



Uses & Culture

A flexible framework of ‘super-blocks’ and defined key uses ensure that the quarter delivers the services and amenities to support the local economy, while being flexible enough to accommodate change over a long delivery period

Context

The Mayflower Quarter Masterplan is to be implemented within a period of some uncertainty for the City, following the ongoing impact of the COVID-19 pandemic, and the additional opportunities and constraints facing the UK’s new trading relationships. Additional trends, such as the decline in traditional High Street retail, have caused significant changes to the context and assumptions underpinning the potential use mix and development demand of the Mayflower Quarter.

The existing City Centre Action Plan (2015) supported the creation of a mixed-use development within the Mayflower Quarter; however, this was predicated on a significant expansion of the primary shopping area¹. While some retail would naturally be needed to support the local economy of the Mayflower Quarter, it is unlikely that the level of retail expansion in the time-scales envisaged by the CCAP will be realised. The scale of any retail expansion, is currently uncertain, and the masterplan adopts a flexible approach to ground floor uses throughout the quarter.

This shift in conditions underlines the need for the Masterplan to provide a flexible and robust structure able to support a range of different use mixes in the face of uncertain future markets. At the same time, the Masterplan must recognise the need to deliver certain key uses and areas that have become the city and wider community’s ambitions for the quarter. This includes the need to ensure a substantial provision of employment spaces, particularly new high quality offices, to help boost the economic profile and drive the prosperity of Southampton.

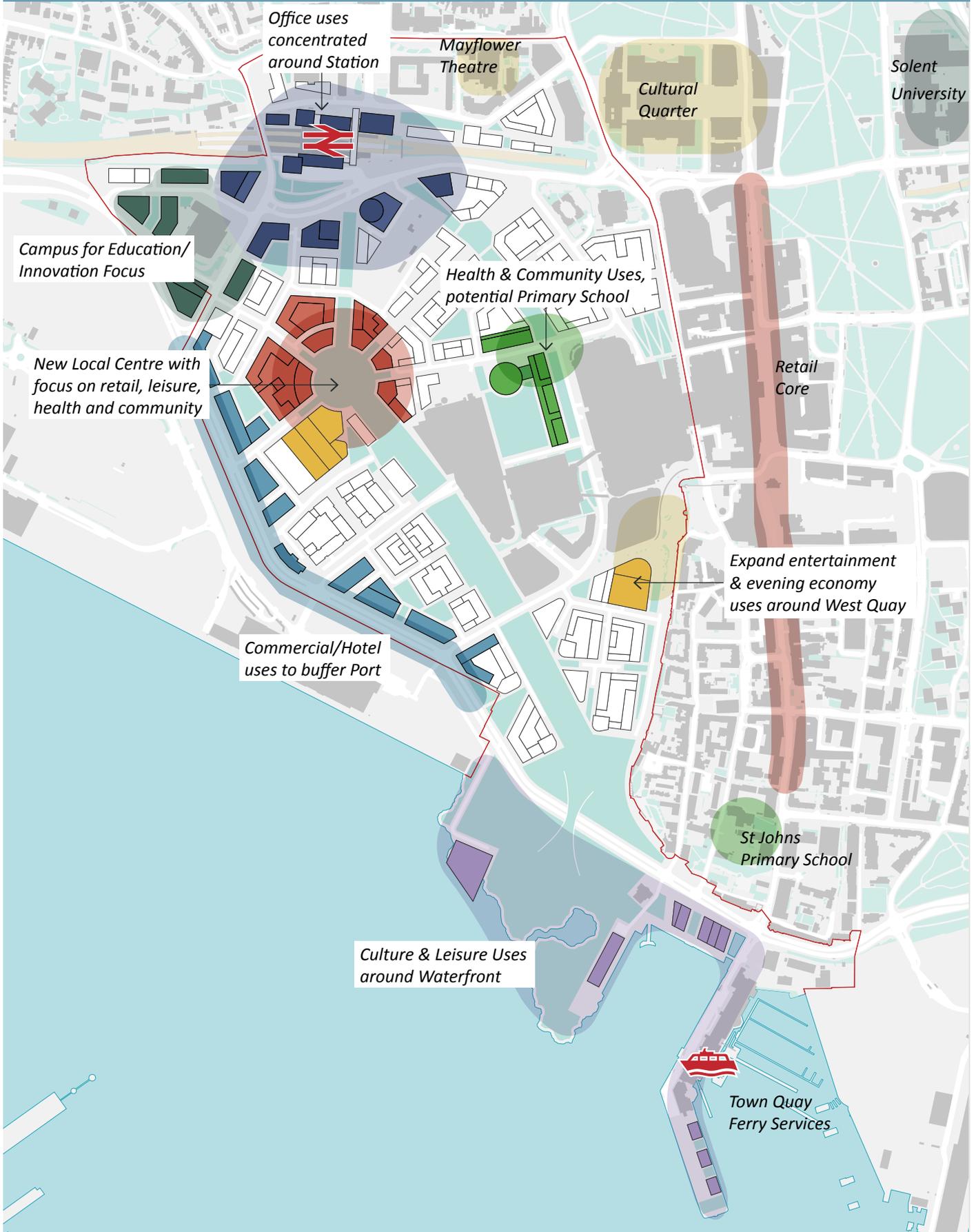
1 Ibid. p.33

‘Super-blocks’ concept



In addition to an office-led Central Business District (CBD), which would sit most naturally close to the station, there is growing demand for residential development in Southampton and the Mayflower Quarter provides an excellent location for new housing and associated community services, including education and health provision. This mix of uses, along with major new public realm and cultural and leisure landmarks, will create an exemplar sustainable neighbourhood, expanding and transforming the existing city centre.

Indicative Areas for Potential Key Uses



Aims & Objectives

- A mixed-use development, including typologies of mixed-use buildings, to enable flexibility and resilient support of the local economy. Also enabling the density of development to ensure the Mayflower Quarter is both deliverable and sustainable;
- Creation of a substantial Central Business District by the Station as a major new instrument for driving Southampton's prosperity. Also delivering development sustainably by creating transit-orientated development;
- Enabling a flexible approach to employment spaces with provision for co-working and other workspace typologies to promote a diverse business environment;
- Providing substantial new residential areas to provide for a growing city, to offer high quality, new homes in an attractive and sustainable new environment to support the city centre's economy;
- Ensuring all residential uses are appropriately buffered from surrounding substantial infrastructure, including the Port of Southampton;
- Delivering appropriate social infrastructure, including health and education, to best support the well-being and opportunities of new communities;
- Creating new and transformed public realm including major new green spaces connecting the station to the waterside and an extended Mayflower Park;
- Creating new leisure and culture uses for the whole city, responding to the waterfront, the cruise terminal and key city public spaces within the quarter;
- Providing an appropriate level of retail to support the local economy, any need for expansion of the primary shopping area, and address local community needs, while including a high level of food and beverage uses, reinforcing the leisure and cultural activities and locations, and attracting both visitors and local residents and workers.

Design Principles

- The masterplan is structured around a series of 'superblocks' that respond to existing infrastructure, landownership and delivery principles. A robust yet flexible structure is designed within the 'superblocks' to accommodate different use mixes, based on adherence to clear design principles and coding;
- Developing mixed-use urban block and building typologies that enable active frontages and a diversity of uses (particularly on ground floors);
- Prioritising office buildings around the station, through a tall-building cluster that delivers a gateway Central Business District for Southampton;
- Prioritising non-residential business uses or hotels along a realigned West Quay Road by the Port of Southampton boundary, to best buffer residential uses within the quarter from the noise and pollution impacts of the Port;
- Promoting the delivery of substantial residential uses throughout the quarter in close proximity to the existing city centre, and around major proposed new green open spaces;
- Providing an appropriate level of healthcare, community uses, and local education (including primary schools) to best support new residents, and help address deficiencies in access from surrounding existing communities;
- Concentrating proposed retail uses within a local centre at Mayflower Circus, along the key frontages of main movement routes and major green spaces, including Maritime Promenade, the Green Spine, and Portland Link;
- Promoting '15-minute city' principles within the Mayflower Quarter to ensure communities have fair and inclusive access to key services, while promoting sustainable patterns of urbanism;
- Delivering new and accessible leisure/culture uses for local communities and the wider city at waterfront, transforming Mayflower Park and Town Quay is to a vibrant and active destination for Southampton.



The Mayflower Quarter will become a people-friendly and connected neighbourhood, while ensuring that the services and resources of city life are accessible to new and existing communities.

Context

The concept of a '15-minute city' underpins an approach to mixed-use sustainable urbanism where everyone is able to meet most, if not all, of their needs within a short walk or bike ride from their home. Good public transport routes can also extend the area to include a wider catchment. The '15-minute city' principle is particularly relevant as Southampton seeks to recover from the effects of the COVID-19 pandemic, by adopting a more appropriate organising principle for urban development; one that helps reduce unnecessary travel across the city, provides more public space, strengthens a sense of community through a vibrant local centre, promoting health and well-being, and boosting resilience to future shocks¹.

The Mayflower Quarter is an ideal location to deliver a 15-minute neighbourhood by supporting the existing city centre core and addressing transport modes (particularly around the station). The quarter has the potential to deliver new green spaces, homes and workspaces, and represents an unparalleled opportunity for Southampton as it aims towards carbon neutrality.

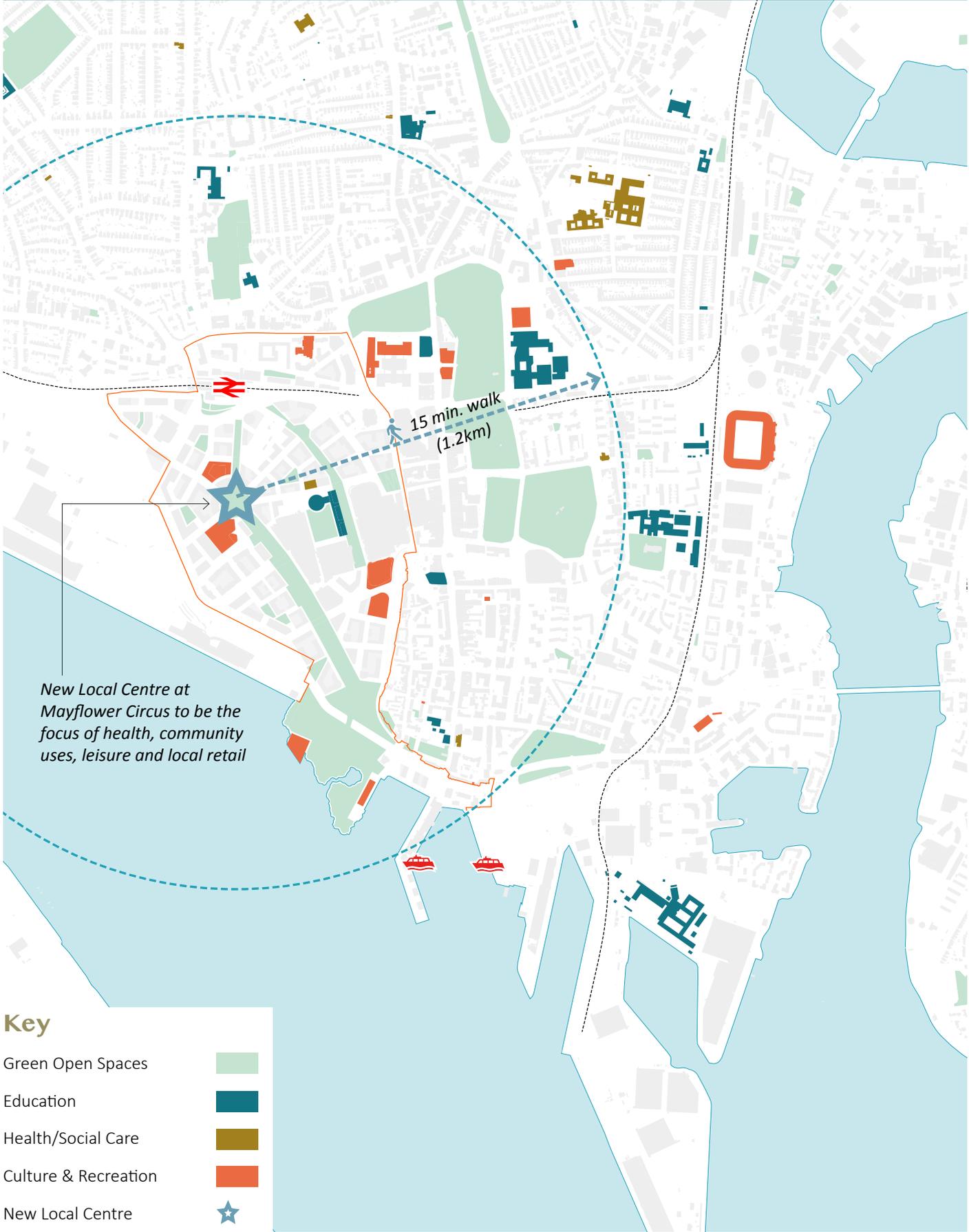
The quarter also provides an opportunity to address deficiencies in access to key services to existing communities currently cut-off by major elements of infrastructure, including the Port of Southampton, the A33, and the railway. The masterplan presents proposals to address this severance and create a more inclusive and accessible city centre for surrounding communities as well as a completely new neighbourhood.

1 https://www.c40knowledgehub.org/s/article/How-to-build-back-better-with-a-15-minute-city?language=en_US

Aims & Objectives

- Ensure residents in and around the Mayflower Quarter have easy access to goods and services, particularly fresh food, education and healthcare;
- Deliver a variety of housing types, of different sizes and levels of affordability, to accommodate many types of households including families, retired and single people;
- Provide plentiful green open spaces accessible to new and existing communities that improve air quality, access to active movement, and promote health and well-being;
- Create a truly mixed-use quarter, with substantial employment and workspace of a variety of types to ensure innovative and traditional, large and small companies all find the location attractive;
- Integrate the quarter with high-quality and inclusive walking and cycling infrastructure, making it safer and easier for people of all abilities to move around, (as well as integrated disabled parking to all buildings);
- Develop a social and functional mix of uses, providing community-scale social infrastructure including healthcare and education, and neighbourhood retail to ensure people can access necessities without having to drive;
- Promote the flexible use of buildings and public spaces, ensuring communities derive the maximum value from their neighbourhoods, and delivering active ground floor uses to bring vibrancy and activity to streets and public realm.

