

3. ACHIEVING THE VISION - OPPORTUNITIES

Scope of the Challenge

The Old Town Development Strategy's **Vision** is:

A vibrant quarter at the city's heart based on its own unique historic identity, which will continue to evolve and reinforce its distinctiveness as an integral part of Southampton's identity as a successful European City

The framework strategy is based around the six identified objectives outlined in section 2.

The Strategy Framework

It is the aim of this Strategy to realise these objectives to achieve the Strategic Vision for the Old Town. This is illustrated in the adjacent plan which sets out the Illustrated Vision.






The framework highlights the constraints and opportunities, and aims to re-establish the pattern and scale of streets and development blocks, and strengthen the sense of place and enclosure by redefining the Town Walls. It also redefines the hierarchy of cross-city connecting routes, focusing on the open spaces at key civic and community buildings. It opens up greater opportunities for mixed use and active street frontages, that will promote and encourage a vibrant and sustainable 24-hour city, served by an easily accessible network of streets, which offer strong connections with surrounding transport routes.

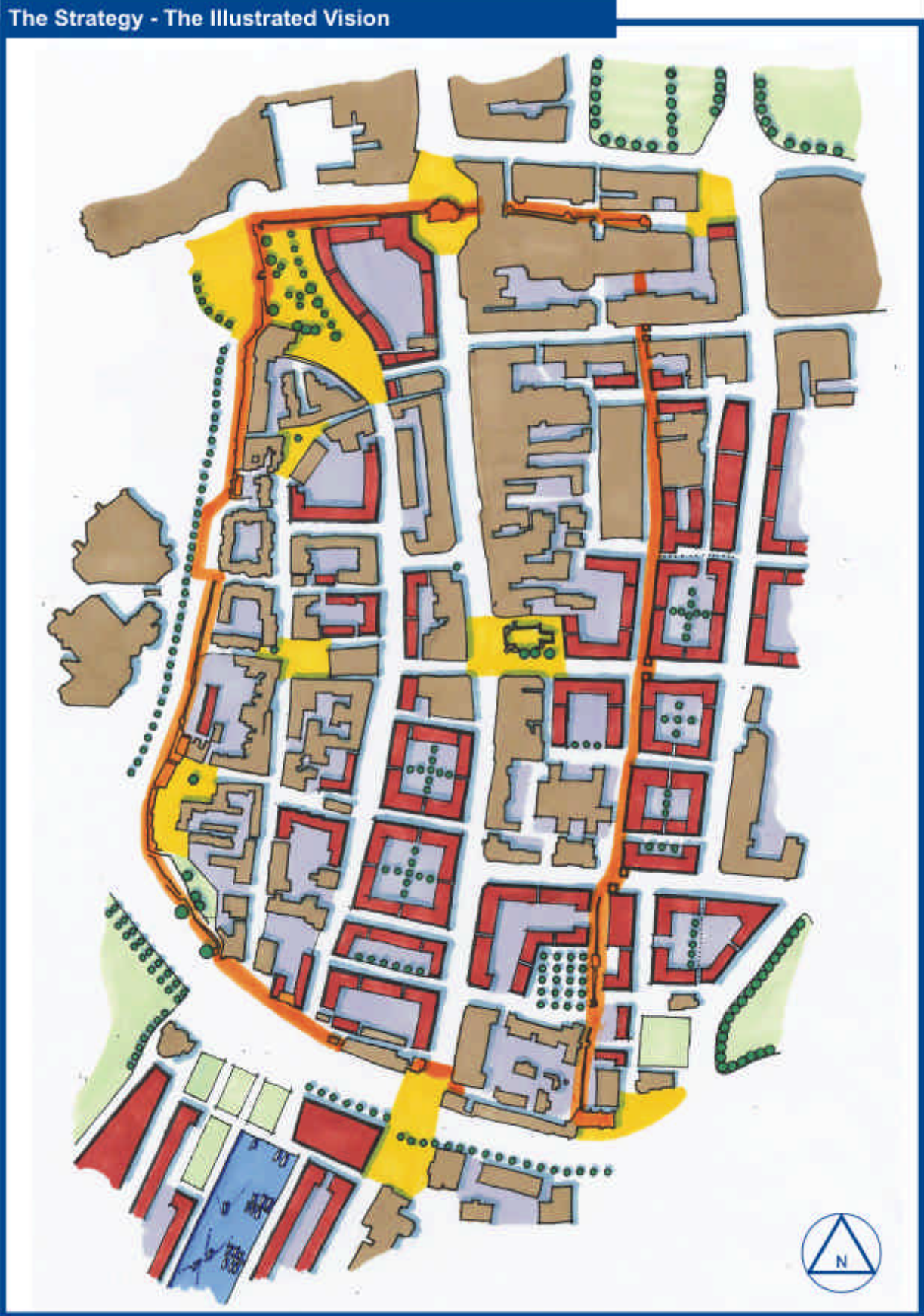
The Future: The Next Steps

The success of the Old Town Development Strategy in realising this Vision, however, lies in being able to identify how these opportunities can be fulfilled. The following tables and plans summarise the potential tasks that would help fulfil the opportunities, and the tables link these to potential key actors.

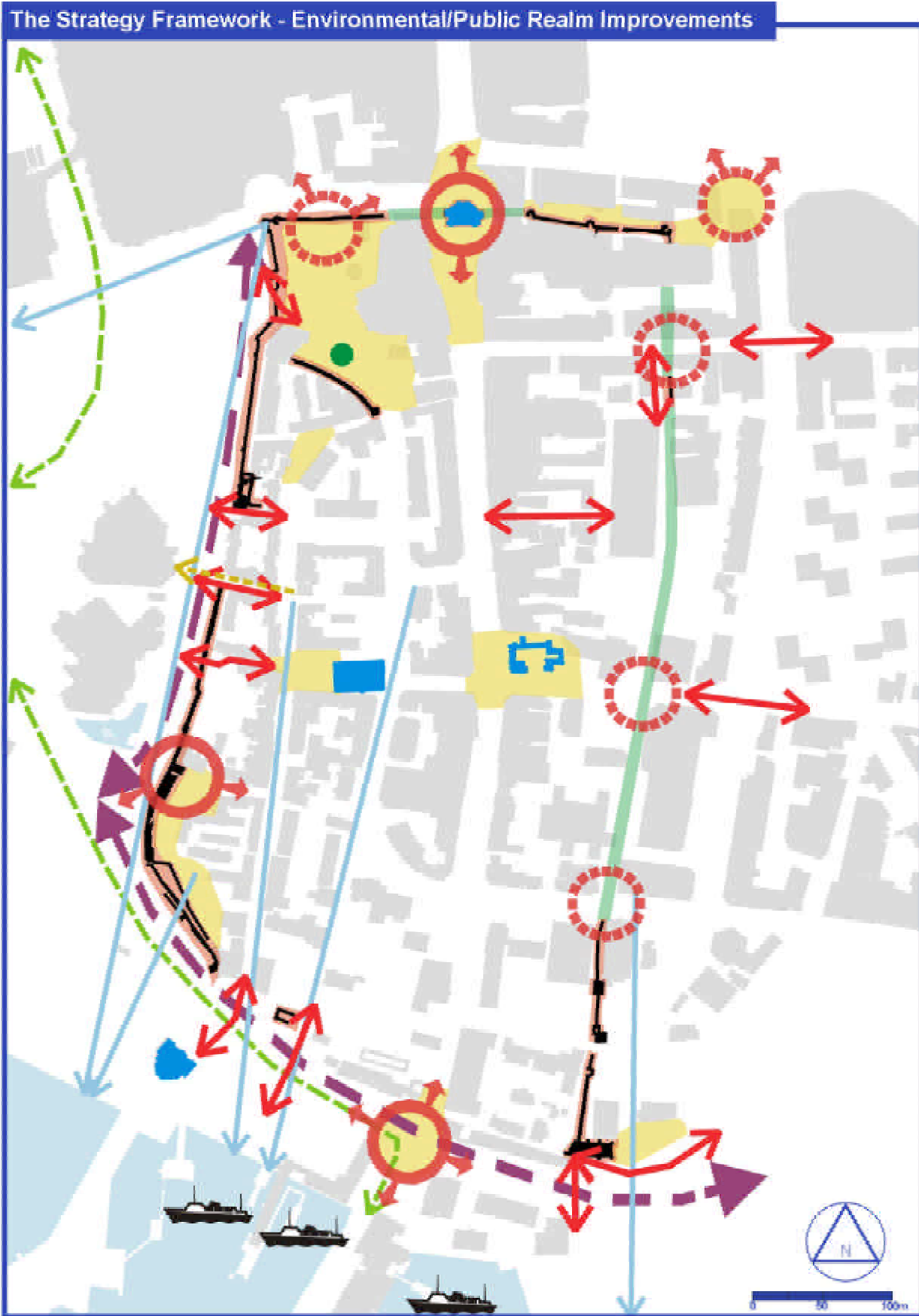
These are allied with more general principles specifically for the Old Town in the next chapter. These will need to be followed in the future to ensure sympathetic development that helps to realise and sustain the Vision.

