of Romsey could be enhanced for residents and visitors



- **Landscape features** – Romsey’s Town Centre is tucked into an urban corner, surrounded by the registered historic park and gardens to the south in the nearby Broadlands Estate, rural land to the west and further afield, the New Forest.

At present, the site area is dominated by concrete and car parking, however there are some important landscape features that present an opportunity for enhancement. The Fishlake Stream and the Tadburn Lake each form a boundary to the Masterplan Area. These existing features serve to remind us of the connection Romsey has with the River Test, the wider Test Valley and nature more generally. With relatively minor interventions, the watercourses could be celebrated once more.

The Masterplan area is included in the Site of Special Scientific Interest (SSSI) Impact Risk Zone, with the River Test being the nearest SSSI. Any future planning applications made at the site would therefore be referred to Natural England for consultation.

Similarly, mature trees can be found throughout the area, including a tree on the eastern edge of the Aldi car park with a TPO (see Figure 2.6). It is important that existing trees are protected wherever possible, and form part of the Masterplan green infrastructure plan.





3 | THE VISION: RESILIENT ROMSEY

Introduction

3.1 Our towns and urban areas only exist to serve the needs of its community and its visitors. The built environment does however have a significant impact on our resilience or overall health. As a result, it can be said that resilient people need resilient places and this objective is at the very centre of the Masterplan. It is a plan that has the community at its core and the creation of an even more resilient Romsey as its goal.

Planning for Uncertainty

3.2 The Masterplan has been finalised in the summer of 2020, and at a time when concern around the environment and health is at a high point. So too are questions over the future role of the High Street. It has therefore been shaped and informed by this but also the need for all plans to be agile during the dynamic transformation that is unfolding in society and the economy.

3.3 Even prior to the current Covid-19 epidemic, concerns around the environment and health were building rapidly, as was recognition of the importance of resilience beyond just emergency response, towards dealing with and successfully recovering from long term stressors to the economy, environment, and society.

3.4 Test Valley Borough Council declared a 'Climate Emergency' in September 2019 due to the impacts of climate change on the area, such as an increase in flooding, impacts on health and an increased risk of invasive species. The Council set out a timeline to produce an action plan and in June 2020 the Council adopted the 'Climate Emergency Action Plan'. The aim of the action plan is to set out how the Council aim to eliminate their carbon footprint and become a carbon neutral authority. The Action Plan will be reviewed over time and take into account changes in technology, policy and opportunities.

3.5 The Action Plan focuses on how the Council aims to reduce their carbon footprint through introducing measures such as tree planting on their land, draft proofing their buildings and introducing green walls or PV panels. However, it also notes that they will ensure

that when drafting the Local Plan they will look to ensure that policies are written to facilitate the move towards carbon neutrality.

3.6 Implications for the future of planning in Test Valley include:

- Protection of trees and tree replanting;
- Introduction of PV panels;
- Introduction of green / living walls;
- Energy efficiency of buildings;
- Encourage electric cars and EV charging points;
- Introduce electrically operated refuse bins;
- Improve green spaces and wildlife corridors; and
- Explore the inclusion of policies for woodland creation in the Next Local Plan.

3.7 The Action Plan also states that the Council will identify and support climate change initiatives that emerge through communities such as Romsey.

3.8 Covid-19 has however exposed further weaknesses in our built environment and urban areas. Romsey has felt this major impact in many ways including increased pressure on the urban realm to achieve social distancing, the impact of lockdown on businesses, jobs and services and demand for open space and greenery and the restorative benefits of nature generally. By way of example, the Hundred was closed temporarily during lockdown to ease pedestrian movement whilst social distancing and it remains closed at the time of writing. How this will affect trading and other town centre functions, both from a potential positive and negative perspective, will need to be carefully monitored and incorporated into the Masterplan delivery phase.

3.9 Moving forward the Masterplan must play its part to support the town's recovery and help boost the town's accessibility and attractiveness through, for example, improving how people access and move around the centre and through providing a greater range of uses to boost dwell-time and overall vitality.

Boosting Romsey's Resilience

3.10 The Masterplan may only directly cover a relatively small part of the overall town centre; but it has a responsibility to enhance Romsey's resilience overall in the face of an uncertain future. A strong town centre is greater than just the sum of its parts. Each area or 'quarter' has a complimentary role to play and it is on this basis that the Masterplan has been developed.

3.11 Romsey and its community are in many ways already resilient and it is important that the Masterplan builds on this. In 2014, Romsey suffered some of its worst floods in recent history. The incident, which occurred in February at the end of a particularly wet winter, directly affected up to 80 properties including 36 residential and 44 commercial properties that were reported as having been flooded. A flood alleviation scheme is now in the process of being implemented.

3.12 Modern Romsey is also vibrant and has its own unique character. The Romsey Abbey, originally constructed in the 10th Century generates local pride, and draws visitors from far and wide. As an historic, but operational Market Town, Romsey has a local charm and buzzing atmosphere most days, but market days especially.

3.13 The Andover and Romsey Retail Capacity and Leisure Study that was prepared by Carter Jonas and published in 2018 sets out that overall Romsey is considered to be a healthy and vital centre that is fulfilling its role and function in the Borough's network and hierarchy of centres. The centre has a good offer of food and convenience shops that are also

supplemented by regular and successful markets. While the range of services provided supports the role and function of Romsey, it is generally accepted that the leisure offer could be improved by introducing more evening economy uses and activities that appeal to the younger generation.

3.14 Vacancy levels have traditionally remained low prior to Covid-19, well below the national average for town centres, and there is no significant concentration of empty units within the town centre. This is a further positive indicator of the centre's overall attraction, vitality and viability. This situation will however need to be reviewed and monitored closely as a result of the economic fallout from the pandemic, though initial reports indicate that only two stores were not planning to reopen when the restrictions are lifted.

3.15 It could be said therefore that the Masterplan has arisen from both opportunity and need. The opportunity is born out of the potential to better utilise a valuable opportunity in a very sustainable location at the heart of Romsey. More than that though, South of Romsey Town Centre is an opportunity to create a new space or quarter uniquely positioned where the best of Romsey's town character can be integrated with the more natural environment of Broadlands and beyond.

3.16 The Masterplan is also born out of the need for the town centre to evolve and provide for aspects of town centre life which are currently missing. Romsey Future wants to help develop the town's full potential so that in turn it can be the centre that the community is going to need over the years ahead.



Community Engagement: Romsey Future Group Exercise, December 2018

Made in Romsey

3.17 Romsey Future, and their aspirations for the future are the driving force behind the Masterplan.

3.18 Very significant public consultation has been undertaken during the course of developing this Masterplan, including one of the first Citizen Assembly events in the country. A detailed account of this is contained within the supporting documents to this Masterplan, Stage 1 Consultation Report and Stage 2 Consultation Report, as well as the Citizens' Assembly Recommendations Report.

3.19 The messages that have been delivered by local people have been consistent and clear and it is these messages that provide the core of the Masterplan.

Masterplan Stage 1: Visioning

3.20 The first stage of consultation for the project was carried out in September and October 2018. Members of Romsey Future, as well as representatives from the Council and the consultant team distributed consultation postcards at a series of consultation events. The postcards asked members of the Romsey community to record their ideas or priorities for the area. More than 200 responses were received. The consultant

team also ran 'Walk and Talk Tours' of the area and held workshops with local schools.

3.21 The consultant team reviewed all the feedback received and the key messages were:

- The character of Romsey must be retained and complemented in any future development coming forward;
- The waterway between Bradbeers and Dukes Mill is not currently utilised to its full potential;
- It is important that car parking remains easily accessible and available within walking distance of the town centre;
- Existing community facilities made available for public use are valued, including in the Crosfield Hall;
- A better variety of shops within the town would be supported by residents;
- Better pedestrian links throughout the whole of the area would improve the experience of anyone on foot;
- More trees and greening would help to improve the appearance of the area

Citizens' Assembly

3.22 In May 2019 the Government launched a pilot programme called Innovation in Democracy. Test Valley Borough Council were one of three local authorities selected to arrange a Citizens' Assembly and the south of Romsey Town Centre was its focus. A representative group of 50 members of the public were selected to take part in the Assembly which was held in November 2019.

3.23 The Citizens' Assembly was asked: How do we improve the area around Crosfield Hall and the Bus Station to deliver the maximum benefit to Romsey?

3.24 The Citizens' Assembly recommendations were:

1. Make Romsey an **attractive, vibrant centre of excellence** including green spaces and wildlife corridors.
2. **More green spaces** in the area to enhance, protect and increase our natural environment, which includes wild animals and plants.

3. **Well planned, connected and accessible infrastructure** (including travel, access, public spaces, education, tech and business) with good flow for transport and pedestrians to encourage business and tourists.
4. **Improved transport infrastructure** to encourage a sense of community – with viable options for moving around.
5. **Community hub and green spaces** that bring people together (across generations).
6. **Design an integrated transport & parking plan** that includes walking, cycling, public transport and cars and think about all the different kinds of people coming into the town (accessible parking, but still encourage bus use, especially by younger people).
7. **Lots of things in town centre that are affordable and accessible for all** which everyone living in Romsey knows about and can take part in.

3.25 The Citizens Assembly recommendations were mostly focused on the South of the Town Centre, however, some have wider implications for the whole town, especially relating to sustainability.

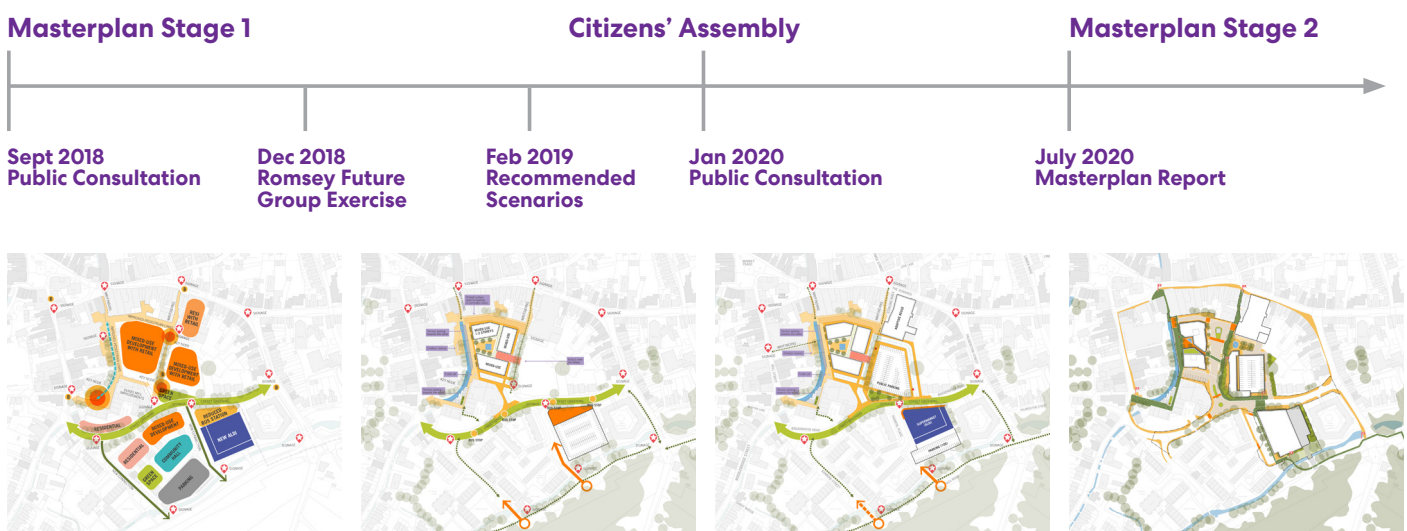


Figure 3.1 Timeline of project engagement stages showing evolution of the illustrative Masterplan at each stage based on community input.

Masterplan Stage 2: Preparation of the Masterplan and Public Feedback

3.26 The purpose of the consultation period during Stage 2 of the Masterplan process was to widely publicise the draft Masterplan and to obtain feedback from the public on the emerging principles and options. The consultation was carried out in February and March 2020. Whilst there can often be competing views on the Masterplan principles and priorities, gaining a high level of public support is integral to success. The feedback from those that responded to the consultation has been distilled into five key priorities.

1. **Retain the character of Romsey.** The Masterplan options will need to ensure that the proposals do not result in the detriment of Romsey's unique and special character.
2. **Retain the facilities provided by the bus station.** The Masterplan should ensure that the infrastructure for buses is prioritised and not compromised and that basic facilities such as public toilets, and a taxi office and drop-off and pick up area are re-provided.

3. **If Crosfield Hall is not retained, adequate community facilities need to be reprovided.** The facilities that Crosfield Hall provides are valuable to the local community. If the building itself is no longer fit for purpose or inefficient, it is most important that enhanced community facilities are reprovided in a location or locations that are accessible and convenient.
4. **Ensure pedestrians and cyclists have priority.** Providing sustainable movement options is key to successful Masterplan and improving the environment for pedestrians and cyclists should be prioritised. This includes contributing to better links between the town centre and other areas such as the Rapids.
5. **Provide more greenery.** Ensure that the green and blue infrastructure of the Masterplan area is enhanced. This would not only help to make the area more attractive, but would also contribute significantly to improving environmental and health outcomes.

3.27 The community has identified priorities that will make Romsey resilient and safeguard its future as a centre that provides what the community needs. These priorities have been taken forward and provide the foundation for this Masterplan.

Romsey Future
South of the Town Centre Masterplan

WELCOME

Welcome to Stage 2 Consultation for the South of Romsey Town Centre Masterplan

Romsey Future is preparing a Masterplan for the area south of Romsey Town Centre, in conjunction with Test Valley Borough Council and specialist planning, design, property and heritage consultants.

Draft Masterplan options have been prepared following extensive consultation with the local community, businesses and landowners, all of which has shaped the options. The purpose of the Masterplan is to provide a clear and shared vision for future development of the area. It will establish clear objectives and priorities for action, and promote and guide future improvements and development over the next 10 years or so.

The purpose of this consultation is to showcase the draft options and invite further feedback from the public. All the ideas outlined are draft and subject to change, dependent on the feedback received.

We want to hear your views on the draft Masterplan. Please review the consultation boards, and provide us with your feedback by either:

- Visiting www.surveymonkeys.co.uk/itsouthofromsey_draftmasterplan
- Returning a completed form to the returns box at consultation events or emailing it to: romseyfuture@testvalley.gov.uk

Your feedback will help to inform the final Masterplan Report, which will be prepared and finalised in summer 2020.

Masterplan Timeline

BACKGROUND AND BASELINE July - August 2018	STAGE 1 CONSULTATION September - October 2018	CONSULTATION REPORTING November 2018	ROMSEY FUTURE GROUP WORKSHOP November 2018
HERITAGE INPUT September 2019	EVIDENCE GATHERING July - September 2019	DELIVERABILITY & VIABILITY ASSESSMENT May - June 2019	PREPARATION OF MASTERPLAN OPTIONS January - February 2019
CITIZENS ASSEMBLY November 2019	CONTINUED MASTERPLAN DEVELOPMENT October 2019 - January 2020	STAGE 2 CONSULTATION FEBRUARY / MARCH 2020	

NEXUS Perkins&Will Alan Baxter

Figure 3.2 Example consultation material from the community engagement

Romsey Future
South of the Town Centre Masterplan

GET INVOLVED

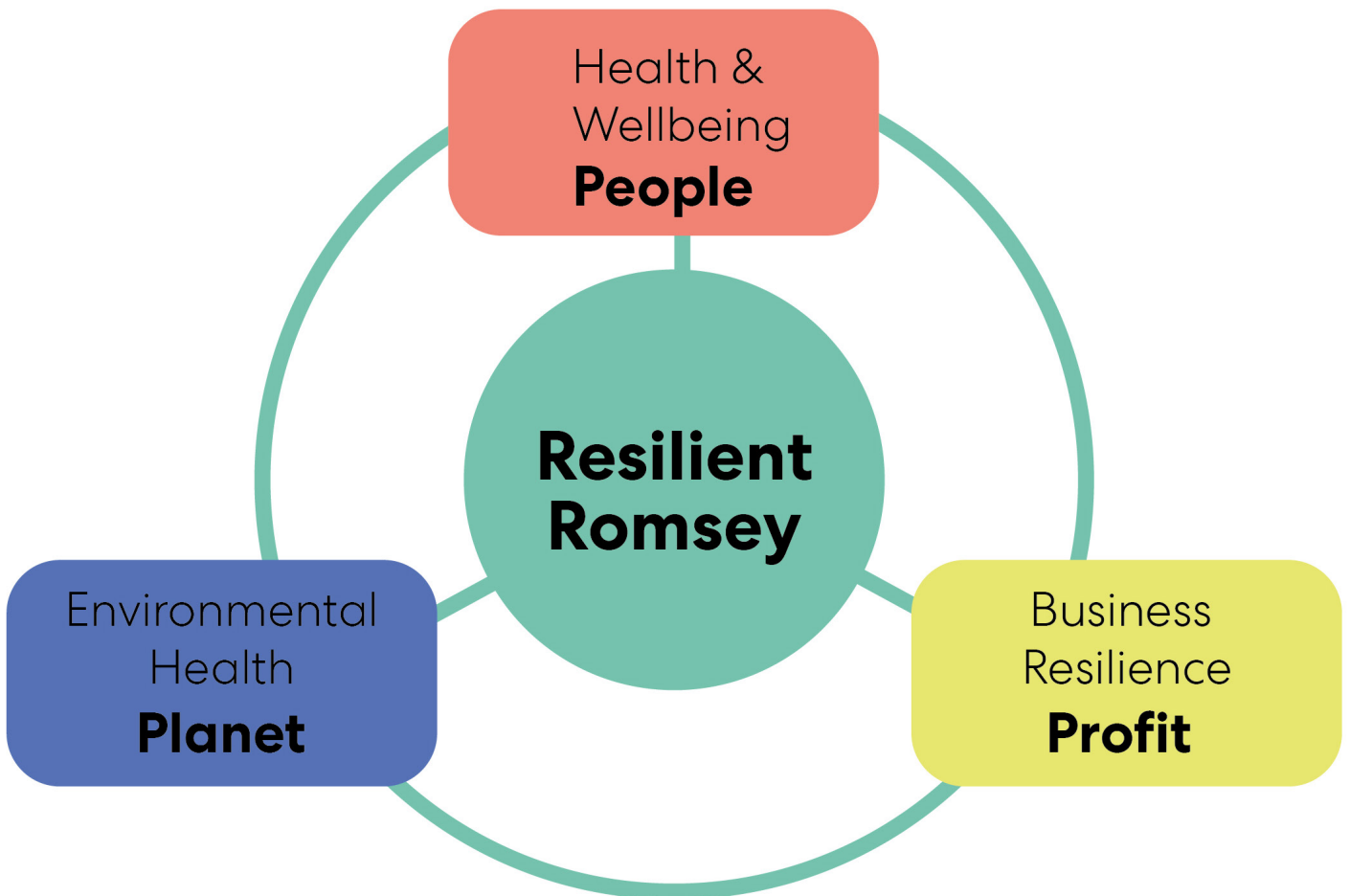
Sustainability

3.28 The Masterplan has also been informed by resilience and sustainable design principles. For example, during the Masterplan’s development it was important to consider the potential future shocks and stressors that may affect the town centre, and the ‘Rockefeller Foundation’s Shocks and Stressors Matrix’ provided a useful tool. This process was established to enable groups and individuals to place shocks, such as fire or flood, alongside longer term more chronic stressors, such as reductions in funding or infrastructure aging, on a matrix of likelihood and severity of consequence for the project. This process identifies areas of known issues for planning and masterplanning to address.

3.29 The plan has also been informed by the ‘People, Planet, Profit’ (the ‘3P’s) or the ‘Triple bottom line’ principle (see Figure 3.3).

3.30 The Masterplan principles arising are provided in Section 4. Below is a summary of some of the principles and interventions that incorporate ‘triple bottom line’ thinking and should create greater resilience.