Contributing to a '15-Minute' Southampton (location of uses are indicative)



Key

- Green Open Spaces 
- Education 
- Health/Social Care 
- Culture & Recreation 
- New Local Centre 

Design Principles

- Developing a fine urban grain of legible and permeable blocks, to ensure the quarter has a walkable and compact structure;
- Delivering a new local centre at Mayflower Circus, as a focus for orientation and community activity, including essential retail, health, leisure and well-being, and providing a series of key accessible links to surrounding areas and the wider city centre;
- Opportunities for new primary school(s), should be provided as appropriate, and become the focus for additional social and community uses, with opportunities for mixed-uses above;
- Opportunity to provide a campus development, to enable easier access to lifelong learning opportunities and skills training in the Mayflower Quarter, seeking synergies with new and substantial business uses;
- Delivering a range of green open spaces, including major spaces for the whole city and smaller doorstep spaces within each 'superblock'. Ensuring green open space provides a range of amenities appropriate for all age-groups and abilities;
- Ensuring all residential areas of the quarter have quick and easy access to public transport, with a new dedicated bus route, and improved transport interchange to the south of the railway station;
- Reducing car dependency and creating more people-friendly streets by limiting through-routes, instead providing access-only routes to all buildings;
- Integrating cycling infrastructure within a dedicated high-quality public realm network, providing improved strategic connections to the wider city;
- Addressing severance from existing infrastructure through new public realm interventions, including a new Station Bridge and Portland Link, improving access to the existing city centre for new and existing communities;
- Promoting typologies that enable the flexible use of the ground floor of buildings and prioritising active frontages along key streets/spaces.

Precedent - Canada Water Library, London



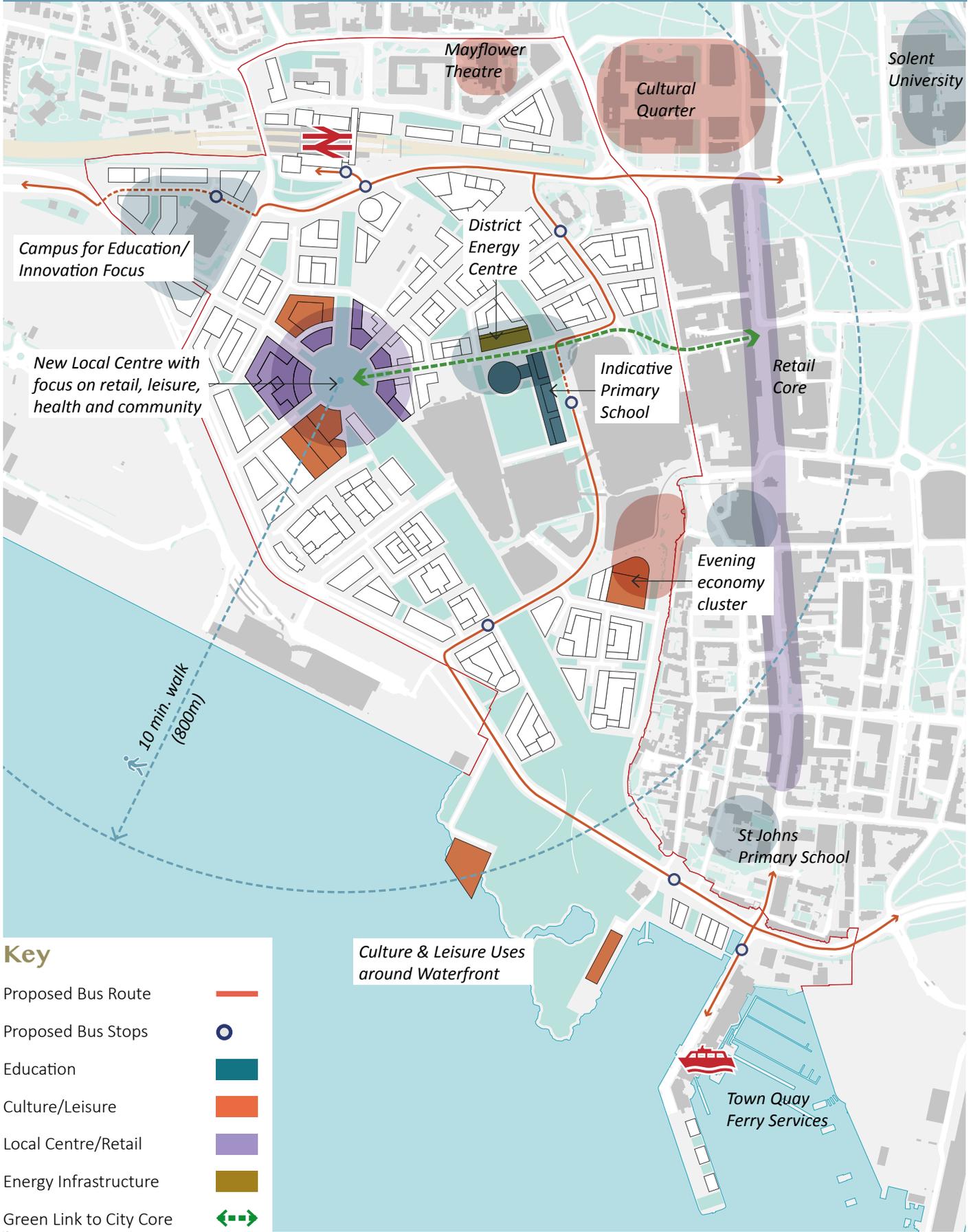
Neighbourhood school precedent - Marlborough School



Health Centre precedent - Kentish Town Health Centre



Mayflower Quarter - 10 minute catchment around Mayflower Circus



Key

- Proposed Bus Route
- Proposed Bus Stops
- Education
- Culture/Leisure
- Local Centre/Retail
- Energy Infrastructure
- Green Link to City Core



Active Frontages & Flexible Ground Floor Uses

Delivering flexible urbanism with vibrant street life, through active frontages and flexible ground floor uses to accommodate a range of different activities

Context

Active frontages play a critical role in creating safe, vibrant and well-overlooked streets and spaces. A range of active ground floor uses, including retail, food and beverage, along with well-being and community uses, are an important component in creating inclusive and accessible neighbourhoods.

While some retail would be provided in the Mayflower Quarter to cater to an expanded local economy, and food and beverage outlets would enhance the frontage along major public spaces, the continuing decline in high street retail demand restricts the ability to activate much of the masterplans key streets and spaces with retail frontage.

However, active frontages can also be created and cultivated through non-retail business uses, enabling a flexible approach to ground floor uses and reinforcing activation.

Aims & Objectives

- Enable and promote active frontages around key spaces and movement routes within and around the Mayflower Quarter;
- Provide a realistic and appropriate amount of convenience retail within the masterplan area to support the local and city centre economy;
- Promote a range of additional public-facing ground floor uses on key frontages, including food and beverage, community, well-being and business uses;
- Enable mixed-use building typologies that create ground floors that could be used for a range of purposes.

Oxford Street, Southampton



Design Principles

- Concentrating convenience retail around the Mayflower Circus as the focus for a new local centre;
- Defining further active frontages along key public spaces, including West Quay Park, Station Avenue, Portland Link;
- Providing new active frontages on the ground floor of West Quay Shopping Centre, helping to activate the Maritime Promenade;
- Creating new food and beverage active frontages to waterfront opportunities including the landmark cultural building on Mayflower Park, along the new quayside and on Town Quay;
- Delivering an element of active frontage to the local green spaces within each superblock;
- Enabling mixed-use typologies, through the use of generous floor-to-ceiling heights, affective servicing, and good frontage design, to provide for a greater range of flexible ground floor use to respond to need and community aspiration.

Indicative Extent of Active Frontages



Key

Proposed Active Frontages —

Context

The principle of residential development within the City Centre is supported within:

- Core Strategy, policy CS1¹
- City Centre Action Plan, policy AP9²

Additional guidance on the detail of residential applications is also provided by 2006 Residential Design Guide SPD. The 2013 City Centre Masterplan also defined residential broadly within the Mayflower Quarter as an appropriate use as part of a well-integrated mixed-use neighbourhood.

As well as an important policy objective to meet the needs of the local community, delivering residential within the city centre also achieves several strategic priorities for the city. This includes securing the resilience of the local economy, by providing a local population that can more easily support existing and new businesses. This will also drive more sustainable patterns of living by locating people closer to key services and thereby reduce travel demands, particularly car-based travel. The provision of residential within the Mayflower Quarter would also help alleviate the high need for new homes within Southampton and the wider South Hampshire area.

Aims & Objectives

- Deliver new residential neighbourhoods within the Mayflower Quarter to support a well-integrated mixed-use area;
- Promote a range of residential typologies to support a diversity of communities and residents;
- Provide high-quality affordable housing in the city centre;
- Ensure new residential areas are supported by high-quality, accessible, inclusive and sufficient green open spaces and public realm;

- Provide the social infrastructure, including education, health and recreation facilities, to properly support new residential communities in the Mayflower Quarter;
- Buffer new residential areas from the effects of the Port of Southampton, major road and rail infrastructure.

Design Principles

- Designing a robust structure of well-connected public realm and green open spaces around larger 'super blocks' ensures development within these can incorporate residential uses throughout the masterplan area with great access to amenity;
- Ensuring each 'super block' contains local green open spaces and abuts at least one major green open space, to ensure all residents within the masterplan are well-served by accessible amenity space. This includes considering private communal amenity areas in courtyards;
- Exploring a range of residential typologies to support different residents and communities, as well as incorporate differing levels of mixed-use, including podium blocks, mews-type developments, and residential towers;
- Delivering a community hub and a local centre, easily accessible from the rest of the quarter, ensuring provision of social infrastructure of an appropriate quantum and quality to support new residential populations, including primary school(s) and education facilities as required;
- Developing mixed-use building typologies with flexible ground floors and residential above, to ensure new residential buildings can benefit from services on the doorstep, including employment, retail, F&B, and community uses.

1 Core Strategy Partial Review, 2015. p.3

2 Ibid. p.44

Residential precedent - Camden Courtyards, London



Portobello Square, London



Royal Road, Kennington



Ensuring the Mayflower Quarter becomes a dynamo for business, attracting and supporting companies and securing the future prosperity of Southampton

Context

Delivering and promoting new office and businesses uses is a key ambition for the Mayflower Quarter, as previously stated within the City Centre Action Plan, policies AP1 & AP2¹. With the location of existing offices in the Mayflower Quarter, and the presence of the Southampton Railway Station, the quarter is an ideal location to promote a new 'economic heart' for the city centre.

At the same time, the masterplan is conscious of continuously shifting market dynamics, and has taken a flexible approach to office and employment provision: highlighting key areas where these uses should be promoted, while ensuring typologies and the masterplan structure is flexible enough to accommodate different quantum and distribution of employment spaces as the market changes.

Aims & Objectives

- Deliver a substantial new quantum of business uses to help drive the prosperity of Southampton;
- Create a 'critical mass' of office and employment uses, taking advantage of agglomeration and opportunities for sustainable transport options to create a new central business district (CBD);
- Enable a range of different employment and office typologies and sizes to support a range of different business operations;
- Integrate office and commercial uses with other uses and amenities to ensure areas deliver activity after office hours, and ensure employees and employers have access to all the opportunities Southampton has to offer.



Design Principles

- Identifying an area to the south of the railway station as a key focus for the CBD - office uses within a dense cluster, including tall buildings, that also delivers the sustainable benefits of transit-oriented development;
- Identifying areas along the boundary with the Port of Southampton as an appropriate location for a wider range of employment uses as an appropriate buffering use;
- Enabling flexible mixed-use building typologies, that can include employment uses at ground floor in appropriate locations throughout the masterplan.

1 Ibid. p.18-21.



Office precedent - R7, King's Cross



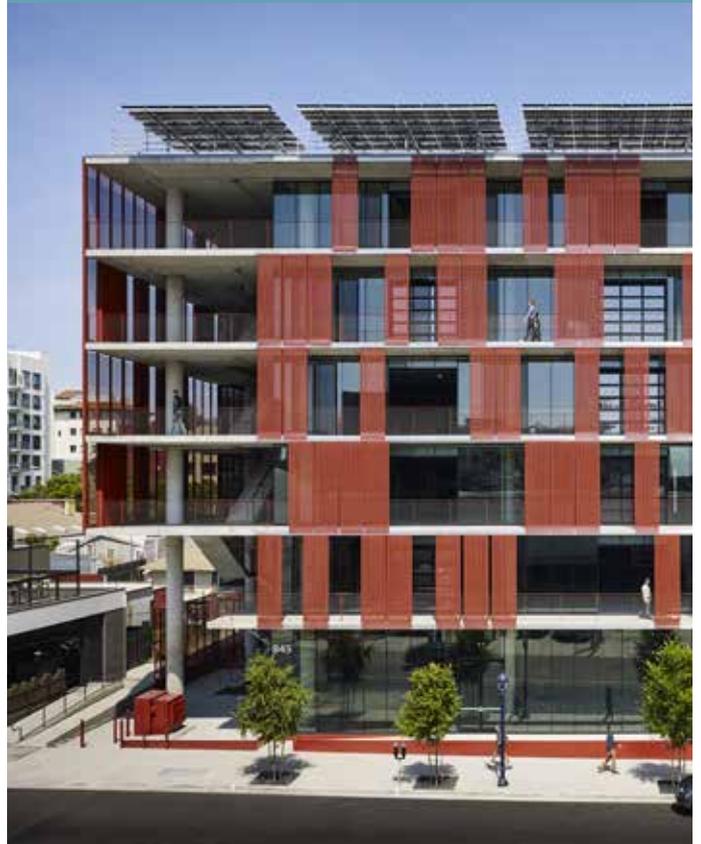
Office precedent - Catalyst Building, Spokane



Office precedent - Bloomberg HQ, London



Co-working - Makers Quarter Block D, San Diego



Supporting Southampton city centre as a great place to visit and stay

Context

The Mayflower Quarter currently hosts several hotels, supporting the wider visitor economy of Southampton, with particular links to the cruise industry concentrated nearby in the Port of Southampton. Many of these facilities are aged, occupying plots which include extensive at grade car parking.

There are opportunities for future redevelopment to provide a more 'urban' model of hotel taking advantage of improved public transport modes to deliver more efficient land use, while potentially accommodating cars in nearby multi-storey blocks.

While the tourism sectors have been badly affected by the COVID-19 pandemic, a robust recovery is anticipated, including in the cruise ship sector, which would allow a return to a trend of growth in Southampton for hotels and tourism based facilities. The South Hampshire Hotel Futures Study (2010)¹ projected a need for 14 new hotels and 1,340 new rooms to be provided in Southampton City Centre by 2031.

Aims & Objectives

- Re-provide and expand new hotel provision within the Mayflower Quarter to support a growing tourism and visitor economy;
- Enable the provision of a range of accommodation types, including the potential for apart-hotels and serviced accommodation uses;
- Integrate hotel use within the quarter to help generate synergies with other uses (i.e. leisure uses, conference facilities, food and beverage outlets etc).

