

5

4.2.5 Theme 5 : Reinforcing Individual Character

Southampton’s central area comprises a number of sub areas that reflect different historical, land use and physical characteristics. Over time the tendency is for such areas to blur into a common blandness incorporating a mix of scales, material and character. This works against the objective of securing a distinctive and characterful centre of international quality.



Enhancing the individual character of distinct districts of the city

5 CHARACTER AREA

The objective is to ensure that a clear identity emerges in the character areas and that there are clear connections between individual areas.

The seven character areas, illustrated on the Character Areas within the City Centre drawing, comprise:

- Northern
- Central
- Old Town
- Western
- Waterfront
- Eastern, and
- Central Parks

Development guidelines for the character areas rest within the overall urban design framework. They allow townscape opportunities for each area to be addressed at a localised level in order to reinforce or recreate the distinctive sense of place.

The two objectives of ‘reinforcing individual character’ and ‘creating landmarks’ are taken forward in the following sections.

GUIDELINES

The Character Areas are important for understanding the city centre and provide a basis for the formulation of proposals for each area which allow fine tuning to particular features and roles.

It is considered essential that the urban design strategy is based on a solid understanding of the character areas and an insight into how the city currently performs in relation to existing principles of urban design. The components of the character for each area are considered in terms of:

- Urban grain
- Open spaces
- Built form

These are intended to reflect an interest in the structure and character of the general urban form, rather than a concern for individual site specific projects.

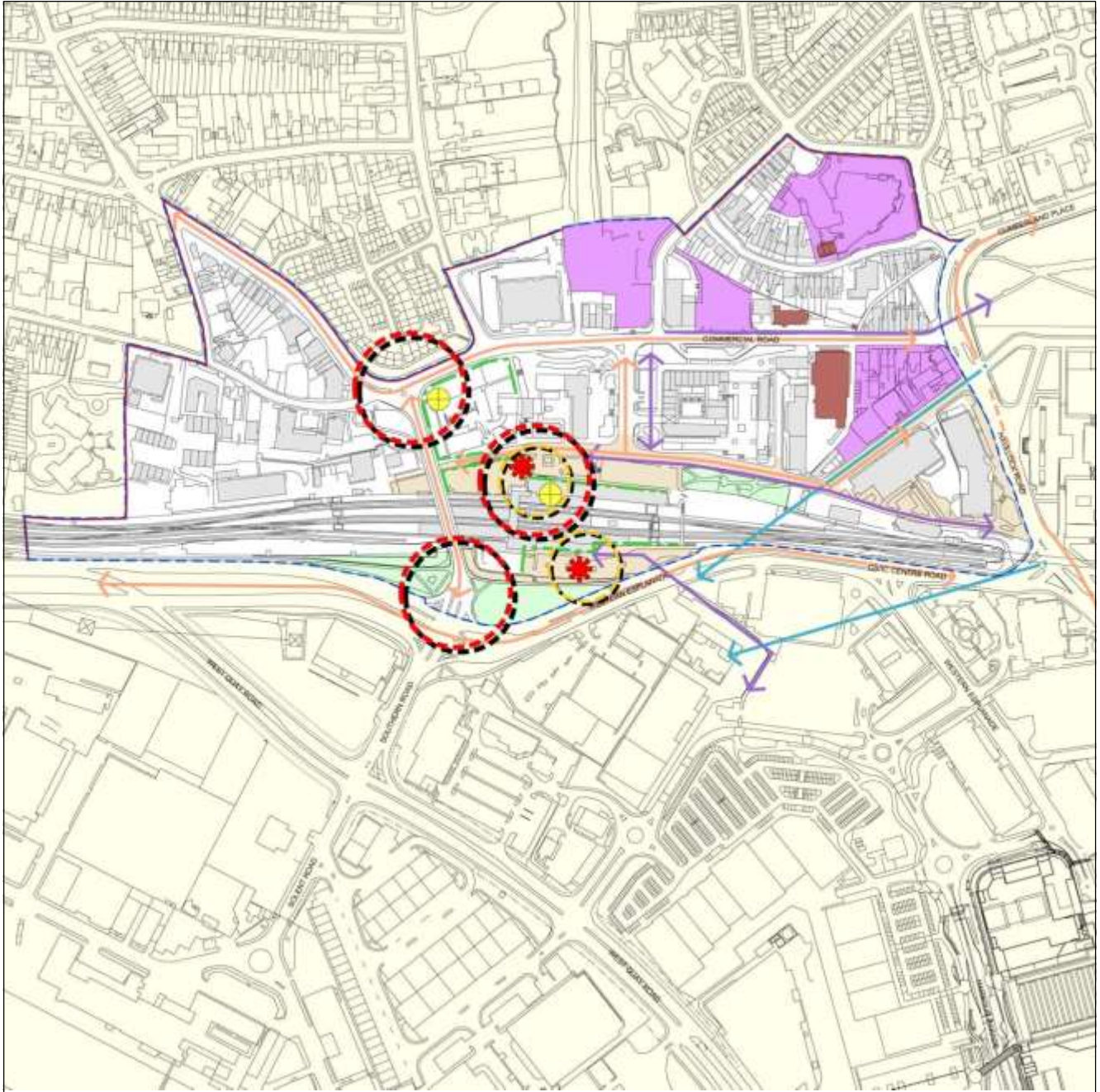


The town walls provide a clearly defined historic edge to the changing city

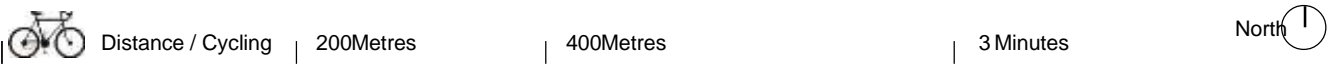
Conclusions are drawn for:

- The Character Area’s role in the urban design framework - its contribution to the overall framework and inter relationship with other character areas.
- Townscape opportunities - providing specific area improvements based on the function and distinctiveness of the area.

NORTHERN CHARACTER AREA



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LEGEND

- | | | |
|--------------------------------|----------------------------|--|
| Character area boundary | Main pedestrian routes | Proposed architectural landmark / element |
| Urban design strategy boundary | Main public transport hubs | Proposed / Improved architectural frontage |
| Character area gateway | Reinforced public realm | Listed buildings |
| Strategic view | Key public space | Development site |
| Main vehicular link | Green open space | |

5.1 NORTHERN CHARACTER AREA

The Northern Character Area is centred around the Central Station and provides key gateways into the city for both vehicles and pedestrians arriving by public transport. The area plays both a commercial, cultural and residential role and its identity is partially defined by a number of high rise buildings adjacent to the central station that provide both office facilities and residential accommodation.



High rise tower blocks clearly influence the character of the northern area

Key Design Issues

- The area is severed by main west-east vehicular routes (Commercial Road and Western Esplanade)
- Public spaces and pedestrian routes are poorly connected
- There are disparate cultural components (Mayflower and Gantry Theatres) that currently have a poor setting and relationship with other cultural elements in the city

It is proposed therefore to reinforce this area as both a key western gateway for the city, with improved architectural landmarks and associated public spaces, and to promote its cultural role through improving the links to the Civic Centre and Central Parks.

5.1.1 Role in the urban design framework

- Define key pedestrian and vehicular gateways from the west
- Maintain views towards the water
- Improve public realm setting for the Central Station
- Reinforce culture and identity

5.1.2 Open Space Design Objectives

- **Key vistas towards the waterfront should be maintained** - The topography of the character area rises on the eastern boundary, and good views towards the western docks from Havelock Road and near the Civic Centre should be protected.
- **Enhance key west-east pedestrian routes** - Access between the Central Station and the city centre should be reinforced. Improved footpaths and road crossings should be proposed along Blechynden Terrace towards the Civic Centre and across the Western Approach towards the West Quay Shopping Centre.
- **Define key public spaces on either side of the Central Station** - Provide new forecourt settings for the entrances that promote a clear sense of arrival and stature. These should carefully integrate public transportation hubs, cycle storage provision and vehicular pick-up and drop-off (this is a keynote



project discussed in more detail in section 6.1).