Key

	Existing buildings and private spaces		Improved setting to Town Walls and line of missing Town Walls to be reinterpreted
	New buildings/development with private spaces		Open space network
	Public parks		



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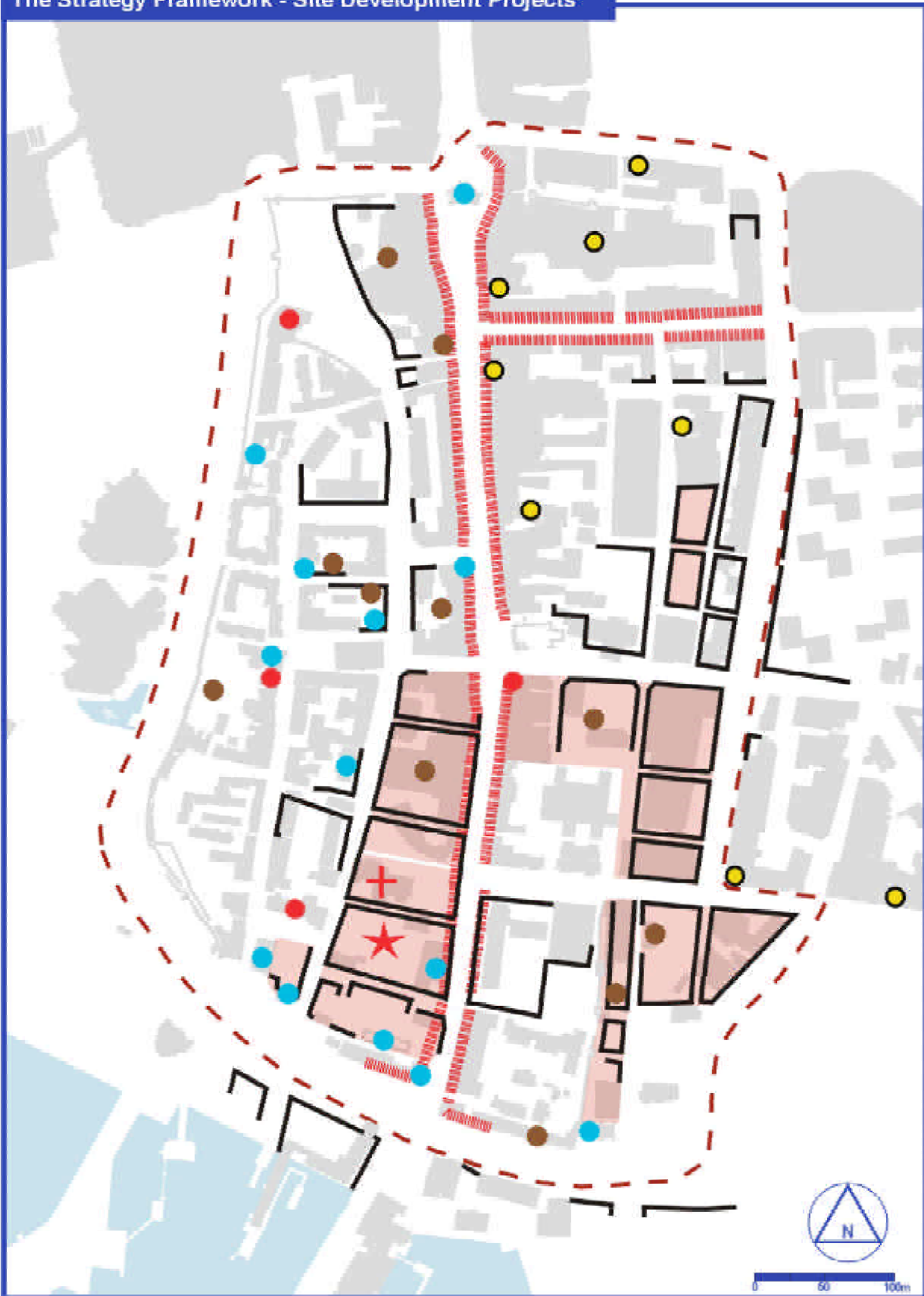
Environmental/Public Realm Improvements