Figure 3.3 People, Planet, Profit diagram



People – Health and Wellbeing

- Enhanced capacity for more sustainable movement choices, reducing pollution (air and noise) and supporting better health.
- New community facilities – flexibility within new buildings for a range of uses including a GP or other form of health provision and some services currently provided in Crosfield Hall (as part of the current comprehensive review and strategy).
- New green, grey, and blue infrastructure alongside a new public place / square will provide restorative benefits (building on Fishlake Stream and linking to the natural assets that surround the town).
- Historic/cultural preservation - Romsey's character will be protected and enhanced.
- Providing the impetus for a new "town walk" which enhances health and sense of community. This route would be further 'energised' with sculptures and art.
- Enhanced safety and security through a well-planned and managed new quarter.

Planet – Environmental Health

- A new sustainable transport hub, reducing damaging emissions and pollutants.
- Flexibility within the plan to reduce car usage / parking in the future as public transport usage and active travel increases, including demountable parking structures and the ability to phase down parking over time.
- Natural resources / enhanced biodiversity – more green and blue spaces and assets will enhance, protect and benefit the natural environment, which includes wild animals and plants. The Fishlake Stream is an existing asset that is exploited and developed further.
- Inclusion of sustainable water management systems within buildings and the public realm, including rain gardens in new public plazas and planting of additional street trees.
- Opportunities for energy consumption reduction through building orientation, façade design, and use of natural ventilation and light creating highly energy efficient buildings.

- Building design to draw from Well Building and sustainable construction guidelines such as Building Research Establishment Environmental Assessment Method (BREEAM) and Leadership in Energy and Environmental Design (LEED), incorporating sustainably sourced materials with low carbon footprint.

Profit – Business Resilience

- The Masterplan and its key proposals will provide a multiplier effect which benefits the wider centre and town generally.
- Businesses and tourism will be supported through well planned, connected and accessible infrastructure which improves the flow and movement of pedestrians and transport.
- The hub will bring more people into the town centre with less congestion overtime and therefore creating a better environment for business.
- Encourage more diverse businesses and retail through attractive and flexible units with space for start-ups and local businesses and jobs.
- The greater diversity of uses, the green, grey, and blue infrastructure and good design will attract more people, grow the evening economy and increase dwell time.

A Resilient Masterplan

3.31 The Masterplanning team has sought the input of TVBC's development consultants, Lambert Smith Hampton (LSH), to support, the project's development. See Section 6 for further details.

3.32 However, due to the ongoing and dynamic situation arising from Covid-19 and Brexit negotiations, and the impact that this will have on the economy and society, it is important that the plan is flexible and agile. The Masterplan remains however clear and grounded in the opportunities and constraints that exist at the time of writing.

Vision

3.33 A clear and compelling vision has arisen from consulting with the people of Romsey and the inputs of Romsey Future, TVBC and its Masterplan team.

Masterplan Vision

“Romsey is a resilient and vibrant place and a destination that people are compelled to visit. The contribution that the South of Romsey Town Centre has made has been very significant. In itself it is a beautifully designed new part of the town but it also adds so much more.

The new mobility hub has paved the way for a greater number of people to access and use the centre in a sustainable way and created the possibility of reduced car parking if desirable in the future.

New uses have added another dimension to the town, creating greater footfall with people staying for longer. The residents that now live here and the new shops and restaurants have added to the town’s vitality and evening economy. The new flexible community space forms part of a comprehensive town-wide plan that improves on previous facilities. This has boosted the strong sense of community within the town and the flexibility that was provided during the early planning has paid dividends, allowing new and surprising uses to take hold.

The new public spaces and introduction of much more greenery and water has underpinned the transformation and has had many benefits. It has made the town centre a more attractive place to visit, it has boosted people’s health and wellbeing and it is having positive environmental benefits and has allowed nature back in. The area and new routes that run through it forms an integral part of a comprehensive walking route that links the town up and which has been energised through public art.

All of this has been achieved in a way that has enhanced the best of Romsey’s unique character.”



4 | THE MASTERPLAN

4.1 Design Principles

4.1.1 Having established a vision for the future of the land south of Romsey Town Centre that is based on enhancing community resilience, this document now moves on to presenting the three core design principles that underpin the Masterplan, the Masterplan priorities, and the Masterplan proposals themselves.

1. Accessibility and mobility- putting people first

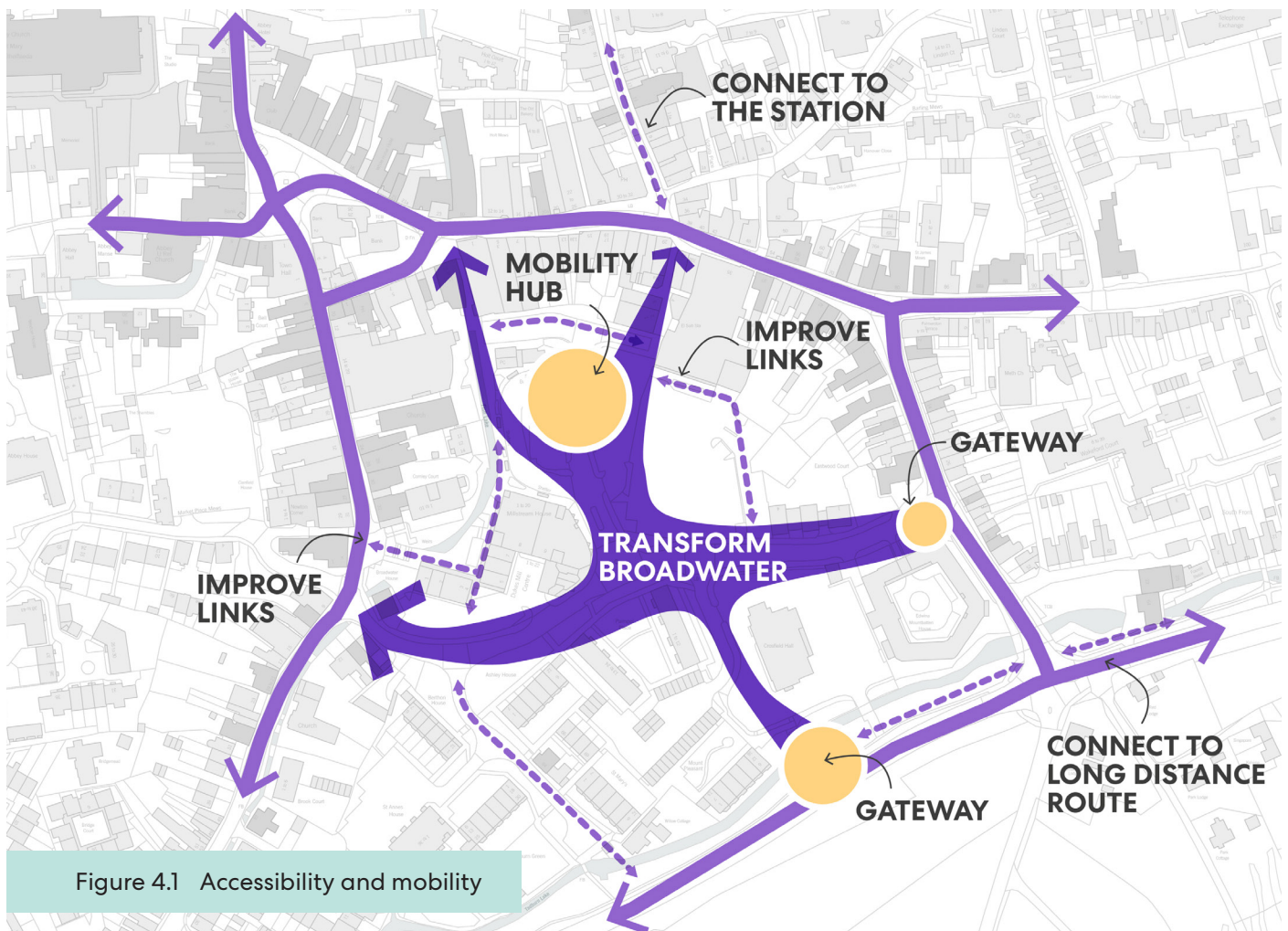


Figure 4.1 Accessibility and mobility

4.1.2 The guiding principles for accessibility include:

- Better flow of people through signage and wayfinding improvements and new pedestrian and bicycle routes and infrastructure;
- A new, centralised and modern mobility hub catering for active and sustainable modes of transport that 'future-proofs' the town centre and provides a platform for reduced parking if desired;
- Improved pedestrian and cycle facilities and calming on Broadwater Road;
- A town that is not just well connected physically, but also digitally, through access to high speed broadband implemented in a coordinated way with future development;
- Accessible car parking that is able to serve the large rural catchment where there is a greater reliance on private transport, but that is adaptable for the future when attitudes to car ownership change.

2. Sustainability – creating an attractive, healthy and resilient place

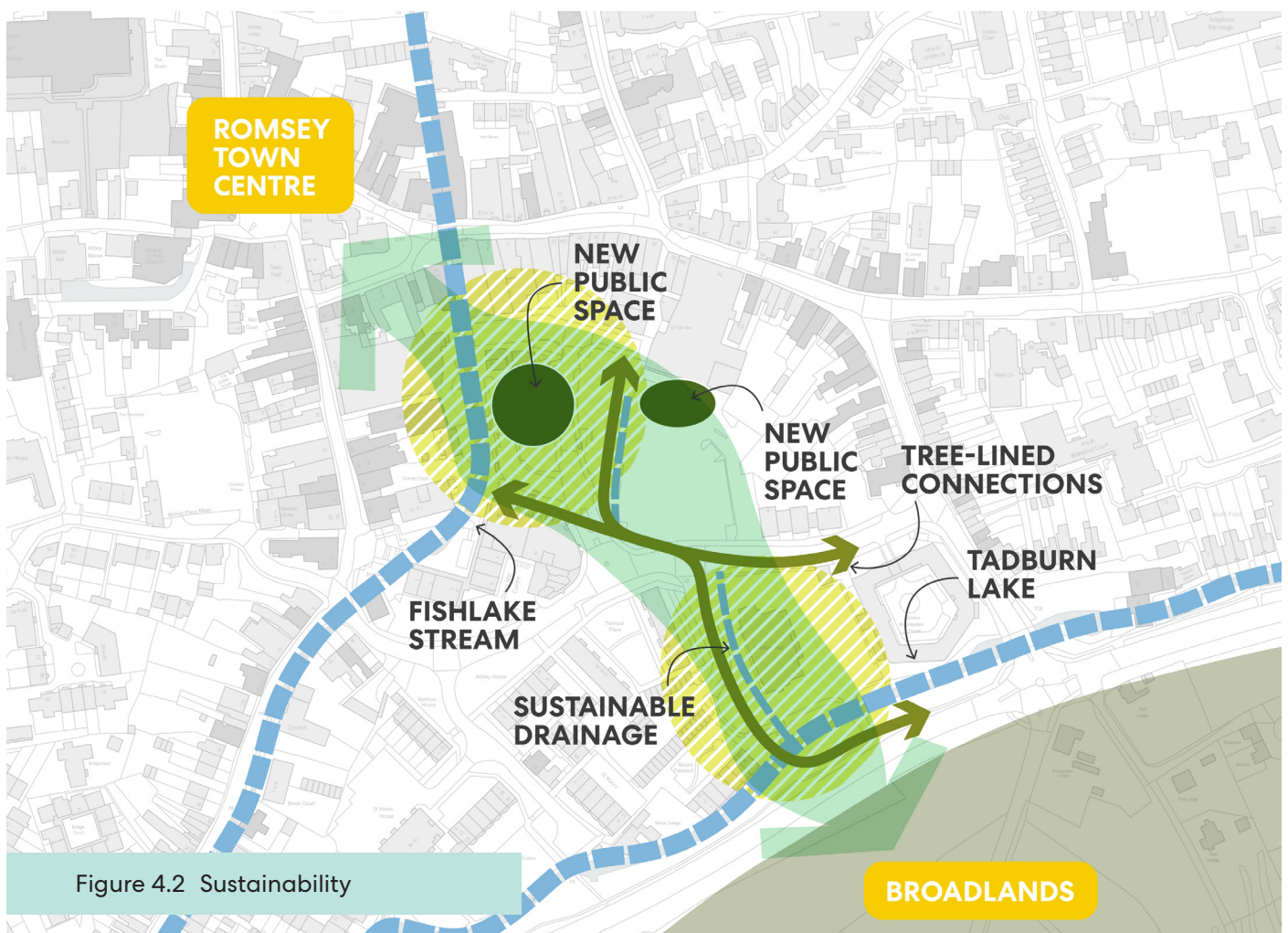


Figure 4.2 Sustainability

4.1.3 The guiding principles for creating a sustainable destination include:

- Creating a 'Green Bridge' by drawing landscape, habitat and nature from Broadlands into the South of Town Centre;
- Building on and enhancing the area's blue infrastructure (Fishlake Stream and Tadburn Lake)

including sustainable urban drainage systems or rain gardens;

- Key focus on urban greening / nature based design (biophilia), through the creation of new open spaces and green building concepts including green roofs and walls;
- Adoption of sustainable building design strategies.

3. Identity – reinforcing Romsey’s character

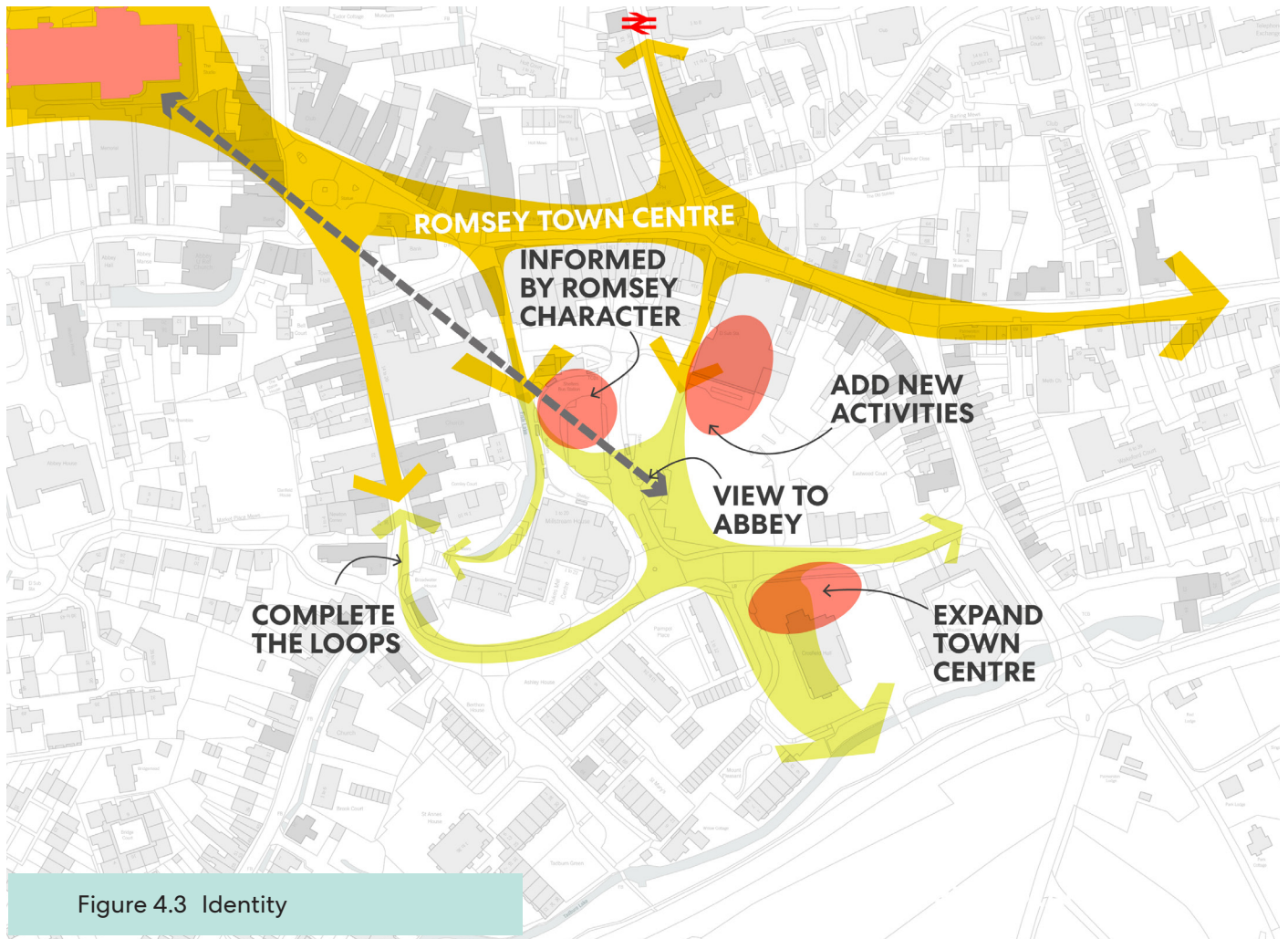


Figure 4.3 Identity

4.1.4 The guiding principles for reinforcing Romsey’s unique history and character:

- Drawing the best of Romsey’s character from the Hundred into the south of the Romsey Town Centre area;
- Reinforcing Romsey’s sense of identity, drawing on the architectural character of buildings and the conservation area;
- Improving the physical and visual connectivity of the Masterplan area with the rest of the town;
- Exploiting the innate sense of community through creating a new community hub with specially designated, modern and flexible space for the community use within the new buildings, set within a wider environment conducive to community collaboration.



Figure 4.4 Conceptual 'tartan' overlay of access, sustainability, and identity within the South of Town Centre Study Area

Masterplan Priorities

4.1.5 Based on the outcomes of extensive community engagement throughout the preparation the Masterplan, the Masterplan Priorities are:

1. Increasing the range of uses, in flexible buildings and spaces, that add to and complement the existing town centre (including but not limited to modern commercial opportunities e.g. retail, food and beverage, services) and increases the dwell time of users and supports the evening economy;
2. Providing community facilities that are of a high quality and accessible to all;
3. Providing sustainable movement choices and improved/flexible car parking solutions;
4. Providing better pedestrian and cyclist links across the area including improvements to signage and wayfinding;
5. Promoting and enhancing the best of Romsey's historic character;
6. Providing high quality green and blue infrastructure that is health enhancing and building on existing assets such as Fishlake Stream;
7. Ensuring the plan is sustainable, that it enhances environmental and human health, and supports a resilient Romsey.

