

# SITE CONTEXT AND PLANNING HISTORY

## DELIVERING REGENERATION IN THE HEART OF SOUTHAMPTON

MARITIME  
GATEWAY  
— MAYFLOWER QTR —

A development by:



The proposal site – formerly occupied by Toys R Us – outlined in red

## DELIVERING REGENERATION IN THE HEART OF SOUTHAMPTON

**Packaged Living is delighted to bring forward plans to deliver The Maritime Gateway on the former Toys R Us site opposite Southampton Central railway station.**

The scheme includes a mixture of residential and commercial space and will breathe new life into this significant city centre brownfield site.

It has lain empty since the collapse of the Toys R Us chain.

Packaged Living recognises that the pandemic has fundamentally changed the way that people live, work, socialise, and shop.

As a result, to ensure the project is sustainable and deliverable, a vision has emerged that will include a mixture of privately rented residential units, along with new retail space and office space.

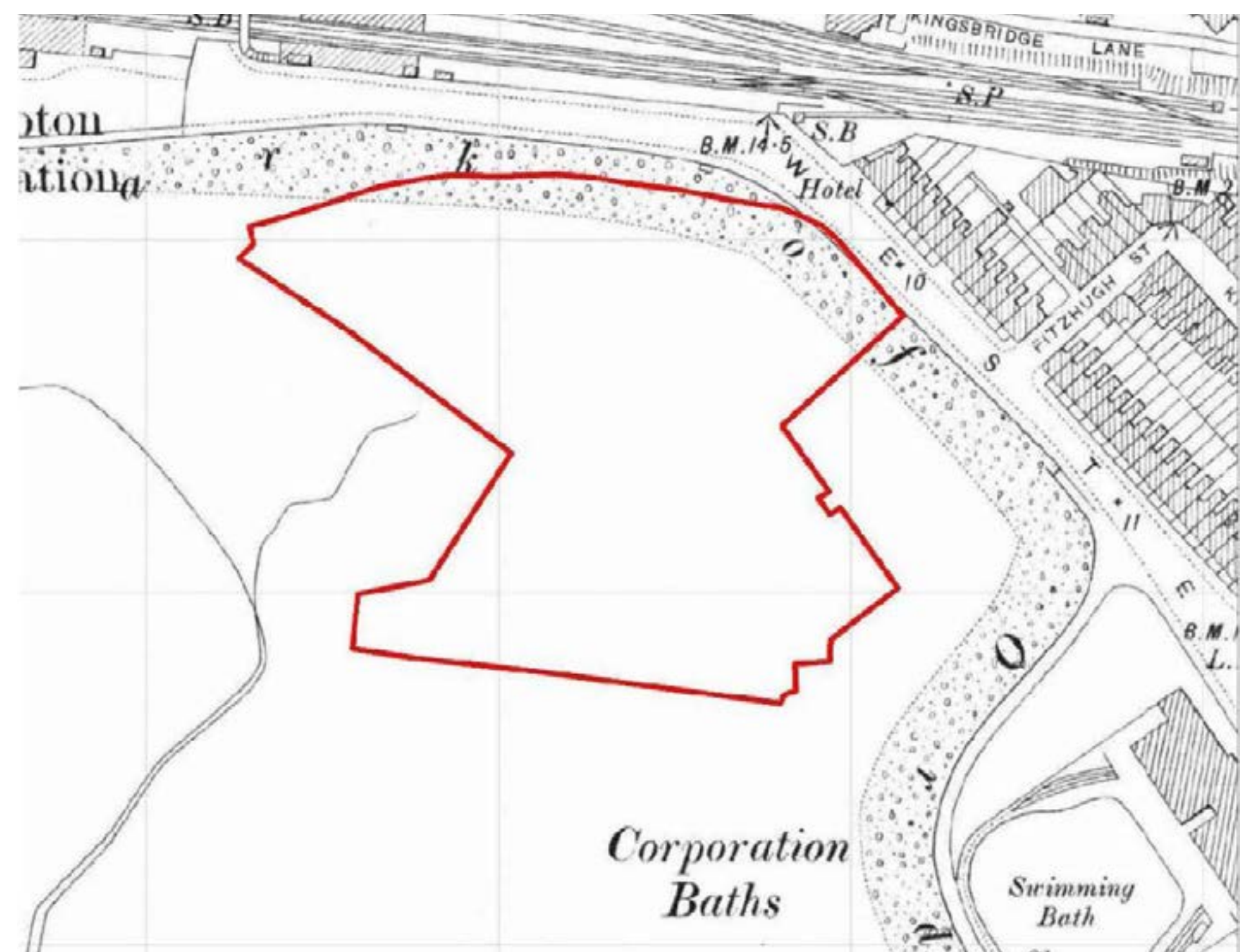
The regeneration has been designed with reference to the ambitious Mayflower Quarter masterplan, which seeks to transform the area between the railway station and Town Quay.

The Maritime Gateway will provide the first phase in making this bold vision a reality. It will also generate jobs and other significant benefits to ensure the city makes a strong recovery from the pandemic.

The scheme will also help Southampton to meet its housing targets with sustainable homes right beside major transport links, and with all the shops and services of the city centre right on its doorstep.

The Maritime Gateway will also aim to increase the vibrancy of the city centre, and we are keen to hear the views of residents and other local stakeholders.

Once we have received and reviewed all the feedback from the community, we will then seek to submit a planning application to Southampton City Council.



The proposal site is formed by land reclaimed in the early 20th century. On this map, dating from 1897, it was still part of Southampton's tidal mud flats

### DID YOU KNOW?

**The land on which the Toys R Us store was built in 1980s was once part of Southampton's coastline.**

A major clue is that the road beside it is named Western Esplanade, as this was the original shoreline until a major land reclamation project in the 1920s and 1930s.

The area was initially allocated for industrial use before being converted to retail in the 1980s.

Following the closure of Toys R Us, The Maritime Gateway will present an opportunity to create a new and successful chapter for this important city centre site.