New plazas should be created at the existing station entrances

- **Upgrade paving surfaces and furnishings** Introduce a simple contemporary palette of paving materials that will provide robust surfaces for heavily trafficked public spaces and forecourts. Furnishings should accommodate the needs of cyclists and people waiting for public transport and should promote a clear image of quality and contemporary identity.
- **Use bold public art features to mark key gateways** - Additional works of public art should be introduced to complement the existing features at the junction of Havelock Road and Civic Centre Road. These should be used to embellish the public spaces associated with the Central Station and mark the main gateway on the Western Esplanade.



Strong architectural massing and bold floodlighting creates a memorable urban gateway, Croydon
 Croydon Skyline Ltd

□

- **Reinforce the landscape margins of the Western Esplanade** - The landscape edges along the key vehicular routes into the city would benefit from additional tree planting to reinforce the green identity of the city and minimise to visual impact of the major roads.

5.1.3 Architectural Design Objectives • Reinforce the scale of buildings adjacent to the Central Station

- Opportunities to further develop the Central Station and adjacent sites should be explored to reinforce existing 20 storey high-rise development and further structure the identity of gateways within the area.

- **Introduce new landmarks to mark the gateways** - With the potential further development of the Station and environs there is the potential to define new architectural landmarks for both the Station forecourt and the gateway that marks the junction of Commercial Road and the Central Station Bridge.
- **Enhance the cultural identity of the area** - The architectural identity of the existing theatres should be reinforced, when opportunities arise, through refurbished façades and bold lighting designs. Associated leisure activities including, cafés and bars, should be further encouraged along

Commercial Road to link with similar activities around the Civic Centre.

- **Relate new buildings to public spaces** - New buildings should be designed in conjunction with the form of key public spaces and provide comfortable and attractive pedestrian routes on their periphery.
- **Promote a contemporary language of architectural detailing** - New developments should draw on contemporary styles of architecture to project a confident and vibrant identity for the key gateways and the wider character area.

5.1.4 Summary Townscape Opportunities

- Reinforce linear entry corridor from the west and sense of transition to the city centre
- Define sense of place and arrival at gateway points for pedestrians and vehicles
- Provide clear pedestrian routes from gateway points to city centre
- Facilitate and improve east-west pedestrian connections to civic core and West Quay
- Exploit topography – vantage point for views

5.2 CENTRAL PARKS CHARACTER AREA

The visual impact and role of the Civic Centre along with the Central Parks provides the most significant point of reference for both the Central Parks character area and the surrounding city centre. The main clock tower of the Civic Centre offers a distinctive landmark that is often used as a point of reference and navigation around the city. The eastern boundary is marked by the Southampton Institute which includes a number of tall buildings and some new and attractive façades facing the park. The most prominent gateways into the character area include the busy Six Dials road junction and the currently vacant development site of Charlotte Place.

Design Issues

- There are poorly defined west-east pedestrian routes
- The parks are isolated from, and poorly connected to, adjacent areas
- Generally buildings fail to address the parks
- Much of the public realm suffers from the impact of cross city traffic
- Poorly designed urban spaces and pavements surround the Civic Centre

Key urban design objectives for this area must reinforce the civic role of the key buildings and promote a greater connectivity between the Central Parks and adjacent urban areas. Additionally, several urban spaces urgently need comprehensive refurbishment to provide a more attractive setting to key buildings and promote more vibrant public use and popularity.

5.2.1 Role in the Urban Design Framework

- Development of Charlotte Place as a landmark/gateway entry into the city
- Definition of key cross city pedestrian routes
- Regeneration of public spaces associated with the Civic Centre
- Visual and physical connection of the parks to the north south spine

- Reduction in the impact of cross city traffic on the Central Parks

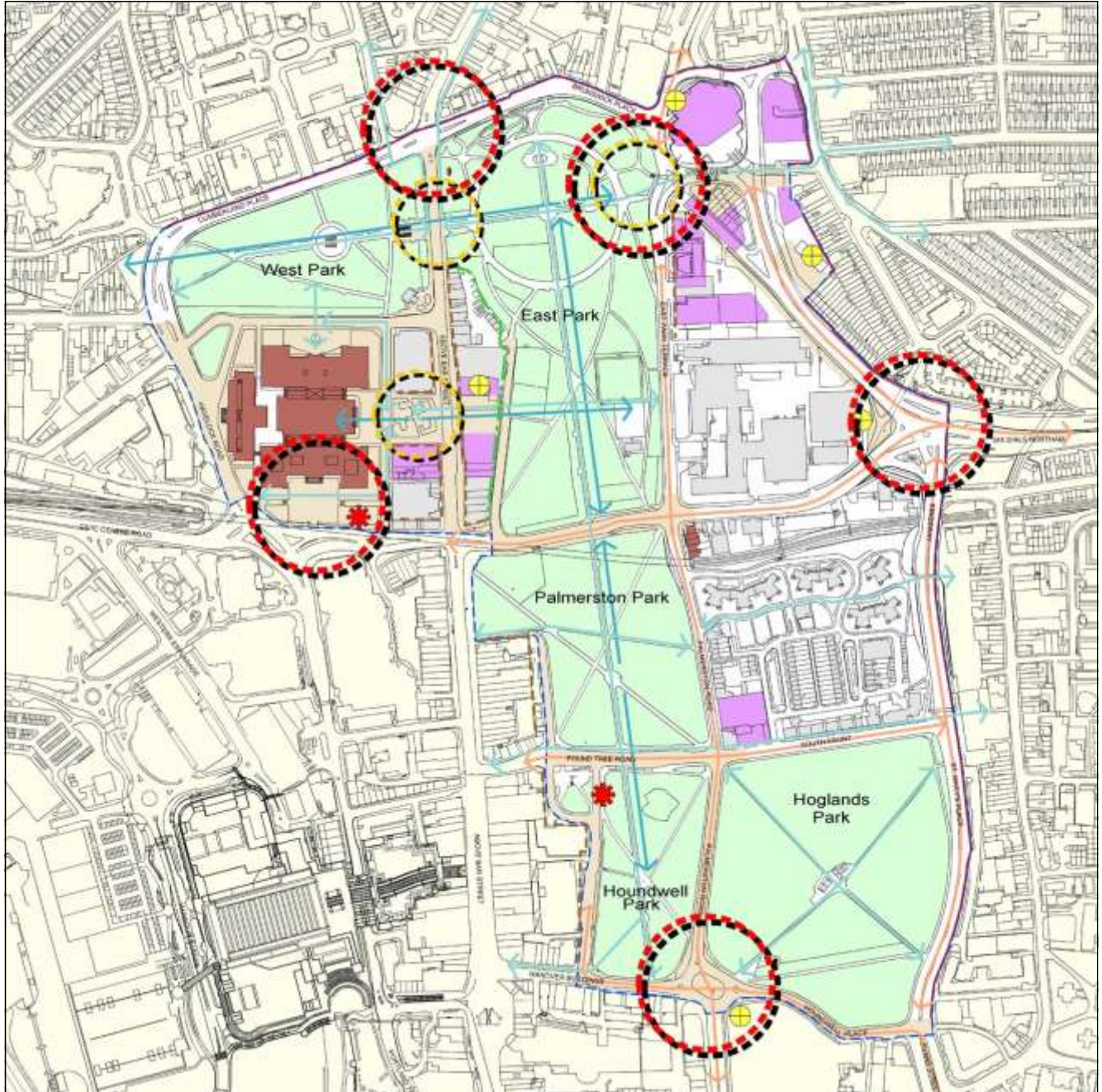


Tree lined avenues provide clear connections through the Central Parks

5.2.2 Open Space Design Objectives

- **Main visual corridors through the Central Parks should be maintained** - Key avenues and vistas across West and East Parks and down to Houndwell Park should be protected. The impact of traffic crossing these axes should be minimised through the use of parking restrictions and enhanced pedestrian crossings.
- **Key west-east pedestrian routes across the city should be reinforced** - The west-east axis projected from the Guildhall across to East Park should be reinforced along with potential redevelopment opportunities for the former Tyrrell & Green Store (a keynote project discussed in section 6.2).
- **Primary public spaces surrounding the Civic Centre should be completely refurbished** - The main public spaces on three faces of the Civic Centre should be redesigned to limit parking and storage of recycling facilities and to promote a stronger civic identity and greater connection with the Central Parks.
- **Public realm should be paved and furnished with high quality contemporary components** - New paving materials for the key public spaces associated with the Civic Centre and the north-south spine should be paved with high quality and predominately natural stone materials in keeping with the colour and texture of Civic Centre.