4.2 Short Term – Public Realm Improvements

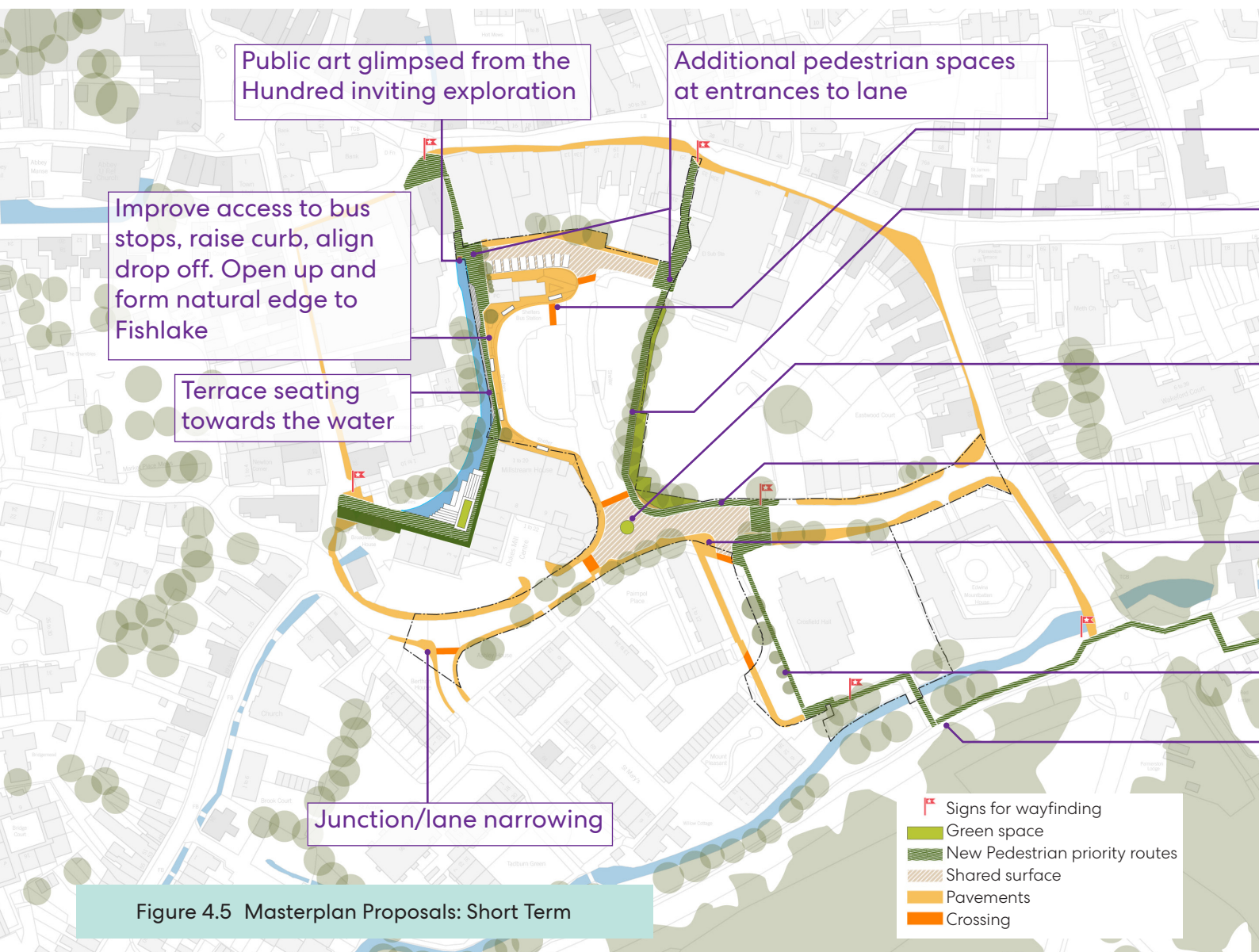


Figure 4.5 Masterplan Proposals: Short Term

4.2.1 In the short term (1-3 years), the Masterplan is focused on providing significant improvements to the urban environment of the South of Romsey Town Centre area and beyond, including providing extensive greening. The improvements would “set the scene” for the remainder of the Masterplan, being the initial catalyst for change and an invitation for investment in the following stages. The urban realm improvements are particularly focussed on softening Broadwater Road and enhancing the area around the Fishlake Stream between Bradbeers and the existing bus station.

4.2.2 Much of the work proposed for the short term revolves around making improvements to the urban environment for pedestrians. The south of Romsey

Town Centre area is currently dominated by cars and car parking, making it difficult to walk from the Hundred to Crosfield Hall in a straightforward and safe manner, particularly if you are not familiar with Romsey. The works would aim to instigate small but effective measures to make the area, and the facilities it provides, more accessible, improving the experience for all. In the short term there would be limited change to the existing car parking and traffic arrangement.

4.2.3 In summary, the short term Masterplan proposals include:

- Enhancement of Fishlake Stream including providing terrace seating towards Bradbeers and in the area north of Dukes Mill;



Improved pedestrian route to parking

Add footpath along row of trees

Transform Broadwater, including reconfiguration of roundabout, add continuous surface pedestrian crossing

Realign road to improve pedestrian path

Narrow junction and mark/raise crossing

Create new pedestrian path through car park

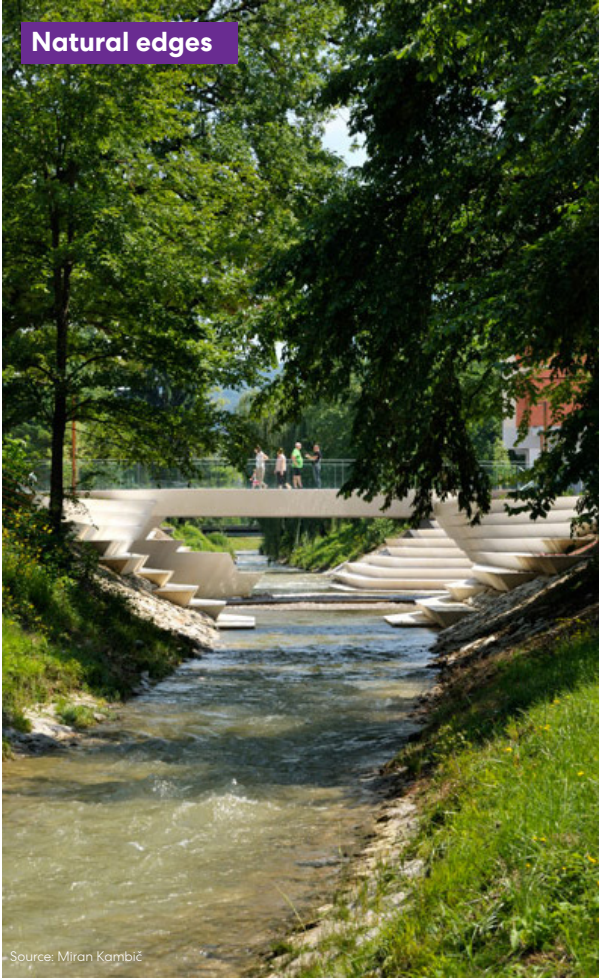
Add pedestrian and cycle facility along bypass and over existing bridge



- Enhancement of Tadburn Lake waterway;
- The introduction of nature to enhance health and well-being in the area;
- Footpath along existing line of trees between the Aldi car park and the bus station site;
- Improve access to existing bus stops within the bus station and align drop off, and add pedestrian crossing to car parking within the bus station site;
- Installation of public art, including at the Boots laneway;
- Creation of larger and improved pedestrian space at the base of each of the pedestrian laneways from the Hundred;
- Signage and wayfinding improvements across the area and beyond;
- Traffic calming and improvements to Broadwater Road including reconfiguration of the roundabout and continuous surface for pedestrian crossing;
- Improved pedestrian connections across the area including a pedestrian bridge over the Tadburn Lake and pedestrian avenue beside Crosfield Hall;
- Improved pedestrian and cycling connections toward the Rapids including a cycle and pedestrian route along the Bypass and possible pedestrian bridge over or new crossing.

Short Term Proposal Precedents

4.2.4 Within the Short Term Proposals precedent images have been identified that explore some of the opportunities for enhancing the public realm. These draw from existing character and new ideas for the town and have been identified through consultation responses and suggestions from the community.

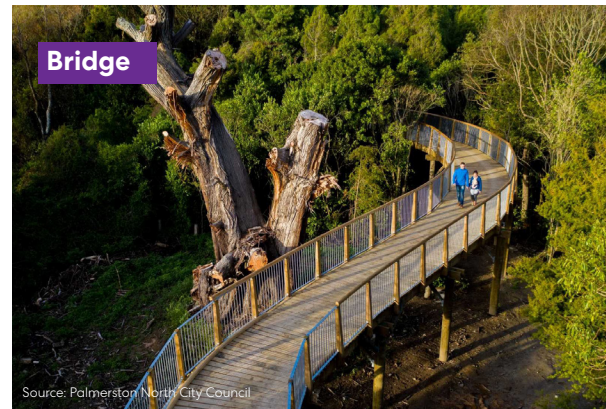
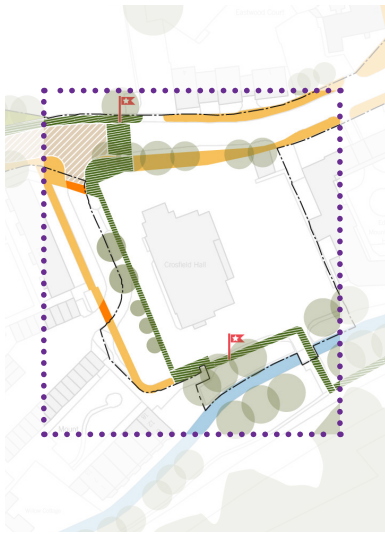
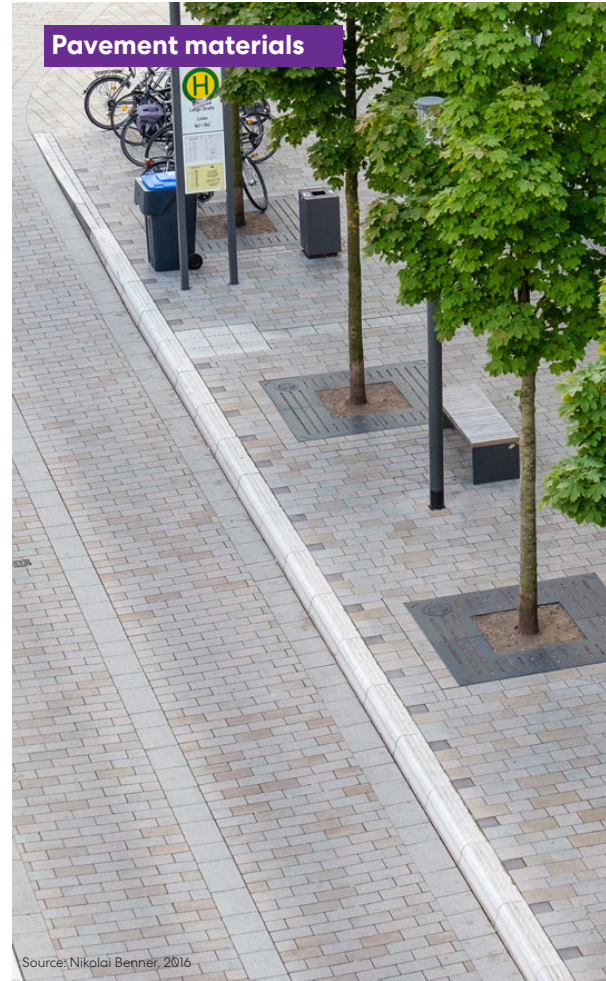


- Re-imagined Fishlake Stream, more accessible and more natural.





- New pedestrian routes incorporating landscape, permeable paving, and seating to improve flow of people to the Hundred and the rest of the town.



- Improved pedestrian space and crossing to Broadwater Road, new route to the bypass, and improvements to the Tadburn Lake incorporating rain gardens, permeable paving, and sustainable drainage.



4.3 Medium Term – New Mobility Hub and Mixed Use Development

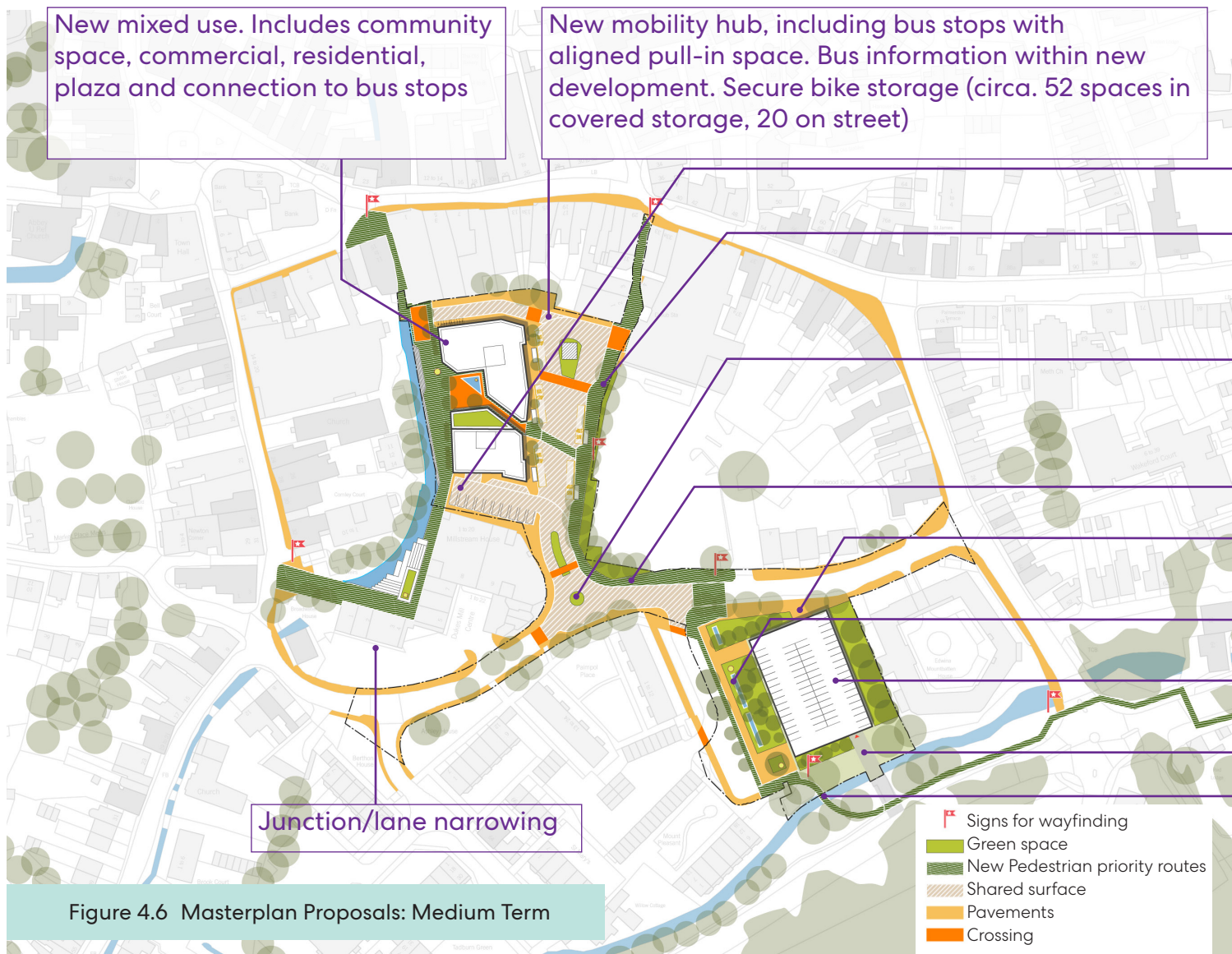


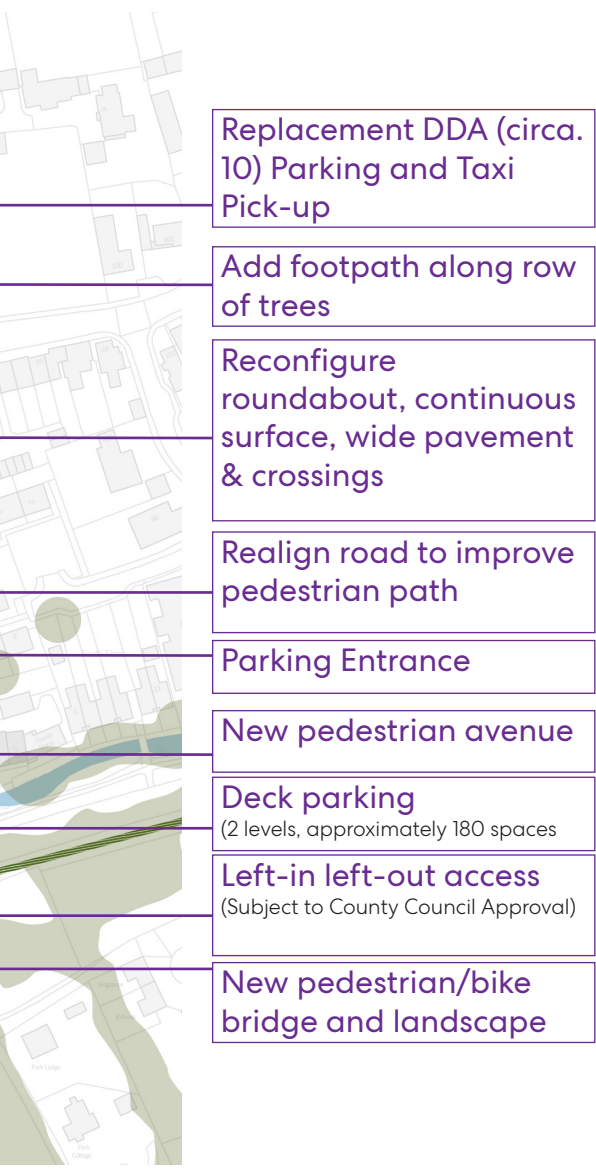
Figure 4.6 Masterplan Proposals: Medium Term

4.3.1 The medium term plan (3-5 Years) is focussed around opportunities arising from the development of the two sites that are within Test Valley Borough Council ownership – the bus station site and Crosfield Hall. While both of these facilities are important to the wider community, detailed analysis has found that it would be possible to reprovide the existing facilities, whilst providing additional uses and improving the area overall.

4.3.2 The bus station site, or Fishlake site, is proposed to be redeveloped to provide a new and improved mobility hub and a mixed-use development. The mobility hub would become the new central focus of the area,

accessible by bus, on foot, or by bicycle, as well as other alternative modes of transport such as mobility scooters. The new mobility hub would provide for all existing bus services including additional capacity for the future and in a far more efficient and much improved layout, with five bus/coach stops. The existing service lane is to remain in place, accessible via the mobility hub, and reproviding the current servicing for businesses with a frontage to the Hundred.

4.3.3 Improved bicycle facilities, including dedicated bicycle parking and storage would be provided as part of the mobility hub. These improvements are consistent with Romsey Future and TVBC's vision for enhanced



completed, the study will inform the nature and size of the community 'hub' facility that could be reprovided within the Fishlake Site.

4.3.5 In addition to the community space, commercial space in flexible units with larger floor areas than are traditionally found within Romsey would be provided. An option exists to incorporate health related uses such as a GP surgery or pharmacy. Al fresco dining would be possible in the summer months around the new public plaza fronting the reinvigorated Fishlake Stream. The public toilets would also be reprovided within the new development, along with enhanced, accessible recycling facilities.

4.3.6 Above the commercial and community floorspace on the ground floor, a mix of one, two and three bed residential units are proposed to contribute to the housing stock within the town and add to its overall vitality. Between 0-50% parking could be provided on the site. Given the site's location next door to the new proposed mobility hub, a realistic opportunity presents for a car free development.

4.3.7 The disabled parking spaces that were located with the servicing lane are proposed to be moved and reprovided like for like between the Fishlake Site and Dukes Mill, reducing the opportunity for conflict between vehicles utilising the disabled spaces and service vehicles using the service lane.

4.3.8 While the community facilities that the Crosfield Hall provides are important to the local community, the building itself is limited in the range and type of activities for modern use, and because of its design and configuration represents an underutilised and low-density opportunity within a town centre location. Replacement community facilities would be reprovided in other parts of the town, including in the new Fishlake Site mixed use development. Importantly, the replacement community facilities that are to be provided within the new Fishlake Site development would be conditional on a strategy being agreed. The new consolidated car park would be comprised of ground floor plus two levels of decked car parking (approximately 180 spaces), constructed of lightweight steel and would be covered in green walls and planting to reduce its visual impact. The structure would be designed and built so that it could easily be de-constructed and reused elsewhere in the future as the Masterplan's long term vision came to fruition, or as the need and requirement for parking lessened.

bicycle infrastructure, included cycle lanes, within the town and beyond. The Romsey Future 'Walking and Cycling Working Group' is continuing to work to deliver key projects in the wider walking and cycling network.

4.3.4 The new mixed use development on the Fishlake Site proposes two buildings of three storeys each around a new public plaza, with a combination of commercial and community space on the ground floor and residential units above. Romsey Future with support from RPT Consulting is currently seeking to understand the scale and size of community facilities that are required to meet the needs of Romsey and the surrounding area both now and in the future. Once

Fishlake Site

- New ‘mobility hub’ to replace existing bus station, re-providing 5 bus/coach stops in a more efficient use of space, and improved facilities for cyclists and pedestrians;
- The central hub could also include bicycle storage and ‘Amazon lockers’ or similar;
- Pedestrian crossings across mobility hub to be easily accessible and safe to use;
- Residential led, mixed use development over three storeys providing circa 30 residential units on the upper floors, green roofs / sustainable drainage, and option to aspire to be a car free development;
- Flexible commercial floorspace at the ground floor allowing provision of retail and leisure units including for restaurants and associated outdoor dining within the proposed new plaza, and boosting the dwell-time / evening economy of Romsey;
- Community uses at the ground floor and incorporation of a new ‘Community Hub’;
- Existing facilities including public toilets to be incorporated at ground floor and accessible to all;
- Option to explore activity generating proposals such as an outdoor cinema in the summer months;
- Reprovision and enhancement of modern recycling facilities;
- Taxi/private vehicle drop off to be incorporated;
- Reprovision of ten disabled parking spaces to be incorporated away from conflicts with servicing.



