Renaissance Southampton

SOUTHAMPTON RENAISSANCE VISION

A Prospectus for Change: Projects and Opportunities

SOUTHAMPTON RENAISSANCE BOARD: OUR COMMITMENT

Dear Partners, Colleagues and Communities,

Southampton has a once in a generation opportunity. We're set to witness a new era for our city centre—a renaissance that draws on Southampton's deep heritage and global outlook to propel us forward to the future.

Our Southampton Renaissance Board is committed to driving the future growth and development of our city, with a focus on economic prosperity, strategic skill enhancement, sustainable development, and investment. Our primary goal is to shape Southampton into a vibrant, thriving city that realises its incredible potential, aligning public and private sectors together with our major institutions around a unified agenda for growth.

Our diverse membership includes representatives from the public, private and third sectors. We bring a transdisciplinary perspective and the potential for innovative thinking to the public sector. Together, we engage local bodies, businesses, investors, and residents, prioritising net-zero initiatives, new investments, and sustainable growth to address the city's socio-economic challenges.

We set out with big ambitions:

— to ensure that the benefits of growth are equitably shared, benefiting particularly our disadvantaged communities;

— to enhance Southampton as a destination for tourism, events and leisure and;

— to catalyse the growth of innovative industries and fostering a dynamic, inclusive environment.

We are committed as stewards of our city's future. Now we seek partners who match our ambitions for growth, innovation and drive for equity. Together, we'll usher in a renaissance to revive this great city.

Signed Sincerely,

The Southampton Renaissance Board

SOUTHAMPTON RENAISSANCE VISION

OUR VISION FOCUSES ON SIX DELIVERY THEMES

Our six delivery themes will unlock future regeneration and investment over our next phase of growth. These themes have been developed in partnership with city stakeholders to define clear investment objectives and a series of priority projects.

Waterfront
Maximise Southampton's reputation as a world-class waterfront city

Destination
Create a network of destinations across the city

Innovation
Create the conditions for innovation

Neighbourhoods
Support existing and developing new neighbourhoods

Green
Deliver improvements to make Southampton a more Green and Sustainable city

Connected
Improve connectivity into and out of the city centre

OUR RENAISSANCE AREAS AS THE FOCUS FOR INVESTMENT

West Bay

The comprehensive redevelopment and creation of a 21st century urban district that encourages innovation and enterprise focused on the "West Bay" area reclaimed in the 1920s and 30s. This area provides the potential to create an urban, mixed-use development, a landmark skyline and a true global gateway for cruise passengers, and those arriving at Southampton Central Station.

Mayflower Waterfront

The regeneration of Southampton's Historic Waterfront to become an enhanced destination as part of new city waterfront parkland. This area will include new homes and workspaces, as well as tourism and hospitality facilities that celebrate the city's maritime heritage.

Itchen Riverside

Reintegrating the traditionally industrial districts of Chapel and Northam into the City Centre, catalysed by the creation of an enhanced Sport and Entertainment District around St Mary's Stadium, enhanced waterfront access and the long-term regeneration of the Northam Estate and Drivers Wharf.

Heart of the City

Ensuring the long-term success of the historic city centre with focused regeneration initiatives at the Civic Centre/Northen Above Bar as part of the long-term creation of the "Cultural District", and the catalytic change of East Street and the Old Town as a destination that reflects its important cultural heritage and layered history.

Ocean Village

Supporting the long-term change and intensification of Ocean Village as a modern urban neighbourhood and city centre destination.

