

4. ACHIEVING THE VISION - PRINCIPLES AND FUNDING

Old Town Urban Design Principles

The following principles relate to all future development within the Old Town, and that impacting upon it; they should not be confined solely to works on the key development sites. To protect the Old Town's special qualities, these design policies relate specifically to the Old Town and do not replace, but provide further detail and guidance based upon and stemming from other relevant policies, such as those contained within the Local Plan (relevant policies shown in brackets) and the Development Design Guide (Appendix Four).

- OTUDP1: No development will take place within four metres of any part of the existing original Town Walls, which themselves shall be floodlit and opened up to either side for all to access
- OTUDP2: The Town Walls, not the new development, should dominate the townscape
- OTUDP3: Where the Walls no longer survive, their route shall be reinterpreted
- OTUDP4: Public art should be used to reinstate/reinterpret the Walls, e.g. using replica guns/characters
- OTUDP5: Models, to be submitted as part of a planning application especially when in close proximity to the Town Walls and other sensitive locations, will be expected to be used to help visualise the impact of developments
- OTUDP6: High-density development of at least 100 dwellings per hectare will be required in any new development, unless site constraints dictate otherwise, such as proximity to Town Walls or listed buildings (H12)

- OTUDP7: Key views, as defined in the analysis appendix, key development sites and other SPG, must be retained and improved upon

Flood-lighting should be used to enhance the Town Walls at night (© Joe Low)



- OTUDP8: The pre-war street pattern, frontages and building alignments shall be respected and restored (SDP7), as identified in the plan on p.16
- OTUDP9: Deep, thin plots shall be used within the Old Town, or an impression of this provided through frontage design
- OTUDP10: Historic lanes and alleys such as those shown on the plan on p.16 will be reinstated, and narrow pedestrian-only routes created through blocks to improve permeability and provide attractive glimpsed views. These shall have narrow plots running off them



Scale models will be expected as part of any planning application in close proximity to the Town Walls and on other sensitive locations within the Old Town. These should also be accompanied by a Design Statement, details and examples of which can be found in the Local Plan and Development Design Guide

with active frontages. This will help illustrate the visual distinction and public perception of the walled town (SDP11)

- OTUDP11: Development shall be back-of-footpath and built up to adjacent party walls, to promote the area's tight urban grain
- OTUDP12: Oversailing of the footpath can provide interest to frontages and will be encouraged in appropriate locations
- OTUDP13: Variety in storey heights can add interest to an area but needs to respect the adjacent context. Storey heights shall generally respect neighbouring historic rooflines and should usually be at least three storeys high but no more than five. Building heights should contribute to the general rise of the roofscape to the east away from the Town Walls (SDP9)
- OTUDP14: Roofs should be pitched or hidden by parapets and respect the traditional forms of roof design, providing an attractive variety of detailing and textures
- OTUDP15: Buildings shall have a clearly defined relationship to the spaces that they create and to associated streets, with active frontages adjacent to the public realm (SDP8)
- OTUDP16: New developments, especially along High Street, should have an architectural presence in the street scene
- OTUDP17: Open space within a development's curtilage shall be designed as an integral part of any proposal (SDP8)
- OTUDP18: Developments adjacent or near to extant sections of the Town Walls should make a payment towards their upkeep