Figure 4.7 Fishlake Plaza and Mobility Hub Illustrative Plan

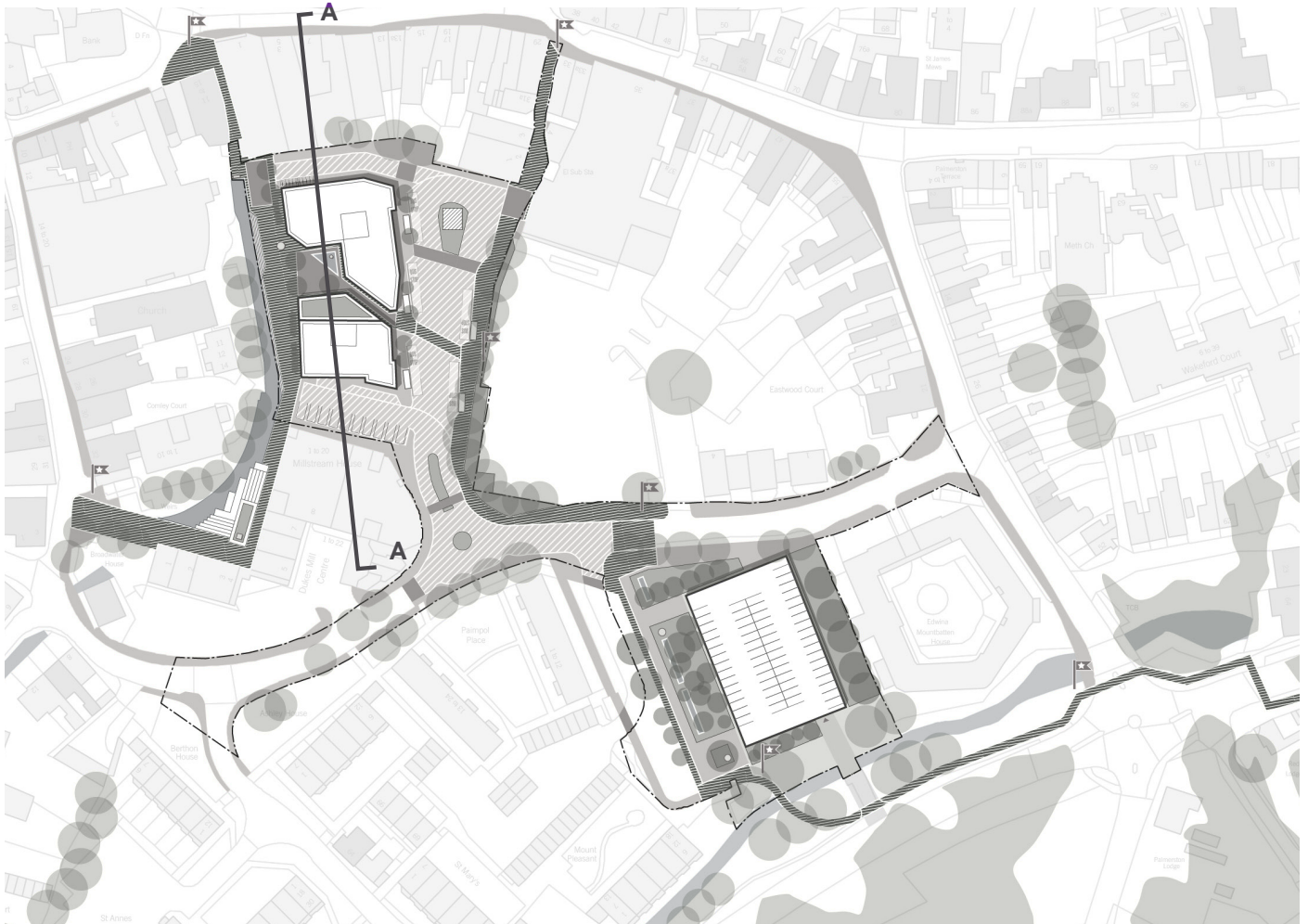


Bus Station	No. of storey	Total (GEA)	Commercial (GIA)	Resi (GIA)	Resi Units	Cycle storage	Parking count
Building A	3	2,400 sqm	632 sqm	1,577 sqm	20	40	0-50%
Building B	3	1,525 sqm	435 sqm	888 sqm	10	40	0-50%
Public Parking						72	10 (DDA)
Total		3,925 sqm	1067 sqm	2,465 sqm	30	152	10 (DDA)

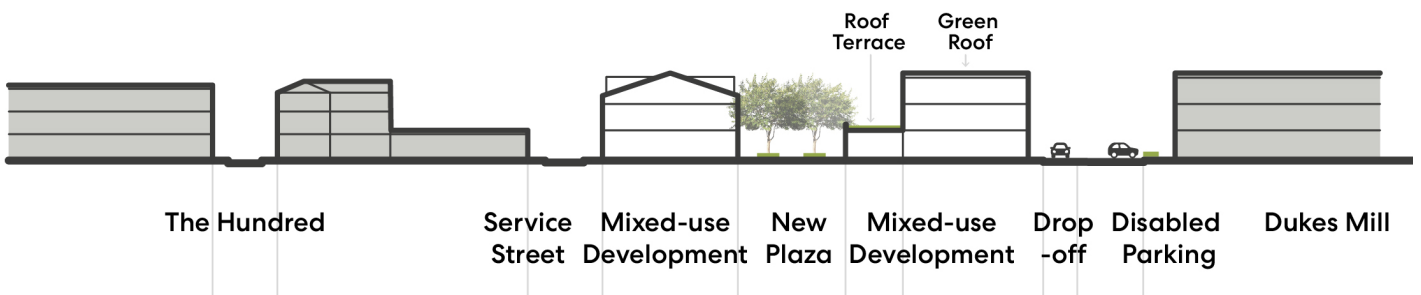
Table 4.1 Potential quantum of development identified by the illustrative site plan for Fishlake Plaza

*Plans are for illustration purposes, areas taken from Masterplan concept design
 *Private parking count anticipated between 0%-50%, subject to future detailed design and planning

Section location based on Medium Term Scenario



Section A-A



*Indicative heights on existing buildings. Source: LiDAR survey

Figure 4.8 North South Section through Fishlake Plaza Illustrative Plan

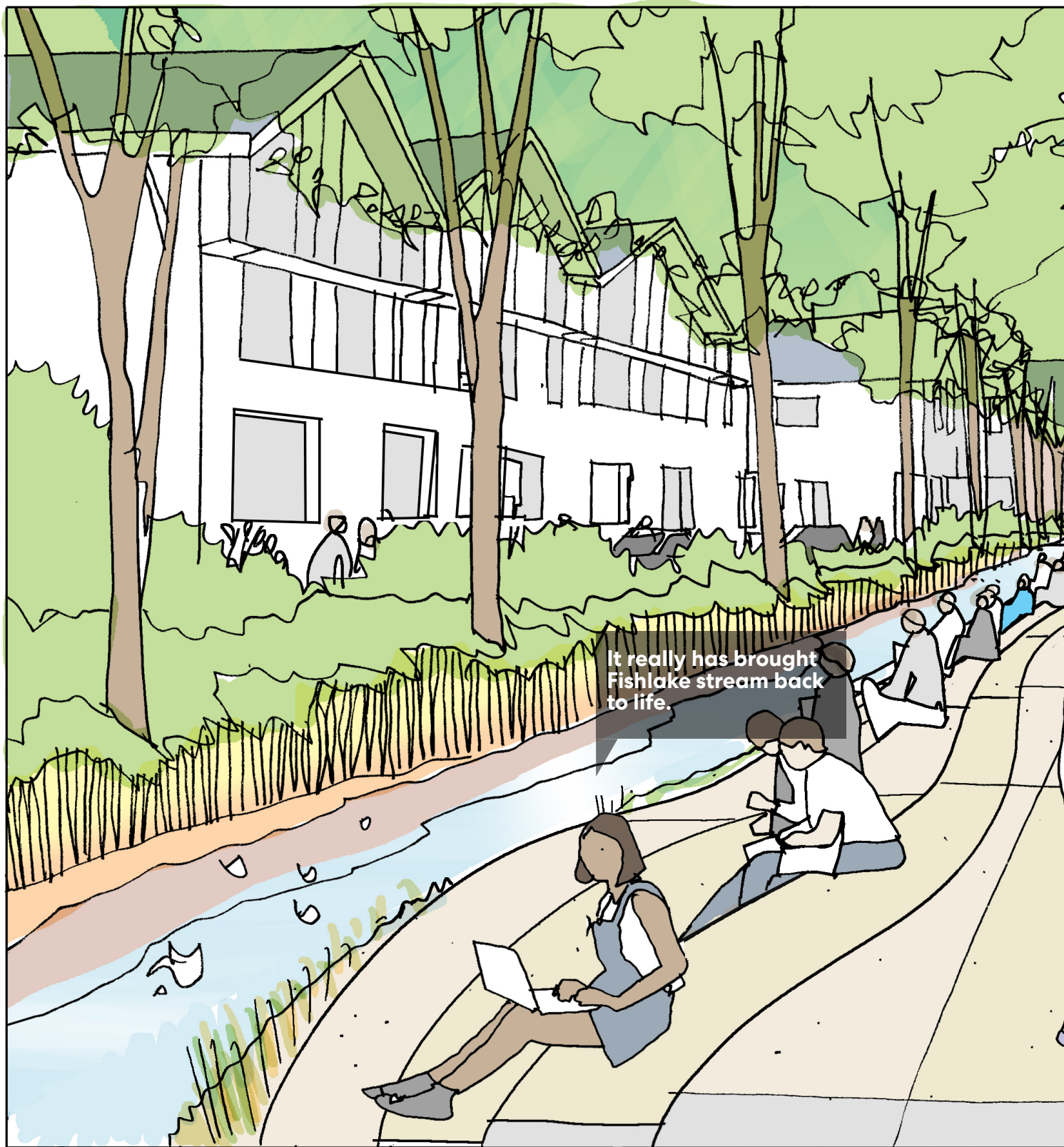


Figure 4.9 Fishlake Plaza Artist Impressions



Look, new art work!

We had a great afternoon at the new plaza.





Figure 4.10 Artist Impressions of view to Romsey Abbey through Fishlake Plaza



Crosfield Hall Site

- Crosfield Hall facilities evaluated and reprovided within new and existing buildings based on detailed assessment of optimum reversion in terms of overall need and location prior to removal of the current facility;
- Proposed decked car park for around 180 car parking spaces across ground floor and two upper levels;
- Decked car park to be demountable and constructed of lightweight steel, with green walls and planting;
- An alternative exists to use surface parking, and not include demountable parking, if a reduction parking need is appropriate;
- Potential for left-in, left-out from the Bypass to access the new decked car parking structure to further reduce traffic along Broadwater Road;
- Further improvements to pedestrian and bike path through the site in a pedestrian avenue, allowing access to Broadwater Road and the new Mobility Hub;
- Carefully designed to ensure the amenity of adjoining residents of Edwina Mountbatten House and Aster Housing Estate is protected, particularly in relation to sound attenuation and air quality.

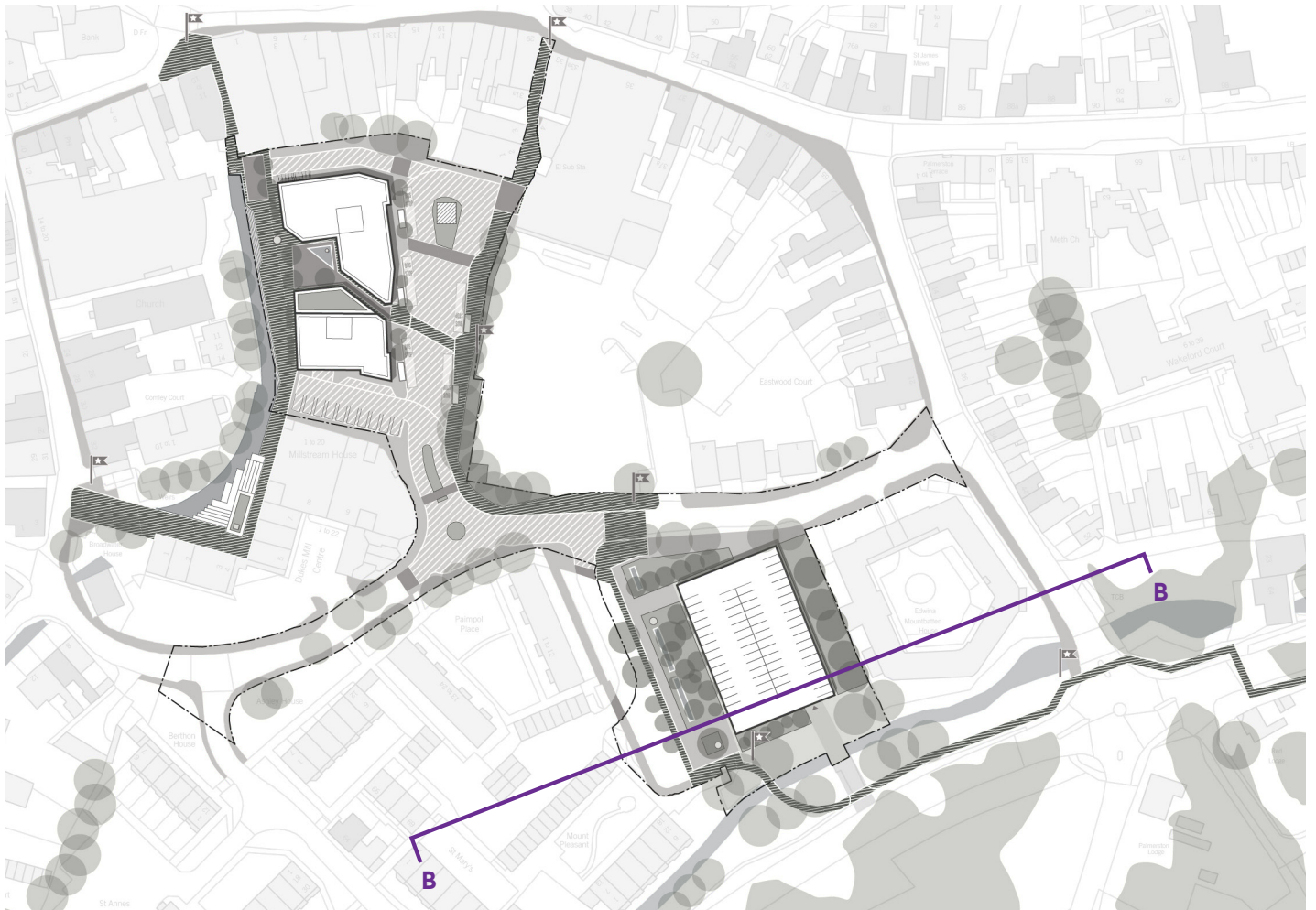


Figure 4.11 Crosfield Hall Medium Term Illustrative Plan

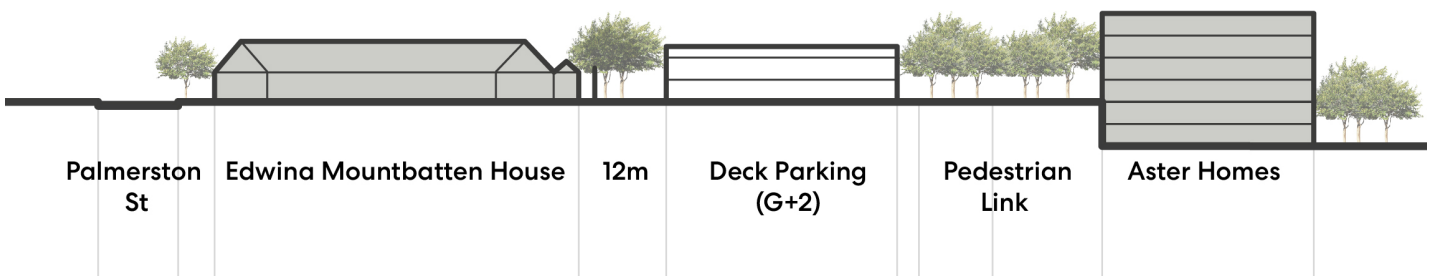


Precedent examples of high quality parking and public realm solutions

Section location based on Medium Term Scenario



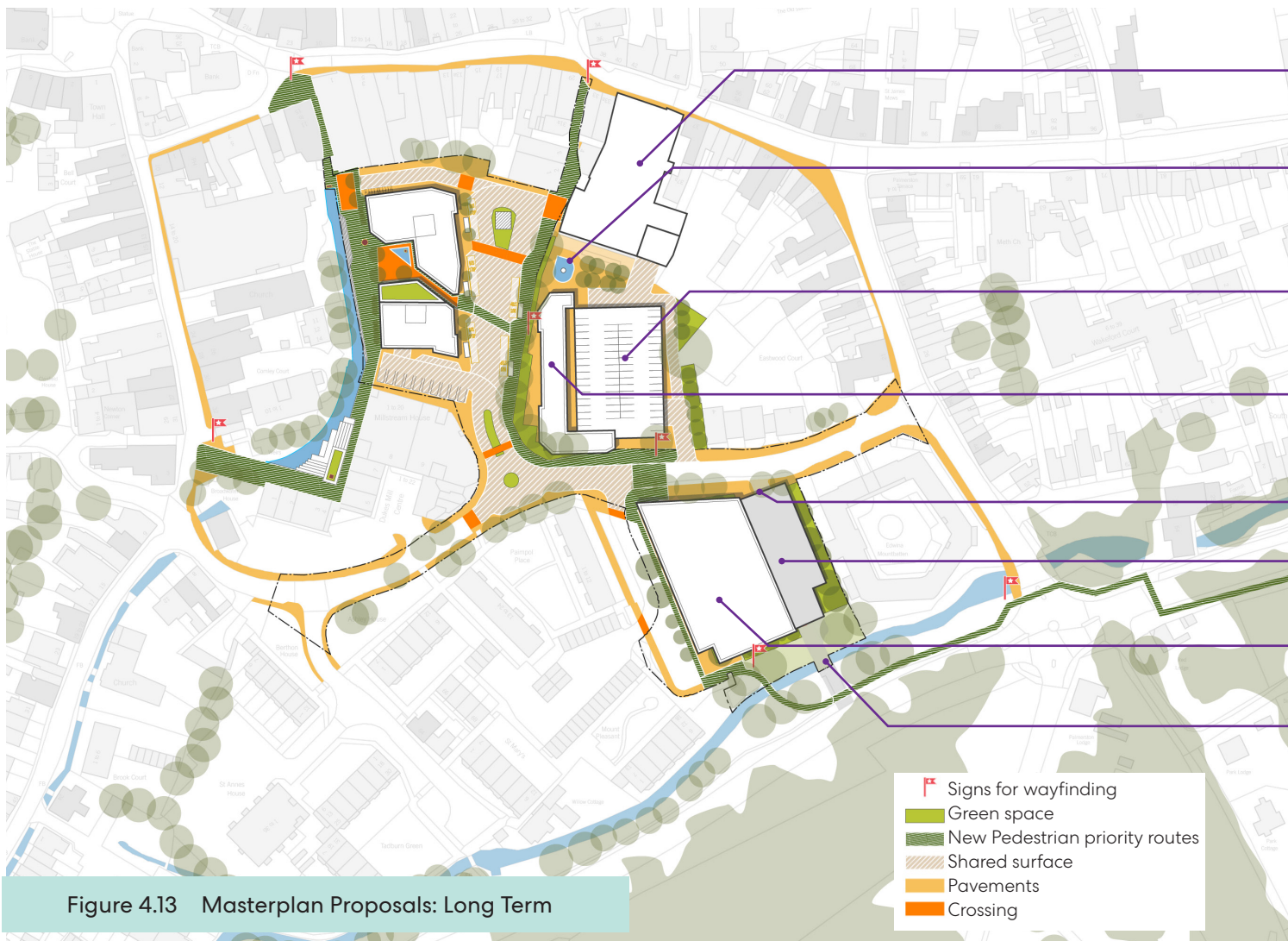
Section B-B



*Indicative heights on existing buildings. Source: LiDAR survey

Figure 4.12 East West Section through Crosfield Hall Medium Term Illustrative Plan

4.4 Long Term – Aldi Relocation



Adaptive reuse of Aldi for: Gym, community space, leaseable office space, retail fronting the Hundred

New open space including public art and fountain

Circa. 180 spaces in ground and 2 level deck
(Circa 7m height)

Live/work units with active ground floor uses

Parking Entrance

Aldi car park to be confirmed

Aldi store to be confirmed

Left in left out from bypass
Subject to County Council Approval

4.4.1 The longer term prospects (5-10 years) for development within the area, including development of sites not owned by Test Valley Borough Council have also been considered and incorporated into the Masterplan as long term plans. In particular, opportunities involving the existing Aldi and associated car park have been explored. In the future, there may be opportunities to expand the long term Masterplan options to include other adjoining land parcels within private ownership.