CENTRAL PARKS CHARACTER AREA



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LEGEND					
	Character area boundary		Main pedestrian routes		Proposed architectural landmark / element
	Urban design strategy boundary		Main public transport hubs		Key architectural / active frontages
	Character area gateway		Reinforced public realm		Listed buildings
	Strategic view		Key public space		Development site
	Main vehicular link		Green open space		Improved architectural frontage



Street trees provide a green structure to the public realm, Bergen

- **New tree planting should be proposed to extend links with Central Parks** - Opportunities for tree planting along Above Bar and within Guildhall Square should be explored as a means to connect the Central Parks with surrounding streets. Additional tree planting along the key gateway routes into the city, including Charlotte Place and Six Dials, should be proposed where possible.
- **New public art should be commissioned for new pedestrian areas** - The opportunity to commission new public art pieces for both the gateway areas and new public realm spaces should be explored. In addition, there is a clear potential to relate the provision of new sculpture with the outdoor spaces adjacent to the City Art Gallery.



Outdoor cafés typify lively European public spaces, Paris

- **Passive activities, including cafés, should be promoted within large public spaces** - To establish a more European character for new and refurbished

public spaces, and in particular Guildhall Square, adequate provision should be made for the siting of cafés with a sunny aspect.

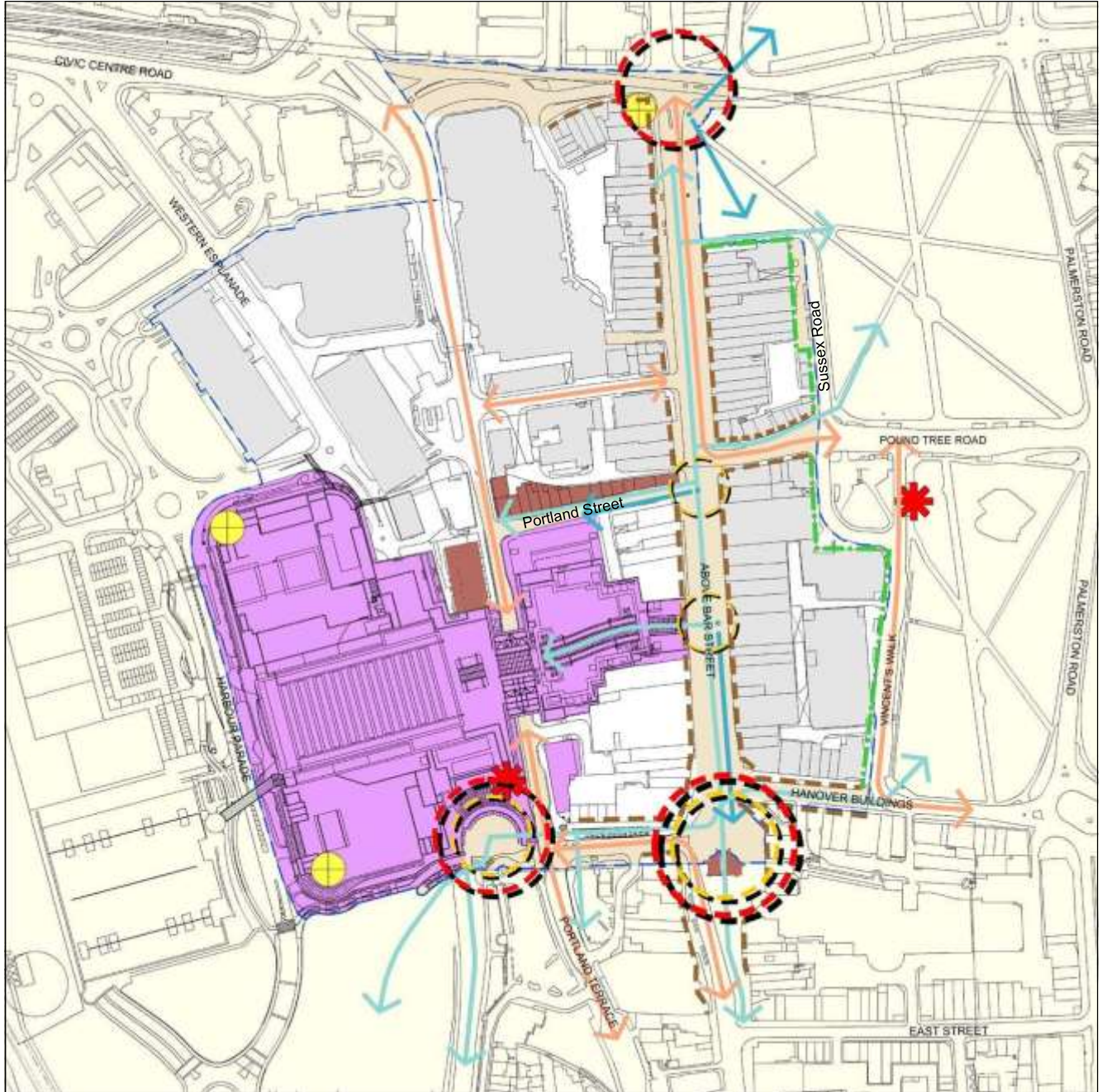
5.2.3 Architectural Design Objectives

- **Promote taller buildings at key city gateways and along frontages with the parks** - Taller buildings, up to 10 – 15 storeys, should be encouraged within the redevelopment of Charlotte Place (a keynote project discussed in section 6.3) and along key boundaries with the Parks to maximise views for residents and increase the sense of enclosure within the parks.
- **Introduce new architectural landmarks** - Within the redevelopment of Charlotte Place and the Tyrrell & Green Store there is the potential to create new landmarks for the city.
- **Promote greater permeability between the Central Parks and neighbouring districts** - Improve on the linkages between the Central Parks, Above Bar and the St. Mary's District during redevelopment of key sites and the refurbishment of the public realm.
- **Promote active frontages for buildings facing the parks and key retail streets** - To maintain the vibrancy of the north-south spine active frontages should be maintained with retail, leisure and cultural facilities. Buildings along Above Bar, currently with their backs to the parks, should be redesigned with dual aspects when opportunities permit.

5.2.4 Summary Townscape Opportunities

- Extend the park into the city centre along Hanover Buildings, Pound Tree Road, Civic Centre Road and through new city centre development sites
- Encourage improved building frontages to the park by extending active edges along Park Walk and Vincents Walk
- Connect park sections together with routes across New Road and Pound Tree Road
- Improve enclosure to the parks with taller buildings and towers at key gateway sites

CENTRAL CHARACTER AREA



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LEGEND					
	Character area boundary		Main pedestrian routes		Proposed architectural landmark / element
	Urban design strategy boundary		Main public transport hubs		Key architectural / active frontages
	Character area gateway		Reinforced public realm		Listed buildings
	Strategic view		Key public space		Development site
	Main vehicular link		Green open space		Improved architectural frontage

5.3 CENTRAL CHARACTER AREA

Defined by the retail core of the city, the Central Character area is set either side of the busy and part pedestrianised Above Bar Street. Having suffered from significant war damage the majority of buildings fronting this north-south spine date from the 1950's, are of uniform design, 2 - 3 storeys in height and house both department stores and smaller shops. The southern gateway into this area is marked by the Bargate that provides a significant focal point at the end of the Above Bar Precinct and the historic point of entry into the Old Town. More recent development on the western side of the area represents a significant shift in the scale and mass of the building form. The largest building, West Quay Shopping Centre, opened in September 2000 and is anticipated to swing the existing pedestrian and retail pattern to a west-east alignment.