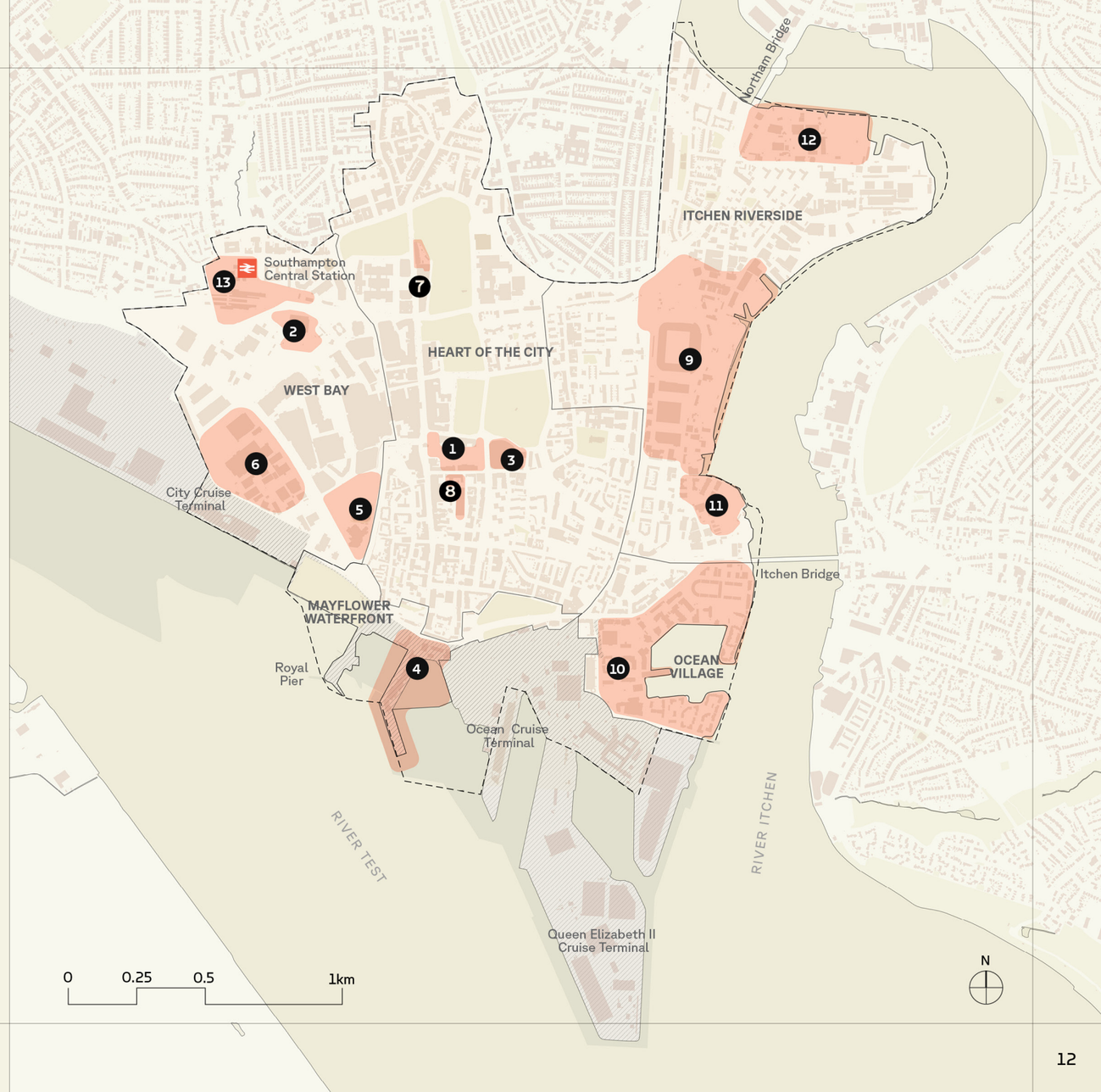
OUR RENAISSANCE PROJECTS

This prospectus brings together a selection of development sites and opportunities from across Southampton, at different stages of delivery, to illustrate the breadth of activity taking place across the city.

Since publication of the Renaissance Vision, momentum has continued to build, with investors, developers and public sector partners increasingly aligned around a shared commitment to delivery.

The 13 sites featured are current and emerging opportunities that are contributing to, or will in time form part of, the delivery of the vision. Spanning all five Renaissance Areas, they reflect a mix of uses and the ongoing transformation of the city centre.

1. **Bargate Quarter**
2. **West Bay Innovation District**
3. **Queen's Buildings**
4. **Town Quay**
5. **West Quay South**
6. **West Bay Portside**
7. **Northern Above bar**
8. **East Street**
9. **St Mary's Waterfront**
10. **Ocean Village**
11. **Chapel Riverside**
12. **Driver's Wharf**
13. **Southampton Central Station**



Bargate Quarter

Destination

Neighbourhoods

The Bargate Quarter development will regenerate a major part of the city centre and see the former shopping centre transformed into a vibrant mixed use quarter. The development will sensitively protect and enhance the historic Bargate monument and nearby Town Walls, opening them to the public after 30 years.