1 <https://www.portsmouth.gov.uk/wp-content/uploads/2020/05/development-and-planning-south-hampshire-hotel-futures-executive-summary.pdf>



Design Principles

- Potential focus for hotel uses along Station Avenue, from the railway station itself to the local centre at Mayflower Circus, to cater to visitors arriving by train, as well as supporting significant business occupation expected around the station CBD;
- Additional hotel focus around the Town Walls, including the potential for smaller/ 'boutique' accommodation that builds on the heritage character of the area and supports visitors to the Old Town;
- Potential for hotel focus along the Port of Southampton boundary, well connected to the cruise terminal and as a suitable use to help buffer residential within the Mayflower Quarter.

Hotel precedent - One Tower Bridge, London



Hotel precedent - South Plai ce Hotel, London



Hotel precedent - The Curtain, London



Supporting inclusive and accessible recreation in the city centre

Context

Leisure and recreation use within the quarter, such as the Quays Swimming & Diving Complex, LeisureWorld and the WestQuay Watermarks site, all serve populations from the wider city. The substantial residential development planned for the Mayflower Quarter stimulates a rethink of the provision of community-based leisure and recreation, together with offers that serve the wider city. The waterfront becomes a natural focus for intensifying leisure and cultural uses, creating a new destination and gateway for the city for existing and new communities, as well as for visitors, including those arriving by cruise ship. The evening and late-night economy is currently concentrated around existing cultural uses in the Cultural Quarter and by WestQuay Shopping Centre, as well as an additional evening use at the LeisureWorld site within the Mayflower Quarter. Evening and late-night uses have been considered as part of policy AP8¹ (The Night-time Economy) as part of the City Centre Action Plan.

Aims & Objectives

- Promote opportunities for a safe, inclusive evening and night-time economy, clustering compatible uses in locations best suited to host these with minimal negative impacts on local residential uses;
- Deliver new sports and recreation amenities, both indoor and outdoor, to best promote the health and well-being of new residents in the quarter as well as the wider community of Southampton.

Design Principles

- Creating a focus for leisure/culture and early evening uses around the new proposed local centre and Mayflower Circus, to support the local community and provide energy to this key public space;



- Developing new evening economy uses along a redeveloped waterfront around the Red Funnel ferry site quayside, creating new spill-out uses onto a dedicated waterfront public realm with easy access back to the city centre;
- Contributing to the existing provision of entertainment and evening economy uses around West Quay Watermarks, to further develop a cluster of entertainment and cultural activities, supporting the wider cultural network in the city centre;
- Relocation and expansion of current sports and leisure facilities on site (the Quays Swimming & Diving complex) into new and enhanced facilities both by the waterfront and within the local centre.

1 Ibid. p.38

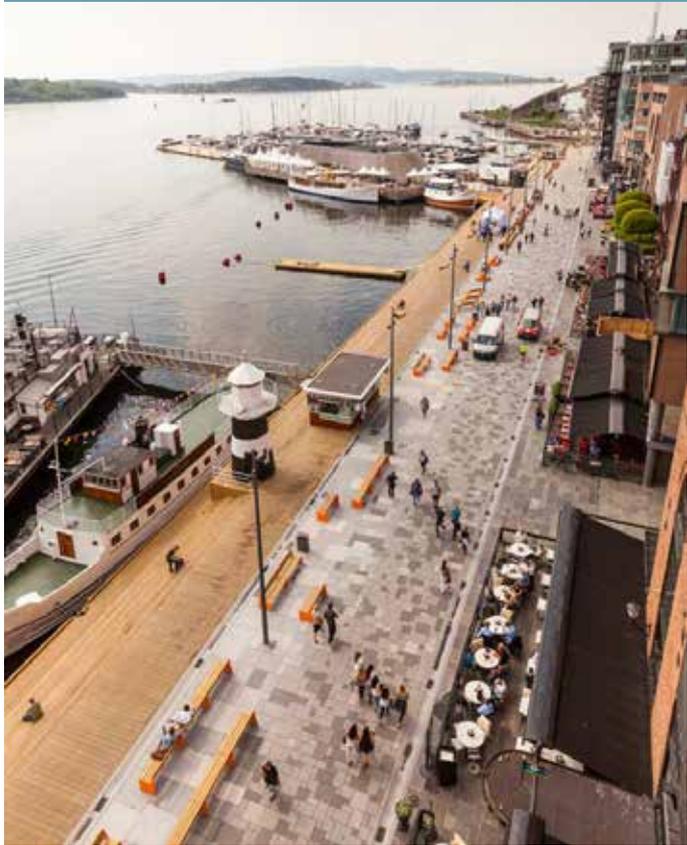
F&B precedent - Hardmann Square Pavillion, Manchester



Nighttime activation - Woolwich Squares, London



Active waterfront - Aker Brygge, Oslo



The Mayflower Quarter enhances the identity of Southampton as a maritime city, and provides new opportunities to support the city's diverse communities

Context

Southampton has a substantial number of cultural and entertainment venues. Many of these are concentrated in the Cultural Quarter, around Guildhall Square and the Mayflower Theatre. The masterplan seeks to integrate and build on this offer, delivering a range of accessible cultural and leisure activities to ensure the creation of a resilient and sustainable community.

This approach, to enabling and delivering world-class cultural events and spaces within the Mayflower Quarter, links directly with Southampton's ambitions, and bid preparations, to become the City of Culture 2025.

Concurrently, there is a need for the masterplan to consider the phased development of new cultural spaces - including the opportunity for 'meanwhile uses' - to enable place-making at early stages. This will contribute to the activation of the quarter in the short term, helping to achieve provisional objectives during the recovery from COVID-19 and ensuring place-making is established early on in the process. These initiatives should then be carried through the development to embed cultural elements in the organic development of new neighbourhoods.

Southampton is a maritime city that takes a significant part of its culture and character and identity from its long association with the Rivers Test and Itchen. Much of this relationship is however weakened by restricted access to usable and appropriate public waterfront areas. The Mayflower Quarter includes one of the few areas of accessible waterfront (Mayflower Park) at the edge of the River Test, as well as several key heritage assets relating to Southampton's long maritime heritage. This includes the Town Walls, Royal Pier Pavilion and Harbour Offices, as well as the historic Old Town to the immediate east.

Aims & Objectives

- Provide new and expanded leisure and cultural uses that are inclusive and accommodate the needs of diverse communities, both new and existing;
- Create new destinations at the Waterfront, providing new leisure and cultural uses that are accessible and inclusive for existing and new communities;
- Promote place-making throughout phased development, including measures to help COVID-19 recovery in sectors worst hit by the pandemic;
- Provide opportunities for new public art throughout the masterplan that arises from Southampton's heritage and identity.

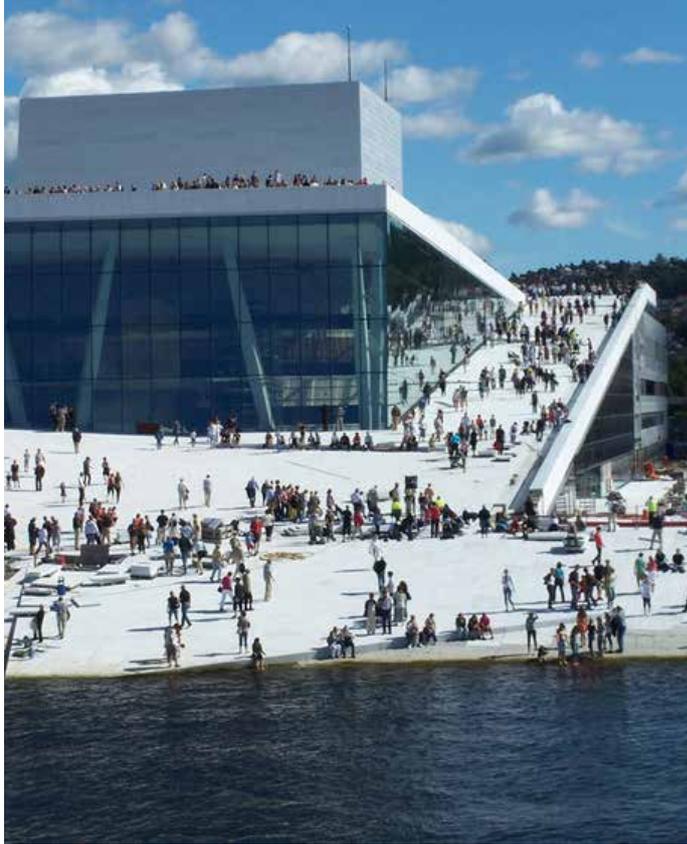
Design Principles

- Developing new cultural facilities at the waterfront to provide a range of amenities for all abilities and ages, transforming the Mayflower Quarter waterfront into one of the city's major destinations;
- Promote the use of flexible ground floor space within the wider masterplan as locations for community-based cultural uses, including galleries, community and event spaces;
- Propose locations for 'meanwhile uses' in the short term, to enable the activation of the Mayflower Quarter as development commences, to assist in place-making and in the COVID-19 recovery;
- Incorporate public art proposals at early stages within the public realm and landscaping of key strategic interventions within the Mayflower Quarter.

Meanwhile use precedent - Blue House Yard, London



Cultural building - Opera House, Oslo



Waterfront cultural buildings - V&A Dundee



Building on Southampton's heritage, enhancing existing assets and creating identity through history

Context

The Mayflower Quarter sits within a historic city, with important heritage assets of national importance in close proximity. These assets, including the Old Town Walls, are a testament to Southampton as a maritime city, and an important source of local pride, identity and belonging.

There is a range of important heritage in the local context, including Medieval structures around Town Quay Park, as well as more modern additions to Southampton's skyline such as the grade ii* Civic Centre. The site of the Quarter itself represents land reclaimed in the 1930s as part of construction of the Western Docks. As a result, the Quarter is intimately tied with the history of the Port of Southampton, with its rich history of immigration, travel, and trade across the globe.

The masterplan is an opportunity to reassess the history of the site and develop continuity of place within the design by use its unique heritage to inform the identity and character of the Mayflower Quarter. At the same time, the masterplan provides an excellent opportunity to enhance the setting of existing heritage assets, by considering how to provide better public realm that enhances the community's access and appreciation to these important monuments.

Aims & Objectives

- Reinforce Southampton's maritime heritage as the basis for place-making in the Mayflower Quarter, referencing the history of shipping, migration and trade;
- Protect and enhance the setting of listed buildings within and around the Mayflower Quarter, considering how to improve their access and appreciation by the public;

Dock Gate 8, Port of Southampton



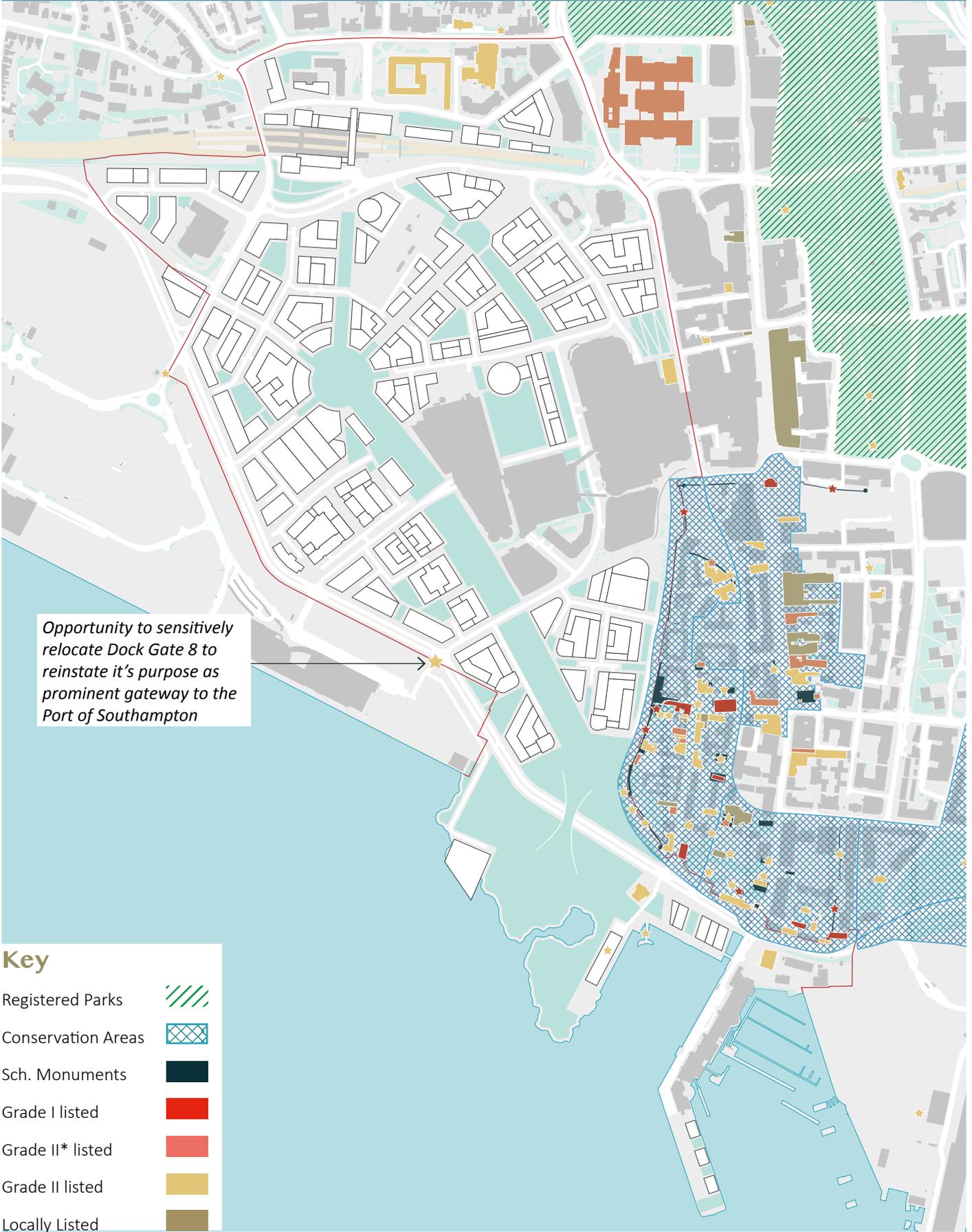
The listed Dock Gate 8 currently identifies the eastern access into the Western Docks. With this access potentially relocated, the Gate itself could also be moved to maintain its significance as a major heritage entry marker.

- Enhance the setting of the Old Town Walls and reinforce their connection to the waterfront;
- Reference the heritage of the site within proposals for developments and key public spaces.