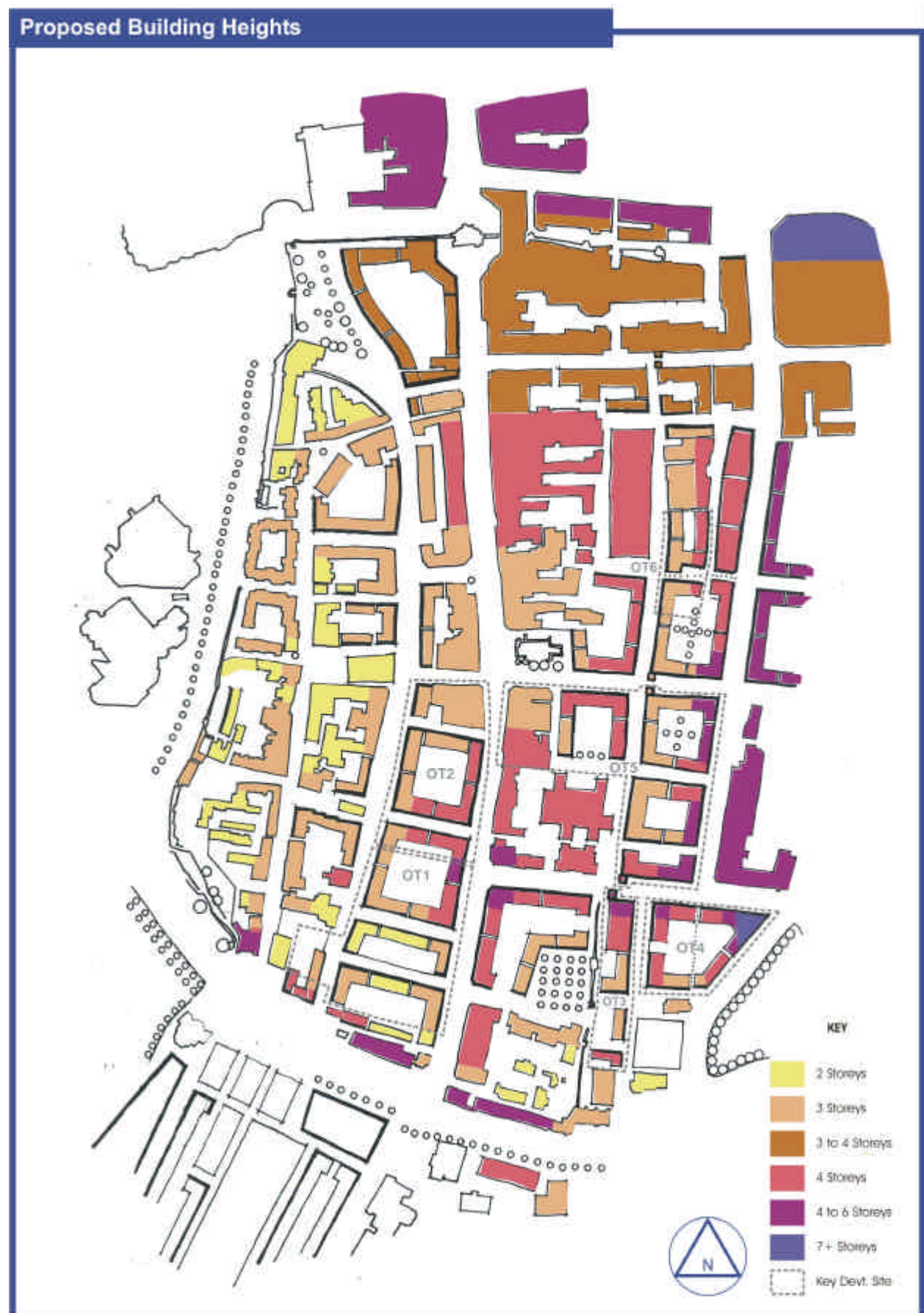
- OTUDP19: There should be a visual distinction between the fronts and rears of buildings, public and private access routes need to be clearly defined (SDP8).
- OTUDP20: It is encouraged to utilise different uses on different floors of a development, in order to ensure activity, e.g. residential over retail



The roofscape is a particularly important aspect to be sensitively treated as it can add interest through variety



The use of sensitively designed innovative contemporary architecture is encouraged as here in Cirencester



- OTUDP21: A main entrance to developments for pedestrians and another for vehicles, segregated from each other if appropriate, where natural surveillance can take place, is essential (SDP10, SDP 11)
- OTUDP22: All servicing and parking for new developments should take place within the blocks and not be visible from the street
- OTUDP23: Parking will be on-site, secure, and reasonably accessible, with cycle storage also provided on-site (SDP5)
- OTUDP24: Innovative approaches to car parking will be encouraged
- OTUDP25: Car-free developments should be encouraged, with greatest priority given to pedestrians in all developments
- OTUDP26: Any development should incorporate "Secure by Design" principles and foster a sense of social cohesion amongst users, such as being accessible to people with disabilities and conducive to a community spirit by means of its design and orientation (SDP10, SDP11)
- OTUDP27: New development shall make maximum use of sustainable technologies, with building conversion encouraged (SDP13)
- OTUDP28: Use of solar panels, natural heating and lighting, passive ventilation, geothermal heating and chilling, adaptability of buildings, and greywater recycling are all to be encouraged, but carefully managed so as not to be of detriment to the historic environment. The building should be environmentally sustainable at all stages of its life-cycle (SDP13)
- OTUDP29: There will be a legal requirement to meet the provisions

set out in the Disability Discrimination Act by 2004. All projects must be equally accessible to all (SDP 11). In the re-utilisation of historic structures, every effort should be made to achieve this. Accessibility barriers, such as those outlined on the current pedestrian movement analysis plan, should be overcome