The Bargate Quarter represents a £132 million investment delivering 519 much-needed built-to-rent apartments and townhouses. Legal and General are offering an opportunity for new ground floor shops, bars and commercial units, covering 2,525 sqm of commercial space, in the heart of the city centre. Improvements to Bargate Square will create a high quality and activated public square connected to a new pedestrian street and series of gardens.

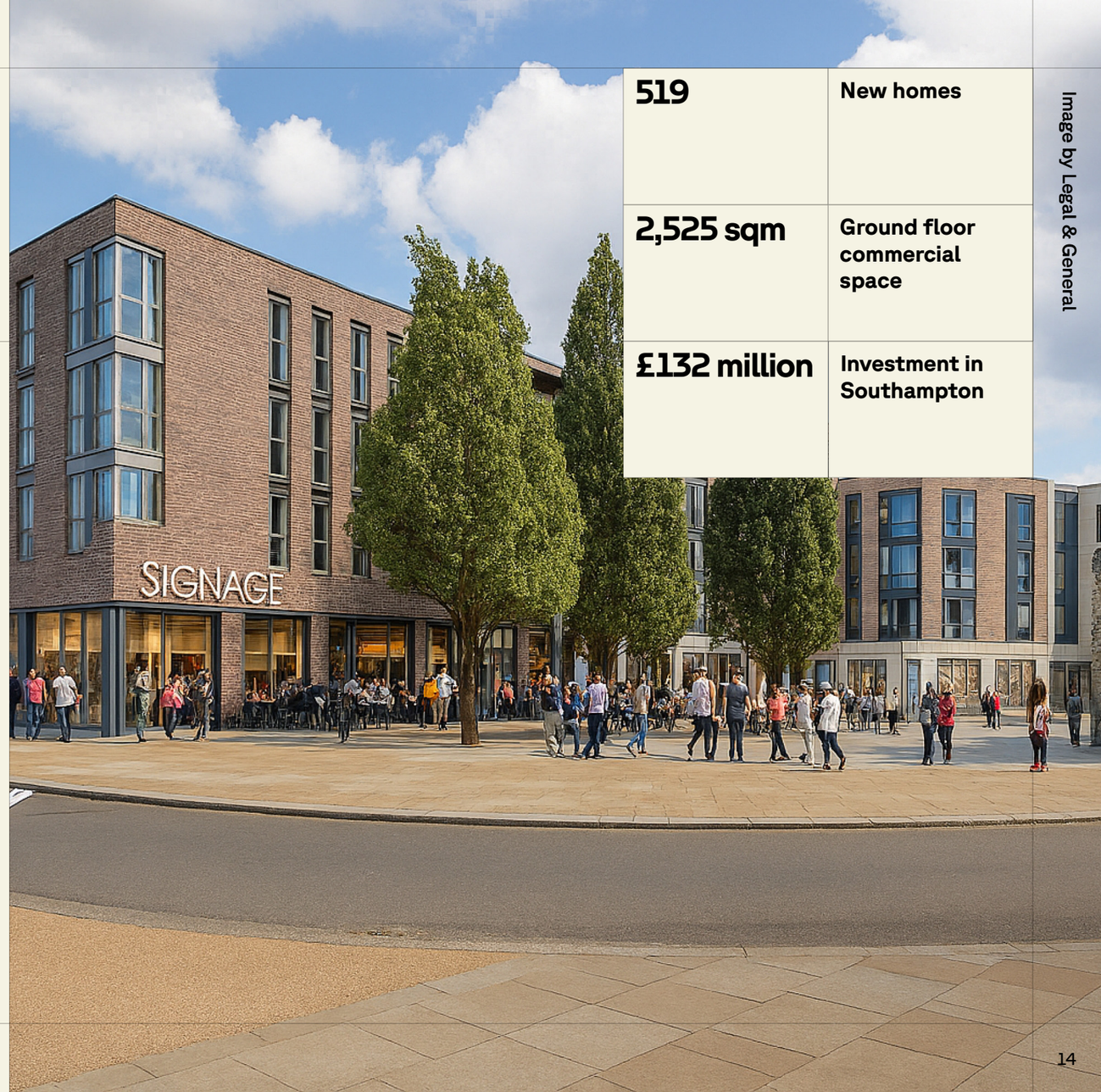
Sector
Residential
F&B and Retail

Promoter/Landowner
Legal & General

Project Status
Construction is underway and the development is set to open in 2026.