Design Principles

- Celebrate and enhance the setting of the Old Town Walls and other heritage elements, utilising these important assets to drive place-making and the character of the Masterplan;
- Incorporate maritime heritage within the public realm design and public art;
- Explore opportunities to reintroduce water as a public realm feature throughout the Mayflower Quarter, re-establishing historic links between the city and the River Test;
- Structure public spaces to reinforce views of heritage landmarks, particularly those that speak of the relationship between the City and Port.

Indicative masterplan with existing heritage assets



Opportunity to sensitively relocate Dock Gate 8 to reinstate it's purpose as prominent gateway to the Port of Southampton

Key

- Registered Parks 
- Conservation Areas 
- Sch. Monuments 
- Grade I listed 
- Grade II* listed 
- Grade II listed 
- Locally Listed 



Sustainability & Resilience



The Mayflower Quarter will create an exemplar of sustainable city centre regeneration, and form a key part of Southampton’s ambition to be carbon neutral by 2030

Context

Southampton is currently pursuing an ambitious and robust vision to secure a sustainable future, through the Green City Charter and Green City Plan 2030¹. This Charter includes ambitions for the city to become carbon neutral by 2030, to improve quality of life indicators, protect and enhance the natural environment, make the best use of resources, encourage the use of sustainable and active travel, improve air quality, and support the generation of clean sustainable energy².

The Mayflower Quarter, as the city’s largest regeneration project, offers unparalleled opportunities to promote ambitions of sustainability and resilience to climate change. The quarter already features several key sustainability assets, including a district energy network that currently provides heat and power to a several buildings in and around the Mayflower Quarter. The proximity of Southampton Central Station, and great potential for improved walking connections to a wide range of city centre facilities is an additional potential driver of sustainable development in this area.

At the same time, the Mayflower Quarter is very much at Southampton’s frontier in the context of climate change resilience, sitting on reclaimed land adjacent to the tidal River Test.

The quarter also contains a significant culvert, that drains the former Rolles Brook running from north of the railway station. There are significant opportunities for public realm design throughout the quarter, and at

1 <https://www.southampton.gov.uk/environmental-issues/pollution/green-city/plan-2030.aspx>

2 <https://www.southampton.gov.uk/environmental-issues/pollution/green-city/green-city-charter.aspx>

Mayflower Park, to address flood risk and drainage in a sustainable way.

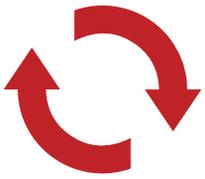
This includes opportunities for naturalisation, sustainable urban drainage systems, and integration of flood defences into existing and proposed infrastructures (such as the realigned West Quay Road) to ensure interventions develop synergy and added value.

Sustainability Themes

Sustainability is a fundamental component of the Mayflower Quarter Masterplan. It is a founding principle of the quarter’s vision, and has been incorporated within all frameworks of the proposed masterplan along the following key themes:

- **Low Impact Consumption:** Working towards a circular economy to achieve a regenerative system where material, waste and environmental impacts are minimised;
- **Water Resources:** Reducing water consumption and restoring the natural water cycle;
- **Natural Environment:** Protecting and enhancing our natural environment;
- **Energy:** Minimising our consumption and transitioning towards smarter energy solutions;
- **Climate change adaptation:** Future-proofing our buildings and infrastructure to adapt to a changing climate;
- **Health & Well-being:** Improving the quality of life for the people living in Southampton, in particular supporting active life-styles and mobility;
- **Culture & Heritage:** Ensuring inclusive and engaged communities by celebrating participation, local culture and heritage;
- **Fair Supply Chain & Local Economy:** Developing fair partnerships and harnessing local skills and capabilities.

The following tables outlines are proposed approaches, within the various frameworks of the masterplan, to deliver on these sustainability themes:



Low Impact Consumption

Priorities	Objectives	Implementation/Opportunities	Reference to Existing Policies
Embodied Carbon	Reducing embodied carbon promoting lean design and construction principles	<p>Masterplan/Governance</p> <ul style="list-style-type: none"> The masterplan prioritises where possible, the upgrading of existing infrastructure and useful buildings, while balancing the need for structural change to best deliver sustainability in the long-term 	<p>Core Strategy: CS20</p> <p>Streets + Spaces Framework: Street Components (Sustainability KDP6)</p>
		<p>Detailed Design/Construction</p> <ul style="list-style-type: none"> Promoting lean design and construction solutions: minimising material consumption, incorporating low carbon materials, using materials with low(er) wastage rate, selecting materials that are easier to install, selecting materials that are more durable, and selecting products/construction methods that reduce end-of-life emissions Require an embodied carbon assessment analysis as part of the design development to influence design decisions alongside cost, feasibility, programme, aesthetics 	
Compliance with waste hierarchy	Follow the water hierarchy: promoting waste minimisation and reuse as a priority	<p>Masterplan/Governance</p> <ul style="list-style-type: none"> Build relationships/agreement with local authorities/ nearby sites/land owners/charities for reusing unwanted materials/items, promoting a circular construction economy 	<p>Core Strategy: CS20</p> <p>Local Plan Review: SDP13 & SDP22</p>
		<p>Detailed Design/Construction</p> <ul style="list-style-type: none"> Follow CL:AIRE to maximise the reuse of excavated material (including contaminated arisings) on and offsite Promote recycling, food and organic waste collection systems that encourage the public to recycle Promote in-situ recycling of road planings Require the implementation of waste efficient procurement and usage on construction projects within the quarter Promote use of underground waste storage systems, helping to create operational efficiencies for waste collection while enhancing the street scene 	



Priorities	Objectives	Implementation/Opportunities	Reference to Existing Policies
Recycled Content	Promote the use of materials that incorporate recycled content	<p style="text-align: center;">Detailed Design/Construction</p> <ul style="list-style-type: none"> • Promote inclusion of secondary aggregates within the concrete mix design as a replacement of the coarse aggregates • Promote use of site-worn materials for foundations and enabling works • Promote specification of products that have post-consumer recycled content calculated in line with ISO 14021 	Core Strategy: CS20
Products with low environmental impact	Minimise the impact on natural habitats through thoughtful design and procurement	<p style="text-align: center;">Detailed Design/Construction</p> <ul style="list-style-type: none"> • Landscape designs must prioritise species that minimise the need for pesticides and fertilisers and promote composts to PAS 100 standards and which are compliant with the Compost Quality Protocol (CQP), and avoiding the use of peat • Materials promoted in the Design Code chosen to minimise environmental impact as part of their extraction and manufacture, and promote products based on documented environmental credentials, including eco-labels, FSC or PEFC timber products with full chain of custody, and as a minimum responsible sourcing certificates e.g. BES60001 	Streets + Spaces Framework: Street Components (Sustainability KDP5)





Water Resources

Priorities	Objectives	Implementation/Opportunities	Reference to Existing Policies
Water Efficiency	Minimise potable water consumption	<p>Detailed Design/Construction</p> <ul style="list-style-type: none"> Detailed landscape strategies to specify drought resistant planting that reduces the need for irrigation Proposals should consider rainwater harvesting and greywater recycling technologies, including specifying low flow fixtures and fittings Require water saving technologies and procedures as part of the construction phase 	<p>Core Strategy: CS20</p> <p>City Centre Action Plan: AP15</p>
		<p>Masterplan/Governance</p> <ul style="list-style-type: none"> Ensure SuDS are the essential component of the drainage strategy. Consider SuDS as part of the buildings (e.g. green roofs) and along the highways/streets e.g. raingardens, tree pits, permeable paving (SuDS can be dual purpose e.g. rain gardens can also act as traffic calming measures). Investigate the discharge of surface water into nearby watercourses Ensuring that all pavements and hard surfaces are fully permeable Opportunities to address drainage in the area through the removal of hard surfacing and provision of SuDS Opportunities for required flood defences to integrate and enhance the public realm provisions through landscaping around Mayflower Park 	<p>Core Strategy: CS20</p> <p>City Centre Action Plan: AP12 & AP13</p> <p>Streets + Spaces Framework: City Streets, Green Mile, Station Avenue, Greening the City</p> <p>Local Plan Review: SDP21</p>
Water Cycle	Incorporate sustainable urban drainage measures to mimic the natural water cycle	<p>Detailed Design/Construction</p> <ul style="list-style-type: none"> Type of SuDS (e.g. swells, bioretention areas, filter strips) will be decided as part of the design development 	<p>Parking Standards SPD: 4.1 & 4.3</p>



Natural Environment

Priorities	Objectives	Implementation/Opportunities	Reference to Existing Policies
Habitat protection and ecological enhancement	Avoid habitat loss and increase ecological value throughout the quarter	<p>Masterplan/Governance</p> <ul style="list-style-type: none"> • Expansion of green open space provision and compensation for any loss in biodiversity • Proposed open green spaces incorporate biodiversity and wildlife corridors throughout the site, applying biodiversity net gain principles developed by CIEEM to new and existing habitats, and supporting the UK Biodiversity Action Plan (UK BAP) priority habitats, and Local Biodiversity Action Plan (LBAP) • Require use of Southampton’s ‘Green Space Factor’ assessment for all developments in the quarter • Expansion of Mayflower Park considers naturalisation of water’s edge and creation of new habitats for estuarine wildlife • Management plans for new green open spaces to prioritise sustainable alternatives to chemical pesticides, herbicides and fungicides 	<p>Core Strategy: CS22</p> <p>City Centre Action Plan: AP12 & AP13</p> <p>Local Plan Review: SDP12</p> <p>Streets + Spaces Framework: Places</p>
		<p>Detailed Design/Construction</p> <ul style="list-style-type: none"> • Detailed landscape proposals should include native species, or non-natives with proven wildlife value, to provide local fauna with foraging resources. • Promote green roofs, green walls, hibernacula, bird boxes and other building features to promote biodiversity • Ensure the design of potential SuDS have a dual purpose as a wildlife habitats • Where flora/fauna habitats exist on site, programme site works to minimise disturbance, and prioritise the removal of invasive species where present 	
Pollution impacts on biodiversity	Limit the potential impact of pollutants	<p>Masterplan/Governance</p> <ul style="list-style-type: none"> • Incorporating sustainable urban drainage (SuDS) throughout the masterplan that act as pollutant filters • Implement noise monitoring regime during major construction phases of the quarter • Identify haulage routes into the quarter away from sensitive residential areas 	Local Plan Review: SDP1 & SDP16

Priorities	Objectives	Implementation/Opportunities	Reference to Existing Policies
Pollution impacts on biodiversity	Limit the potential impact of pollutants	<p>Detailed Design/Construction</p> <ul style="list-style-type: none"> Require best practice pollution prevention policies and procedures on site in accordance with the former EA PPG9, Pollution Prevention Guidelines Require construction projects to prioritise use electrical machineries as part of the construction phase. As a minimum: require new fleet vehicles to meet the EURO VI requirements, retrofitting existing vehicles to meet the clean retrofit accreditation scheme (CVRAS), using ultra low sulphur red diesel (ULSD) for all non-road mobile machinery (NRMM), retrofitting NRMM with diesel particular filter 	Local Plan Review: SDP1 & SDP16
	Protect fauna from the impacts of light pollution	<p>Detailed Design/Construction</p> <ul style="list-style-type: none"> Comply with ILP guidance and achieving an upward light ratio (ULR) of 0% Comply with guidance note 08/18 'Bats and artificial lighting in the UK - Bats and the Built Environment series' Detailed Lighting strategy of new green open spaces to ensure that all non-necessary lightings are turned off after an agreed curfew (e.g. 10pm - 7am) 	City Centre Action Plan: AP17 Local Plan Review: SDP17





Energy

Priorities	Objectives	Implementation/Opportunities	Reference to Existing Policies
Energy Reduction	Prioritise passive design measures and the selection of efficient equipment and fittings to reduce operational energy consumption.	<p>Masterplan/Governance</p> <ul style="list-style-type: none"> • Masterplan layout and massing considers orientation and climatic conditions to promote passive design • Masterplan layout enables rational plots for compact buildings, promoting Heat Loss Form Factor (HLFF) of 1-2 	<p>Core Strategy: SDP13</p> <p>Old Town Development Strategy: OTUDP28</p>
		<p>Detailed Design/Construction</p> <ul style="list-style-type: none"> • Detailed proposals should target London Energy Transformation Initiative (LETI) overarching Energy Use Intensity (EIU) measures • Facade designs should consider LETI’s window-to-wall ratios, fabric U-values, fabric efficiency and orientation to promote passive design • Building services strategies to consider power efficiency and system efficiency measures • Developing an intuitive thermal and lighting control strategy and enabling real-time energy data to improve building’ users awareness of energy consumption 	
Renewable Energy	Promote the use of renewable energy through on/off-site generation and renewable tariff procurement.	<p>Masterplan/Governance</p> <ul style="list-style-type: none"> • Expansion of district heating network • Incorporating a clause in lease agreements from SCC in the area to require to source energy from reputable energy supplies generating 100% renewable electricity • Opportunities within expansion of Mayflower Park to use the River Test as a source of energy through open water heat pump systems • Opportunities to investigate alternative finance mechanisms (e.g. crowd sourcing) to develop community owned renewable energy infrastructures for the area 	<p>Core Strategy: CS20</p> <p>City Centre Action Plan: AP14</p> <p>Old Town Development Strategy: OTUDP28</p>
		<p>Detailed Design/Construction</p> <ul style="list-style-type: none"> • Considering how on-site renewable energy production could be incorporated as features of the buildings/ infrastructure, including integrating PVs into roofs and facades 	



Priorities	Objectives	Implementation/Opportunities	Reference to Existing Policies
Low Carbon Transport	Reduce carbon emissions associated with transport through minimising travel and reliance on personal car use.	<p>Masterplan/Governance</p> <ul style="list-style-type: none"> Streets designed to encourage walking and cycling Incorporating segregated and wider bike lanes Ensure traffic light signalling that prioritises pedestrians and cyclists Enable car club provisions and more stringent parking requirements to reduce private car use Introducing shared space streets 	<p>Core Strategy: CS18, CS19 & CS20</p> <p>City Centre Action Plan: AP18 & AP19</p> <p>Streets + Spaces Framework</p>
		<p>Detailed Design/Construction</p> <ul style="list-style-type: none"> Deciding on location and quantities of docking stations, car club provisions, rapid changes Incorporate secure bike parking infrastructure Development of a Mobility as a Service (MaaS) tool to SCC Promote rapid electrical chargers and electric car infrastructure as a standard in new developments 	
Carbon Offset	Compensate for any residual carbon emissions that cannot be avoided through carbon offset.	<p>Masterplan/Governance</p> <ul style="list-style-type: none"> Extending the Southampton Carbon Offset fund to also cover embodied carbon to leverage funding to invest in renewable energy infrastructure locally in the quarter 	<p>Core Strategy: CS20</p>



