

## 1 INTRODUCTION

### 1.1 THE COMMISSION

The Urban Design Strategy for Southampton City Centre was commissioned by the City Council in February 1999. The intention of the strategy is to provide a framework and design guidance for future development within the central part of the city building on the policies of the local plan or supplementary planning guidance. The main requirement of the document is to provide an Urban Design Strategy that:



Ocean Village

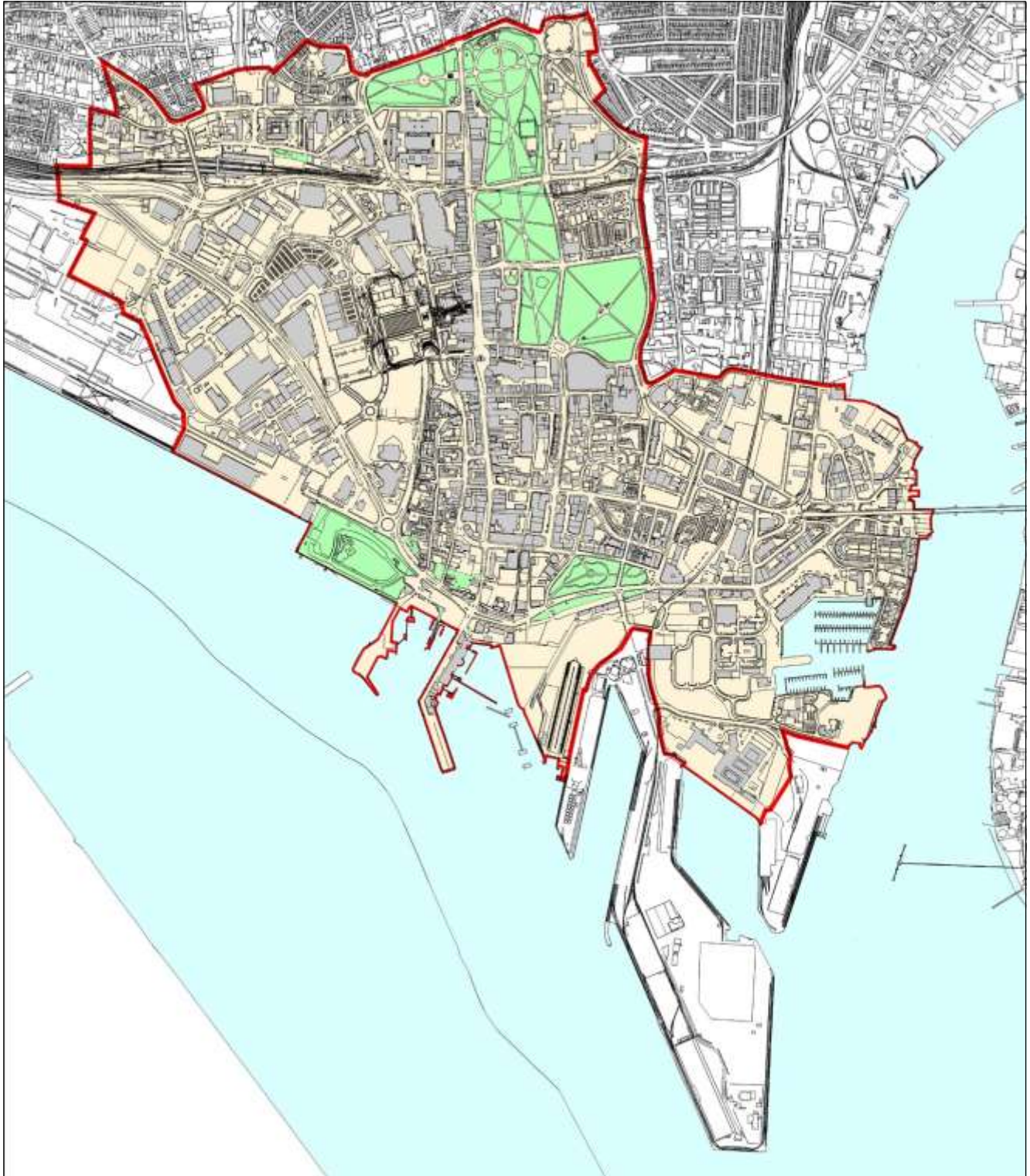
The Itchen Bridge

- Improves the perception, image and visual quality of the city centre, appropriate for a leading city in the 21<sup>st</sup> century
- Unifies development proposals to increase the physical coherence of the city centre, and
- Achieves a high quality urban environment