- OTUDP30: 25% affordable housing will be sought in residential developments with a capacity for five dwellings or more in accordance with the provisions of Local Plan Policy (H13)
- OTUDP31: Facilities to serve the local population shall be encouraged



Building conversion will be encouraged. The vaults and historic structures in the Old Town provide ideal spaces for boutiques, craft shops, galleries, cafés, and restaurants, as the example from Rhodes illustrates.

Building and Landscaping Schedule of Materials

- OTUDP32: A high quality palette of building materials with superior modern design is to be encouraged. These should respect traditional materials, possibly using high quality contemporary materials in suitable landmark locations, although the use of traditional materials such as handmade brick, clay roof tiles, chimney pots, and stone detailing is also encouraged. Pastiche designs and UPVC windows are unlikely to be approved in the Old Town (SDP 9)
- OTUDP33: For hard landscaping, scabbled Purbeck stone paving will be used adjacent to the Town Walls and on all pavements in the Old Town (SDP 12)
- OTUDP34: Public spaces will be surfaced in scabbled Purbeck stone paving
- OTUDP35: All surfaces should be of a high quality, visually attractive and easy to maintain and clean
- OTUDP36: Slate or clay pantiles shall be used for roofing
- OTUDP37: Appropriate detailing that draws on traditional forms should be provided (SDP 9)
- OTUDP38: The Local Plan's policy on advertisements (SDP 24) will be strictly applied within the Old Town
- OTUDP39: Soft landscaping shall be functional - used for screening, providing privacy, or frame views and designed for ease of maintenance (SDP 12). Landscaping schemes should improve settings and shield obtrusive buildings



Hard landscaping should be functional as here in Manchester where seating, wheelchair accessibility and modern historic representations are all integrated fully into the design

- OTUDP40: Street furniture will be consistent and contemporary but in keeping with the Town Walls and surrounding historic features, and will be painted black unless otherwise agreed with the City Council
- OTUDP41: The City Shield or any future bespoke design for the Old Town, will be integral to any street furniture within the Old Town
- OTUDP42: Street clutter, especially from traffic signs shall be minimised with synergies between street furniture and rationalisation sought; lighting should be wall-mounted in preference to column mounted (SDP 17)



A contemporary mix of hard and soft landscaping in London Docklands

Shopfront Design within the Old Town

As the most visible part of a building is often the ground floor, it is vital that shopfronts are well designed and attractive. Individual shopfronts can disrupt the eye from the streetscape as a whole if not designed sympathetically. Therefore extra care must be taken in a sensitive location such as the Old Town. A few specific policies related to shopfronts within the Old Town are detailed below.



East Street highlights the need for stronger control of the clutter and obtrusiveness that shopfronts can cause

General

- OTSDP1: New shopfronts should be of a high quality design and complement the surrounding townscape (REI7)

Scale

- OTSDP2: New and replacement shopfronts should relate to the scale of the building/plot and to the scale of surrounding shopfronts
- OTSDP3: Where a shopfront spans more than one building/plot, the character of each individual building/plot should be retained
- OTSDP4: Each shopfront element should be of a design and scale appropriate to each of the individual buildings/plots

- OTSDP5: Fascias should not extend above first floor level or project beyond the shopface, except for canted fascias

Quality and Care

- OTSDP6: Good quality modern shopfronts may be acceptable, but should be sympathetic to the character of the building to which they are being added. New shopfronts should not damage the ground floor of historic buildings or increase the damage that may have already been done

Design

- OTSDP7: Traditional design to historic shopfronts, and those in conservation areas and on listed buildings, must be retained and reinstated where partially present
- OTSDP8: Historic shopfronts should use transoms and mullions to subdivide large sheets of glass, define suspended ceilings or frame decorative glass, along with stallrisers at their base

Materials

- OTSDP9: Well seasoned, high quality hard wood is the most traditionally appropriate material for shopfronts

Colours

- OTSDP10: Colours of shopfronts should be rich and dark, and paint should be gloss, rather than matt. Bright obtrusive colours should be avoided