Asset/end uses
Mixed-use residential, ground floor F&B and retail.
Protected historic Bargate Monument and Town Walls

Renaissance Area
Heart of the City



519	**New homes**
2,525 sqm	**Ground floor commercial space**
£132 million	**Investment in Southampton**

Image by Legal & General

West Bay Innovation District

Innovation | Neighbourhoods | Connected | Destination

The former Toys R Us site represents one of Southampton's most significant regeneration opportunities. Occupying the 4.6 acre site directly in front of Southampton Central Station, redevelopment will mark visitors' arrival into the city centre and establish new vital links directly to the waterfront.

The site was previously granted planning permission for a mixed-use uses scheme including commercial space for innovation, enterprise, education, and offices, alongside F&B and leisure uses.

The new partnership set up to develop the site have ambitions to attract innovation-led occupiers focussed on health, science and engineering, forming a key part of the emerging West Bay Innovation District and a cornerstone of Southampton's broader growth agenda.

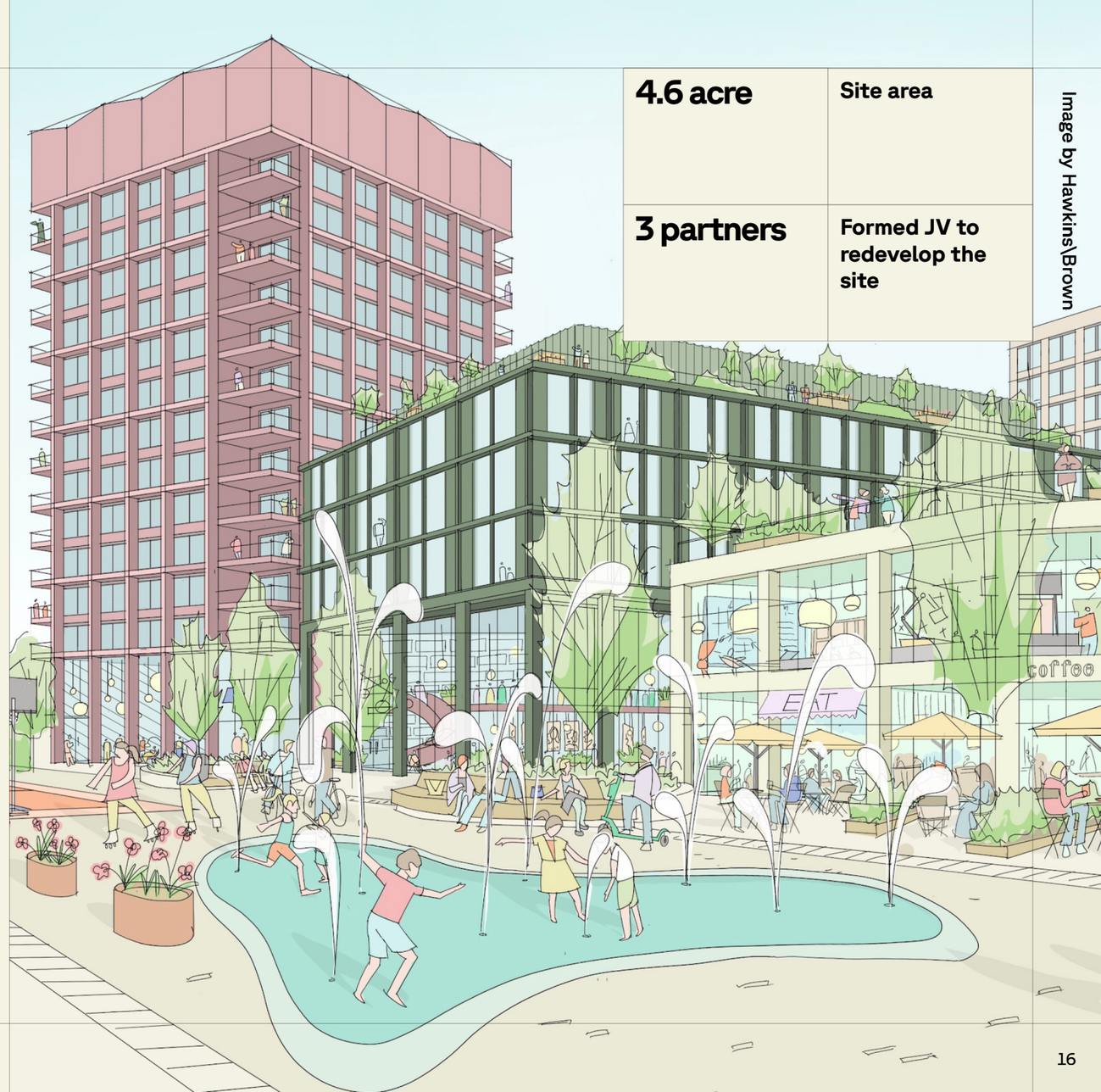
Sector
Innovation
Health, science and engineering
Commercial