There are additional important dimensions of the Urban Design Strategy that have influenced its preparation. These include:

- Creating a shared vision between the Council, potential development partners and wider community stakeholders
- Setting urban quality thresholds
- Providing a framework for longer term investment
- Generating market interest, and
- Promoting sustainability principles

## STUDY AREA BOUNDARY



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Distance | 500Metres | 1 Kilometre | 2 Kilometres | North 

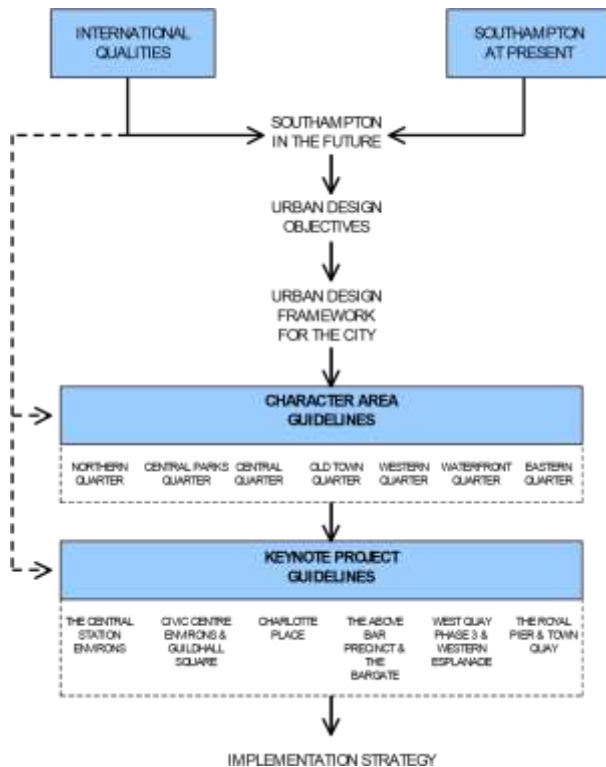
**LEGEND**

 Urban design strategy boundary

The Study Area Boundary drawing indicates the extent of the Urban Design Strategy within the City of Southampton.

## 1.2 THE APPROACH

The Urban Design Strategy has been developed over a three stage process. This methodology is illustrated on the following diagram:



*The City Centre of Southampton looking north-west from the River Itchen*  
date.

### Stage 2: Strategy, Framework and Guidelines

- Developing the vision;
- Defining the strategy and key structuring principles;
- Developing the City wide framework and general guidelines;
- Specific guidelines for character areas;
- Detailed guidance for keynote projects; and,
- Providing mechanisms and approaches to implementation.

### Stage 3: Public Consultation and Final Report

- Consultations with council officers, key interest groups and the wider community; and
- Refining the final strategy.

In detail, the Urban Design Strategy aims to:

- Set out urban design principles for the city to inform site development briefs, public realm improvement schemes and development initiatives; having regard to existing proposed development strategies and initiatives.



In summary the three key stages of the project are:

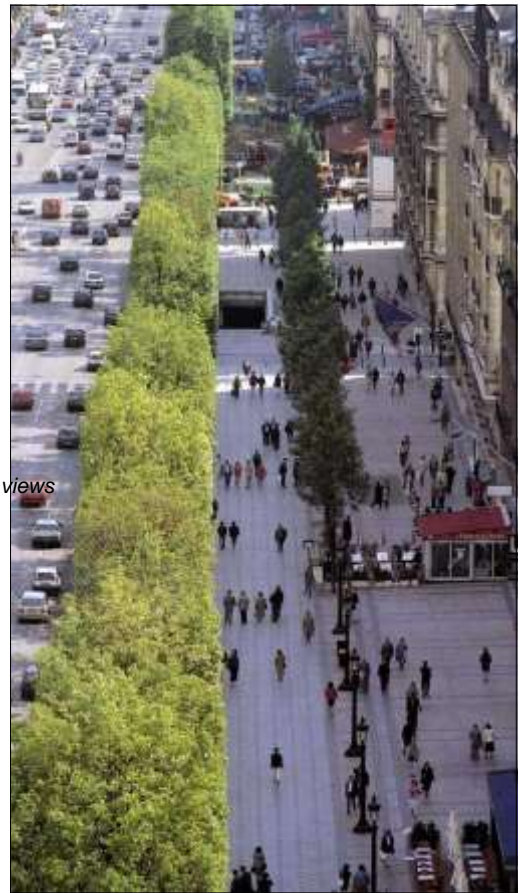
### Stage 1: Audit, Analysis, Issues and Options

- Evaluating existing planning, design and transportation policies and proposals;
- Review of development schemes, proposals and opportunities; and,
- Urban design analysis of the character of the city centre and design standards achieved to

- Develop the 'character area' concept within the city centre that defines a series of seven subareas within the study area boundary. The distinct character of each of these zones is to be articulated and enhanced and their connectivity and interrelationship within the city centre reinforced.
- Establish specific landscape, public realm and architectural guidelines that build on the existing distinctive characteristics and having regard to the issues posed by the variable quality of post war development.