Portland Street provides an attractive western link to Above Bar

Key Design Issues

- Role of expanding retail core
- Shifting axis of activity to west-east
- Impact of new development and connections to existing main street
- Limited and outdated public realm structure
- Vehicular routes conflict with north-south pedestrian movement
- Minimal reference or connection with the waterfront

With the opening of the West Quay Shopping Centre it is proposed to maintain and expand the entire central area as a premier retail hub for Southern England. A refurbishment programme for key areas of the public realm has begun and it is proposed to continue this throughout adjacent city streets.



There is a clear opportunity to enhance the setting of the Bargate and reduce the impact of traffic along Bargate Street and Hanover Buildings

5.3.1 Role in the Urban Design Framework

- Key public transport hubs at West Quay and Vincent's Walk provide points of arrival from both the west and east of the city
- The existing street pattern can reinforce west-east links across the city via Hanover Buildings, Pound Tree Road, Portland Street and Bargate Street.
- Above Bar Street and precinct provide the main structural north-south spine for city and ultimately connect through to the waterfront
- There is clear potential to create a new public space around the Bargate that should complement the surrounding vibrant pedestrian shopping streets
- There is a continuing need to maintain and expand retail competitiveness of the city

5.3.2 Open Space Design Objectives

- **Maintain the key views of the Bargate** - Existing view corridors towards the Bargate from the Precinct, High Street and Bargate Street should be maintained and reinforced with tree planting where appropriate.
- **Improve the main pedestrian routes within the city** - Current proposals to refurbish the Precinct should be extended through to the Bargate and along connecting streets to the Central Parks and West

Quay to define a pedestrian environment of the highest quality.

- **Define new public spaces and connections to adjacent spaces** - Plans to create a new square around the Bargate should be advanced to reinforce this as the central focus for the north-south spine.
- **Introduce a co-ordinated range of high quality pavings and street furniture** - New paving proposals should draw on a palette of predominately natural stone materials and a contemporary family of furniture components.
- **Improve safety and night-time use with a clear lighting strategy** - New street lighting and flood lighting proposals should be introduced to ensure the safety and popularity of the area after dark. Wall and building mounted components should be used where possible to minimise clutter.
- **Promote public art within new design and development projects** - New opportunities to introduce public art within building, lighting and public realm projects should be explored at key junctions along the north-south spine.

5.3.3 Architectural Design Objectives

- **Maintain a clear scale and proportion to the Above Bar Precinct** - The Above Bar Precinct has a particular form and scale that is directly influenced by the 1950's architectural style. Future redevelopment opportunities should respect the pedestrian scale and structure of Above Bar and its central position on the north-south spine. Yet, the potential to build up to four storeys should be encouraged for any future redevelopment proposals.
- **Define landmarks and focal points at key junctions** - The opportunity to locate a unique kiosk or café building at the junction with Portland Terrace and the threshold of the Precinct providing a hub of activity should be explored.



Public realm design should be equally attractive by day and by night - Estella, Spain

- **Ensure a permeability for pedestrians within the urban grain** - Additional links through and between buildings towards to the parks should be defined when future redevelopment opportunities arise.
- **Readdress the built frontage with the parks where possible** - The building frontages along Vincent's Walk and Sussex Road should maximise their relationship with the parks and provide a clearly defined edge. These façades may rise to four-six storeys in height to enhance the sense of enclosure.
- **Maintain the continuity of active frontages** - The entire length of Above Bar should retain active frontages for both daytime trading and evening activity associated with restaurants and bars.

5.3.4 Summary Townscape Opportunities

- Reinforce north-south and east- west connections at the heart of the city
- Provide continuity and quality public realm along the main city spine
- Encourage pedestrian oriented activity
- Define a hierarchy of public spaces and people friendly streets

5.4 OLD TOWN CHARACTER AREA

This historic core represents an area with the most clearly defined character in the city. The medieval street pattern exists within the majority land to the west of the Castle Way and long stretches of the Town Walls define a distinctive western edge to the area. With the exception of a few modern high rise buildings the urban form is generally comprised of a fine grain of two and three storey buildings. To the east of the area this tightness of grain has been lost to post war development although the original street patterns remain in the majority of areas. St. Michael's Church provides the most distinct landmark and its spire is clearly visible from the surrounding area.



The Town Walls define a distinct edge to the Character Area

Key Design Issues

- The historic quarter of the city has clear character and tight urban structure of streets
- There is significant surviving above and below ground heritage
- Consistent scale of two to three storey buildings
- Building frontages close to the street edge
- High Street and Bugle Street provide definite north-south corridors linking to the waterfront
- East Street is a retail area which serves as a key link through the city centre

- Smaller interconnecting cross streets facilitate movement and permeability
- The Bargate feature provides impressive and real gateway into the area
- Mixture of activities and uses along the High Street and dissipated retail activity as one moves southward
- Clearly defined western, northern and southern boundaries marked by the Town Walls
- Poorly defined eastern boundary

It is proposed to reinforce the existing character and form of the medieval quarter with new tight grained building patterns when development permits. The future redevelopment of both existing tall buildings and current opportunity sites should encourage a more appropriate height and form that reflects the original tight urban grain.

5.4.1 Role in the Urban Design Framework

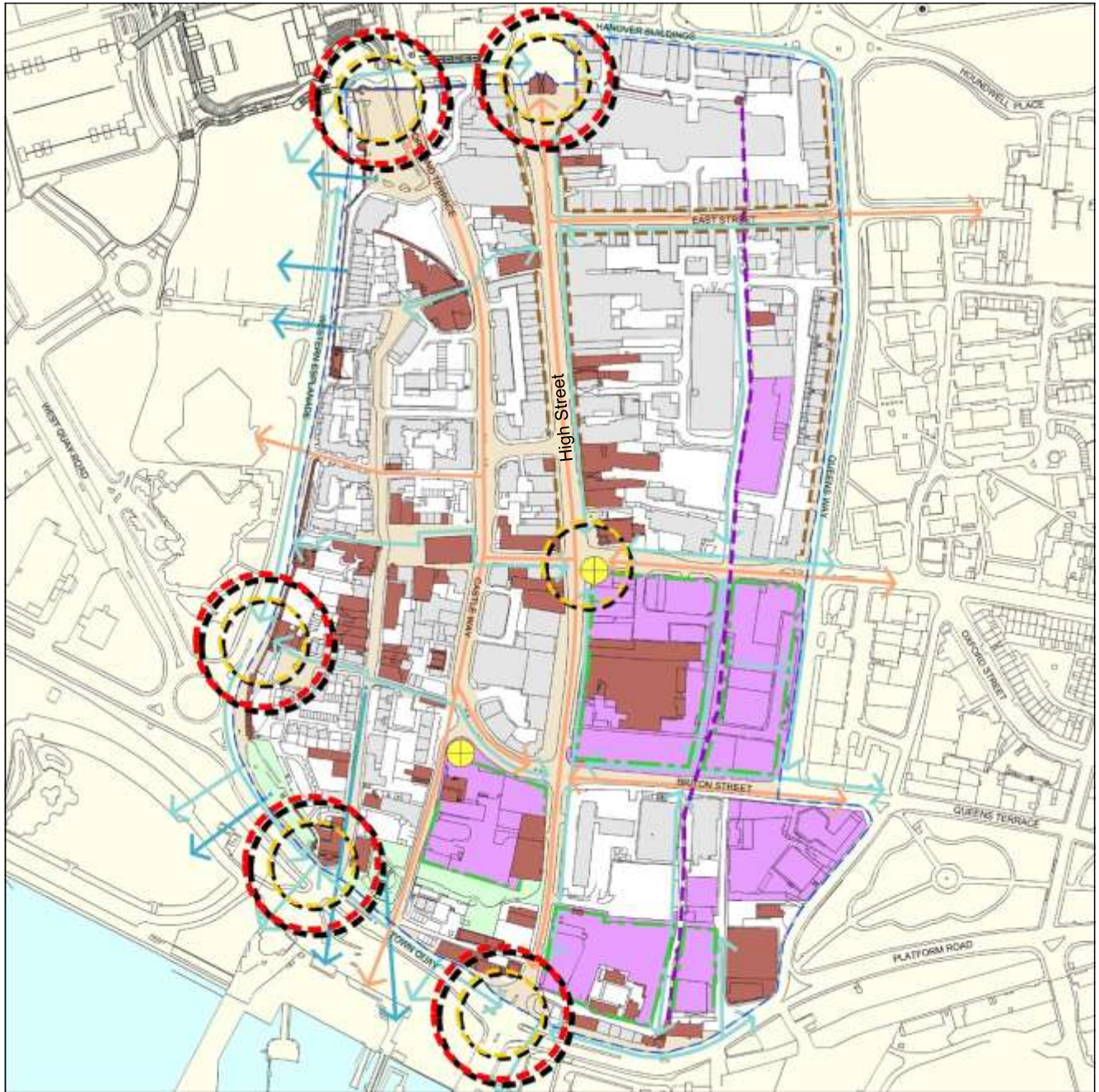
- Small open spaces on the north side of Town Quay form useful transition areas and opportunities for connection to waterfront
- The High Street provides an important southern element of the central city spine
- High Street, Bugle Street and French Street focus on the waterfront
- There is the opportunity to exploit local landmarks and focal points within the built form
- Bargate and the Old Town Walls provide a defined threshold to the area