4.4.2 The first part of the long term proposals revolves around Aldi moving from its existing location to the Crosfield Hall site. Provision would include a new store and associated car parking. Importantly, any development on the Crosfield Hall site would have to consider its impact on adjoining residents, including Edwina Mountbatten House and the Aster Housing Estate.

4.4.3 The second part of the proposals would involve the existing Aldi building being reinvigorated for a new mix of footfall generating, active uses, including for example, a gym, community space, maker spaces (commercial or community led spaces that rent benches, tools, and equipment for either small companies or hobbyists to use) or small workshops, office space and retail space fronting the Hundred. The existing uses in the upper floors of the building would be able to remain.

4.4.4 The existing Aldi car park would also be upgraded with a lightweight decked structure, similar to the one described for the Crosfield Hall site in the medium term Masterplan proposals (or possibly the same one, relocated if feasible). In addition to the decked car park, there is an opportunity to provide a residential block, a series of live-work units on the site with active ground floor frontage, or a hotel.

4.4.5 Between the new decked car park and the existing building, a new public open space including public art and water feature is proposed, opening the space up and providing an easy and legible pedestrian connection to the Mobility Hub.

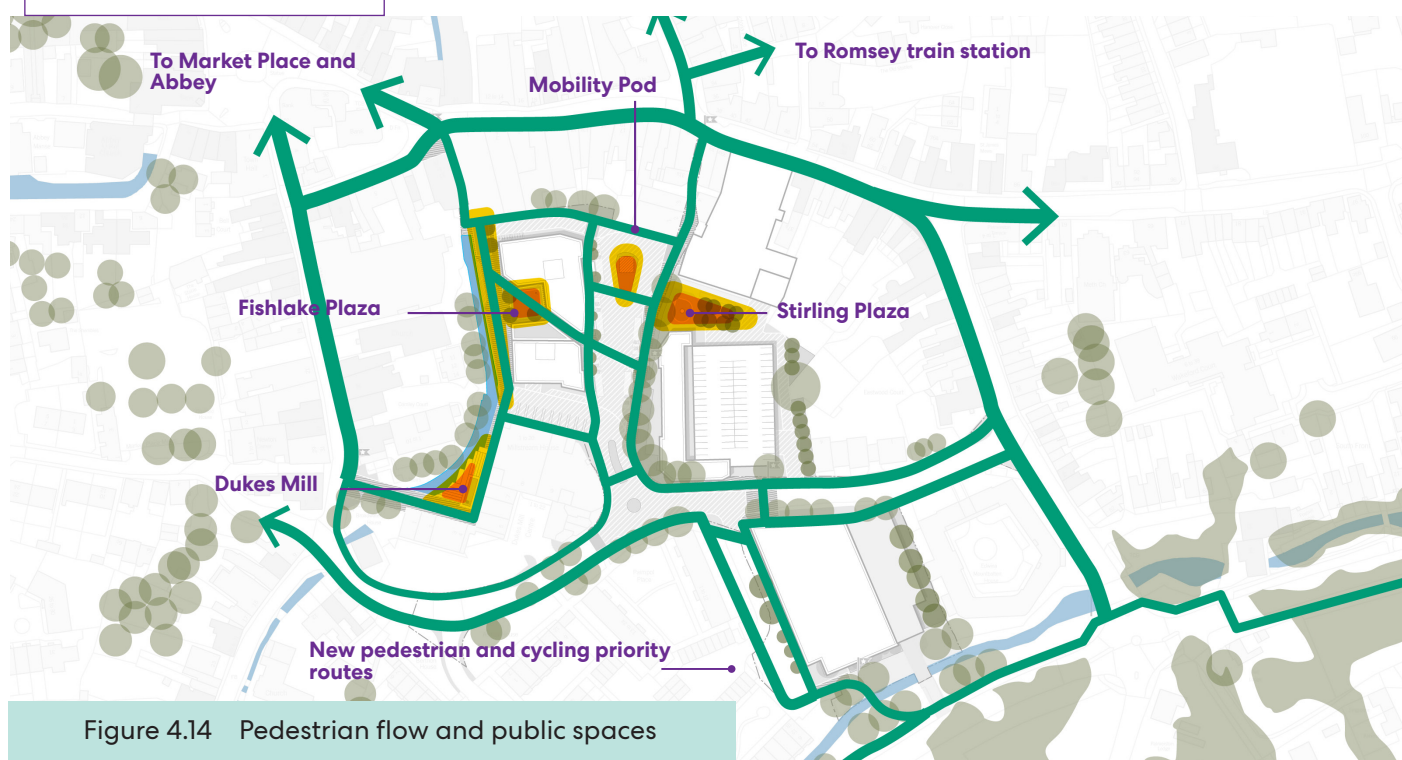


Figure 4.14 Pedestrian flow and public spaces

New Aldi store on Crosfield Hall site

- Aldi store to be relocated from current position to the Crosfield Hall site, which has the capacity to host a new Aldi store and space for 100 car parking spaces;
- New Aldi store to be designed to complement and be sympathetic to the character of Romsey;
- Option for some commercial floorspace or other use above the new store if feasible.



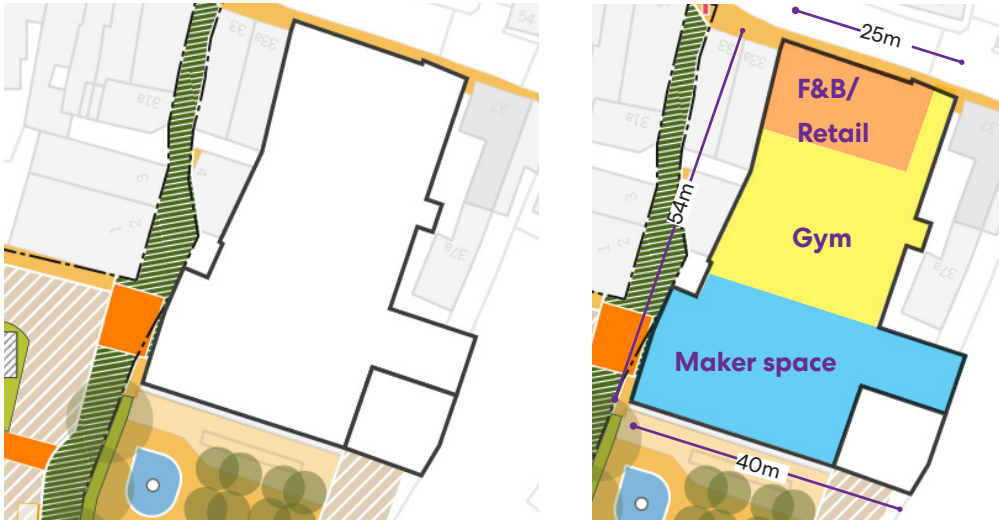
Aldi store proposal, Ewell



Figure 4.15 Crosfield Hall Long Term Illustrative Plan

Aldi site redevelopment

- Adaptive reuse of the existing Aldi building for a combination of footfall generating uses such as community uses, maker spaces, office space, gym, and retail/ food and beverage;
- Frontage to the Hundred to be reactivated;
- Existing car parking to be retained and enhanced, with option to provide a level of decked parking to increase the overall parking capacity of the area. Surface level car parking would have the capacity to provide 90 car parking spaces, with decked parking able to provide up to 180 car parking spaces in this location;
- 'Wrap-around' development for residential block, work-live units or hotel, and active uses at the ground floor;
- Provision of public space along Broadwater Road;
- Provision of new public space between the building and proposed car park including public art and water feature.



List of possible Aldi adaptive reuse program.

- Independent retail
- Gym
- Healthcare lifestyle
- Zero-packaging groceries
- Maker space and hobbyist activity
- Community meeting space and offices
- Cycle repair workshop
- Food and beverage

Figure 4.16 Aldi Store Long Term Illustrative Plan



Source: Keira Mason



Source: Hennebery Eddy Architects

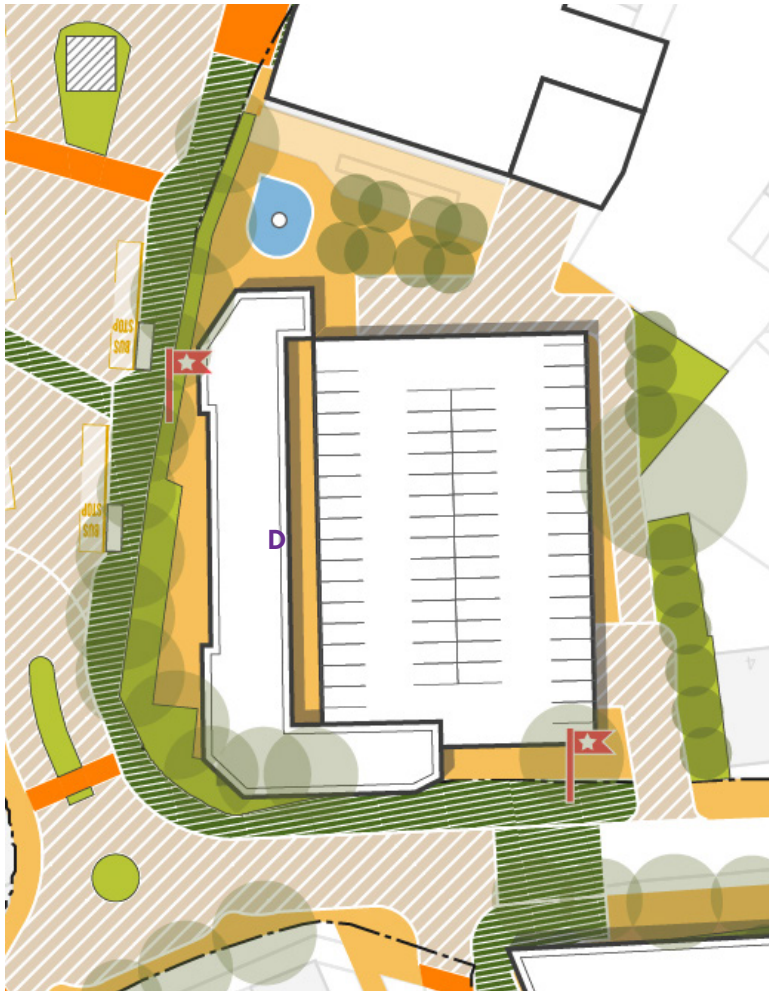


Source: Poplar Union



Source: Look mum no hands!

Aldi Car Park Site Detail



4.4.6 The Aldi Car Park site has the ability to accommodate the demountable parking structure, relocating it from the Crosfield Hall site, and along side this new live/work units that provide flexible opportunities for both increasing opportunities for small independent business within Romsey, but also a variety of new housing. By 'wrapping' the parking structure with residential a positive and active street front is created, keeping any parking to a discrete location within the centre of the block. Alternatives such as residential or hotel uses could also be explored.

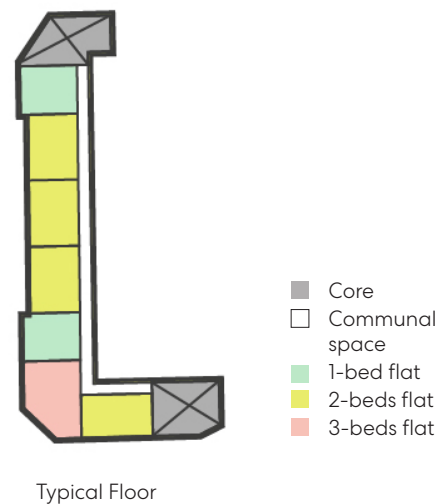


Figure 4.17 Aldi Car Park Long Term Illustrative Plan

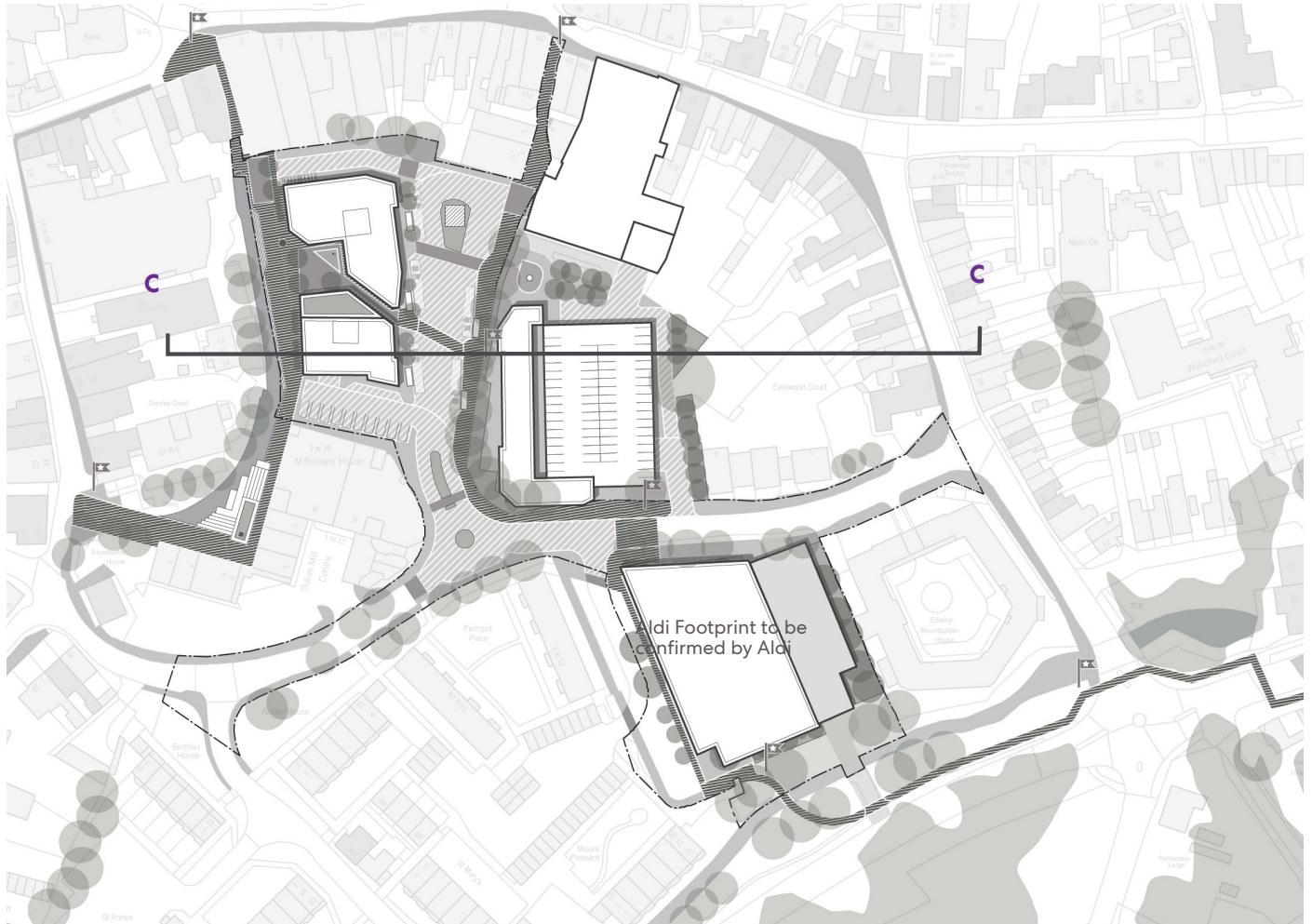
Aldi Car Park	No. of storey	Units	Parking	Total GEA
Building D	G+3	28	0-50%	2,760 sqm
Public Parking	G+2		169	
Total		28	183	2,760 sqm

*Plans are for illustration purposes, areas taken from Masterplan concept design

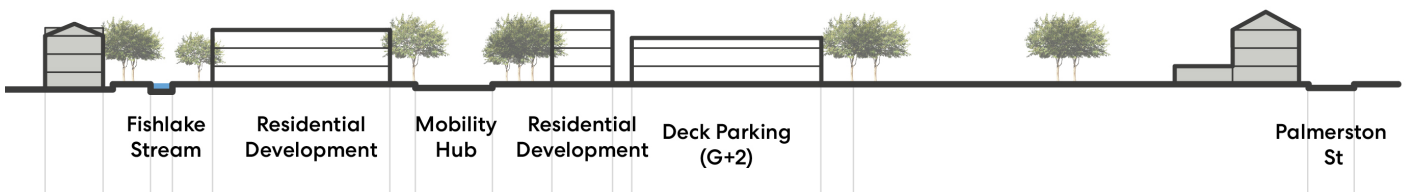
*Private parking count anticipated between 0%-50%, subject to future detailed design and planning

Table 4.2 Potential quantum of development identified by the illustrative site plan for Aldi Car Park

Section location based on Long Term Scenario



Section C-C



*Indicative heights on existing buildings. Source: LiDAR survey

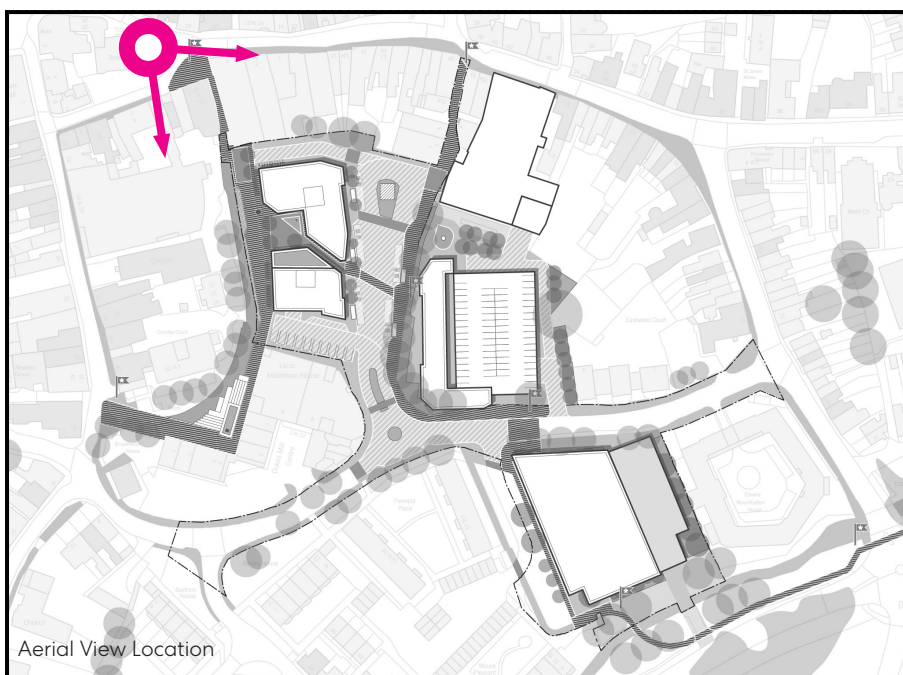
Figure 4.18 East West Section through Aldi Car Park and Fishlake Plaza Long Term Plan

Bringing it all together

4.4.7 The current South of the Town Centre area with its large areas of surface parking and lack of consideration for pedestrian movement is at odds with the rest of the town. The Masterplan and aerial image demonstrate how the aspirations of the community can be brought forward to complete this part of town centre and extend the retail offer. The aerial view also highlights the relationship with the Broadlands Estate and how greenery can be brought into the town centre in a more deliberate and continuous way.