Signs

- OTSDP11: Fascia boards should normally be no more than 600 mm (24 in) deep and lettering should not occupy more than 60% of the fascia depth
- OTSDP12: Fascia signboards should be flush with the building facade or slope inwards, but must not project beyond the fascia

- OTSDP13: Projecting signs of traditional or modern design are encouraged but should be small, neat and in materials appropriate to the shopfront. They should be in line with the fascia panel and should give a minimum of 2.5m clearance to the footpath
- OTSDP14: Signs of plastic, boxed construction will not be permitted
- OTSDP15: Illumination should be external; internal illumination will not be permitted
- OTSDP16: No sign should obscure a window

Blinds/Canopies

- OTSDP17: Shop blinds should be of a traditional canvas style and all blinds must, by law, be at least 2.43m above the ground
- OTSDP18: Blinds should normally be retractable and be of a folded “fan” or “roller blind” type. They should be capable of being retracted on a daily basis, without the need for special tools
- OTSDP19: The retracted blind should be housed in a “blind-box” fitted flush with the fascia
- OTSDP20: Blinds should usually cover the whole of the shopfront, but not obscure the pilasters, fascia, or any other architectural detailing



Shutters should be internal, and of the open lattice type, to avoid blank frontages predominating at night

- OTSDP21: Colours should be subtle rather than gaudy
- OTSDP22: Glossy, wet-look, rounded-edge style “Dutch Blinds” will not be acceptable

Security Measures

- OTSDP23: Strengthened, laminated glass shop-windows and reinforced stallrisers should be used
- OTSDP24: Glazing bars, mullions and transoms, helping to subdivide the shop-window into smaller and therefore less vulnerable parts should be used if extra protection is required
- OTSDP25: External shutters of any type are unsuitable. Open lattice-type shutters or demountable grilles well set back behind the shop window are acceptable, unless otherwise agreed with the City Council. Shutter housings should not project beyond fascias
- OTSDP26: Alarm boxes should be colour co-ordinated with the shopfront and positioned at one end of the fascia
- OTSDP27: Shop windows should be internally lit at night using low energy bulbs



A well-designed security shutter that protects the shop's stock but retains a window display, allows views through into the shop and lets light spill onto the pavement

Archaeology

The Old Town is an area of national archaeological importance, having evidence of land-use and occupation dating back to the Stone Age, but with heavy and continuous occupation since the 11th Century. Stratified archaeological deposits, sometimes as deep as two metres including pits, wells, and ditches survive, as do numerous historic structures and underground vaults, along with the foundations of half-timbered buildings and medieval back plots.

The re-use of such historic structures is supported, with monuments possibly becoming educational backdrops for more commercial activities. The reinterpretation of historic features will help contribute towards the reinstatement of the Old Town and its original character, which will in turn improve a development's attractiveness and its end prospects, as can be seen in the Old Town at the City Gate development on Winkle Street.

Council and national policy requires the archaeological potential of sites to be evaluated prior to the determination of planning applications. This may lead to further archaeological work depending on the extent of deposits and the potential for preservation in situ. Where possible, the opportunity will be taken to include the archaeology into the design proposals (HE6).

English Heritage recognise the extra costs that this may entail, and are prepared to take a pragmatic view regarding Statutory Monument Consent.



Recent archaeological excavations in the Old Town



The City Gate development at Winkle Street has used the archaeological investigation, required prior to determination, to incorporate the findings and mitigate the effects through the design of the development. The gardens respect the historical features of the area, enhancing the development, the Old Town itself, and in turn the attractiveness of the new apartments that were built surrounding this courtyard

Section 106 Policy

Contributions from development within the Old Town are likely to be sought (subject to negotiation) in connection with some or all of the following. This list outlines a *possible* menu, from which items could be selected. It is not necessary that all will be required of all developments, and so is not intended to 'load' development or mitigate against good design outcomes.