5.4.2 Open Space Design Objectives

- **Key vistas towards the waterfront should be protected** - The visual corridors along French St., High Street and Bugle Street should be maintained.
 - **Reinforce main north-south pedestrian routes** - The public realm along the High Street should be refurbished to complete an improved connection with the waterfront and opportunities for street tree planting should be encouraged where possible.
 - **Define improved east-west links with key public spaces** - Connections to the eastern character area should be reinforced with a new public space around Holyrood Church and clear

pedestrian links along Bernard Street and through to Oxford Street.

OLD TOWN CHARACTER AREA



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Distance / Cycling

200Metres

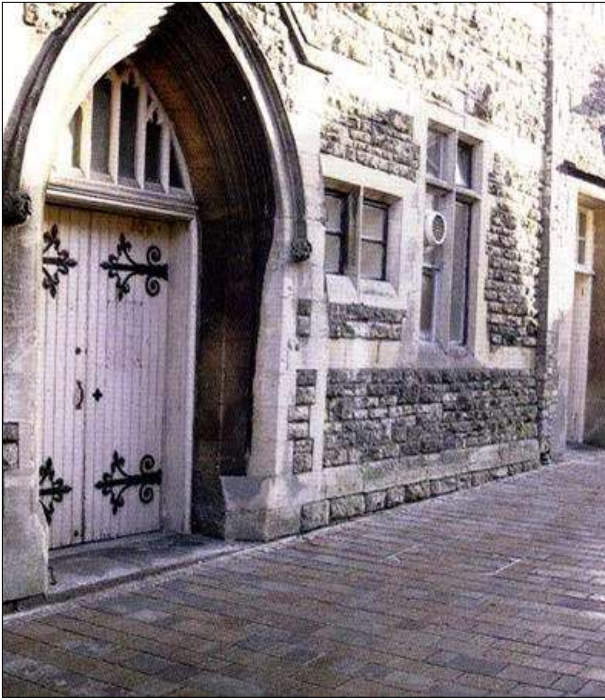
400Metres

2 Minutes



LEGEND

- | | | |
|--------------------------------|---------------------------------|---|
| Character area boundary | Main pedestrian routes | Proposed architectural landmark / element |
| Urban design strategy boundary | Reinforcing City wall alignment | Key architectural / active frontages |
| Character area gateway | Reinforced public realm | Listed buildings |
| Strategic view | Key public space | Development site (as at January 1999) |
| Main vehicular link | Green open space | Improved architectural frontage |



Paving materials should be carefully selected to respect the area's heritage

- **Public realm furnishings and furniture should reflect the historic character of the area** - A coordinated palette of street furniture should be defined for the area that reflects the traditions of the area yet avoids a heritage pastiche, whilst paving materials should be sympathetic to the vernacular natural stones used for original pavings and buildings.

5.4.3 Architectural Design Objectives

- **Maintain the medieval mass and scale of the historic urban form** - Future development, and especially redevelopment of existing large buildings, should respect the tight urban grain. Primarily two to four storey building heights should be encouraged and built out to adjacent party walls where these exist.
- **Historic elements should provide the key landmarks and focal points for the area** - The setting of the Bargate, St. Michael's Church and the original wall gateways should be enhanced to reflect their stature as key landmarks defining the character of the area.
- **Maintain the permeability of the urban grain** The existing tight network of streets should be maintained and improved permeability across the eastern side of the High Street defined within new development sites.

- **Promote a clear definition to historic edges and building frontages** - The eastern alignment of the original Town Walls should be strengthened when new development permits and improved pedestrian routes created along the boundary of original Town Wall. New building footprints should extend to the back of the footpath to maintain the historic pattern of building alignment.
- **Respect the traditional pattern and variety of rooflines** - New buildings should respect traditional forms of roof design that provide an attractive variety of detailing and textures.
- **Select construction materials and external detailing that is in keeping with traditional forms** - New buildings should draw on traditional materials and detailing in keeping with adjacent façades.



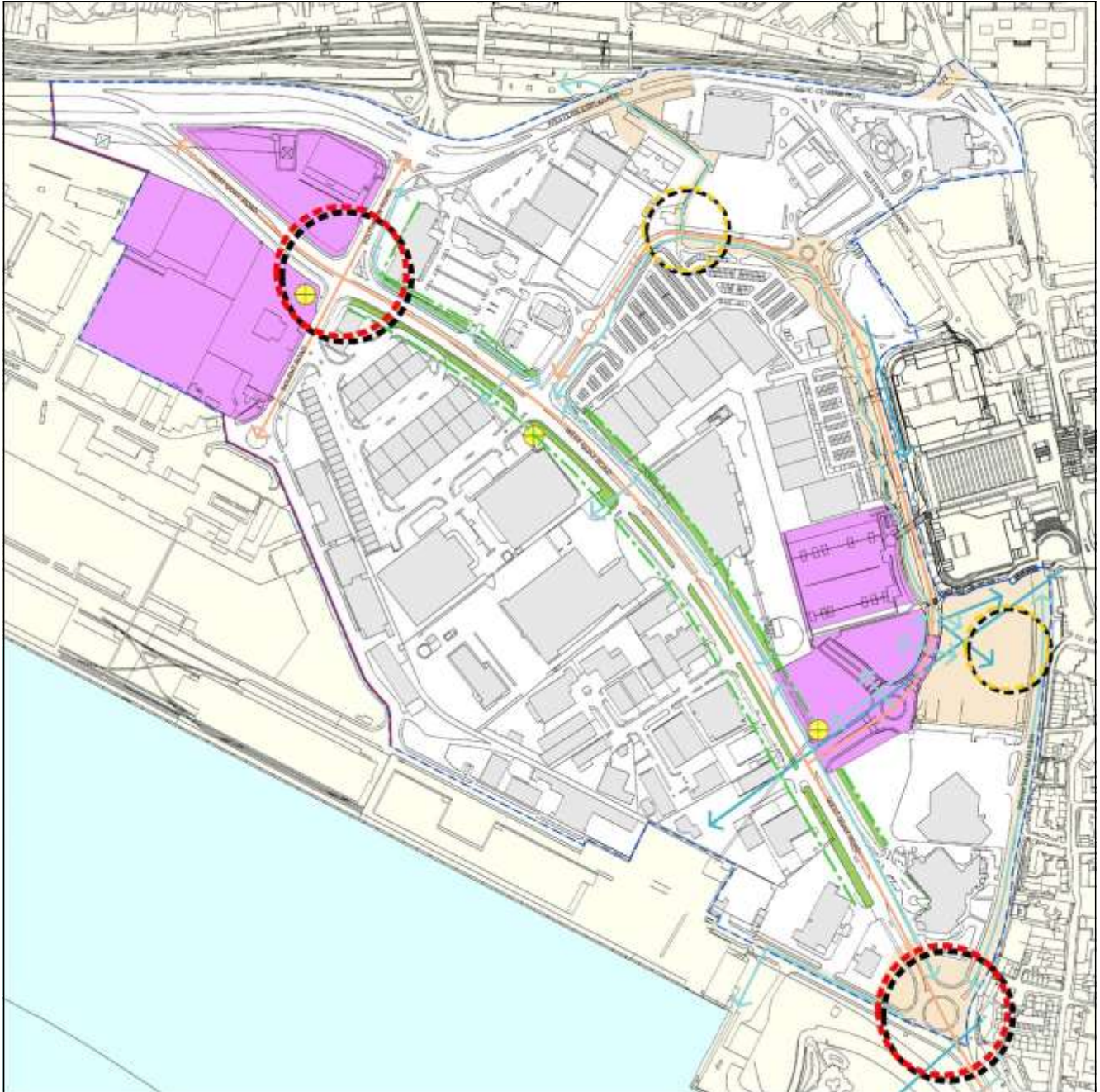
Niche Cafés bring additional life to historic districts - Butlers Wharf, London