Existing Aerial View



Aerial View Location

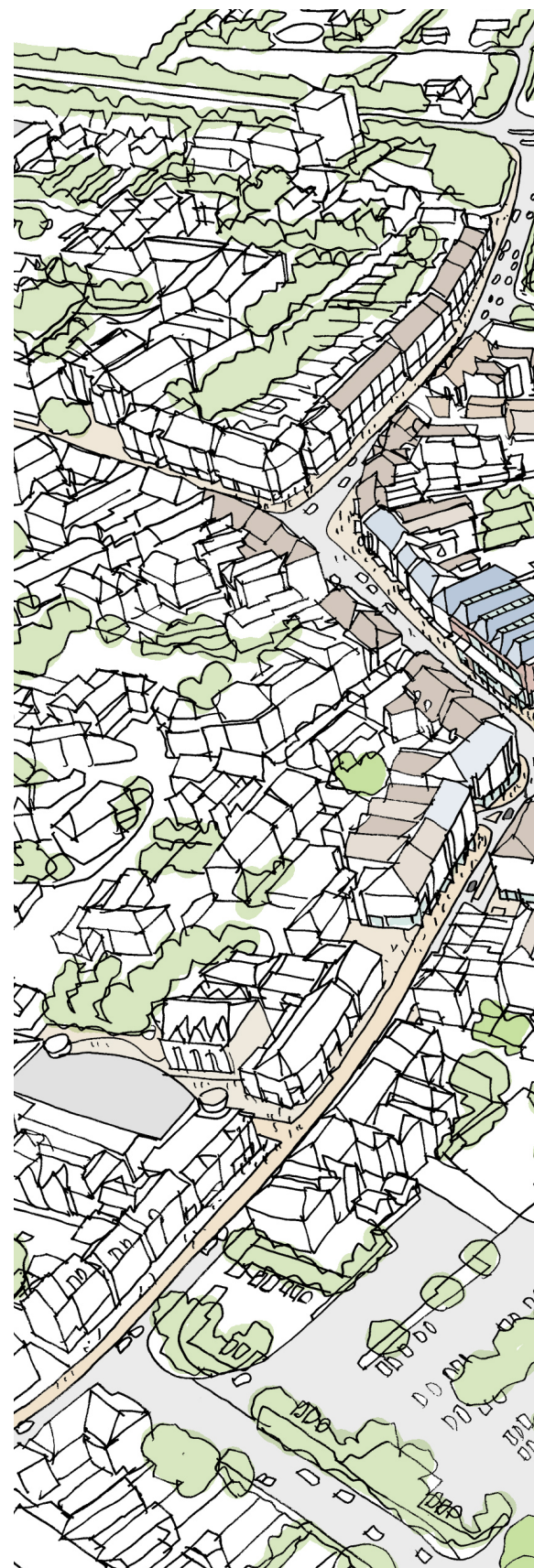




Figure 4.19 Artist Impression Aerial View of Long Term Masterplan

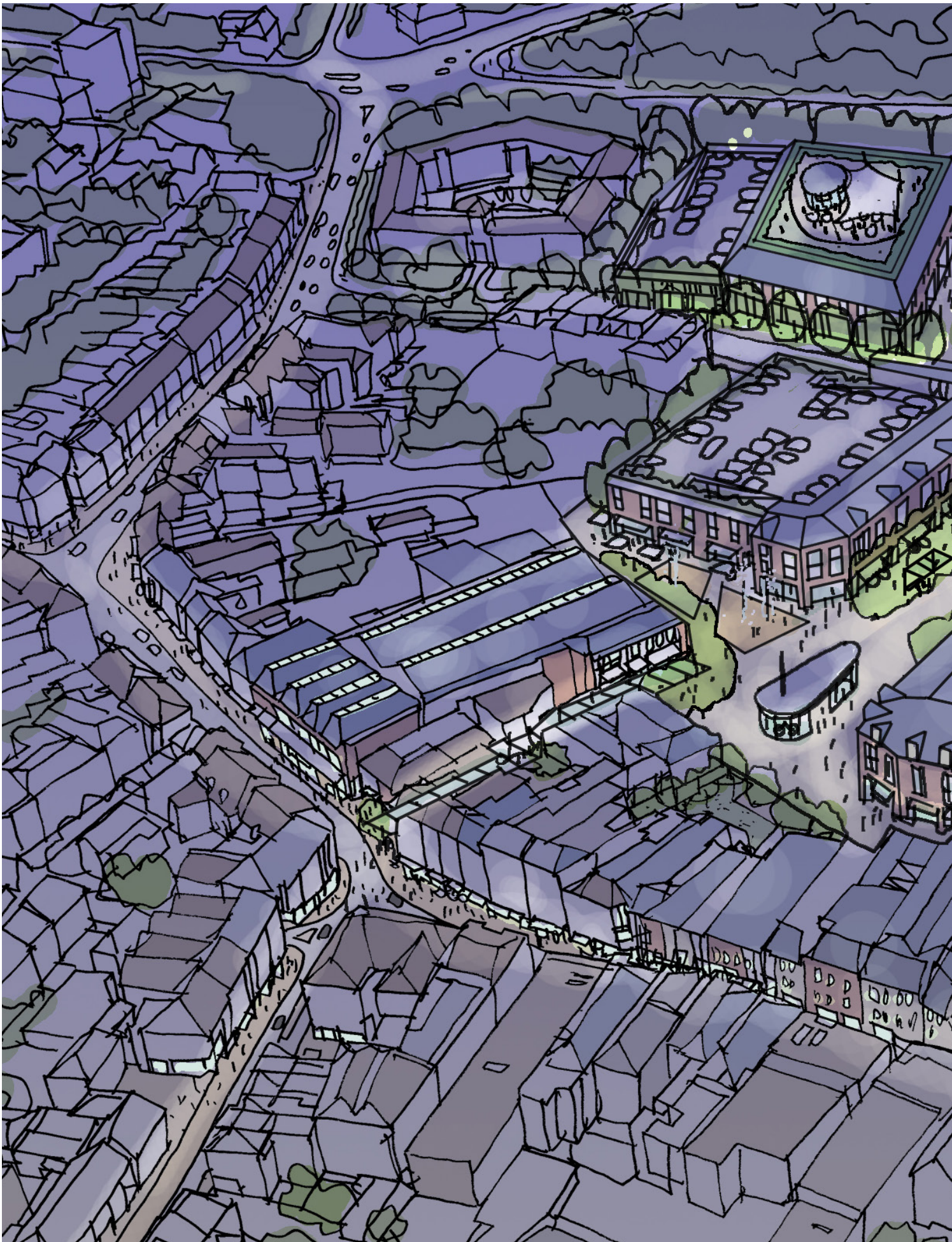




Figure 4.20 Artist Impression Aerial View of Long Term Masterplan at night

4.5 Long Term – Alternative Scenario

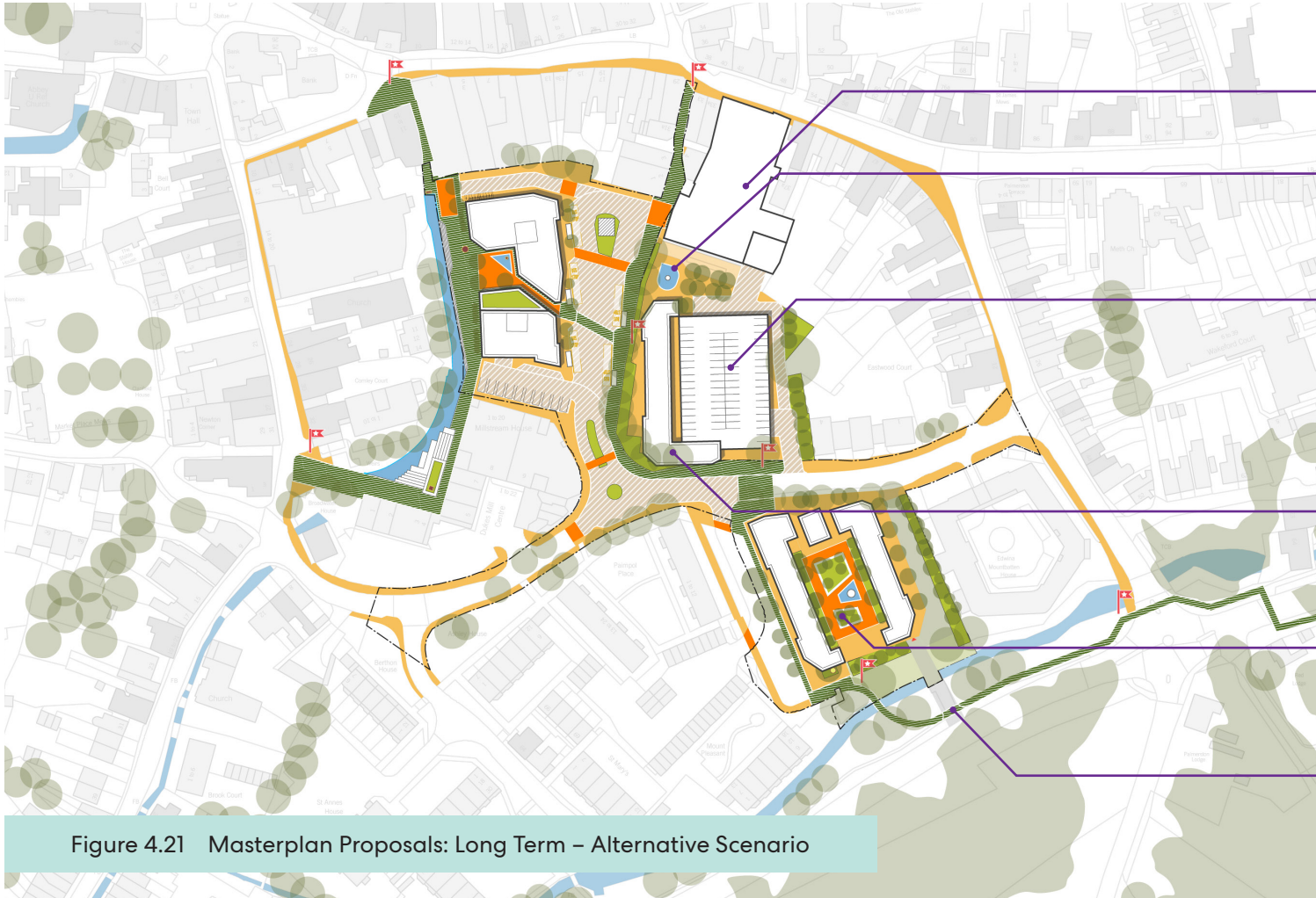


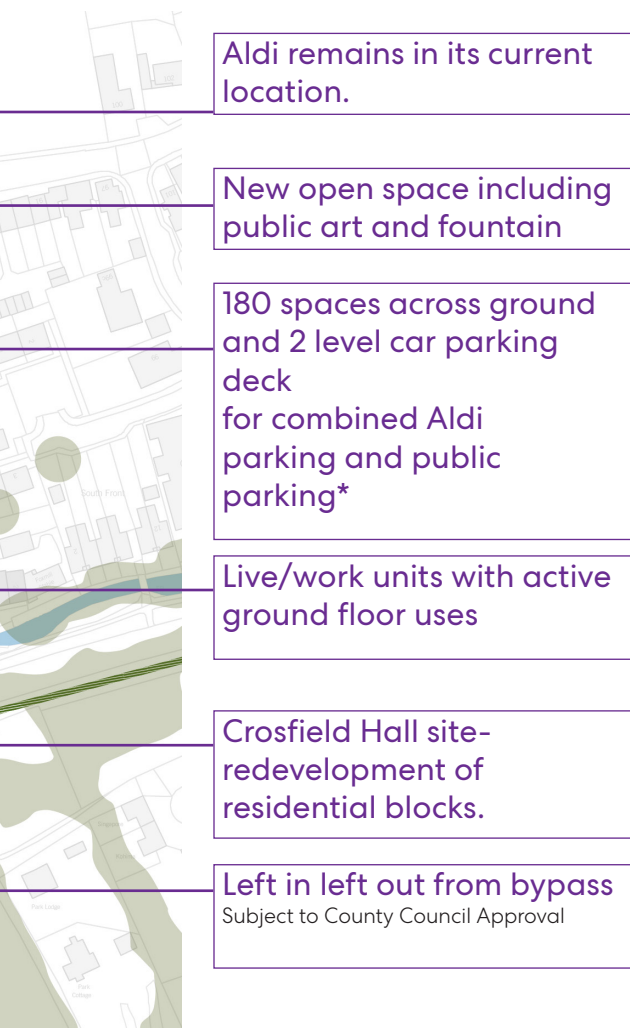
Figure 4.21 Masterplan Proposals: Long Term – Alternative Scenario

* Land not in TVBC ownership and subject to agreement. This scenario results in an overall reduction in the quantum of car parking compared to existing provision. This may however be in line with the long term desire/trend and a switch to more sustainable alternatives.

4.5.1 An alternative long term scenario has also been prepared to account for a situation in which Aldi stay in their existing building. In this scenario, the existing Aldi car park could be developed as above, to increase car parking capacity in a decked car parking structure, which would become the consolidated car parking location within the south of Romsey Town Centre area. The car parking structure would cater privately for Aldi car customers at the ground floor, as well as providing public car parking on upper decks. Residential or live-work units with active uses at the ground floor are proposed on the western edge of the car parking structure, in a wrap-around formation. Alternatively, a hotel may be desirable within the Masterplan area and this site may be suitable.

4.5.2 Critically, future development of the Aldi car park site would need to strike a balance between a comprehensive and efficient use of space, and complementing the character of the area and Romsey Town Centre. This is likely to result in less parking overall but this may be acceptable or even desirable as car usage changes over time.

4.5.3 Meanwhile, the Crosfield Hall site would be developed for residential or hotel development.



Crosfield Hall site redeveloped for residential

- Residential units / hotel use in multiple blocks across the site, over two to three storeys.

Aldi car park site redevelopment

- Aldi to stay within existing building;
- Existing car parking to be retained and enhanced, providing a level of decked parking to increase the overall parking capacity of the area to provide up to 180 car parking spaces in this location, shared between Aldi customers and public parking;

- This scenario would result in an overall reduction in the quantum of car parking compared to existing provision. This may however be in line with the long term desire/trend and a switch to more sustainable alternatives;
- ‘Wrap-around’ residential block, hotel or work-live units with active uses at the ground floor;
- Provision of public space along Broadwater Road;
- Provision of new public space between the building and proposed car park including public art and water feature.

4.6 Access and Mobility

4.6.1 A key objective of the Masterplan is to improve access to and from the town by sustainable methods of transport. By re-providing and enhancing the existing level of bus provision to the area via a new Mobility Hub, the Masterplan achieves future proofed and flexible mobility provision. One of the key benefits is that the existing bus routes would not need to be altered. All but the very largest coaches would also be able to use the Mobility Hub. In addition to buses and coaches, shuttles and future public transport solutions would be able to use the Mobility Hub. Service vehicles would be able to pass through the mobility hub to access the service lane at restricted times of the day.

4.6.2 The Masterplan also aims to improve access to Romsey Town Centre by walking and cycling, through improvements to walking and cycling routes and improving wayfinding and signage. A key function of the Mobility Hub will be to provide high quality bicycle storage and lock up facilities and a cycle hire scheme.

Parking

Short Stay
Broadwater Road (84 spaces)
Church Road (20 spaces)
Newton Lane (70 spaces)
Lortemore Place (109 spaces)
Crosfield Hall (118 spaces)
Long Stay
Princes Road (45 spaces)
Alma Road (202 spaces)
Romsey Rapids (252 spaces)

Existing parking within Romsey

Extract from Andover and Romsey retail capacity & leisure study - 2018, Carter Jonas

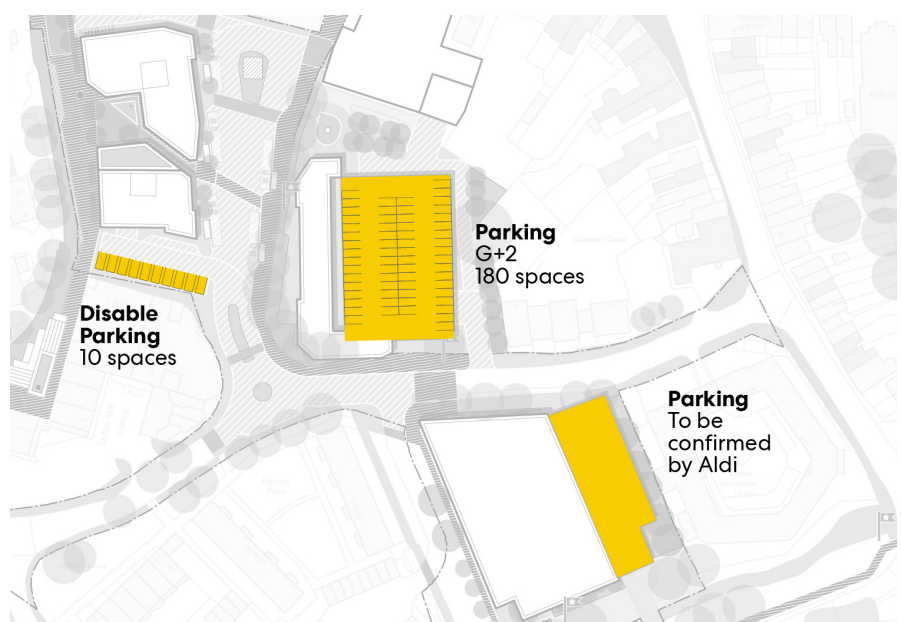


Figure 4.22 Illustrative potential parking capacity

4.6.5 Evaluation of parking need is recommended to be regularly monitored. Importantly, dedicated disabled car parking spaces would be located within the Fishlake Site, with the Masterplan showing 10 spaces between the new mixed-use development and Dukes Mill and immediately alongside the new central plaza.

Other alternative modes of transport will also be prioritised, including mobility scooters.

4.6.3 The whole Masterplan aims to put pedestrians first. The south of Romsey Town Centre area has historically been prioritised for cars and car parking, and the Masterplan aims to swing the priority back in favour of people. The area will be easy to walk across with clear pedestrian routes and good quality pavement and landscaping.

4.6.4 Providing consolidated car park arrangements as part of the Masterplan is expected to reduce car traffic in the area, with less individual vehicles using the length of Broadwater Road as well as 'circling' to find a car park that is as close to their destination as possible. Electronic car parking systems can be installed to further reduce traffic, and provide drivers with advance information about where there are available car parking spaces.

4.6.6 An easily accessible taxi and private drop-off and pick-up bay would also be provided.

Mobility Hub Circulation

4.6.7 The configuration of the Mobility Hub circulation has been discussed with current bus operators for the town and received their support at this concept stage. It includes:

- Bus, shuttle, and coach turnaround north of Broadwater Road, contained within Test Valley land ownership.
- Turning movement size to accommodate double decker bus and standard coach sizes. Bus turn-around would complement the public realm. Opportunity for 'trip free', continuous surface that is suitable for bus turning manoeuvres.
- Servicing to the Hundred accessed through mobility hub.