Promoter/Landowner
WBS Growth Partnership LLP, formed by a partnership of SCC, Aviva Capital Partners, and the University of Southampton, was set up in January 2026 to develop the site. Stories have been appointed as the development manager. SCC has retained ownership.

Project Status
Planning permission granted in 2022 for a previous scheme.

Asset/end uses
Innovation-led employment use
Mixed-use residential, F&B, and retail

Renaissance Area
West Bay



4.6 acre	**Site area**
3 partners	**Formed JV to redevelop the site**

Image by Hawkins\Brown

Queen's Buildings

Neighbourhoods

Connected

The former Debenhams site at Queen's Buildings presents a landmark regeneration opportunity at a strategic city centre location. The completed demolition of the vacant department store on this 2.7 acre site opens up the opportunity for significant new development.

Ambitions to revitalise this key part of the city include the delivery of high-quality, residential-led mixed-use development. The approved scheme will deliver 607 new homes across three buildings, alongside two ground-floor commercial units fronting East Street. Enhanced landscaping, public realm improvements, and new access links to St Mary's will support a well-connected, pedestrian-friendly environment.

Sector
Residential
F&B and Retail

Promoter/Landowner
The developer is National Regional Property Group.

Project Status
Planning permission granted in 2022 and the vacant department store building was demolished in 2025.

Asset/end uses
Residential-led with ground floor F&B and retail
Enhanced Public realm, open space, and landscaping

Renaissance Area
Heart of the City

2.7 acre	Site area
420 sqm	Ground floor commercial space
607	New homes

Image by National Regional Property Group

Town Quay

Waterfront

Destination

Plans brought forward for the redevelopment of Town Quay, Southampton's most prominent waterfront site, will transform it into a new destination for the city.

Proposed by Nicholas James Group, Town Quay will comprise a hotel alongside four residential apartment towers with commercial offerings at the lower levels. The centrepiece of the scheme is a new five star hotel, offering up a bar, spa, conference facilities and a 360-degree panoramic restaurant. The marina will be reconfigured and enhanced with new world-class public realm and a substantial waterfront boardwalk. The development will enhance Southampton's draw for tourism and bring forward a significant number of new homes and jobs.

Sector
Hospitality
Residential
F&B and Retail

Promoter/Landowner
ABP is the freehold and leasehold landowner. ABP and the developer, The Waterfront (Southampton) Ltd, have agreed the sale of land required for the development.

Project Status
A full planning application has been submitted. The Council has resolved to grant permission subject to s.106 agreement.

Asset/end uses
Hospitality
Residential
Ground floor F&B and Retail
Enhanced marina and Public realm

Renaissance Area
Mayflower Waterfront

1,000	**Jobs on completion**
£200+ million	**Investment into Southampton**
460	**New homes**
500+	**Bedroom hotel and 18 serviced apartments**

Image by Luken Beck

West Quay South

Waterfront
Innovation
Destination
Connected
Neighbourhoods
Green

West Quay South offers an opportunity to spearhead the regeneration of the West Bay, an area set to see major transformation. This 10-acre site is primed to deliver mixed-tenure residential and commercial activity and support a range of tourism, cultural, leisure and entertainment uses. Unoccupied land within the site area presents short-term opportunities for development.