Climate Change Adaptation

Priorities	Objectives	Implementation/Opportunities	Reference to Existing Policies
Climate Resilience	Design buildings and infrastructure to accommodate more extreme weather conditions	Masterplan/Governance	City Centre Action Plan: AP15 Streets + Spaces Framework: Adapting to Change
		<ul style="list-style-type: none"> • Significant removal of impermeable surfacing and replacement with new SuDS and green open spaces to create resilient drainage throughout the quarter • Implementation of flood defences along Mayflower Quarter border, including integration of defences within highways and public realm infrastructure to deliver synergies and added value 	
		Detailed Design/Construction	
		<ul style="list-style-type: none"> • Sizing drainage system to allow for climate change allowance • Proposals within the quarter to be required to prepare thermal comfort study 	



Health & Well-being

Priorities	Objectives	Implementation/Opportunities	Reference to Existing Policies
Inclusive & Accessible	Facilitate access to pedestrians of all ages and abilities	<p>Masterplan</p> <ul style="list-style-type: none"> • Incorporating places to stop and rest throughout the quarter • Enabling easy crossing over major streets and infrastructures through new bridges and street design • Improving connections throughout the site and create a highly-walkable quarter, enhancing the well-being of local residents and workers • Improved integration of public transport including a number of bus routes, and the co-location of coach and buses around an enhanced interchange around the train station • Potential to partially lower West Quay Road to enhance pedestrians/cycle access to waterfront 	<p>Core Strategy: CS18</p> <p>Old Town Development Strategy: OTUDP25</p> <p>City Centre Action Plan: AP12 & AP18</p> <p>Local Plan Review: SDP4 & SDP11</p>
		<p>Design Code</p> <ul style="list-style-type: none"> • Incorporate inclusive design measures within the detailed design of public realm and streets 	<p>Streets + Spaces Framework: Strategic Streets</p>
Active Travel	Encourage active travel to reduce reliance on personal vehicles	<p>Masterplan/Governance</p> <ul style="list-style-type: none"> • Promote a bike hire scheme throughout the quarter • Integrating the quarter with existing and new cycle routes throughout the city • Providing safe and secure public cycle parking at key locations in public realm • Potential to reduce public parking provision strategically over the masterplan period 	<p>Core Strategy: CS18 & CS19</p> <p>City Centre Action Plan: AP18, AP20, AP21 & AP23</p> <p>Local Plan Review: SDP5</p>
		<p>Detailed Design/Construction</p> <ul style="list-style-type: none"> • Ensuring detailed street designs positively enable easy and accessible cycling and walking for people of all ages and abilities 	<p>Parking Standards SPD: 8. Travel Plans</p>

Priorities	Objectives	Implementation/Opportunities	Reference to Existing Policies
<p>Safe streets and roads</p>	<p>Design safe and welcoming streets</p>	<p>Masterplan/Governance</p>	<p>Core Strategy: CS18</p> <p>Local Plan Review: SDP15 & SDP16</p> <p>Streets + Spaces Framework</p> <p>Parking Standards SPD: 4.2 & 4.3</p>
		<ul style="list-style-type: none"> • Potential to redesign area in comprehensive way to accommodate future forms of transport in a safe manner, including driver-less vehicles • Realignment of West Quay Road removes busy traffic from centre of the masterplan, creating a safer environment • Delivering active frontages and flexible ground floor uses along key routes and area ensures streets are well-overlooked and active at different hours of the day • Installing sound barriers in the form of vegetation buffers to mask or reduce traffic noise in sensitive area along the network 	
		<p>Detailed Design/Construction</p>	
		<ul style="list-style-type: none"> • Using noise and dust mitigation measures during construction activities that face onto public routes and streets • Ensuring that streets are well-lit, yet avoid light spills, through detailed design • Potential for the design of streets to play a role in air pollution/noise mitigation including the use of SuDS and soft landscaping 	



Culture & Heritage

Priorities	Objectives	Implementation/Opportunities	Reference to Existing Policies
Culture & Heritage	Protect heritage assets and celebrate local culture	Masterplan/Governance <ul style="list-style-type: none"> • Massing, movement and public realm designs respond to setting of adjacent heritage assets • Better integration of waterfront with city centre, re-establishing Southampton as a maritime city • Expanded leisure and culture provisions throughout the quarter, with considerations for co-location to improve connectivity and public realm quality 	Core Strategy: CS1, CS12 & CS13 City Centre Action Plan: AP16 Southampton Public Art Strategy SPD Old Town Development Strategy: OTUDP1 & OTUDP2
		Detailed Design/Construction <ul style="list-style-type: none"> • Exploring opportunities for any archaeological finds to form part of public realm designs 	
		Masterplan/Governance <ul style="list-style-type: none"> • Introducing new high-quality public realm throughout the area, in particular leading to and around the waterfront • An expansion and enhancement of Mayflower Park would provide a more amenable everyday green space, while exploring more strategic ways for the city to host the annual Boat Show while retaining some public access 	
		Detailed Design/Construction <ul style="list-style-type: none"> • Detailed proposals for major public realm should involve co-design with the community (e.g. school, local groups) for some of its design development • The area's strong maritime history and association to become the basis of public realm design and place-making • New public art interventions should prioritise and involve local artists 	
Public Realm & Place-making	Create a sense of place through public realm and place-making	Masterplan/Governance <ul style="list-style-type: none"> • Introducing new high-quality public realm throughout the area, in particular leading to and around the waterfront • An expansion and enhancement of Mayflower Park would provide a more amenable everyday green space, while exploring more strategic ways for the city to host the annual Boat Show while retaining some public access 	Core Strategy: CS1 & CS13 Old Town Development Strategy: OTUDP4 & OTUDP39 Local Plan Review: SDP8 Southampton Public Art Strategy SPD Streets + Spaces Framework: Places
Public Realm & Place-making	Create a sense of place through public realm and place-making	Detailed Design/Construction <ul style="list-style-type: none"> • Detailed proposals for major public realm should involve co-design with the community (e.g. school, local groups) for some of its design development • The area's strong maritime history and association to become the basis of public realm design and place-making • New public art interventions should prioritise and involve local artists 	



Fair Supply Chain

Priorities	Objectives	Implementation/Opportunities	Reference to Existing Policies
Fair Supply Chains	Source products manufactured ethically	Masterplan/Governance <ul style="list-style-type: none"> Ensure that modern slavery procedures have been implemented when procuring sub-contractors Working with key suppliers to achieve ETI certification 	
		Detailed Design/Construction <ul style="list-style-type: none"> Specifying products certified under the Ethical Trade Initiative (ETI) Defining design aesthetics as part of the Design Code that promote the use of local products 	
	Enable employees to live fulfilling and healthy lives	Masterplan/Governance <ul style="list-style-type: none"> Developing mixed-used areas with employment spaces, to provide the necessary amenities (including green open spaces, culture and leisure) to enable employees to live fulfilling working lives Incorporate education facilities to help enable training opportunities within the quarter 	Core Strategy: CS24
Local Economy	Support growth and opportunities within the local economy	Masterplan/Governance <ul style="list-style-type: none"> Masterplan responds to appetite for development from private landholders in the area Tall building opportunities have been explored to promote transit-oriented development Potential for diverse range of employment uses, from grade-A offices, to business incubators and co-working Opportunity to provide education uses and other social amenities to promote long-term growth of the area Opportunities in procurement related to the masterplan should facilitate access to small and medium enterprises (SMEs) to bid on local contracts 	Core Strategy: CS24



Context

As a waterfront site, the Mayflower Quarter is at the forefront of the city's approach to flood resilience. Much of the existing quarter sits within Flood Zone 1, meaning the area has a low probability of flooding, shown to be less than 0.1% chance of flooding in any year. The area of the Railway Station and development immediately to the north sits within Flood Zones 2 & 3 due to the presence of the Rollesbrook (which runs through a culvert within the Mayflower Quarter). Nevertheless, the prospect of climate change brings the threat of rising sea levels and worsening flood risks to the quarter, and must be planned for strategically. Without mitigation measures, much of the Mayflower Quarter will be within flood risk zones 2 or 3 in the future.

The City Centre Action Plan outlines Southampton's current approach to flood resilience within the Mayflower Quarter via policy AP15¹. This includes an indicative flood defence line and 'search zone' which has been incorporated within the Mayflower Quarter Masterplan.

Aims & Objectives

- Enable the delivery of strategic flood defences within the quarter that respond to current and anticipated future threats to the city;
- Ensure defences are well integrated and do not contribute to further severance either within the quarter, or between the city centre and the waterfront itself;
- Seek synergies between flood defences and other infrastructure and public realm interventions to deliver added value to proposals, including integration of water features throughout the landscape concept;
- Promote sustainable drainage throughout the quarter to minimise the risks from surface water flooding;
- Promote development that is safe and resilient, and considers how best to contribute to flood defences, and provides appropriate safety in the context of an expected flood event.



Design Principles

- Incorporating flood defences along the Port of Southampton boundary, with potential to integrate defence requirements within the design and landscape of a realigned West Quay Road;
- Ensuring no residential habitable rooms are proposed at ground floor within developments in areas of the Mayflower Quarter that are at risk of flooding;
- Incorporating flood defences within the public realm and landscaping design within Mayflower Park and Town Quay public realm, deliver added benefits;
- Transformation of large areas of currently impermeable parking and road infrastructure into new, permeable, green open spaces and permeable street design, incorporating SuDS and water capture features where possible;
- Naturalising the water's edge within the expanded Mayflower Park, to create a closer relationship to the River Test, without compromising flood resilience throughout the wider quarter.

1 Ibid. p63

Indicative Flood Defence Line



Key

Indicative Flood Defence Line ■■■■



Context

The Mayflower Quarter benefits from a pioneering existing district energy scheme on site, using geothermal power and biomass to deliver sustainable heat, chilled water and power supply to an extended network, including the Civic Centre. The district energy scheme is a key component in the Council’s ambitions to create a truly sustainable new quarter and represents a significant opportunity for delivering low-carbon energy for new development. The opportunities of the district energy scheme are recognised in adopted policy. This includes:

- Core Strategy, policy CS20
- City Centre Action Plan, policy AP14

There are also significant other opportunities within the scope of the masterplan to consider alternative and additional energy schemes to supplement the need for low-carbon energy for the city centre. This includes recent proposals for ground source heat pumps, and opportunities for extracting heat from public buildings (including new buildings) to feed into the district heating system.

Aims & Objectives

- Seek opportunities to expand and enhance the existing district energy scheme, while also exploring other potential schemes where relevant;
- Explore development that enables and/or delivers low-carbon energy use for the benefit of the quarter and wider City Centre.

Design Principles

- New developments to prioritise connection and expansion of existing district energy network where possible;
- Expansion of existing energy centre to consider integration within a mixed-use block to deliver added value and benefit to the wider area

Tapestry Building, Kings Cross - Mixed-use Energy Centre



Bunhill 2, Energy Centre - London



- Explore opportunities for integration of PVs and other sustainable energy sources within building fabric to be promoted;
- Explore opportunities for expansion of Mayflower Park to create new heat pump sources within the River Test.



Southampton District Energy



Phasing

Context

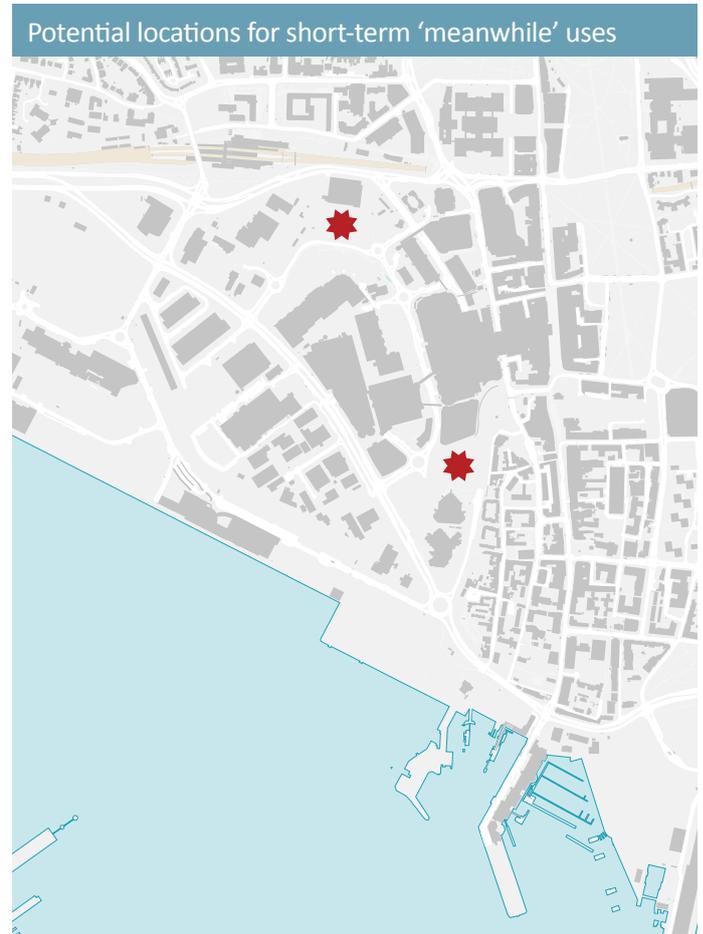
A responsive and practical phasing process is fundamental to ensuring that this long-term, strategic masterplan is deliverable and creates an inspiring momentum of transformation from the earliest phases. The proposed phases are not categorical, but set out a logical approach which includes infrastructure and development at each identified phase. In considering phasing, the masterplan acknowledges the potentially variable appetite of landowners and developers in relation to the quarter. Unpredictable market conditions over the lifetime of any masterplan require a flexible approach to phasing that can be amended and updated as delivery is underway.

Aims & Objectives

- Ensure initial phases have significant impact in terms of ‘transformation moves’, as well as being viable and deliverable to ensure early momentum is secured and widely supported;
- Integrate built form development with delivery of strategic public realm interventions, to ensure place-making occurs as the quarter develops, delivering added value and amenities for new residents and users from day one;
- Provide a strategic approach with incremental phases that ensure projects integrate with one another to create coherent and high-quality urbanism;
- Adopt a flexible approach to respond to changes in market conditions and socio-economic objectives throughout the delivery time frame.

Phasing Principles

- Proposed phasing plans are indicative, and represent larger blocks that would themselves be subject to internal phasing processes. These present a ‘toolbox’ for a flexible approach to delivery;
- Initial phases recognise the status of key development sites that are at relatively advanced stages of design and planning, and could be delivered earlier (including the LeisureWorld and former Toys ‘R’ Us sites);



- Initial phases include projects located at key ‘corners’ of the quarter, seeding highly visible transformation throughout the masterplan area;
- Major public realm interventions, including Mayflower Park and the linear park (West Quay Park), are segmented into phases to ensure delivery throughout the project;
- Combining the delivery of strategic public realm and development ensures appropriate levels of amenity are provided to serve residential and other uses as they are completed;
- Locations for short-term ‘meanwhile’ and temporary uses (3-6 months start) are identified to help activate the Mayflower Quarter in the short-term, and assist in the recovery of the city centre from the impact of COVID-19.