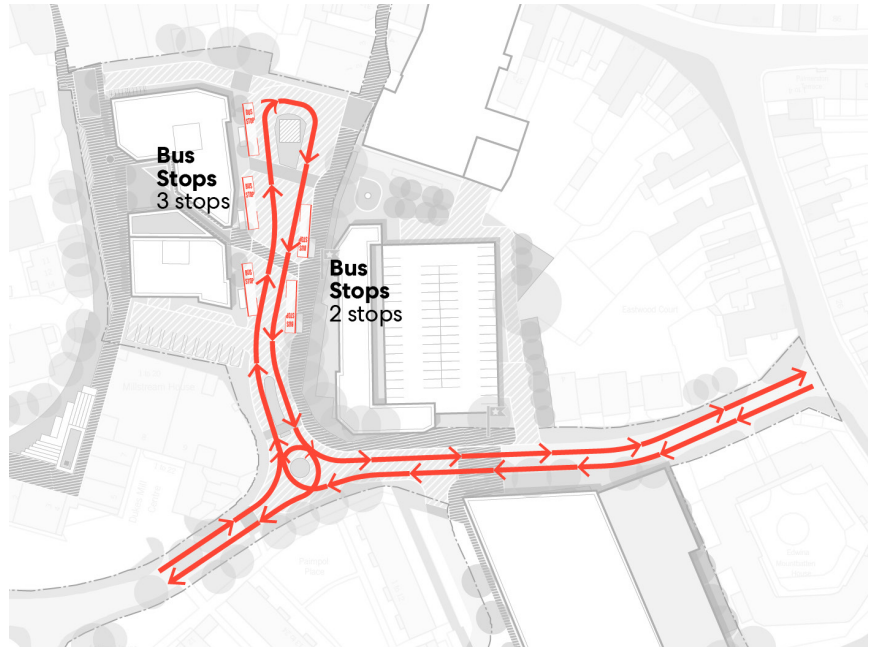


Figure 4.23 Mobility Hub Circulation

Mobility Hub

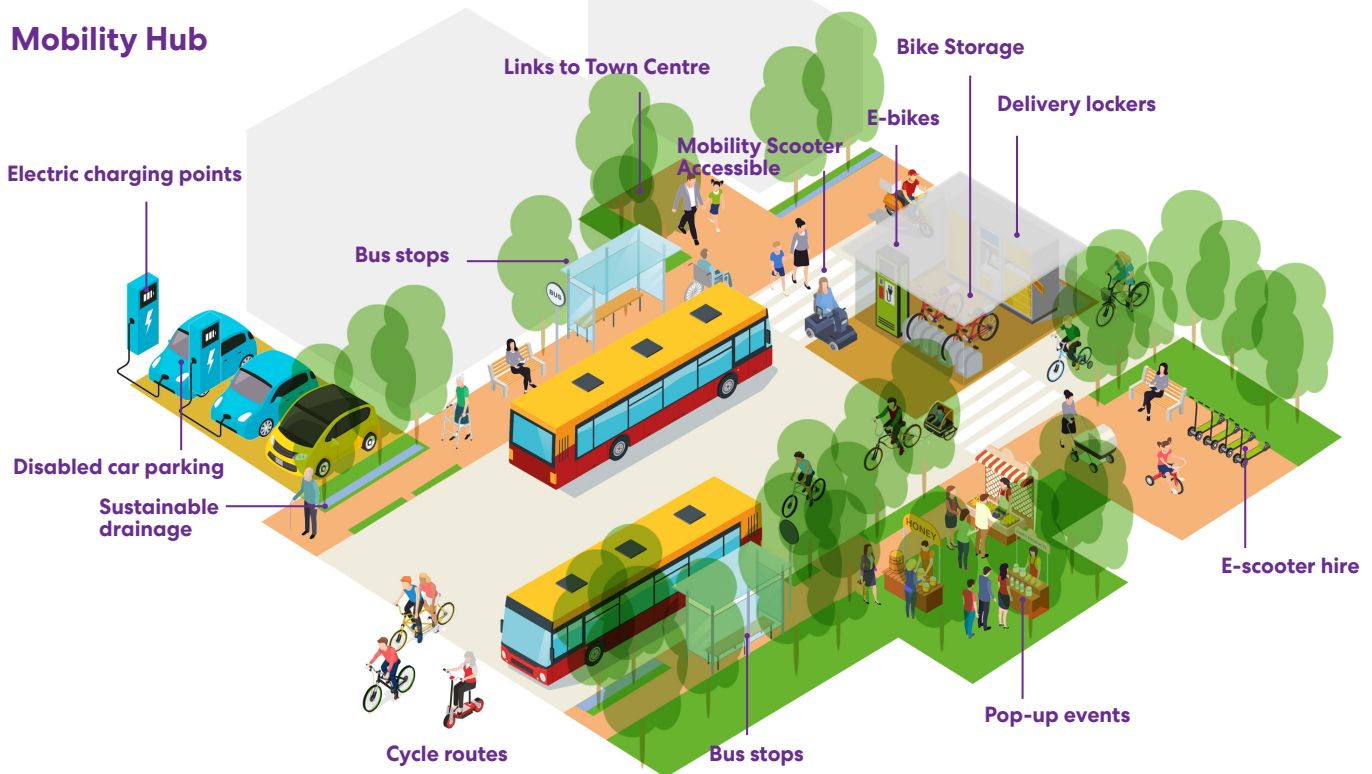
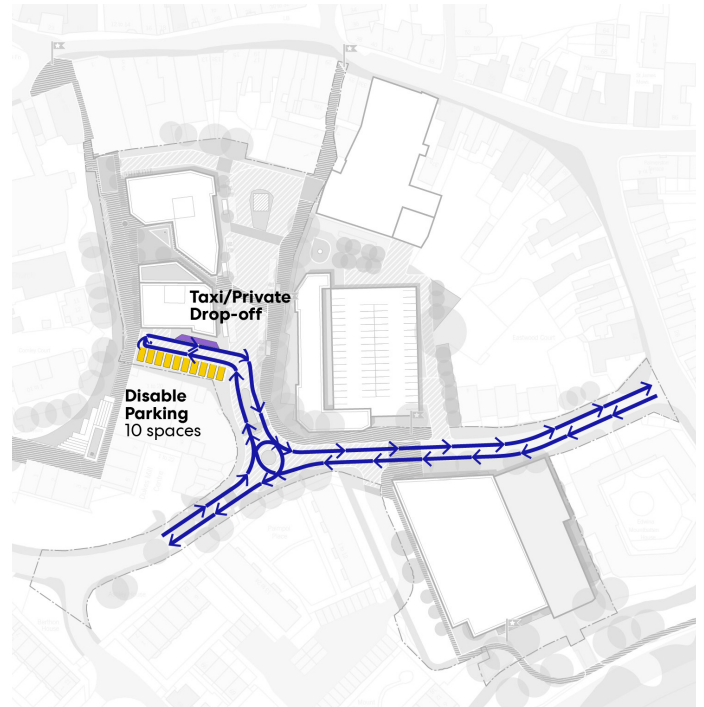


Figure 4.24 Illustrative diagram of wide range of transport and movement choices provided within the Mobility Hub

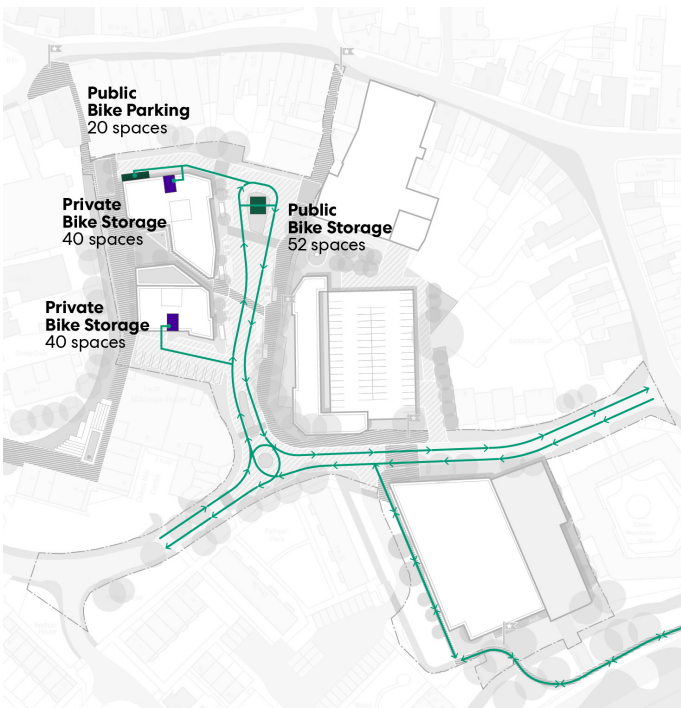
Source: Illustration elements from Freepik

4.7 Future Circulation

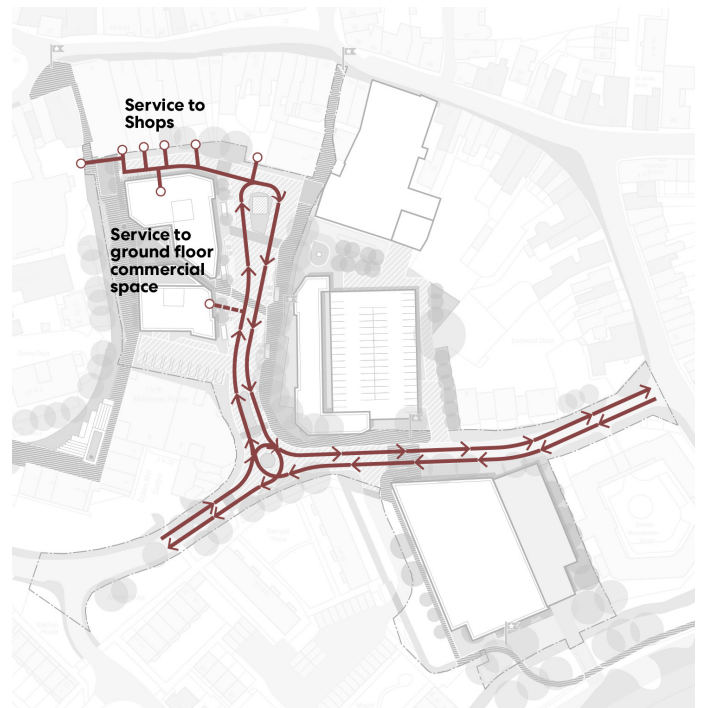
4.7.1 In addition to bus circulation within the Mobility Hub careful consideration has been given to movement of cyclists, taxi, and drop off services, disabled parking and services and deliveries. The diagrams on this page illustrate their conceptual layout and configuration within the long term Masterplan.



Disabled parking & taxi/private drop-off



Cycling & bike storage



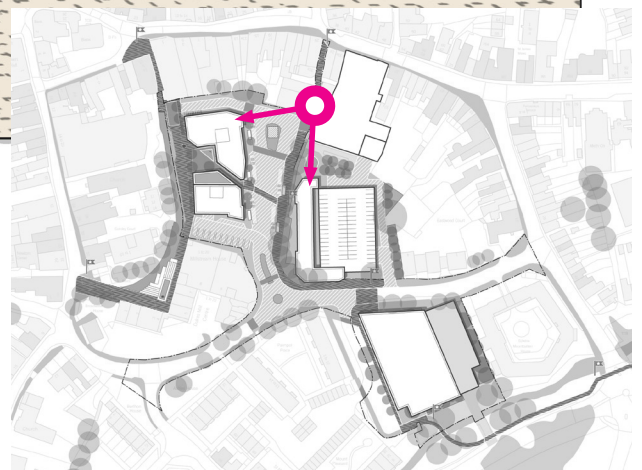
Servicing



Precedent images for high quality public realm and surface treatment



Figure 4.25 Artist Impression of Mobility Hub



5 | DESIGN GUIDELINES



Building design / specification

5.1 Buildings within the South of Romsey Town Centre Masterplan have a vital role to play in extending the town centre to the south and creating new townscape for residents and visitors to adopt and enjoy. In order to realise this the buildings will need to achieve a consistent and high level of design specification. There is an ambition for the site and Romsey to be as sustainable as possible. The buildings should:

- Seek to achieve a zero carbon in operation through the use of on-site renewables whenever possible;
- Give consideration to building specification including shared thermal requirements and electrical demand between uses, orientation, natural light, airtightness, window specification, natural ventilation methods and fresh air supply, minimizing water use, and reuse of water on-site, alternative heating and hot water supply, e.g. heat pumps and underfloor heating;
- Reduce the embodied carbon as much as possible through the use of construction materials that can be sustainably sourced, for example cross laminated timber or reclaimed/recycled brick from as close to the site as possible;
- Prioritise the use of enhanced Well Building approved materials (<https://v2.wellcertified.com/v/en/overview>) and avoid materials that negatively impact human health;
- Refer to current BREEAM/LEED/Well Building or equivalent rating systems for appropriate targets at time of design and construction. Consideration should be given to multiple certifications in setting project targets, rather than a single point of benchmark; and
- Be designed for 'loose fit' for adaptation to different uses with minimal building alteration.

Renewable energy / energy efficiency

5.2 All development needs to take account of the current climate emergency in its design and delivery. In doing so it must seek to achieve the highest levels of energy efficiency and reduce as far as possible the carbon used in its construction. Buildings within the South of Romsey Town Centre area should make

reference to current BREEAM/LEED/Well Building or equivalent rating systems for appropriate targets at the time of design and construction standards in their delivery. In addition, consideration should be given to features such as:

- Discrete solar energy generation on roof structures, either designed to blend in with the building or behind parapet roof line to avoid impacting the fit within the character of Romsey;
- Minimise spaces with air conditioning in favour of natural ventilation systems for both residential and commercial spaces;
- Use of green roof and green wall solutions to improve insulation and reduce heat loss during winter months and natural cooling in summer months.

Green and blue infrastructure

5.3 Increasing the visible and functional value of green and blue infrastructure within Romsey is at the heart of the Masterplan. The town has several unique assets in this regard including multiple historic streams and a large easily accessible hinterland of mature wood and parkland. Interventions within the town centre have historically not incorporated a strong focus on enhancing this green and blue or natural heritage and therefore opportunities are created for the Masterplan to refocus:

- Opening up of the Fishlake Stream for greater interaction with users, providing seating areas and a more natural feel;
- Incorporation of rain gardens to capture larger volumes of surface water and run off from roads and pavement feeding native vegetation and contributing to the wider water management network;
- Appropriate use of permeable paving to allow natural drainage across all development sites and public realm;
- Incorporation of intensive and extensive green roof systems on each development parcel, balanced against the need to respect the typical variety of roof design in Romsey;

- Creation of green walls for any proposed parking ramp structures to support natural habitats and wildlife movement;
- Planting of additional trees of suitable species following pedestrian and cycle movement paths to provide shaded attractive routes;
- Create biodiverse green and blue spaces with explicit considerations for the quality of the environmental microbiome and how these landscapes can facilitate health-promoting interactions.

Design Guidelines

5.4 The Masterplan Design Guidelines create the foundation for building a walkable, active, and vibrant development in Romsey. Building on the development principles, these guidelines support a strong public realm across the site by creating a high level guide for buildings that compose public space, orient activity to the street, and create a distinct feeling of place which is a natural extension to the town's already vibrant and popular The Hundred, Corn Market, and Market Place. The South of Romsey Town Centre is an extension of the town and in townscape terms should read as such, creating a seamless, integrated experience for residents and visitors.

5.5 The guidelines provide for a diverse mix of uses across different portions of the site, allowing for flexibility where needed. The guidelines are organized around two fundamental elements – Building and Public Realm. Beginning from this organisational framework, the guidelines specify appropriate building scale and activity across the development. The guidelines create a set of baseline criteria from which to begin the development brief process between TVBC and other parties, providing a clear set of expectations.

General Guidance

5.6 Future development proposals and detailed design for the South of the Town Centre would be expected to also comply with local plan policy, Romsey Town Centre Conversation Area Appraisal guidance, and any relevant supplementary planning guidance.

Design Guidelines 1: Building

- **Height:** An important factor regarding heights is the need to consider how the development will sit within the hierarchy of buildings within the town centre.
 - a. **Fishlake site** – Height is recommended as 3 floors, with opportunity for taller elements towards Dukes Mill, subject to the creation of an appropriate roof form and impact on adjacent properties.
 - b. **All other future development** – Height is recommended as 3 floors, with opportunity for taller elements up to 4 floors subject to the creation of an appropriate roof form and impact on adjacent properties. Height should balance with surrounding properties including the three floor Aster Estate properties and the three floor Eastwood Court. It should also reflect the need to make most efficient use of the land within the town centre - single story development should therefore be avoided.
- **Massing:** Should reflect neighbouring buildings and respond to and protect the setting of nearby heritage assets and important views.
 - a. **View to Romsey Abbey** – development should respect and maintain views toward the Romsey Abbey tower where they contribute to visitor wayfinding through the town. A view towards the top of Romsey Abbey's tower has been identified from approximately the location of the current taxi rank. This view should be considered when planning the massing and layout of development on the Fishlake site.
 - b. **Fishlake site** – Massing should be broken into smaller development volumes which enable appreciation of the historic mix of blocks and building sizes in Romsey. Within the massing of individual buildings, changes in roof-line and roof style can be used to further breakdown the overall appearance of building massing. Pitch roof forms should be used toward the northern



Romsey Rooftops



Romsey Ground Floor Frontage

end of the site to respond to the Bradbeers extension, while flat roof forms with parapets may be appropriate to the south.

- c. **All other future development** – Massing should be broken into recognisable elements, particularly for building frontages over 21m in length, to reflect the variety in street frontages within Romsey. A typical town centre frontage is between 6-8m (from the original burgage plot pattern), with larger frontages reserved for buildings such as the town hall, Corn Market, and The White Horse of around 10-12m. Building elements not facing public open spaces or main pedestrian routes should appear subordinate in massing to indicate hierarchy within the built form.

- **Ground Floor Frontage**

- a. **Ground floor frontage** is required to have a consistent floor to floor height of 5 metres to allow flexibility in the use of the space, ranging from retail, to community, and flexible commercial space.
- b. **Buildings should provide the maximum area of active frontage** (shop window, building entrances, etc.) as possible. Preference for active frontages will be to Public Open Spaces, pedestrian routes, and the mobility hub. On these façades a maximum of 6m will be permitted as continuous blank façade where necessary for building design. In these cases, green walls or wall art should be used to enliven the blank areas of facade.
- c. **Shop fronts**, in particular, should seek to create transparency into the activity within the building. Stallrisers at the base of the window should be approximately 0.5m in height and form a consistent level within the development. Fascia should also be at a consistent level of generally less than 0.4m depth to not appear overly dominant at the frontage, and retain proportionality with the historic shop fronts within the town centre. No set back of the building line will be permitted at ground floor.

- **Architectural Detailing and Materials**

- a. **Roof tops** – consideration should be given to the character and variety of roof pitches within Romsey. Roof pitches are viewed alongside other buildings adding interest to the town's skyline. Dormer windows and creative use of glazed gable ends can be used to provide useable roof space at upper levels.
- b. **Green Roofs** – green roofs will be encouraged, but care will be needed not to conflict with the characterful and varied pitch roof-lines of the town centre. Between 20-30% of any roofscape can be expected to be planted in either intensive or extensive green roof.
- c. **Accessible roof terraces** – within the Fishlake site accessible roof space for amenity can be provided at first floor level above commercial units providing there is no detrimental impact on operational function of the commercial activities below and the provision of green roofs/SUDS.
- d. **Balconies** – in order to provide outdoor space for residential units, light weight balconies that do not distract from the form and massing of the overall building can be used.
- e. **Materials** – Development should preserve and enhance the character of Romsey, as such the highest quality of materials and detailing should be sought. Materials should wherever possible be locally sourced and include red brick, white rendered plaster, stone detailing, alongside modern sustainable materials such as cross laminated timber (CLT).
- f. **Articulation** – Stone detailing and a change of materials at the base of buildings can be used to ground the development and add prominence to the active ground floor uses, as is similarly seen for buildings within the Hundred and the Corn Market square. Such detailing will aid in the continuity of buildings within the south of town centre forming a continuation of the town centre rather than appearing as a separate entity (as Dukes Mill does at present).