West Quay South will be supported by potential future phases of West Bay, to unlock the ambitions for the wider West Bay Innovation District.

Sector
Hospitality
Innovation
Residential
Leisure
Office

Promoter/Landowner
The site is owned freehold by SCC.

Project Status
The land is partially identified within the Local Plan. Studies have been undertaken by SCC to advance plans for redevelopment.

Asset/end uses
Hospitality and hotels
Tourism, leisure and entertainment destinations
Residential

Renaissance Area
West Bay

10 acre	**Site area**
~1,000	**New homes**
~3,000 sqm	**Cultural and creative space**
~300	**Bed hotel**

Image by Simpsonhaugh

West Bay Portside

Waterfront
Connected
Neighbourhoods
Innovation
Destination

Portside offers a key development opportunity in the heart of West Bay, an area with the potential for extensive transformation. The ambition for a comprehensive development includes opportunities for tourism, entertainment and leisure, alongside residential and office development.

A planning consent was previously granted for redevelopment of the Leisure World site. The consent included new homes, hotels, and serviced apartments, offices, leisure, and business uses. Wider changes are planned for the Portside area, with Associated British Ports exploring the relocation of specific existing uses to a new facility on the west side of the Solent over the next 10 years. Cruise passenger numbers exceeded 3m in 2025 and this number is expected grow offering development opportunities.

Sector
Hospitality and Leisure
Residential
Office and Innovation
Commercial

Promoter/Landowner
The site is divided by multiple landowners and leases.

Project Status
The Leisure World site was previously consented for mix use development and identified in SLAA/Local Plan.

Asset/end uses
Hospitality and hotels
Leisure and business uses
Residential

Renaissance Area
West Bay

Northern Above Bar

Destination

Neighbourhoods

The Northern Above Bar site is a unique development opportunity on Southampton's high street in the heart of the Cultural Quarter for mixed residential and commercial uses. Redeveloping the dilapidated buildings on Northern Above Bar would create valuable city centre housing and public realm improvements. Active ground floor frontages will provide opportunities for cultural, community, and commercial uses

