FOREWORD

In 2000 we established the multi-disciplinary City Design Team to promote good design in the renaissance of the City. This team is leading the drive to improve design in the City by providing guidance such as this and by working in partnership with developers to facilitate good design and foster a positive and proactive approach to planning.

Lord Rogers has written that cities remain the great demographic magnets of our time because they facilitate work and are seedbeds of our cultural development. This guide is a fundamental planning tool which will help ensure that Southampton City Centre thrives and continues to grow economically as well as culturally.

So how can we be sure that our urban design vision is a lasting one, not a here today, gone tomorrow designer's whim? The 'traditional city' philosophy of the City Design Team, which is based on the consensus in urban design that has emerged during the last three decades, has recently been justified in 'By Design', published by the Department of the Environment, Transport and the Regions, and the Commission for Architecture and the Built Environment in 2000.

Whilst we are going 'back to first principles ' in urban design terms, architectural design should nonetheless be high quality and contemporary, even in historic contexts.

As the City Council's Design Champion since 2003, I attach great importance to sending a clear signal to developers on the importance we attach to design issues. The most successful cities showcase high quality design. Internationally renowned architectural practices of Richard Rogers Partnership and Terry Farrell and Partners are both working in the City at the time of writing. It is our ambition that, in the near future, students of urban design will be visiting Southampton to witness exemplary projects in our urban renaissance.

Good design and great architecture can and should lift the spirits and improve the quality of life of our citizens.

Councillor Adrian Vinson
Leader of Southampton City Council