Meanwhile use precedent - Blue House Yard affordable workspaces, Wood Green



Meanwhile use precedent - Biobasecamp Pavillion, Eindhoven



Principles

Phase 1 includes several sites with land parcels defined and available for development, some of which are currently at significant points in the planning process. Site 1B (Portland Link) is currently occupied by a multi-storey parking building and not currently considered for development, however the impact of developing this site would be transformational for the quarter and the city, opening a major link between the new area and the existing centre, setting a high standard for public realm development and masterplan connectivity.

For future phase programming: commission detailed design programme for Mayflower Park and also instigate major architectural design competition for landmark cultural building to be located on Park waterfront.

Development

- A. Former Toys 'R' Us site:** Delivering the first mixed-use block on the former Toys 'R' Us site, with office, residential and flexible ground floor use, together with initial public realm improvements to Maritime Promenade. Western Esplanade section to be downgraded which, in tandem with improvements to southern station interchange, improves pedestrian and cycle ways along this street;
- B. 'Portland Link':** Demolish existing multi-storey car park to create new public realm stepped and ramped green access route to the city centre, improving east/west links to the Mayflower Quarter. Public realm interventions supported by new mixed-use residential blocks with flexible use ground floors;
- C. LeisureWorld Site:** Major redevelopment of key quarter site, with new leisure, residential, office and hotel development;
- D. Watermarks Phase 2:** New multi-purpose music/event venue and hotel development to support existing evening economy by city centre;
- E. Nelsongate:** Mixed-use residential, hotel and office, development including retrofit of existing building and active ground floor uses to railway station.

Portland Link precedent - Freyberg Place, Auckland



Town Walls precedent - Watford Parade



Major Infrastructure/ Public Realm

1. Upgrade works to Western Esplanade to create more pedestrian-focused street character;
2. Improved station interchange around the southern exit of the railway station;
3. Portland Link accessible connection between Portland Terrace and Pirelli St/part Western Esplanade;
4. Initial works to Mayflower Circus and West Quay linear Park on the LeisureWorld site;
5. Initial section of enhanced Maritime Boulevard delivered within former Toys 'R' Us site.

Phase One: 1-5 Years Start



Principles

Phase 2 includes important landmark office buildings at the station and establishes Station Avenue to the south of the station. This phase also commences the first major residential area in the masterplan ('Pirelli Place'), which is set between the developing public realm elements of Station Avenue, Mayflower Circus and the Maritime Promenade, as well as defining an important East/West link to the City Centre - Pirelli St towards Portland Link.

The transformation of Mayflower Park commences with the construction of the lowered section of West Quay Road and a design competition for landmark cultural building.

Development

- A. Station Avenue:** Potential office blocks and hotel development on Mountbatten Retail Park site, including taller buildings, with first phase of 'Station Avenue' public realm providing a direct connection from the station to the south;
- B. Pirelli Place:** (currently part of West Quay Retail Park) New mixed-use residential neighbourhood to include part of new local centre around Circus, improvements and expansion to the district energy centre and new social infrastructure including health and community facilities. Public realm includes part of the Maritime Promenade and northern section of Mayflower Circus, both providing strong public realm settings to the north and south of the residential area;
- C. Mayflower Park and Lowered Section West Quay Road:** Excavate for and create lowered section of re-aligned West Quay Road (not connected to route), including temporary pedestrian bridge over lower road into park from north. Create part extension of park into river in naturalised form, including part of new inlet and beach, and commence development of landmark culture/leisure building on the Park waterfront;
- D. Station Bridge:** A new accessible pedestrian/cycle station bridge, improving access within the Mayflower Quarter across the station and tracks, aligned with

Mayflower Park precedent - Zaryadye Park, Moscow



Station Bridge precedent - Køge Nord, Denmark

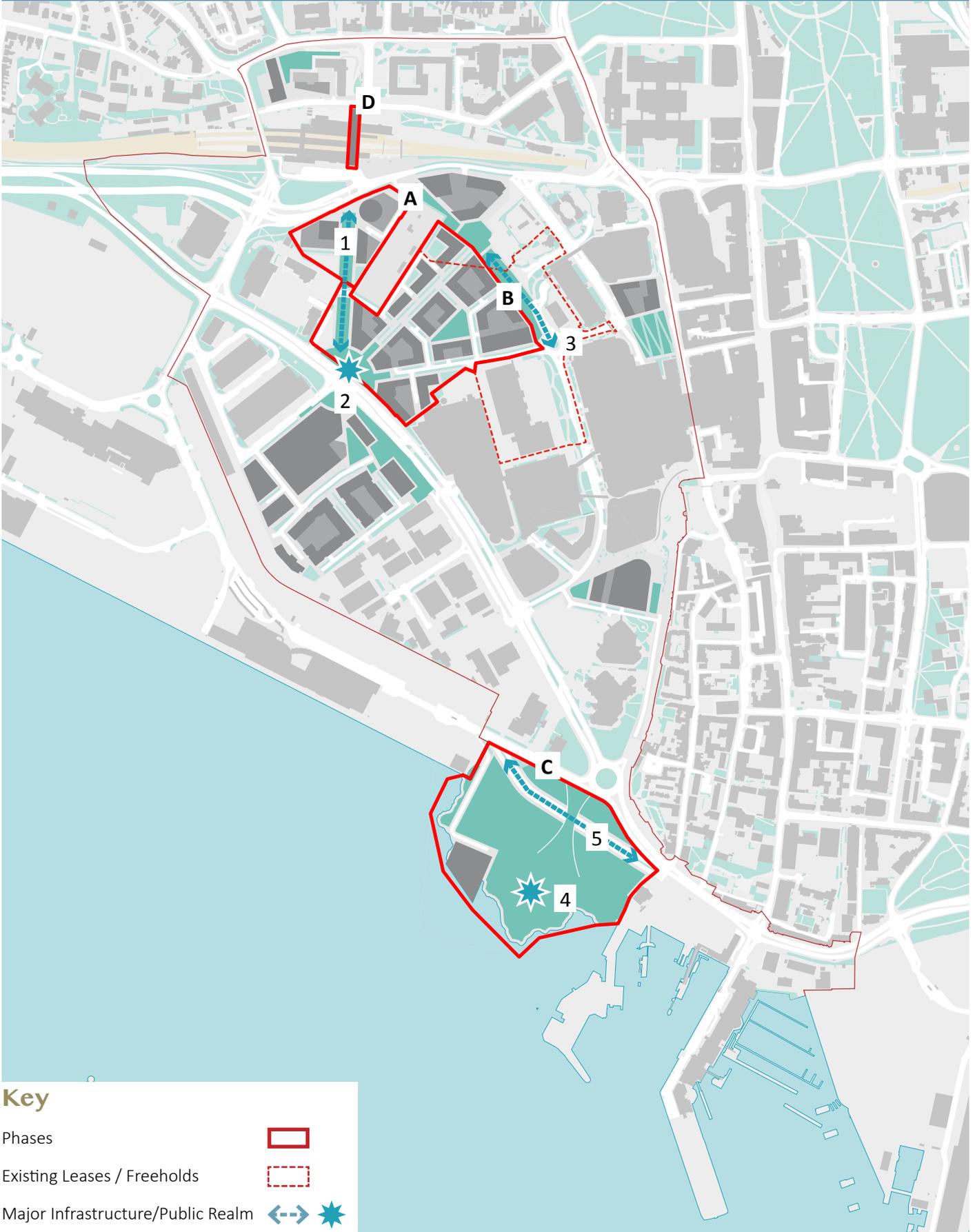


Station Avenue and providing views south to cruise ships by the City Cruise terminal;

Major Infrastructure/ Public Realm

1. Station Avenue public realm, directly connecting the station to new office and leisure facilities;
2. Northern segment of Mayflower Circus associated with new residential development;
3. Additional section of Maritime Promenade associated with new residential development;
4. Initial phase of Mayflower Park enhancement and expansion; including extension into the River Test;
5. Creation of new lowered section of realigned West Quay Road to be connected into re-aligned route in the next phase.

Phase Two: 5-10 Years Start



Key

- Phases 
- Existing Leases / Freeholds 
- Major Infrastructure/Public Realm 



Principles

Phase 3 includes the major re-alignment of West Quay Road, connecting to the lowered section (Phase 2), freeing the quarter from through traffic and creating a new high profile southern edge. The works to Mayflower Park are also completed, including the new waterside recreation facilities.

This phase also consolidates the residential development in the north-east of the quarter and completes the local centre at Mayflower Circus.

Development

- A. West Quay Road:** Realign major through road to run along Port boundary, incorporating flood defences and improved landscaping, to connect to completed lowered section by Mayflower Park, and join existing route by Town Quay;
- B. City Industrial Park Site:** New mixed-use development including segment of Mayflower Circus with local centre retail (potential supermarket use) as well as employment, residential and hotel uses;
- C. Mayflower Park - Phase 2:** Demolish existing Royal Pier, complete Park expansion, including new 'inlet' and new sports and recreation facilities;
- D. Southbrook Road:** Potential small employment building, redeveloping existing car park site;
- E. Mayflower Circus & Linear Park Public Realm - Phase 1:** Major public realm works to create Mayflower Circus, and northern section of Linear Park following previous route of West Quay Road;
- F. Harbour Parade:** Relocation of ASDA and removal of existing car parking buildings. Delivery of residential blocks, with flexible ground floor uses and parking podiums; further section of Maritime Promenade;
- G. Southampton Central Railway Station:** Potential station and surrounding parking area development, to create mixed-use high-density buildings around Blechynden Terrace [NB: Land owned by Network Rail and development could come forward sooner].

West Quay Park precedent - Eastside Park, Birmingham



Royal Pier precedent - Harbour Bath, Copenhagen



Major Infrastructure/ Public Realm

1. Realigned West Quay Road - all of through route removed from the quarter to deliver major public realm and new traffic route alongside Port edge, enabling easier Port access and incorporating flood defences;
2. Completion of Mayflower Park extension, including Royal Pier demolition, new inlet and peninsula, plus indoor and outdoor recreation facilities;
3. Mayflower Circus completion, and creation of first phase of Linear Park landscaping;
4. Third section of Maritime Promenade, consolidating public realm and residential neighbourhood.

Phase Three: 10-15 Years Start



Key

- Phases 
- Existing Leases / Freeholds 
- Major Infrastructure/Public Realm 



Principles

Phase 4 completes the final major element of public realm, the lower section of the linear park, while also 'infilling' remaining development sites to consolidate the built form, including the landmark tower at the top of the linear park and the new primary school (this could be commenced earlier depending on demand) and residential buildings combined.

Relocating the Red Funnel ferries accommodates a new public access quayside with ground floor food and beverage uses and potential residential above.

Development

- A. Linear Park - Phase 2:** The balance of the Linear Park to the south, including improved setting to Town Walls and the new Green Bridge over lowered section of West Quay Road, providing direct pedestrian connection to Mayflower Park;
- B. Novotel Site:** New mixed-use development, including final segment of the Mayflower Circus local centre, potential for residential, employment, leisure, retail and health around a major open space;
- C. West Quay Retail Park Site - Phase 2:** New mixed-use development with great opportunities to delivery a new primary school with residential above, and bus only section of Maritime Promenade;
- D. West Quay Industrial Estate:** Mixed-use development including residential and employment uses, with flexible ground floor uses onto open spaces and new extended Harbour Parade to new West Quay Road;
- E. The Quays Site:** Redevelopment of site to residential/hotel uses with flexible ground floor uses. Sports and recreation offer relocated to new and expanded provision at Mayflower Park and adjacent to Mayflower Circus;
- F. Red Funnel Ferries:** Relocation of Ferry services and redevelopment of site into new habourside public realm activated by residential buildings with active use ground floors;
- G. Town Quay:** Removal of public parking to create new public realm area with opportunities for low-rise food and beverage uses.

Town Quay precedent - Royal Pavillion, Southend



Primary School precedent - Tiger Way, Hackney



Major Infrastructure/ Public Realm

1. Fourth section of Maritime Promenade between new school/residential development and adjacent to existing shopping centre. Potential for some active ground floor uses at service level of shopping centre;
2. Final section of Linear Park completed to enhance the Town Walls setting and integrate with Mayflower Park, including new Green Bridge across lowered section of West Quay Road;
3. Relocation of Red Funnel Ferries and delivery of new public realm waterfront on Red Funnel Ferries site and along Town Quay.

Phase Four: 15-20 Years Start



Key

- Phases 
- Existing Leases / Freeholds 
- Major Infrastructure/Public Realm 



Principles

Phase 5 includes several peripheral sites which may retain their current functions for longer as the overall site develops, but may also come forward sooner which would be welcome.

The Mountbatten Way sites include an area behind the police station which could be developed prior to the roading changes, however is regarded as being a part of the overall 'mini-quarter'.

The MSCP car park may be in demand for some time but once it outlives its usefulness it will be an attractive residential development site, as will the two 'gateway' sites to the south, currently occupied by hotels. These two sites will be highly attractive for redevelopment with the re-alignment of West Quay Road and development of new public realm and transformed Mayflower Park.

Development

- A. Mountbatten Way:** Restrict and upgrade section of Mountbatten Way to create bus-only through route, with potential campus, office and police use buildings, including landmark tower to the west. Access traffic in and out from Southern Road only;
- B. Southern Road:** Smaller identity block for campus/office/culture uses at the corner of Southern Road and the realigned West Quay Road;
- C. Holiday Inn Site:** New mixed-use blocks to southern end of Linear Park, including hotel, employment and residential uses with flexible ground floor uses;
- D. Grand Harbour Hotel:** Potential opportunity to create mixed-use residential and hotel uses on park edge;
- E. West Park MSCP site:** Redevelop parking building for potential residential uses.

Major Infrastructure/ Public Realm

1. Closure to through traffic (except buses) of section of Mountbatten Way to create attractive 'mini-quarter' for potential campus, office, police, research uses.