- **Expand the current range of activities within the area** - Additional uses should be promoted that complement the existing residential and museum based activities in the area. This may include small boutiques and specialist retail outlets and distinctive restaurants, bars and cafés to encourage low key evening leisure and entertainment activities.

5.4.4 Summary Townscape Opportunities

- Utilise the north-south street alignment to emphasise visual connection to waterfront
- Build on the existing structure of connected small open spaces
- Reinforcing town walls and associated historic spaces as landmarks
- Maintaining density and compact urban form out towards the eastern boundary

WESTERN CHARACTER AREA



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LEGEND					
	Character area boundary		Main pedestrian routes		Proposed boulevard planting
	Urban design strategy boundary		Main public transport hubs		Proposed architectural landmark / element
	Character area gateway		Reinforced public realm		Proposed architectural frontage in long term
	Strategic view		Key public space		Listed buildings
	Main vehicular link		Green open space		Development site

WESTERN CHARACTER AREA

Created from land reclamation associated with the construction of the Western Docks and more recent industrial closure, the western character area projects a relatively confused image of large buildings that have limited aesthetic value. Yet within this somewhat disjointed urban form there are a number of valuable components that should be used to structure future change. The Western Approach / West Quay Road provides a much improved highway structure defining both a Western gateway into the city and the potential to create a striking new vehicular and pedestrian boulevard. The West Quay Shopping Centre provides a clear point of reference and edge whilst the associated open space provides an improved network of pedestrian routes and connections through the area.

Key Design Issues

- Current lack of cohesion in the urban structure
- Industrial dock heritage visible
- The majority of the area is primarily dominated by vehicular transport
- There is limited accessibility for pedestrians
- There is currently only limited public transport provision
- Approaches to the area are marked with poor visual quality

It is proposed that a comprehensive restructuring of the urban form will be achieved through future redevelopment. New buildings that will be needed to replace the shortlived shed developments of the 1980's will define a stronger relationship to the boulevard along the western approach. An improved network of public spaces and routes will provide an improved connectivity with the Central Station and the central core of the city and better links with the waterfront will be forged.

5.5.1 Role in the Urban Design Framework

- Main western vehicular approach route into the city
- Main west-east link around the south of the city
- Creation of an attractive and functional network of urban spaces associated to the West Quay Phase 3 development
- Improved connections along the Western Esplanade to Mayflower Park and the waterfront.



Pedestrian routes should respond to the scale of the surrounding buildings

5.5.2 Open Space Design Objectives

- **Maintain key views towards the town walls and the waterfront** - The existing visual connections to the waterfront from the town walls and along the western esplanade should be maintained and enhanced where possible.
- **Define key pedestrian routes and new public spaces** - The opportunity to create a new functional urban space as part of the West Quay Phase 3 development should be advanced at the earliest opportunity (this is discussed in detail in section 6.5)
- **Blend contemporary and maritime detailing for the public realm** - A palette of paving materials and furnishings should reflect the transition of public realm spaces through from the central quarter of the city to the waterfront.
- **Introduce boldly planted avenues of street trees and new green spaces** - The potential to enhance and create a striking new boulevard along the Western Approach should be developed to define a clear visual and architectural structure to the area.
- **Encourage the installation and exhibition of public art elements** - Flexible public realm areas that may be used to accommodate temporary fairs, exhibitions and events should also promote the installation of a changing programme of public art that draws on a variety of media and expression.
- **Promote a diversity of outdoor recreational activity** - New activities, including exhibitions, sports and concerts that cannot be accommodated within the Central Parks should be promoted to bring life and diversity to the public realm.



The creation of new urban spaces, such as West Quay Phase 3, provides the opportunity to define new forms of open space within the city - Darling Harbour, Australia

more unified mass and scale to the area

- New buildings to face the Western approach should rise up to a height of at least four - six storeys to define a clear architectural structure to the area.
- **Locate new architectural landmarks at key urban junctions** - To improve both the architectural articulation and diversity of the area new landmarks should be introduced a key gateways and road junctions.

CHARACTER AREA GUIDELINES

5

- **Improve the permeability through the area** - New city blocks should be defined that improve the westeast permeability through the area for both pedestrians and vehicles.
- **Define a clear relationship between the built form, streets and open spaces** - New buildings and associated streets and urban spaces should have

purpose and structure.

- **Create active frontages adjacent to new open spaces** - New public spaces should be enlivened by associated building activities and facilities.

5.5.4 Summary Townscape Opportunities

- Reinforce boulevard landscape structure for the main vehicular spine as entry sequence into the city
- Clear integration of pedestrian routes and

SOUTHAMPTON	CITY CENTRE	URBAN	DESIGN
	STRATEGY		

pathways across and alongside the area

- Define a clear Waterfront linkage through to Mayflower Park, Royal Pier and Town Quay

5.6 EASTERN CHARACTER AREA

The eastern character area incorporates a collection of primarily residential neighbourhoods. To the west the

Holyrood Estate is defined by a distinct series of low-rise tower blocks set within an open arrangement of green space. To the south the urban grain tightens around the popular and attractive Oxford Street neighbourhood that comprises a range of mixed uses focusing around restaurant and bar activities. To the east the urban grain opens up and begins to lose cohesion around a series of vacant sites that have been designated for the future residential development of Andersons Road. Although connections back towards the city centre are relatively good, links towards the waterfront are more tenuous beyond the boundary with Canute Road.

