



Winchester  
City Council



# CONNECTING PLACE

Station Approach  
Concept Masterplan

DATE:  
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STAGE:  
CMP proposals - **Distance Views Study**

REVISION:  
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## Introduction

This document summarises a study undertaken to identify the visual impact of concept masterplan proposals for development within the Station Approach area, as defined within the Concept Masterplan Proposal Report, prepared in Spring 2025.

Local Plan policy W8 refers specifically to the Station Approach Area and agreed regeneration parameters within the Plan framework. The Policy state that heights of development should “retain views of the treed skyline and other key historic features such as Winchester Cathedral and assess the impact of buildings over 3 storeys on views and adjoining areas and do not exceed 4-5 storeys in height, unless a taller building can be justified in townscape terms.”

The Concept masterplan presents a range of possible heights for development distributed in massing terms across the development plots, and suggests where greater and lesser height may be deemed more sensitive and appropriate. The overall quantum of mass is derived from the Local Plan aspirations for quantum and types of development upon the sites. The proposals of the Concept Masterplan do necessarily include development of more than 3 storeys, and in some cases suggests location where buildings in excess of 5 storeys may be appropriate. This study therefore undertakes an initial impact assessment of the proposals from the Townscape perspective of distance views from key Winchester locations. The more localised streetscape views are considered indicatively elsewhere within the Concept Masterplan overview document.

It is to be acknowledged that the Concept Masterplan is an initial document with outline design parameters for the sites. Any proposed development upon the sites would necessarily be required to progress a detailed design of buildings and mass in order to submit a planning application, and designs would be subject to all the normal scrutiny, consultation, and analysis as part of this Town Planning pre-application, submission and determination process.

The visualisations within this document address the views of the potential conceptual masterplan massing, from distance locations overlooking Winchester. The specific viewpoints studied are those that have been identified as important through consultation with community stakeholders such as the City of Winchester Trust and statutory Local Authority Planning and Conservation representatives.

Photography from these locations has been taken and provided by Design Engine, for the purposes of this report. The Photographs have been taken during the winter season, to present maximum visibility of the building plots, whilst the trees are not in leaf. This factor should be noted and kept in mind when considering the appraisal of views mocked up, and the awareness that views at other times of the year may present more screening of some buildings when trees are in leaf.

The impact of the proposed massing has been calculated using a process to ‘perspective match’ and align 3D computer modelling with the photographic viewpoints. The workings of the process are illustrated in the pages for transparency purposes. It must be noted that although the process is reliable and accurate, this document nevertheless does not offer formal ‘verified views’ , or analysis of such.

The modelling that has been tested is presented at the outset of the report. Whilst this is based upon the indicative massing proposal offered as a ‘possible interpretation of the Concept Masterplan’ with the Concept Masterplan report. Details of key heights and storeys are noted where most relevant to the views studied.

The final pages of this document offer some commentary interpreting these distance view studies, to assess the visual impact in terms of townscape and the city setting and heritage.

This commentary section has been prepared by Steven Bee of Urban Counsel, in response to the view studies contained within.

