

## FOREWORD

In November 2000 the City Council designated seven distinctive character areas in the city centre and sought the creation of urban design 'quarter strategies' to reinforce their local distinctiveness. The Old Town Development Strategy is the first quarter strategy to be produced, setting out urban design principles and establishing a vision for the future development of the Old Town over the next ten years.

This strategy sets out a framework to reinforce the Old Town's special character, developing a sense of place and re-connecting the Old Town with the waterfront, ensuring that the Old Town continues to evolve as an integral part of Southampton's role as a successful European City.

This document is an important component of the future development and renaissance of the city centre. It identifies key development sites and urban design principles for their redevelopment putting them in the context of the North South Spine Strategy and other major developments taking place on the edge of the Old Town.

This exciting vision gives guidance to developers and those involved in the development process, including city residents, and will help to transform the Old Town into a vibrant quarter at the heart of Southampton, based on its own unique historic identity.



**Councillor Adrian Vinson**  
Leader of Southampton City Council