The area would clearly benefit from increasing the diversity of uses to support the existing residential communities. Improved links through to Canute Road and Ocean Village



The setting to Queens Park should be improved to reduce the impact of traffic

Key Design Issues

- There is a variety of character including the original terminal building, high office blocks and the tight urban form around Oxford Street
- The sense of cohesion and structure of the area becomes lost towards the east
- The main urban grid is based around the predominantly east-west oriented streets – Bernard Street, Marsh Lane and Queens Terrace
- Lack of facilities to support growing residential population
- A key vehicular gateway is located at the entrance to the Itchen Road Bridge.
- More recent development has dissipated the city structure
- There is no sense of a waterfront destination to Queensway whilst Orchard Place, Latimer Street, and Terminus Terrace form limited north-south linking streets to the waterfront

should be established and the potential for Queen’s Park to become a more significant open space relating to both Oxford Street and future connections to the Waterfront should be developed



- The attractive setting of Queen’s Park is reduced by the impact of Canute Road and is isolated by surrounding traffic

Oxford Street projects a vibrant character for the surrounding area

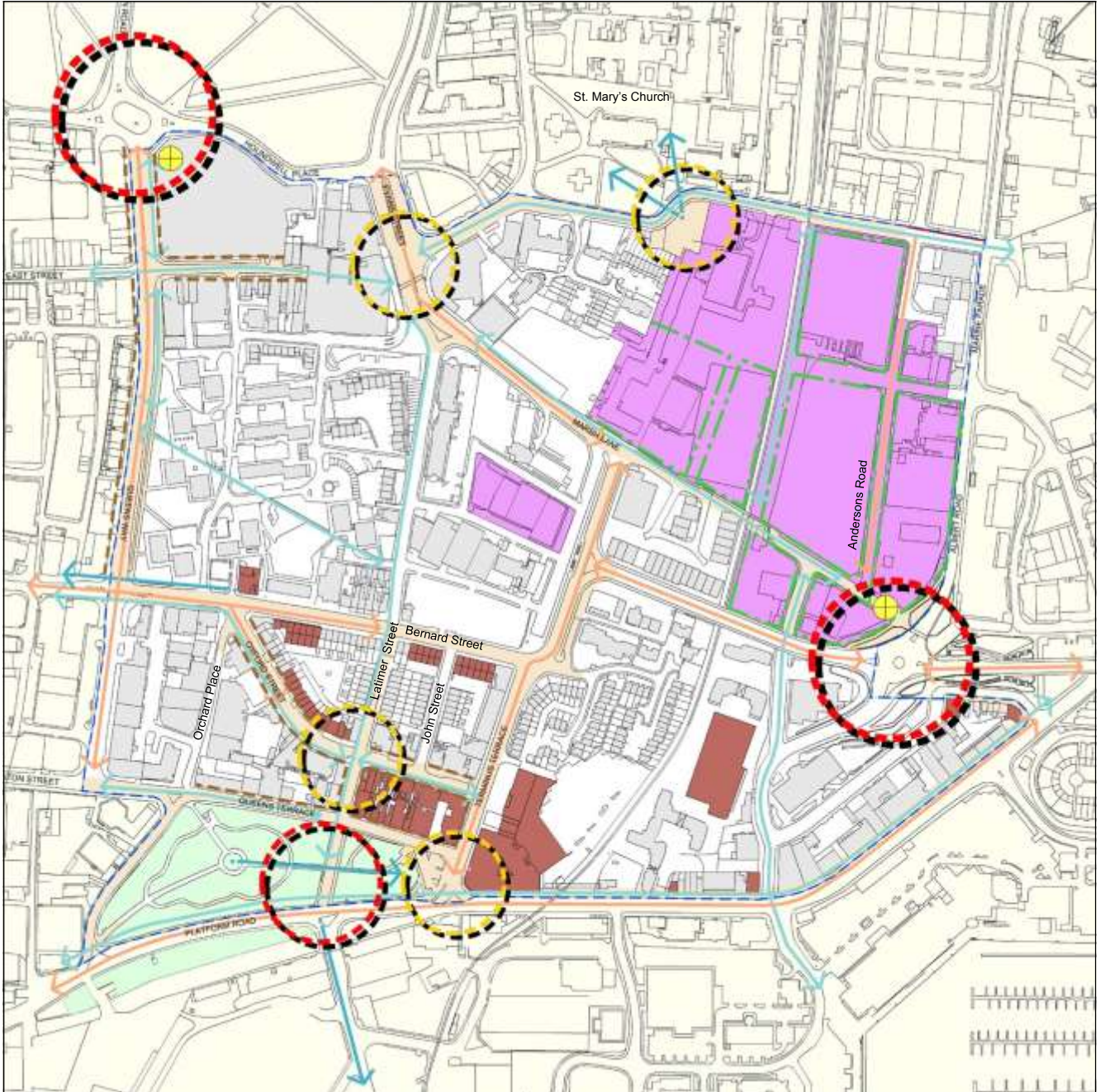
5.6.1 Role in the Urban Design Framework

- Itchen Bridge provides a key eastern gateway to the city
- Clear vehicular routes to the north and west should be defined along Evans Street/Marsh Lane
- Clear linkage to the waterfront area from northern and southern oriented streets should be achieved
- Queens Park should provide a more attractive setting to Queens Terrace and open space connection to waterfront
- Improved connections to the Old Town and north-south spine along Bernard Street
- Exploit distinct character of Oxford Street, John Street and associated activity and the frontages to Queens Park

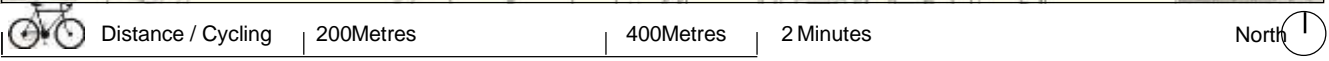
5.6.2 Open Space Design Objectives

- **Enhance views and potential future links to the waterfront** – There are a number of attractive views towards city landmarks including St. Michael’s Church spire and St. Mary’s Church. Vistas towards the eastern docks and the waterfront, particularly along Latimer Street and Terminus Terrace should be improved in the absence of a physical connection.

EASTERN CHARACTER AREA



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LEGEND

- Character area boundary
- Urban design strategy boundary
- Character area gateway
- ← Strategic view
- ← Main vehicular link
- ← Main pedestrian routes
- Reinforced public realm
- Key public space
- Green open space
- + Proposed architectural landmark / element
- Key architectural / active frontages
- Listed buildings
- Development site
- Improved architectural frontage

5.6.3 Architectural Design Objectives

- **Improve the urban structure to the east of the character area** – Proposals for Anderson’s Road should make a significant contribution to the mass and structure of this area.
- **Define the opportunities for new gateway landmarks** – The gateways to the area should be set with new landmarks when development opportunities permit. It is anticipated that a new building on the corner of the Anderson’s Road site will mark the junction with the Itchen Bridge Road
- **Improve the permeability of the urban grain across the eastern area** – Currently poor west-east links should be forged across to the waterfront and particularly Ocean Village. Close to Albert Road the existing subway crossings should be upgraded to facilitate links to the Town Depot and Ocean Village.
- **Expand the active frontages around Oxford Street** – To enhance and expand the popularity of Oxford Street further active building frontages should be introduced along Queen’s Terrace and adjacent streets connect to Queen’s Park.



Improved public realm enhances the character of an area - St. Louis, France

- **Improve pedestrian routes to Queen’s Park and the waterfront** - Key west-east pedestrian routes through the Holyrood Estate and along Bernard Street should be enhanced to connect Queen’s Park with the Central Parks and city centre.
- **Improve the network of public spaces** – There is a clear opportunity to unite the two halves of Queen’s Park and expand the stature of this open space. In addition the northern pedestrian routes across the area could be enhanced with new spaces adjacent to St. Mary’s Church and East Street.
- **Upgrade to existing range of pavings and street furnishings** - The existing street furnishings would benefit from improvement with a more co-ordinated family of elements. A simple contemporary range of components, such as those adopted within the Northern Character Area could be considered.
- **Find additional opportunities for public art** – Although there are limited opportunities to incorporate public art within the existing street network the opportunities for locating additional sculptural elements within the environs of Queen’s Park should be explored.