Source: Robert Bray Associates



Source: Robert Bray Associates

Reference images of rain gardens

Design Guidelines 2: Public Realm

- **Open spaces and plazas** – The public realm will be responsible for providing a healthy, safe, attractive, and convenient environment within which to explore Romsey as well as places to linger, socialise, and enjoy the qualities of the town. It is not the intention of the Masterplan to create large open spaces which are out of character with the close-knit scale of the historic core of the town.
 - a. **Plaza spaces** – as in all successful European towns a network of small open spaces provides space for the daily life of the town to take place.
 - i. The Fishlake site should provide an open plaza space that complements the Corn Market and Market Square. It should be subordinate to the Market Square and should not compete in size, however, it should provide a different environment that is more natural and allow sufficient space for shade trees and outdoor seating. Dimensionally the space should not be less than 180 square metres.
 - ii. The Aldi long term development site should include a publicly accessible plaza of not less than 300 square meters providing access and additional public space to support the Mobility Hub, as well as providing access to the southern entrance of the Aldi unit.
 - b. **Pedestrian paths** – Promoting pedestrian movement along streets and within plaza space is of critical importance for the south of the Romsey Town Centre. Paths should be a minimum of 2m in width and have trip free surfaces. Where pedestrian paths meet roads, continuous surface for pedestrians should be achieved. Clear pedestrian paths through plaza space of 3m in width should be established along desire lines leading towards the Corn Market and Abbey from the Mobility Hub and car parking locations.

- **Water and Urban Greening** – natural elements within the townscape are of high value to the citizens of Romsey and should be integrated within all future development. Developments should demonstrate an approach to water and landscape that has coupled benefits for each, and wider public health benefits for the town.
 - a. **Stream** – Fishlake Stream should become a centrepiece in the town providing a focal point for extended lingering while watching the stream in convenient seating places. Water run-off from the public realm should be captured in rain gardens and cleaned before being allowed to run into the stream.
 - b. **Stream** – water runoff from the public realm should be captured in rain gardens and cleaned before being allowed to run-on into the Tadburn Lake.
 - c. **Trees** – a typical distance of around 5m from new trees to building frontages should be ensured to allow for safe and convenient circulation to the building frontage. Typical street tree maximum of 4.5m radius is assumed for long term growth.
 - d. **Tree Canopy** – cover for plaza spaces should be between approximately 50% of the space once matured, in order to provide good levels of shade in summer without completely removing access for direct sun to seating areas and low-level planting.
 - e. **Planters** – to increase flexibility, movable planters that can be replaced and moved for events should be considered for use within plaza spaces as an alternative to permanent planters.
 - f. **Rain gardens** – strategically located to align with water run-off and where pedestrian pathways permit sufficient width, rain gardens should be used to manage, and slow water run-off from streets. These should be treated as integral components in the public realm and characterful features creating a sub-network of water management within the south of town centre.
 - g. **Landscaping strategy** – ensure biodiverse green and blue infrastructure is promoted in any planning for community spaces – to support immune-regulating interactions with diverse environmental microbiomes e.g. through plant selection, soil quality assessments and spaces that support human–nature contact.
- **Hardscape Materials**
 - a. **Mobility Hub** – materials that are of sufficient quality to withstand bus turning movement while also maintaining an attractive public realm treatment should be used. Methods of achieving continuous surface for pedestrian desire lines while also allowing convenient operation of kneeling buses for level access should also be explored.
 - b. **Pedestrian paths** – continuous trip free surface of flagstone pavers or brick, in a local yellow sandstone tone, should be used to provide continuity of experience from within the centre of the town through to the south of town centre.
 - c. **Plaza space** – trip free permeable paving should be used in a local sandstone tone to complement the character of the conservation area.
 - d. **Cycle lanes** – Due to the slow-moving nature of traffic within the south of the town centre, cycles should share the road with vehicles. Connecting from Broadwater Road and south to the Bypass, a pedestrian route of 2m should be joined by a cycle path of 3m in width to allow two-way cycle movement. This should be continued over any new pedestrian/cycle bridge that crosses Tadburn Lake.
 - e. **Continuous surface roads** – Road surface bonding that follows recent upgrades to Bell Street and the Market Place should be adopted for any new narrowed road surface.

Introduction

6.1 The ongoing and dynamic situation arising from Covid-19 and Brexit negotiations, and the impact that this will have on the economy and society, makes forward predictions very difficult. For this reason the Masterplan represents strategic guidance that can flex as circumstances change. The plan is, however, clear and grounded in the opportunities and constraints that exist at the time of writing.

6.2 The Masterplan provides a vital platform for the transformation of the South of Romsey Town Centre so that its inherent potential can be realised and in turn underpin an even more resilient Romsey. It also provides the basis for which TVBC can appropriately update its Local Plan and create a new Supplementary Planning Document. By integrating the Masterplan within planning policy, Romsey Future and TVBC will be able to provide the certainty that future investors and developer partners need (more on this in Section 7, Next Steps).

Summary of Market Appraisal

6.3 The Masterplanning team has sought the input of TVBC's development consultants, Lambert Smith Hampton (LSH), to support the project's development. The Masterplan includes an indicative and high level phasing scenario and some broad assumptions around timing. This approach is set out below.

6.4 LSH provided market input into the Masterplan as it was developing, including on the proposed uses and a number of their key observations are summarised below:

- Proposals for a residential led mixed use scheme on the Fishlake site are likely to be well received in the market and viable within a reasonable timescale.
- The town centre residential market was positive

and new build modern homes in the town centre, including on the Crosfield Hall and / or Aldi car park site should be well received by the residential market and retirement sector.

- Residential elements of the proposals may be suitable for a Build to Rent scheme. The proximity of the Masterplan area to the train station suggests a Build to Rent scheme might work well in this location.
- Whilst residential is likely to create more value, a hotel use might be viable in the Masterplan area and could add another dimension to the town centre. The plan might therefore wish to retain some flexibility in this regard.
- Soft market testing revealed reasonable interest in new build commercial space in Romsey Town Centre from a range of national and regional occupiers. It is anticipated that this interest will continue to grow as the proposed development at Whitenap is brought forward.
- Any proposed commercial space should be allocated for flexible uses to address the uncertainty and on-going fluctuations in the market. The emerging Local Plan should support this allocation to support long term viability.

Commercial Delivery

6.5 The Masterplan is likely to be delivered in partnership with the private sector. As part of the consultation process, the consultant team sought the informal and high level opinion of developers on the emerging Masterplan.

6.6 The discussions were very useful with a number of key insights and observations being shared. For example:

General

- Successful places are a combination of experiences, create a people-centric new place, 'make happy those that are near, and those that are far will come';
- Overall, the South of the Town Centre is an opportunity to make the town centre more 'compact' by embracing under-utilised sites and integrating them into an extension of the existing retail core.

Transport & Movement

- Important to optimise and integrate public transport infrastructure;
- Important to link up and augment existing pedestrian/cycling routes;
- Ensure that the likely requirement/trend for less car parking in the future can be accommodated;
- Condensed public car park car parking in one location and using a flexible structure is positive;
- De-traffic Broadwater Road as much as possible to provide more of a street feel / new building frontages;
- Optimise the existing waterways. The Fishlake Stream could provide a good focus / destination.

Uses

- Ensuring flexible space for a range of uses that are convenient or experiential and that are currently missing from Romsey's offer;
- Aldi not currently fronting the Hundred has an impact on the high street function;

- Retain some community hub (uses plus meeting spaces) to drive footfall and support the evening economy;
- Carefully select the type of homes provided for maximum benefit.

Design and construction

- Height could be up to a storey higher in places and not detract from the town character. This would also support viability;
- A timber frame might be possible rather than concrete to reduce costs. This more feasible for developments of four storeys or less.

Delivery

- Important to focus the plan on landownership / deliverability / phasing;
- At the next stage of delivery, it will be important to consider what sort of infrastructure is in the ground at present, e.g. Broadband will be increasingly important to facilitate working from home/local businesses;
- Important to undertake the public realm works prior to anything else happening. This enhances the overall desirability, and means more interest later from investors;
- Funding options and partnerships will be important to get right and de-risk issues around for example construction, materials and labour supply chain.

Phasing

6.7 It is anticipated that the Masterplan will be delivered over a 10 year period. There are currently 3 phasing scenarios and all primarily focus on TVBC's ownership. There are likely to be other potential scenarios and these would be considered against the guidance and principles contained within the Masterplan.

6.8 Where there have been positive discussions with other owners / occupiers these have been included. The scope of the Masterplan and phasing will be reviewed if additional land opportunities come forward.

6.9 Phasing spans the short to long term and follows a number of key steps as set out below. Both of the diagrams on this and the next page cover the same scenarios. They are set out in table and flow chart form to illustrate the sequence of actions to implement the Masterplan.

Term	Step	Scenario A	Scenario B (Aldi Moves)	Scenario C (Aldi Remains)	Timing Assumption
Short	1	Preliminary - Public Realm Improvements <i>Funding assumption: Combination of HCC and TVBC funded via S106, CIL, LEP</i>			1-3 years
Medium	2	Redevelop bus station site – new mobility hub provided, demolition, mixed use redevelopment			3-5 years
	3	Crosfield Hall – demolition, demountable car parking, temporary landscaping* An alternative exists to use surface parking, and not include demountable parking, if a reduction in parking need is appropriate			3-5 years
Long	4**	N/A	Crosfield Hall – new Aldi store plus parking Existing Aldi car park site - decked demountable parking (potentially relocated from Crosfield Hall site), residential block	Crosfield Hall (Phase 1) – demountable car park (if not included in step 3), and residential block	5-10 years
	5	N/A	Existing Aldi store - re-purposed for commercial/ community uses	Existing Aldi car park site - decked demountable parking (potentially relocated from Crosfield Hall site), residential block*** Crosfield Hall (Phase 2) - redevelopment of remaining site following relocation of demountable parking	5-10 years

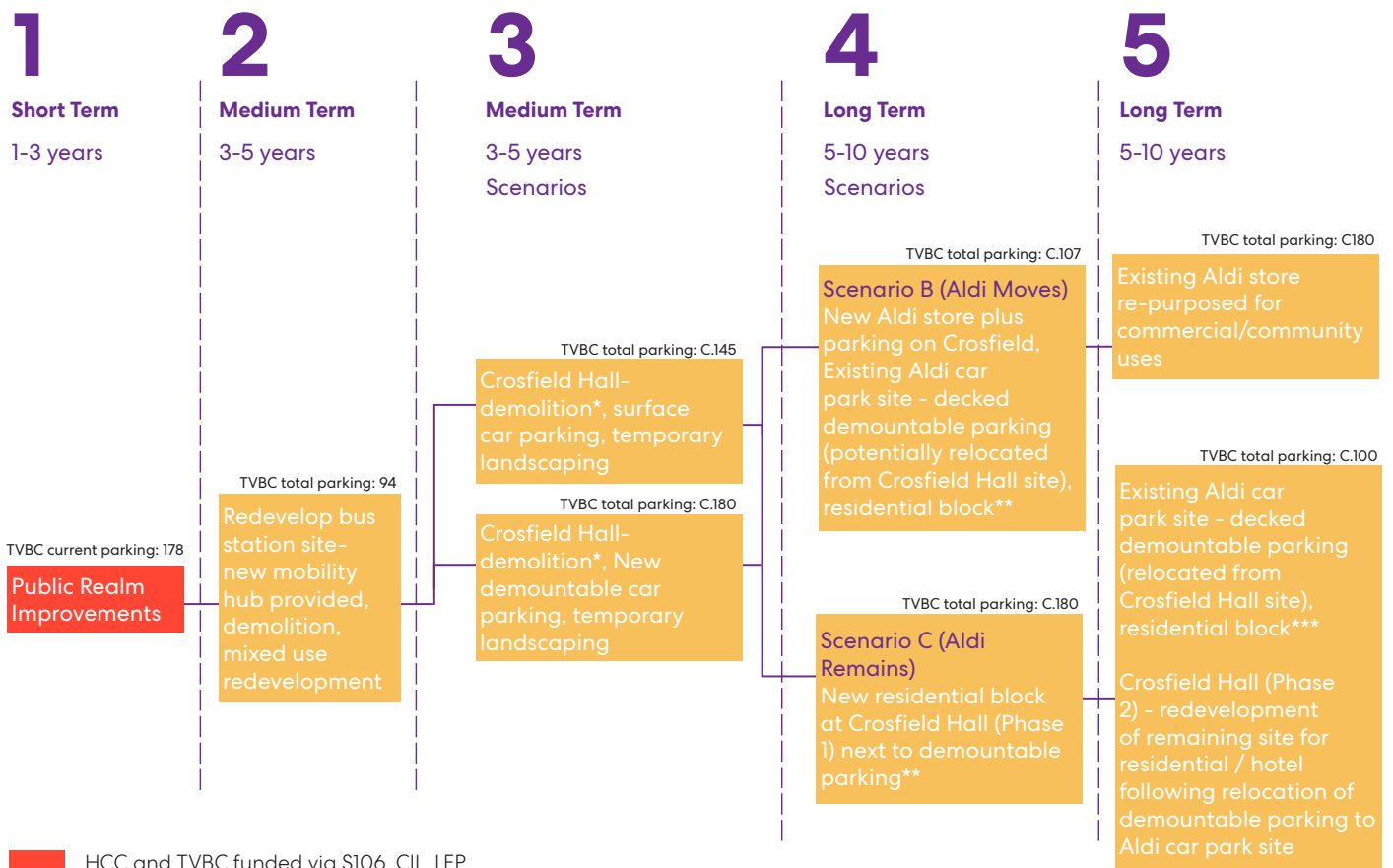
* replacement community provision will be in place prior to demolition of the existing Crosfield Hall facility

** In Scenario B and C, Step 4 could feasibly occur without the need for Step 3, depending on site negotiations

*** subject to agreement with the owner and support for an overall lower level of car parking than the existing combined spaces

Table 6.1 Indicative Phasing Options

Figure 6.1 Indicative Phasing Options Flow Chart



* replacement community provision will be in place prior to demolition of the existing Crosfield Hall facility

** In Scenario B and C, Step 4 could feasibly occur without the need for Step 3, depending on site negotiations

*** subject to agreement with the owner and support for an overall lower level of car parking than the existing combined spaces

Current parking space numbers taken from Car Park Study Andover and Romsey Parking Study, 2018, Table 5.5

6.10 With regards to the above, it is important to note that unless a number of the sites are developed in tandem, then a temporary shortfall in parking will occur. If this was not possible, or there was a temporary loss during construction or was otherwise desirable, then alternative parking may be found elsewhere, for example at The Rapids.

6.11 A detailed viability appraisal has not been undertaken at the Masterplan stage. This will follow at the next stage of delivery when further detailed design work has been undertaken.

Relocating Aldi

6.12 With regards to the relocation of Aldi to the Crosfield Hall site, discussions with Aldi have been positive. Aldi's existing store is not optimal and they are keen to relocate to a new store on the Crosfield Hall site. The size of the Crosfield Hall site as it currently stands, however, does not meet their ideal specification when including full car parking requirements. Notwithstanding this, conversations are ongoing and Romsey Future remains positive that as the Masterplan develops a solution that works for all parties will be found.

6.13 In this respect it should be acknowledged that a Masterplan is not a blueprint or scheme design, but a process and a vehicle to encourage positive change and a platform for further detailed discussions.

6.14 In the event that a solution cannot be found to relocate Aldi to the Crosfield Hall site which satisfies all parties, an alternative scenario exists (see Scenario C in Figure 6.1) which would allow for redevelopment of the bus station site, Crosfield Hall site, and potentially Aldi car park, and this would represent a strong and positive outcome for Romsey.

Existing Crosfield Hall

6.15 A review of the need / demand for community facilities within Romsey is underway at the time of writing and this includes a review of the facilities provided in the Crosfield Hall. The type, distribution / location and cost of future facilities is therefore unknown. It is assumed therefore that some facilities will be provided within the Masterplan area and probably as part of the bus station redevelopment. Other locations for new or enhanced existing facilities may include for example the Rapids, the Town Hall, and the British Legion, subject to discussion with owners.

7 | NEXT STEPS

7.1 The Masterplan was approved and published by Romsey Future and Test Valley Borough Council in September 2020. The key next steps are discussed in the sections following.

Romsey Future Refresh

7.2 Romsey Future expect to launch a refresh of their Vision and Principles at the end of 2020. The refresh will be an opportunity to take stock of the organisation's achievements so far, as well as formulating a new set of intentions for the future. The delivery of the Masterplan is expected to become a key priority for Romsey Future.

Ongoing Co-production with the Community and Local Businesses

7.3 Romsey thrives by having an active and involved community. The community and businesses have been heavily involved throughout the preparation of the Masterplan and this engagement and co-production should continue as detailed plans are developed and delivered. Romsey Future is expected to play a key role in ensuring that local residents and members of the wider community are given the opportunity to contribute to decision making.

Planning Process

7.4 TVBC will take the Masterplan and embed the key principles within the emerging "Next Local Plan" for Test Valley. This plan is currently at the Refined Issues and Options stage with a summary of consultation feedback published in June 2020. The Next Local Plan is anticipated being adopted in 2024.

7.5 Developing and adopting the Next Local Plan will invariably take time but this needn't stop the Masterplan from being delivered. The plan can be justified now within the context of the existing Local Plan and National Planning Policy Framework.

7.6 Furthermore, and in order to increase certainty and maintain momentum, the Masterplan is expected to be endorsed by the Council as a material planning consideration and formalised through the production of a formal Supplementary Planning Document next year.

Community Facilities Strategy

7.7 A review of community hall type provision is currently underway in Romsey. Romsey Future, with support from RPT Consulting, is currently seeking to understand the scale and size of community facilities that are required to meet the needs of Romsey and the surrounding area both now and in the future.

7.8 Currently Romsey is served by a number of community and church halls, including Crosfield Hall which is owned and maintained by the Council.

7.9 Once completed, the study will inform the nature and size of the community 'hub' facility that will need to be provided within the Masterplan area and meet the needs of a growing town and catchment.

Partnering/Funding Strategy

7.10 As already noted, TVBC own the key sites within South of Romsey Town Centre. This makes a proactive approach to regeneration and direct development achievable. There is the opportunity therefore to explore

establishing a partnership with the private sector to kick start and deliver a significant proportion of the Masterplan as envisaged.

7.11 The Council also have a pivotal role in delivering the key short term improvements to the public realm and providing gap funding to support redevelopment if necessary in partnership with the County Council and other partners through Section 106 and Community Infrastructure Levy payments from planning applications elsewhere as well as other funding sources including the Local Enterprise Partnership. It is expected that the public realm improvement works would also make the area even more attractive to private investment and would be the catalyst that leads to the medium and long term stages coming forward.

7.12 Further work will be undertaken on this as part of the New Local Plan process.

Ongoing Discussions with Landowners

7.13 Aldi – as discussed in the previous section, discussions with Aldi in relation to them relocating to a new store on the Crosfield Hall site have been positive. TVBC will have more detailed discussions with Aldi following the Masterplan's publication.

7.14 Other landowners of adjoining or nearby sites – it is expected that the Masterplan will provide the impetus for other landowners to come forward and discuss with TVBC their aspirations and how these may fit with the Masterplan principles or across the town more widely.

Complimentary initiatives

7.15 Developing a 'Green, Grey, and Blue Infrastructure Strategy' – through the Masterplan process, a real ambition has arisen to ensure that the town's resilience is protected and enhanced and that includes ensuring that the regeneration of the area is sustainable and cutting edge. The value of well-considered 'green, grey and blue' infrastructure is multi-fold and the benefits cover health, climate and commercial.

7.16 Therefore, to underpin and inform the next detailed design stage, TVBC will develop a Green, Grey, and Blue Infrastructure Strategy for South of the Town Centre and the wider area as required. The Strategy should incorporate biophilic design and biodiverse green and blue spaces with explicit considerations for the quality of the environmental microbiome and how these landscapes can facilitate health-promoting interactions. This should include topics such as, plant selection, soil quality assessments, and spaces that support human-nature contact.

7.17 Development of a marketing and branding strategy – the Masterplan should form the basis of a branding and marketing initiative linked directly to the various key steps and to support an up-tick in visitor numbers. This requires the public as well as private sector, investors, end-users and existing businesses to all pull together. Romsey Future would be well placed, with input from the Town Centre Manager, to prepare or manage the preparation of the Strategy.

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