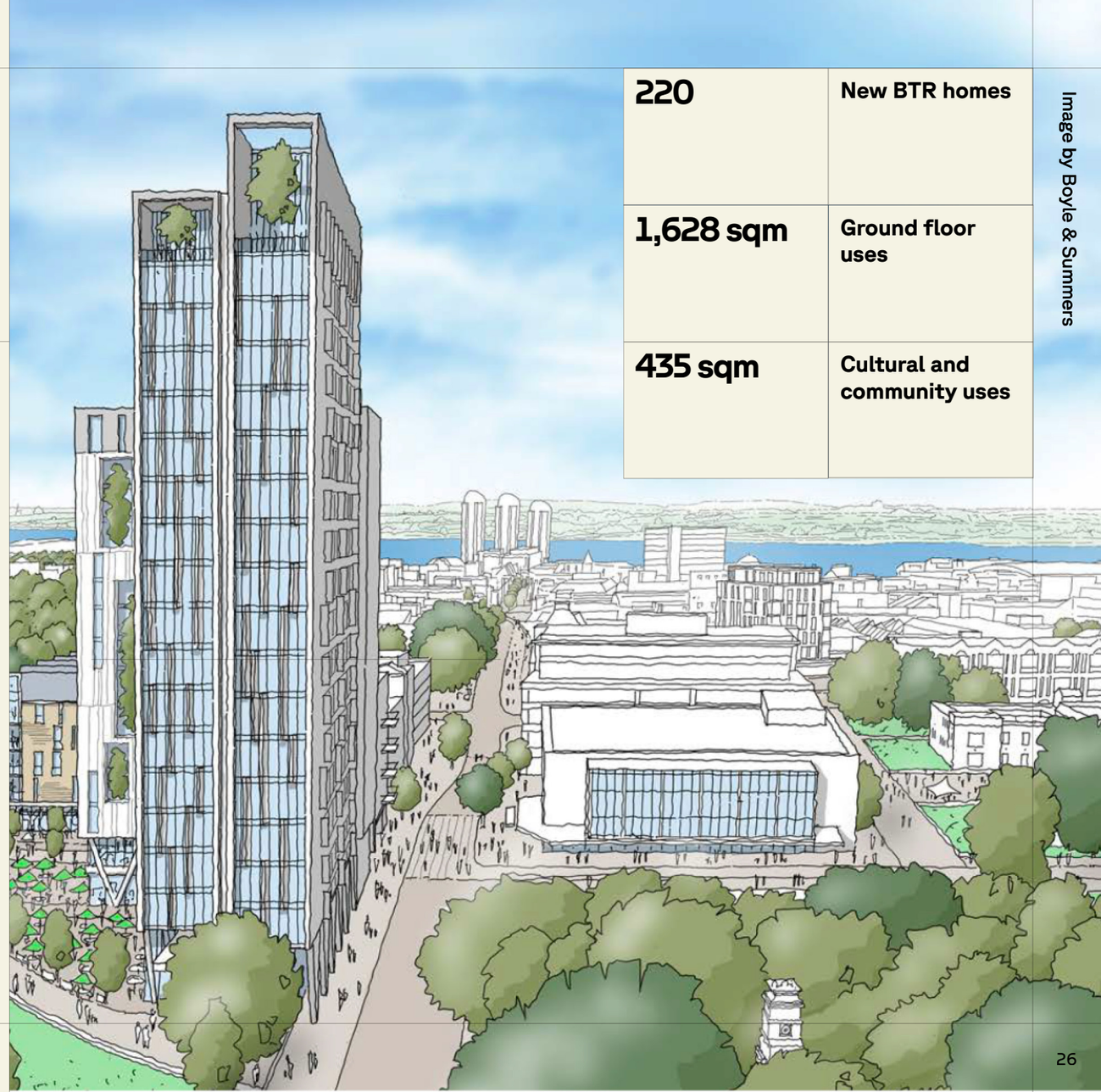
Sector
Residential
Cultural
Commercial

Promoter/Landowner
The site is in SCC freehold.

Project Status
Studies have been undertaken by SCC to advance plans.

Asset/end uses
Residential
Ground floor cultural and commercial uses
Improved public realm

Renaissance Area
Heart of the City



220	**New BTR homes**
1,628 sqm	**Ground floor uses**
435 sqm	**Cultural and community uses**

Image by Boyle & Summers

East Street

Innovation
Destination
Connected
Neighbourhoods

The current transformation of the East Street area, alongside the nearby Bargate and former Debenhams redevelopment, unlocks the opportunity for a heritage-led anchor regeneration project on East Street.

East Street occupies a prime city centre location within an existing regeneration area, with significant potential to enhance connectivity and activity between High Street and Queensway.

Ambitions include the revival of East Street as a destination for independent food and drink, leisure, culture, arts and community activity, supported by workspace and homes above ground floor frontages. This would help drive increased vibrancy, create a more animated city centre environment and support Southampton's growing residential population.

Sector
Food & Drink
Leisure
Culture & Arts
Community Uses
Independent Retail and Offices
Residential

Promoter/Landowner
The majority of the site is in SCC freehold.

Project Status
The area has been identified in the Southampton Renaissance Framework as an opportunity area for development.

Asset/end uses
Leisure, cultural and entertainment
Community and employment uses
Independent retail, food and drink
Residential accommodation

Renaissance Area
Heart of the City

400 – 500 New homes

Image by Simpsonhaugh

St Mary's Waterfront

Waterfront
Innovation
Destination
Connected
Neighbourhoods
Green

St Mary's district offers a unique opportunity for a new sports, leisure, and entertainment destination on the South Coast.

Southampton Football Club and Southampton City Council have signed a Memorandum of Understanding to explore the potential for transforming St Mary's Waterfront it into a vibrant destination, anchored by St Mary's Stadium. Aligning the club's long-term ambitions with the Council's objectives of unlocking significant economic and social value represents a coordinated approach to the development of a new urban district. The shared vision for the area includes new commercial, residential, and leisure space, improved transport, and high-quality public realm.

Sector
Sports & Leisure
Residential
F&B and Retail

Promoter/Landowner
Southampton Football Club and SCC are major landowners, the rest of the site is divided by multiple landowners.