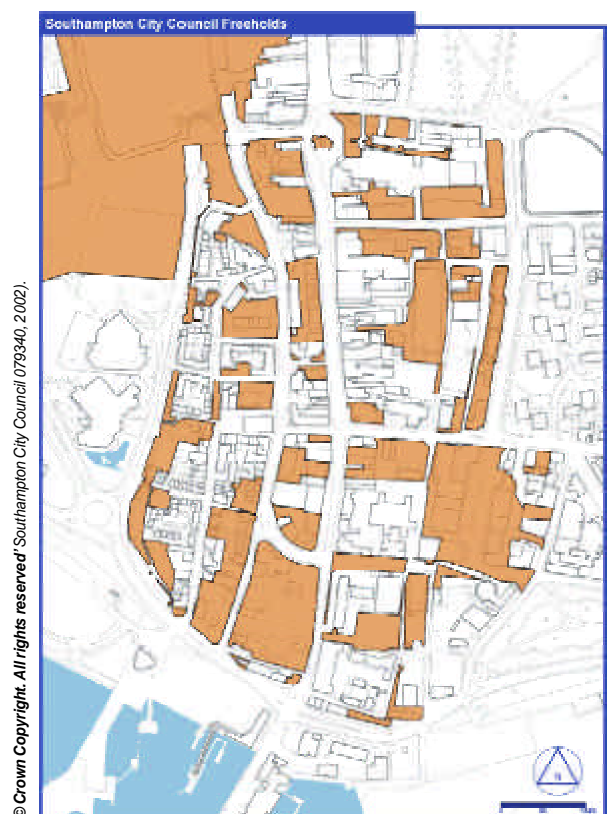
- Upgrading of the public realm
- Provision and upkeep of public access to the Town Walls and other ancient monuments
- Contributions to lighting (street and decorative) and public art
- Contributions proportionate to the size of the development will be sought for continued maintenance of the public realm
- The preservation, interpretation, maintenance and dissemination of information relating to archaeological issues which are not covered by standard planning conditions
- Upgrading of bus stops
- CCTV Schemes
- Contributions to heritage facilities (IMP1)
- City Council standards of amenity space and provision of play facilities must be met and provided in an imaginative fashion, e.g. the strip adjacent to the Town Walls, roof-terraces
- Highways improvements e.g. cycle storage, bus shelters, real time information systems etc

Funding

Land Purchase

The City Council is a significant landowner in the Old Town and is willing to work with developers to seek a mutually beneficial package of development proposals directing development towards the Vision.

The City Council may use Compulsory Purchase Orders to assist developers with site acquisitions if open market negotiations fail.



Sources of Public Funding

Unlike many other urban areas that have undergone economic and physical restructuring, Southampton has been eligible for very little in the way of EU funding. The resources therefore have to be procured from a range of private sector investments and sponsorship, together with pump-priming public sector resources. The major support from public sector funding could come from:

- *English Partnerships or South East England Development Agency*

English Partnerships (EP) and the regional development agency (SEEDA) represent potential partners in some of the projects being considered for the Old Town. They could get involved in certain pilot schemes for which there is a gap funding requirement which cannot be met from elsewhere. These must meet their sectoral and spatial criteria for investment. Ideally this will involve taking some equity role as a partner in a project or using repayable grants (see below). These could include leisure/arena-based activity, new modes of office/workspace (e.g. touchdown centre), and even certain kinds of hotel/conference development.

- *Lottery contributions*

There is some scope for National Lottery Fund contributions to projects within the strategy, given the thematic coverage of heritage, open space, community, arts, recreation, and sports. Heritage Lottery funding could be available within the Old Town, especially following on from the success of the Central Parks bid. On a smaller scale, some outdoor spaces could be eligible for Arts Lottery grants for the public art elements, whilst lottery funding could be used in realising a new archives facility. New Opportunities Fund monies could also be a useful source of finance.

- *English Heritage*

English Heritage and the Heritage Lottery Fund can provide some resources, e.g. Heritage Economic Regeneration Scheme (HERS) and Townscape Heritage Initiative (THI), as well as advice for projects that fit their strategic criteria. Currently this has

widened to embrace regeneration, sustainability, and social inclusion dimensions. There is now an opportunity to engage these organisations in a range of the proposals for the Old Town Development Strategy. Representatives of English Heritage will occasionally be present at meetings of the Old Town Working Group, and are keen to explore possible funding avenues for relevant proposals.

- *Repayable grants*

This mechanism represents a form of discretionary gap funding which encourages both parties to work towards the success of a project. Grant support may be necessary as a catalytic measure to assist innovative ventures/uses/activities (e.g. hotels, flexible workspace, innovative shopfronts) which the market is not ready to deliver. However, if and when a project is successful, money comes back to the grant-making body, which can then invest the sum in other projects.

- *Public/Private Partnerships and Joint Ventures*

This will include the use of funds that will emanate from the cooperation of the members of the Old Town User's group for mutually beneficial projects.

- *Other sources of funding*

The EU initiative on Walled Towns is a potential source of revenue that should be explored.