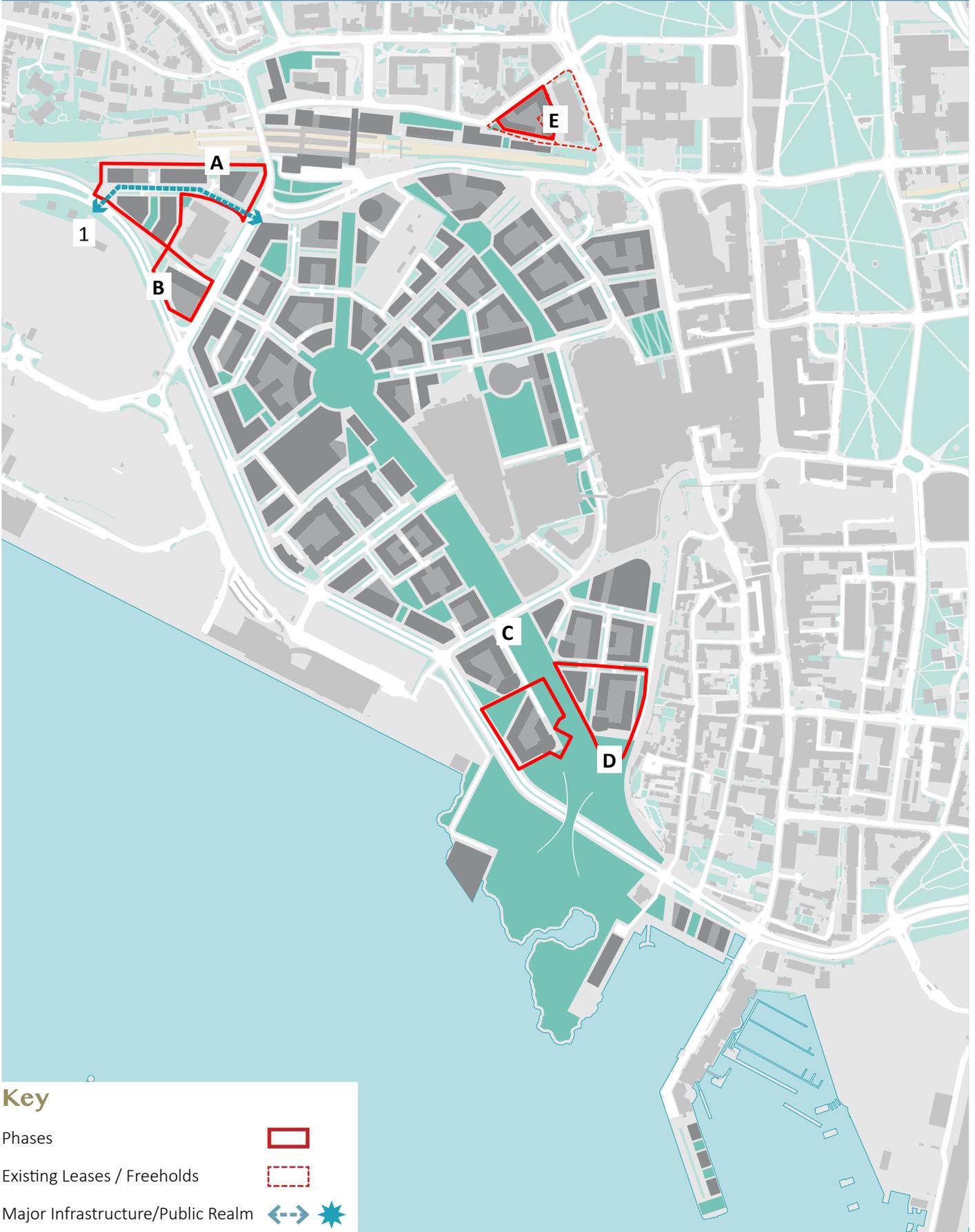
Campus precedent - Creative Campus, Rennes



Hotel precedent - One Tower Bridge, London



Phase Five: 20-25 Years Start



Appendix 1: Understanding the Wider Community

Understanding the Wider Community

This section of the report summarises the stakeholders engagement process that was carried out between June 2020 and March 2021, as part of the research and analysis of the Mayflower Quarter.

The design team spoke to a number of stakeholders including community groups, local landowners and businesses. The overriding objective of the engagement was for the design team to gain a deeper understanding of the study area and gather local views about the masterplan opportunities and aspirations for the Mayflower.

The engagement process was undertaken in two phases:

- One-to-one sessions exploring future plans, aspirations and concerns for the study area. These have taken place over twelve months.
- A series of presentations of the emerging design, and surgeries for those interested to discuss in more detail the ideas with particular reference to specific areas of the study area.

In addition to the stakeholder activities, the team organised and run a digital community engagement platform facilitated by the 'Future Fox' in December 2020. This work was aimed at reaching out to residents and exploring expectations and aspirations of the local community.

The engagement work has coincided with the Covid-19 pandemic, limiting face to face interaction and affecting the overall impact of this essential element of the masterplanning process. The team's response was to allow a longer period to collect adequate feedback and to leverage available digital tools to compensate.

We recognise this concept masterplan is only the beginning of a journey, and the next stages of design will require further engagement. The engagement work concluded on the following pages was preparatory to the formal consultation scheduled for the second part of 2021.

The engagement process has helped to understand and uncover local needs, aspirations, passion for the area

local character and critical asset. The received feedback highlighted constraints, and opportunities of the site and formulated a set of objectives and recommendations for the masterplan scenarios.

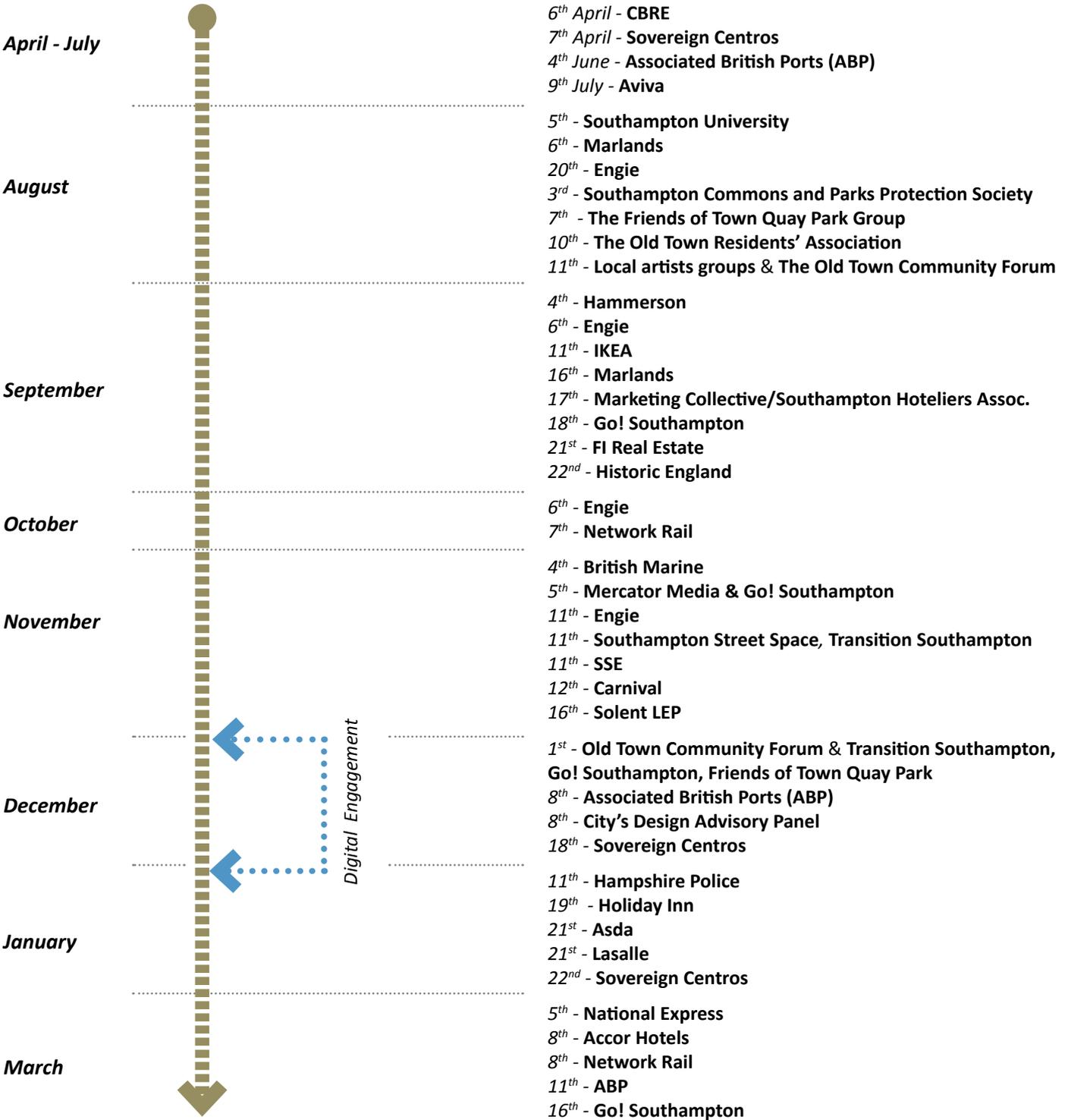
The design team jointly with SCC approached the following stakeholder groups:

- **Businesses**
- **Community** groups and organisations,
- **Design** bodies and panels,
- **Land owners**,
- **Transport** operators,
- **Cultural and educational** institutions,

The consultation time-line provides a detailed list of stakeholders that contributed to the process, and the key comments that we received have been grouped by the common theme.



Time-line





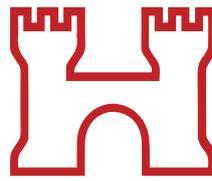
Mayflower Park

Opportunities

- ‘Opportunities for exploratory interventions that attract attention, such as meanwhile spaces, pop-ups and community activities in the park’
- ‘Green spaces and parks have become even more important to local people because of the COVID-19 crisis; therefore an outdoor space that can be used throughout the seasons by the residents should be provided in the park’
- ‘Pedestrian priority to be promoted and the number of car parking spaces to be reduced’
- ‘The park should be seen as the key destination and connect better to the Ocean Village, Oxford Street, Town Centre, train station and the Old Town’
- ‘An events arena is needed as an alternative location for festivals and celebrations, to take the pressure off Mayflower Park. The arena could become a key attraction and a landmark building of the masterplan area’
- ‘Masterplan should protect Mayflower Park for the people of the city, it could return to being a well maintained green public space.’

Challenges

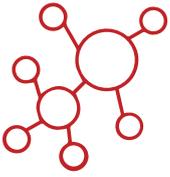
- ‘The Boat Show and Seawork festival twice a year occupy the park. Structures that are built across the park cause damage to the grass surface and compact the soil’
- ‘The space is dull. An attraction is needed for children and older residents; including benches, cafés, community events.’



Heritage & Identity

Opportunities

- ‘Southampton is a port city - a maritime city, and a gateway. This heritage and stories of people from many different destinations in the world arriving at and leaving from Southampton should be enhanced and celebrated’
- ‘Local stories and the diversity of the local community are important and should be reflected in the masterplan’
- ‘Mayflower Park could become the focal point of a ‘Heritage Quarter’ with the development of Heritage Trails linking and showcasing the Old Town buildings’
- ‘Creativity should be supported; there are many artists and artist studios around the Mayflower Quarter that could become the focus for place-making’
- ‘There is a generation of working class people in Southampton who worked on water, the docks, or the shipping and boat building industry. There is nostalgia in Southampton related to the decline of the maritime industry, - this is important working class history that should be reflected in the masterplan’
- ‘Maritime heritage is important – the visual connection with the sea is vital. The Masterplan gives the opportunity to create a viewing corridor or a viewing point that would allow people to become more aware of their surroundings.’



Connectivity

Opportunities

- ‘Provide a clear route and an attractive green connection between the waterfront, shopping centre and station’
- ‘Better connect various destinations in Southampton including the train station, waterfront, Old Town and Mayflower Park’
- ‘Provide a transport link from the station down to Mayflower Park and onwards to the Ocean Village or Stadium’
- ‘Key attractions in Southampton are currently disconnected from the centre; such as the aviation museum (Solent Sky), the Stadium and Mayflower Park and could be linked with sustainable transport’
- ‘Provide a bus/coach station near the train station that connects Southampton with the outer city and key destinations’
- ‘Sustainable public transport, walking and cycling routes are needed.’

Challenges

- ‘The train station is disconnected from the rest of the city’
- ‘The disconnection of various destinations presents a problem. Better connectivity would extend visitors dwell time in the City Centre’
- ‘West Quay Road provides a major barrier between the City and the waterfront’
- ‘Increase the visibility and access to the waterfront. Visitors to Southampton are not aware that there are next to the water.’



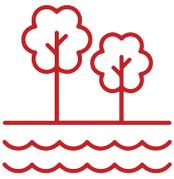
The Boat Show

Opportunities

- ‘The event gets mixed reviews, but it brings a large number of people to Southampton and benefits businesses and hotels’
- ‘It’s international and brings people from around the world. For that period the hotels are fully occupied, but it’s not clear how much benefit the Boat Show brings to the city’
- ‘It is the only event that Southampton organises around the sea, water and maritime industry’
- ‘It puts Southampton on the international map. It is needed especially now to support businesses struggling because of the COVID-19 pandemic.’

Challenges

- ‘It’s not for residents but a particular clientele, it doesn’t benefit residents and the city. It should be seen as a celebration of the city, its community and the sea instead’
- ‘There are no boats currently built in Southampton. The boating industry used to benefit from the Boat Show, nowadays it’s an international event, and not for the people of Southampton’
- ‘It limits the potential of Mayflower Park, therefore it needs rethinking’
- ‘It takes two weeks for it to set up, there is heavy traffic in the city and residents have to avoid certain areas’
- ‘It’s 10 days long, it could be shorter, and encourage local community a bit more - be more inclusive!’
- ‘Mayflower Park is a backyard for many residents who don’t have their gardens, - the Boat Show ruins the park and closes it for over 26 days each year. The area gets overcrowded and very unpleasant for people who live in the proximity.’



Waterfront

Pros

- ‘Southampton’s waterfront is not easily accessible. It offers great views and it should be better connected with the rest of the city’
- ‘Visitors arriving at the station should be attracted by a long distant view of the sea or a feature that would prompt them to head in the waterfront direction’
- ‘The waterfront has to become more attractive. There could be an urban beach, water feature or paddling pool, that would give residents more reasons to go there’
- ‘There is a need to create a space on the waterfront that is attractive where residents could take children after shopping as a treat’
- ‘Southampton Royal Pier is an important yet underused amenity. It should be better used and saved from dereliction’
- ‘Red funnel ferries should be relocated to enable the whole of the basin to become publicly accessible and to enable development, especially residential accommodation, to happen’
- ‘An attractive arrival experience for tourists coming on cruises is key for Southampton - Liverpool with its square is a good example’
- ‘A greater connection with the water in general is needed - see an example of public realm feature in Freiburg, Germany where a granite cobble stream embedded in pavement runs through the city. Southampton is a waterfront city, and the stream should run right through it, to remind people about its geographical position.’