Project Status
SCC and Southampton Football Club have signed an MoU for joint planning and development.

Asset/end uses
Mixed-use district
Sports
Residential
Leisure, Culture and Entertainment

Renaissance Area
Itchen Riverside

Ocean Village

Waterfront
Innovation
Destination
Connected
Neighbourhoods

The Ocean Village Quarter is a vibrant waterfront neighbourhood focused on a marina originally redeveloped in the 1980s. The landowner is undertaking a comprehensive masterplan to guide sustainable renewal and intensification of the neighbourhood.

Long-term regeneration providing new and renewed homes and facilities will reinforce Ocean Village as a thriving waterfront leisure destination, a driver of employment for Southampton, and ensure a high-quality environment for residents and visitors.

Sector
Office
Residential
Leisure
F&B and Retail

Promoter/Landowner
Yattenden Group

Project Status
Yattenden Group are undertaking studies to plan for the renewal of Ocean Village.

Asset/end uses
Marina and waterfront
Mixed-use residential, commercial, and leisure

Renaissance Area
Ocean Village

Chapel Riverside

Waterfront
Neighbourhoods
Connected

The completed phases of Chapel Riverside have delivered a high quality residential development overlooking the River Itchen, creating an attractive waterside setting close to Ocean Village and the city centre. The scheme has opened up the river edge, with the start of a new riverside walk improving public access and the quality of the waterfront environment.

The scheme demonstrates the appetite for waterfront living within the Itchen Riverside Renaissance Area, and the remaining two phases will complete the Chapel Riverside development, further contributing to the regeneration of this part of the city.

Sector
Commercial
Residential

Promoter/Landowner
The site is in SCC freehold.

Project Status
Two further phases of the residential development for 300 homes are consented and due to be delivered.

Asset/end uses
Commercial and marine sector employment
Residential

Renaissance Area
Itchen Riverside

£100 million	**Mixed use development**
4,963 sqm	**Floorspace for marine based employment**
946 sqm	**Flexible retail space**
457	**New homes**
9 acre	**Site area**

Driver's Wharf

Waterfront
Neighbourhoods
Connected

Driver's Wharf is an industrial waterfront area with significant potential for comprehensive mixed use development. Ambitions for this area covering ~20.5 acres on the Itchen would see it redeveloped to employment and residential uses to create a new and accessible waterfront neighbourhood for the city.

This neighbourhood would interface with the residential Meridian Waterside Scheme on the other side of the Northam Road and provide a continuation of a waterfront promenade.

Sector
Employment
Commercial and industrial
Residential

Promoter/Landowner
SCC is a major landowner in the area.

Project Status
The council has ambitions to redevelop the site. A large portion of this site is allocated to industrial development.

Asset/end uses
Mixed-use residential

Renaissance Area
Itchen Riverside

Southampton Central Station

Connected

Destination

Central Station is a key sustainable transport gateway to Southampton City Centre and acts as key multi modal connection point for the Solent and South of England. Fast trains to London take only 90 minutes, with other regular services to Poole, Winchester, Brighton, Reading, and Birmingham.

Network Rail is reviewing capacity to ensure the station can cope with growing freight and passenger demand. This includes working with Southampton Council to explore wider plans to improve the station, associated passenger experience, and how this key travel hub connects better to the surrounding City. Works will seek to enhance the arrival experience with improved placemaking and better pedestrian connectivity to the city centre and towards the multiple cruise terminals.

Sector
Transport and City Regeneration

Promoter/Landowner
Network Rail and Southampton City Council

Project Status
SCC and Network Rail are exploring plans.

Asset/end uses
Transport Hub
Passenger experience
Connectivity
Urban regeneration

Renaissance Area
West Bay

£5.5 million	**Of works to the station completed in 2024**
6+ million	**Annual passenger entries and exits**

SUPPORT OUR RENAISSANCE

We are at the start of our ambitious Southampton City Centre Renaissance programme and are in the process of refining our delivery plans.

If you have big ambitions and share in our long-term vision for the city centre, get in touch to discuss the significant opportunities Southampton City Centre has to offer.

CONTACT

Email
City.Development.Team@southampton.gov.uk

Website
www.southamptonrenaissance.com

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