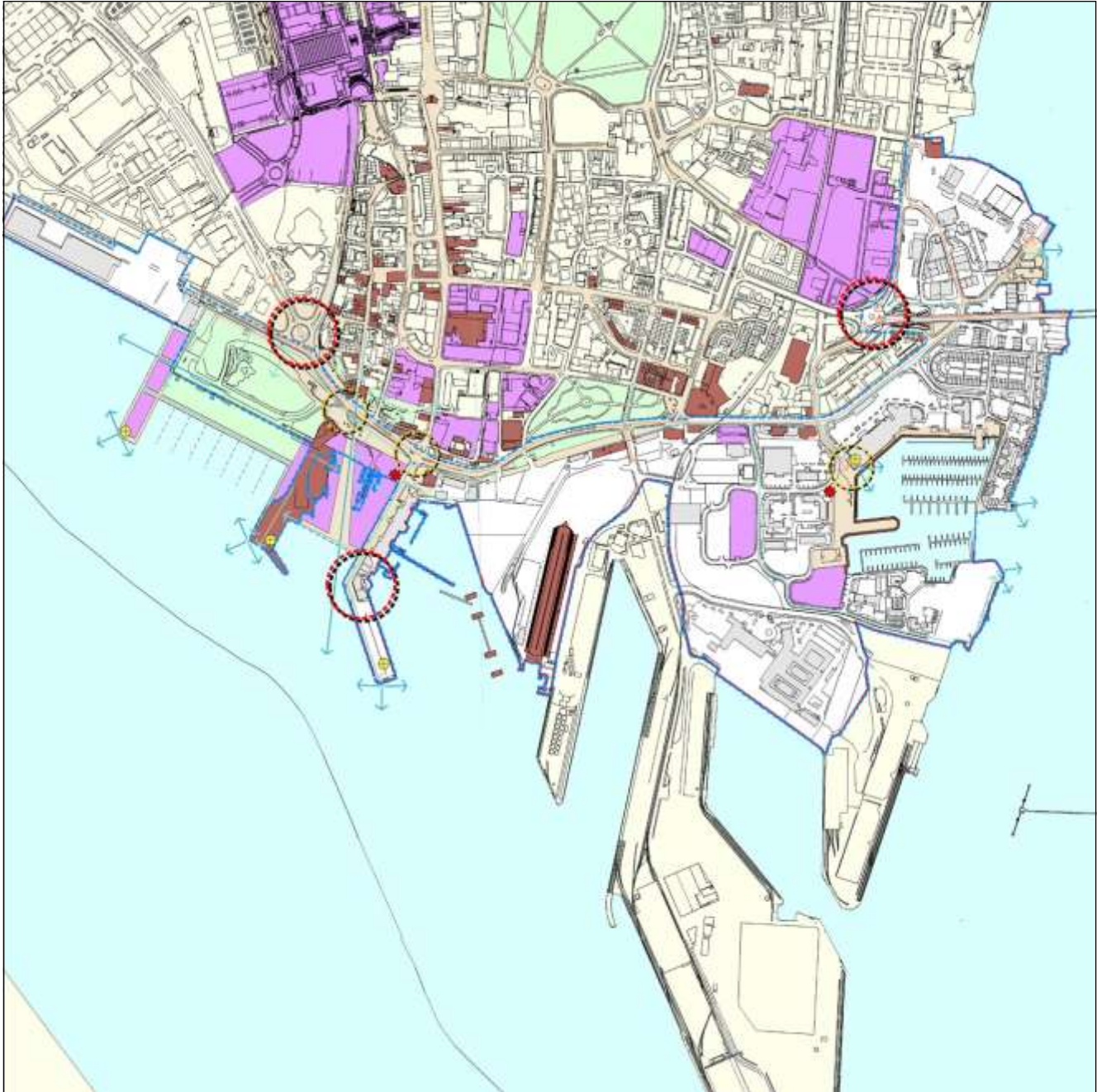


Refurbished parks make a significant contribution to an area’s popularity

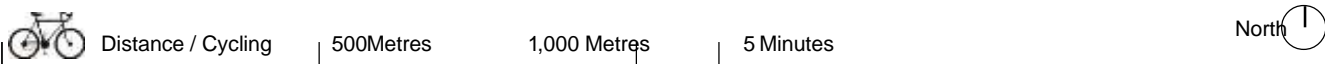
5.6.4 Summary Townscape Opportunities

- Re-establish connections through residential areas to the town and the waterfront by reinforcing the public realm links
- Future connections to the waterfront should be defined along existing view corridors
- Connect city parks and Queen’s Park
- The open spaces around the Holyrood Estate should be attractively refurbished
- Extend the restaurant/café culture centred on Oxford Street
- Define new public spaces adjacent to Queen’s Park, East Street and Anderson’s Road

WATERFRONT CHARACTER AREA



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LEGEND

- | | | |
|--------------------------------|----------------------------|--|
| Character area boundary | Main pedestrian routes | Proposed boulevard planting |
| Urban design strategy boundary | Main public transport hubs | Proposed architectural landmark / element |
| Character area gateway | Reinforced public realm | Proposed architectural frontage in long term |
| Strategic view | Key public space | Listed buildings |
| Main vehicular link | Green open space | Development site |

5.7 WATERFRONT CHARACTER AREA

The Waterfront Character Area, stretching from the boundary with the Western Docks round to the Itchen Bridge and Town Depot represents the most diverse collection of urban forms ranging from large massed marine architecture to fine scale residential development within Ocean Village. The main southern link road, variously named Western Approach, Town Quay, Platform Road and Canute Road is heavily used by cross city traffic and acts as a significant barrier to the adjacent areas of the city.



Ocean Village currently offers the main active water frontage in the city

Key Design Issues

- The urban grain dominated by four main components – the A3057 western approach, the views across open water the eastern docks and Mayflower Park.
- The busy Western Approach severs waterfront from the city
- Hostile pedestrian environment along the waterfront
- Lack of coherent west-east pedestrian link
- Loose structure to the eastern dockside • Ocean Village, Harbour Lights and Oceanographic Centre areas lack connection to passing activity
- Poor built quality of some recent developments
- Poor environmental setting of landmark buildings

A key objective for the waterfront is to improve its connectivity to the rest of the city and increase opportunities for pedestrian access to the waters edge. Redevelopment proposals centered around the derelict Royal Pier and extending to the Town Quay and Mayflower Park should be advanced to define a new landmark destination on the waterfront for the city. Improved public spaces should be defined at specific areas to provide attractive settings for key buildings.

5.7.1 Role in the Urban Design Framework

- The Town Quay Road corridor provides access and views to the area yet significantly severs the rest of the city
- Leisure activities and associated outdoor seating should be promoted to enliven the water's edge.
- A clearly defined role for new landmark buildings should be set
- Old and historic building stock should be refurbished along Canute Road
- Waterside House and the Pier pavilion should form focal points for new public spaces Town Quay
- Views to historic centre

5.7.2 Open Space Design Objectives

- **Protect key view corridors** – These are primarily defined from the southern edge of the Old Town and from dock edges.
- **Establish waterfront pedestrian routes** – These should initially be defined along Royal Pier, Town Quay and Mayflower Park and should connect through to Ocean Village along improved pedestrian routes beside Canute Road.
- **Define main crossing points for Canute Road and Town Quay Road** – Proposed at the end of the High Street and the junctions with the Western Esplanade and Ocean Village.
- **Create new public spaces** - Proposals for the Royal Pier and the existing configuration of Ocean Village should incorporate new public spaces.
- **Define a unified collection of waterfront street furniture** – A palette of pavings and furnishings should be adopted for the entire waterfront area that evoke a maritime character in the robust use of stone and timber.

5.7.3 Architectural Design Objectives

- **Build up the architectural mass & scale towards the waters edge** – New buildings proposed for the waterfront should respond to the significant value of the waterfront setting and adjacent dock architecture.
- **Create active building frontages** - These should be defined along key sections of the waterfront.
- **Address the long term alternatives for reducing the impact of Town Quay Road** – A cost benefit

assessment for the rerouting or sinking of the Town Quay Road should be undertaken as a means to define the most suitable

- Public spaces orientated to the south
- Integrate historic buildings within the public realm and key public spaces



Landmark visitor destinations can benefit significantly from the diverse character associated with waterfront locations - Darling Harbour Aquarium

- **Define key landmarks to mark the end of the piers** – The ends of the piers should be punctuated by architectural landmarks (discussed in greater detail in section 6.6).
- **Improve the visual and physical permeability of the waterfront** - New development proposals should be highly permeable avoiding visual and physical severance caused in more recent developments

option, explored on the sketches opposite, to reduce the severance caused by this main route.

Long term options to minimise the severance of the waterfront by Town Quay



5.7.4 Summary Townscape Opportunities

- The north-south spine should have defined landmarks and points of arrival at the waterfront terminus
- Connections and crossings should be clearly defined for the main vehicular routes