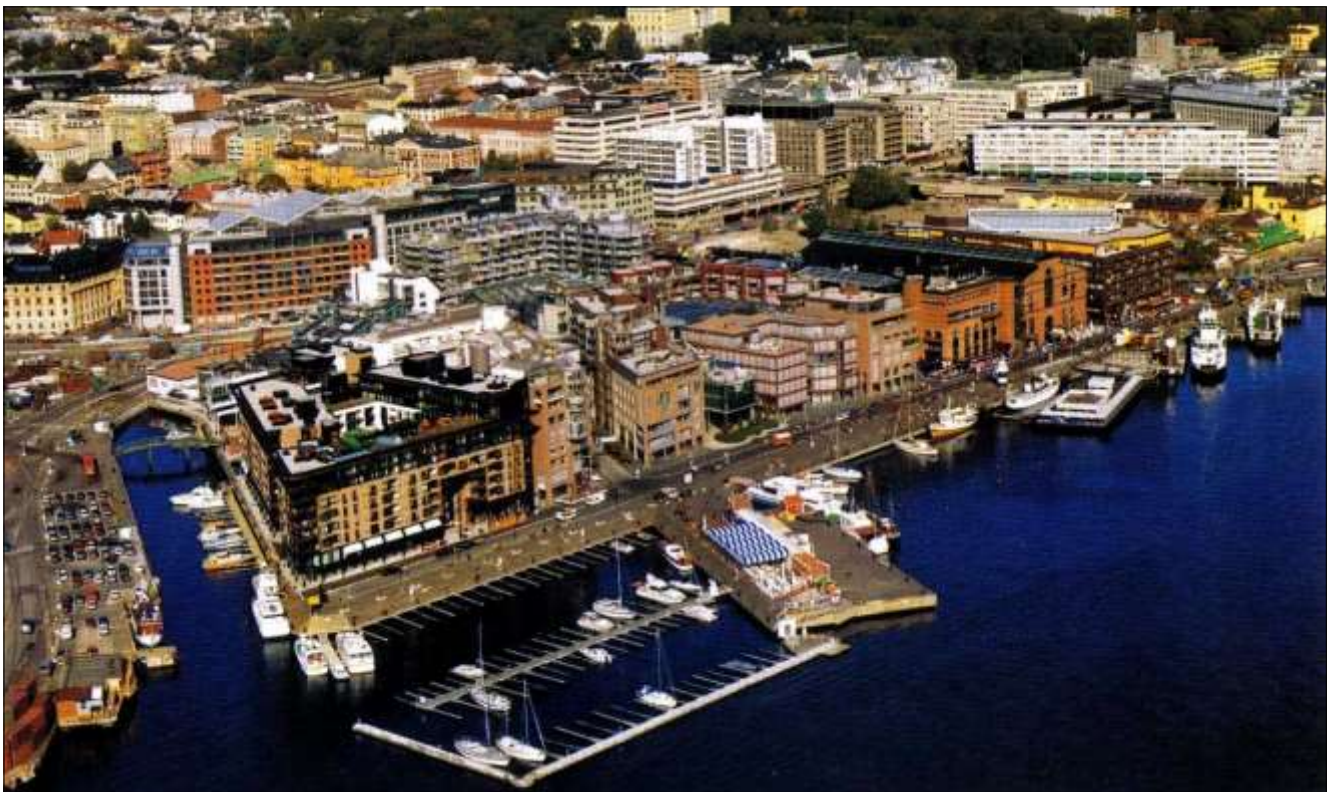
*Landmark residential architecture maximising waterfront views  
Cascades, London Docklands*



*High quality public realm defining prestigious retail streets  
l'Avenue des Champs-Élysées, Paris*



*Enhanced waterfront public spaces leading long-term regeneration strategy  
Edinburgh Waterfront*



*Tight urban grain and unified density with vibrant mix of uses*

*Aker Brygge, Oslo*