## Key Townscape Views

- 01 Joyce Garden
- 02 St. Giles Viewpoint
- 03 Catherine's Hill

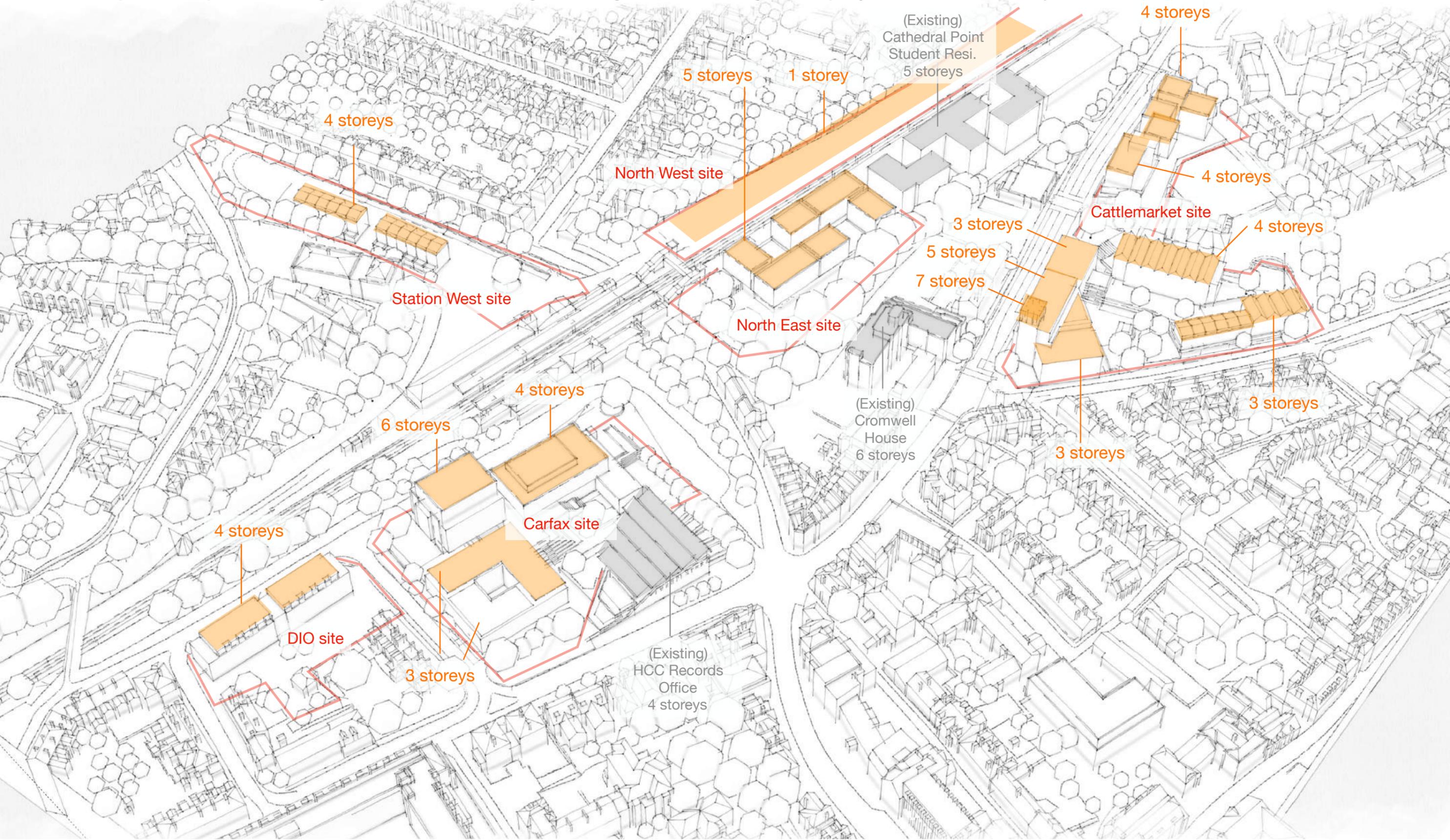
## Station Approach sites

- A Carfax site
- B Cattlemarket site
- C Station West site
- D DIO site
- E Station North East site
- F Station North West site



Aerial Plan view of Winchester, and viewpoints to East of City

# Concept Masterplan Massing - Illustrative Modelling showing indicative heights, as projected in views study



Aerial Perspective view of Station Approach Area, with indicative massing for Concept Masterplan shown for illustrative purposes and for townscape visual impact studies