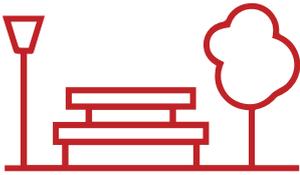
The Port

Pros

- ‘Conversations between SCC and the Port about land-swaps should be held. Southampton needs to be better connected with its waterfront. People have to feel they’re part of a waterfront city’

Cons

- ‘Southampton doesn’t have any relationship with the ABP - the global nature of the business makes its difficult. Southampton never really developed a right relationship with the Port that is so crucial for the city’.



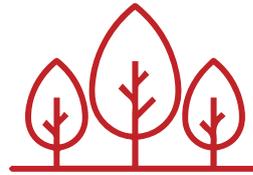
Public Realm

Pros

- 'A better separation of vehicles from pedestrian areas in the Mayflower Quarter'
- 'Introduce green and sustainable public realm'
- 'Create an attractive public realm that is fit for many purposes taking lessons learned from the COVID-19 crisis, including outdoor markets, activities and promotion of well-being'
- 'Reduce car parking. There are at least 200 car parking spaces in Mayflower that are empty in the evening'
- 'Masterplan should deliver good signage so there's a narrative that people can actually read and properly see.'

Cons

- 'Pedestrian routes at the moment are almost non-existent. It's a car and car-parking dominated area'
- 'A significant reduction of traffic would be required to improve Southampton's air quality.'



Green Spaces

Pros

- 'Connect green spaces and parks in Southampton through a network of green links and walking routes'
- 'Town Quay Park has historical significance and should be developed into more of a destination for visitors'
- 'Town Quay Park is located on the High Street and it would benefit from being better connected with the Mayflower Park and the waterfront'
- 'Southampton has great parks and open space Central Parks; East Park, Palmerston Park, Queens Park - they would benefit from being better connected. A radius of green routes from different locations, North, East and West and culminating at Mayflower Park is something that the masterplan could deliver'
- 'Queens Park and other green spaces outside of the City Wall should be enhanced and seen as valuable public spaces.'



Development

Pros

- ‘Mayflower needs nicely paved areas, a pleasant pedestrian environment, wide pavements along West Quay Road, communal feel and mix of uses; leisure, shops, restaurants, boutiques’
- ‘Southampton needs to attract high value businesses who will pay higher salaries and fulfil the expectation of high-quality living. Making Southampton desirable for higher earners, and delivery of high-quality buildings would lift up the entire city’
- ‘There is an opportunity to create an attractive and high quality public realm and create an attractive walk from the shopping centre along the edge of the City Wall’
- ‘The area needs some grand ‘icon’ buildings – like the Leonardo Hotel.’

Cons

- ‘The main weakness of the site is that if you walk down through there you are surrounded by large, nondescript buildings that the masterplan can’t get rid of – Ikea etc. The key question is how to integrate them with the new buildings.’



Sustainability & Environment

Pros

- ‘Sustainable forms of transport should be prioritized and current transport links should be better integrated with other forms of transport’
- ‘The geothermal well was drilled in the 1980s and, it wasn’t successful (rock bed wasn’t good enough for a geothermal system.) The infrastructure built on the surface including district heating and district cooling system could be used as a local energy source. The district heating system, could be supported by solar panels on all new developments, and joining the local energy supply system should be enforced policy.’

Cons

- ‘Currently pollution generated by the cruise ships poses a big challenge for the area. There’s been an initiative to create shore-side power for cruise ships coming in. This initiative mustn’t be forgotten and should be prioritised prior to redevelopment of the area’
- ‘Emissions from the cruisers is a major consideration if the masterplan brings people closer to the water especially in a residential way - the prevailing wind is usually from the Southwest and the fallout from the cruise ship stacks could be dropping directly over a residential area; there is an example where a port in London (Enderby Wharf - Greenwich) was stopped because of proximity of residential areas’
- ‘Crucially works to be done to protect against sea-level rise and looking at the longevity of the buildings and properties; existing and new.’



Other Aspirations & Ideas

- ‘The area is very flat. A raised walkway and platforms projecting out onto the water could provide the views that everyone craves and enhances Southampton’s identity as the waterfront city’
- ‘Improving the air quality is key - minimising traffic is important for this’
- ‘There is a need for a bridge across Town Quay road to connect Southampton with its waterfront’
- ‘Artist community in the area should be supported, masterplan should consider the provision of affordable artist studios’
- ‘Significant public space improvements around the station, are needed. This area is the first impression of Southampton’
- ‘There aren’t that many places where you could deposit your luggage after you leave the cruise ship and go and explore the City – MQ Masterplan gives an opportunity to encourage cruise liner passengers to spend more time in Southampton’
- ‘That arrival on a cruise or at the train station should be made attractive. A square or a park that visitors arrive at that leads to different destinations and is well connected with the rest of the city would be beneficial’
- ‘Heat pumps in MQ aren’t appreciated enough. People don’t appreciate that there is natural resources being turned into modern power resources. This sites should be enhanced and made into a destination.’

Digital Engagement

The 'Place Builder' platform provided by the Future Fox was used as a digital tool to facilitate the online public engagement. The platform took participants through a guided process aimed at gathering rich and informed feedback about the identified challenges and opportunities for the Mayflower Quarter and the masterplan. Two digital 'tasks' were configured to aid the process;

- An interactive Mayflower Quarter map was set up to gather specific and geo-referenced views and recommendations on the challenges and opportunities in the area, and
- The poll questions were aimed to capture people's views on the identified future priorities for the Mayflower Quarter.

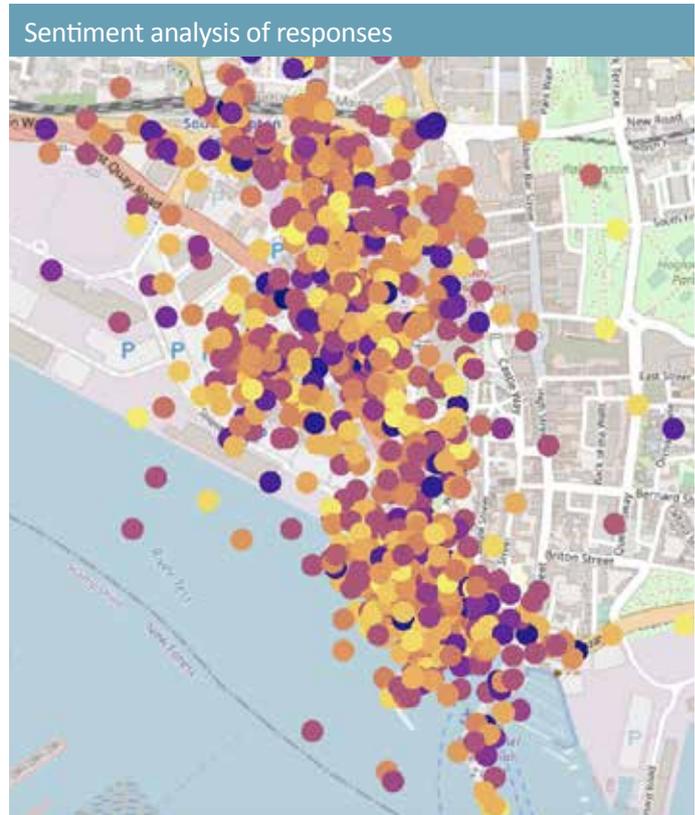
The digital platform was widely advertised by SCC and the online public engagement was open for anyone to use throughout December 2020.

Mayflower Quarter Map;

Mayflower Quarter interactive map gave an opportunity to leave comments on a number of identified by the design team 'aspects' and 'effects' - the equivalent of topics and subtopics. Effects were grouped into aspects to allow easier navigation through the engagement and encourage more focused feedback. We included the following Aspects ;

- Heritage and Identity,
- Safety and Sustainability,
- Community and people,
- Work, economy and services,
- New developments,
- Streets, public spaces and parks,
- Pedestrian and vehicular traffic.

The Mayflower Quarter Map received 296 unique uses and a total of 995 comments



Key



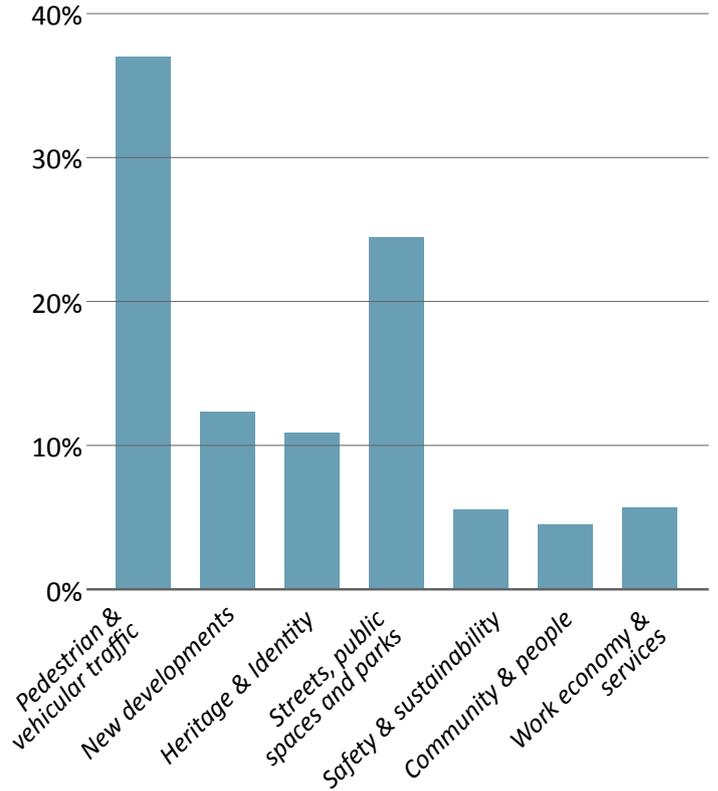
Mayflower Quarter Poll;

- Received 460 unique visitors,
- There were 468 submissions to 'the Aspirations and Hopes for the area poll',
- There were 390 submissions to 'Challenges and Constraints' poll,
- Overall satisfaction rate of 68%

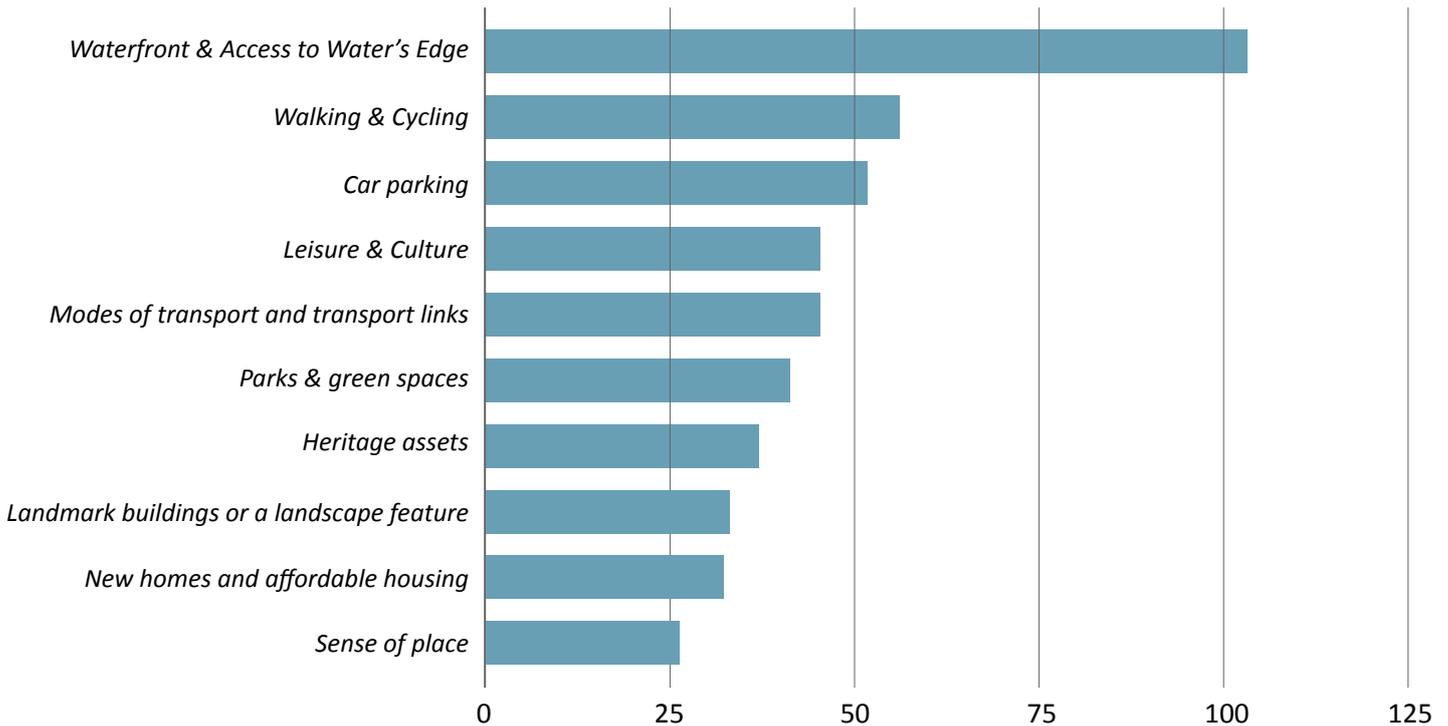
The feedback that we received is summarised on the following pages, starting with the overall demographic statistics.

% of comments by aspect

Aspect	% of comments
Pedestrian & vehicular traffic	36.8%
New developments	12.2%
Heritage & identity	10.8%
Streets, public spaces, and parks	24.3%
Safety & sustainability	5.7%
Community & people	4.4%
Work economy & services	5.7%



Top ten most popular effects chosen by users



Mayflower Quarter Poll Results

Challenges and constraints poll: Main challenges	Support from respondents
Improvements to air quality and significant reduction of traffic	93%
Ensuring the Mayflower Quarter supports Southampton and is not disconnected from the rest of the city	87%
Finding a balance between pedestrianised environment and cars and traffic	86%
Finding a balance between needs of residents and port activities	85%
Significant improvements to the access to the water edge and creation of a stronger connection with the waterfront	83%
Finding a balance between tech and business and the needs of residents	77%
Finding a balance between hospitality sector and tourists and needs of residents	71%

Aspirations and hopes for the area poll: By 2040 the Mayflower Quarter should be...	Support from respondents
A sustainable Quarter responding to the climate challenges and supporting the town centre	96%
A unique high quality environment including a great public waterfront	90%
A great place to live with quality homes and infrastructure	87%
A destination for leisure, culture, food and retail	82%
A hub of employment and entrepreneurship	75%
An economically strong and well-connected hub	74%



Prepared by:



ar
urbanism & partners