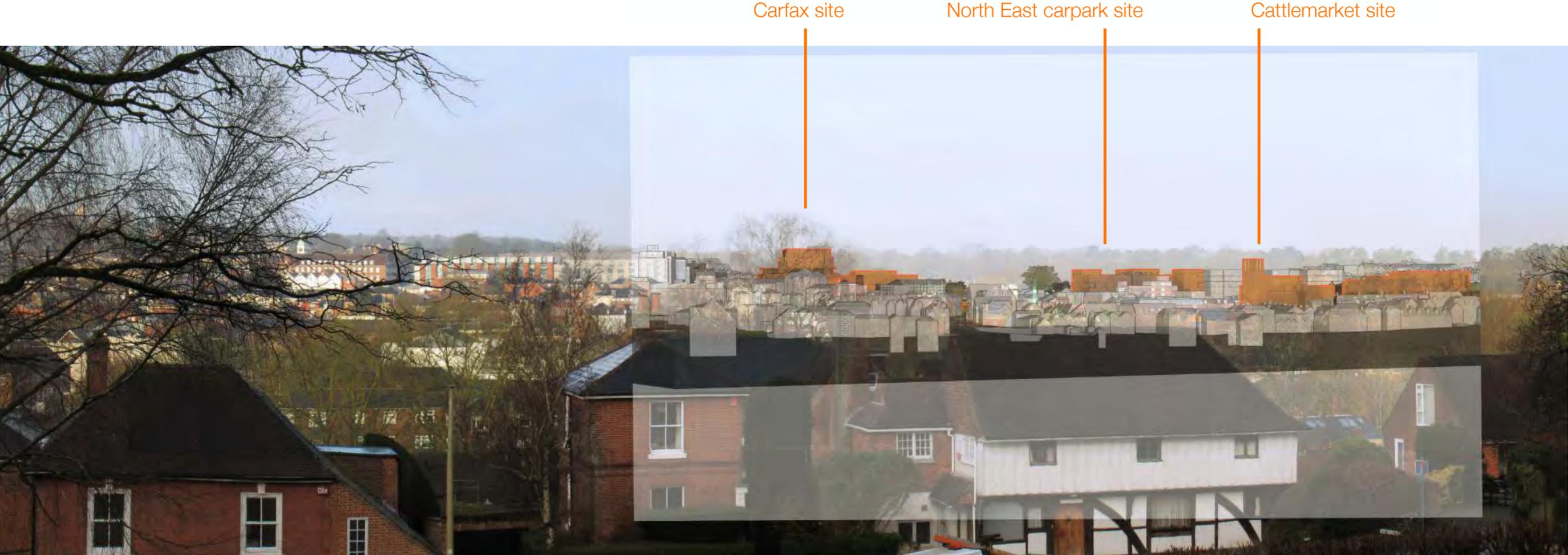
# Location 01: Joyce Gardens

Existing View



# Location 01: Joyce Gardens

Concept Masterplan - Indicative Massing Model View Overlay



( Proposed development on other sites not visible from this viewpoint )



# Location 01: Joyce Gardens

Proposed View

Carfax site

North East carpark site

Cattlemarket site



# Location 02: St Giles Viewpoint

Existing View



# Location 02: St Giles Viewpoint

Concept Masterplan - Indicative Massing Model View Overlay



( Proposed development on other sites not visible from this viewpoint )



# Location 02: St Giles Viewpoint

Proposed View

Carfax site

North East carpark site

Cattlemarket site



Location 03: St Catherine's Hill

Existing View



# Location 03: St Catherine's Hill

Concept Masterplan - Indicative Massing Model View Overlay

Carfax site

Cattlemarket site



( Proposed development on other sites not visible from this viewpoint )



# Location 03: St Catherine's Hill

Proposed View

Carfax site

Cattlemarket site



## Assessment of Townscape Impact

We have selected three distant views from which new development of a scale following the indicative massing and heights guidance of the concept masterplan would be visible:

### ST CATHERINES HILL

From St Catherine's Hill, the most distant, buildings of the suggested scale on the Station Approach sites would be visible within the built envelope of the historic town, and below the wooded outline of the downs to the west.

From the viewpoint selected (the summit covers a wide area) all development would be to the west of the outline of the Cathedral. The broken outline of the footprint and outline of the suggested development would sit comfortably within the existing roofscape, in which the diverse clay- and slate-tiled historic roof slopes accommodate a large number of twentieth century buildings of greater scale. The proposed development would not harm the fortuitous aesthetic heritage value of this combination, or the illustrative historic value of the town's evolution over centuries.

The highest part of the Carfax site development would be visible above the Grade II listed Queen Elizabeth Court Council offices from St Catherine's Hill, but only as a small part of the wider panorama and adjacent to the later HCC offices in between. The aesthetic and associative heritage values of this important civic building would not be harmed.

### ST GILES HILL

From St Giles Hill, closer to the Station Approach Area, the development proposed would sit comfortably as a series of articulated forms within the general townscape and roofscape of the historic centre. In this view the backdrop to the historic centre is still dominated by the County Council complex. The southernmost block of the redeveloped Carfax site would be slightly higher than the HCC Ashburton Court building but with a much shorter horizontal extent. It would partially screen the view of St Paul's church, but aesthetic and associative heritage values of this grade II building are barely discernible at this distance, causing no material harm.

### JOYCE'S GARDENS

In the view from Joyces Gardens, to the north and slightly lower than the St Giles Hill view, the development would still be seen as discrete blocks forming a backdrop to the view of the historic town. It would sit within the treeline of the downs to the west, apart from where it would be just broken by the southernmost Carfax site building. This would be less conspicuous than the outline of the existing HCC office complex. The Carfax development would be visible, just, behind the Grade II listed HCC Records Office. This would have no material impact on the aesthetic heritage value which at this distance is modulated by the existing townscape beyond.

In distant views the tall element feature proposed for the Cattlemarket site would not obscure or distract from the features of historic significance within the wider panorama from the three viewpoints selected.

In all views, the development of the Station Approach sites offers opportunities to create distinctive, beneficial additions to the existing townscape, paying special attention to the local street-level views and these representative distant views. This approach will be consistent with Strategic Policy D2 - Design Principles for Winchester Town, in particular paragraphs iv and v.



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