Suggested Tasks	Potential Key Actors
Maintain and enhance waterfront views	SCC / Developer
Maintain glimpsed views from Bugle Street to The Quays	SCC / Developer
Provide more seating along main routes and spaces	SCC / Developer / Other Group
Provide children's play areas	SCC / Developer
Investigate the removal of through-traffic by pedestrianisation/traffic calming/lower level lighting/active frontages	SCC / Developer / Other Group
Improve pedestrian links to upgraded car parks	SCC / Developer / Other Group
Improve links to rail station and maintain free buses	SCC / Developer / Other Group
Investigate the improvement of links to river ferries at Town Quay	SCC / Developer / Other Group
Stop private vehicle through-flow and direct service vehicles to use Castle Way, Bernard Street, Briton Street and Queensway	SCC / Other Group
Restrict traffic around Bargate to bus only	SCC / Other Group
Remove car parks/bus parking from Albion Place/Castle Way	SCC / Developer / Other Group
Decrease severance caused by major roads, e.g. Town Quay and Queensway	SCC / Developer
Provide cycle parking throughout the open space network	SCC / Developer
Improve links to parks, retail core, the Quays and the waterfront	SCC / Developer
Revive esplanade ambience along Western Esplanade and Town Quay as detailed in West Quay Phase 3 and Royal Pier/Town Quay Development Briefs	SCC / Developer
Provide for high-level seating to view across Town Quay to waterfront from Cuckoo Lane/The Watergate	SCC / Developer
Define main gateways and re-define route of eastern walls	SCC / Developer
Improve setting of monuments, walls, landmarks and marker buildings	SCC / Developer
Develop an open space network and encourage active uses within	SCC / Developer / Other Group
Link Bargate with Albion Place Park by continuing high-level walkway or Town Walls	SCC / Developer

Key

-  Current main gateways
-  Gateways needing to be enhanced to improve links
-  Improved connections, especially across major trafficked routes out of the Old Town, and to car parks
-  Improved setting for landmarks, e.g. floodlight, remove traffic, and high quality surfacing
-  Improved setting to monuments and walls, e.g. floodlight, open up to access, and high quality surfacing
-  Redefine route of missing town walls
-  Open space network, with cycle parks, active uses and improved seating for informal events, including pedestrianising around the Bargate and Albion Place, and other traffic calming measures
-  Children's play area
-  Maintenance of free buses and improved links between rail station, port, and Old Town
-  Revive esplanade ambience as detailed in West Quay Phase 3 and Royal Pier Waterfront Development Briefs
-  Maintain and enhance waterfront views
-  Maintain glimpsed views
-  Investigate improvement of links to river ferries at Town Quay

The Strategy Framework - Site Development Projects



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Site Development Projects

Suggested Tasks	Potential Key Actors
Maintain and re-establish the historic built grain such as through redefined built edges and removing the curve to southern end of Castle Way	SCC / Developer
Decrease perceived width of several roads, such as Castle Way, by using redefined built edges to enclose or narrowing roads if possible	SCC / Developer
Focus activities and late-night uses around the Bargate, along High Sreet, East Street and Town Quay	SCC / Developer
Establish enlivened frontages around Albion Place and Castle House, possibly using a wall mural at Castle House	SCC / Developer
Open up historic monuments and vaults for use, e.g. cafes, performance spaces etc	SCC / Developer / Other Group
Develop/bring vacant plots/buildings back into use	SCC / Developer / Other Group
Investigate the uptake of unrealised planning permissions	SCC / Developer
Investigate the enhancement of education facilities for the Old Town	SCC / Developer
Investigate the development of 2-3 attractions in the south and south-west of Old Town	SCC / Developer
Investigate the development of a design, architecture or archives centre and a consolidated heritage visitor attraction	SCC / Developer / Other Group
Promote specialist boutique shopping niche in East Street vicinity	SCC / Developer / Other Group
Promote development of Key Development Sites	SCC / Developer / Other Group

Policy, SPG & Design and Development Briefs

Suggested Tasks	Potential Key Actors
Ensure policy reviews respect Old Town Development Strategy	SCC
Prepare Design and Development Briefs for Key Development Sites	SCC
Review Conservation Area status for the whole of the Old Town	SCC / Other Group
Investigate potential of adding any unprotected key buildings to the statutory list	SCC / Other Group

Key

-  Investigate location for a major consolidated heritage visitor attraction/ design & architecture/archives centre
-  Review conservation area status for whole of the Old Town
-  Key Development Sites
-  Built edges to be redefined with active frontages, to re-establish the historic built grain and decrease the width or perceived width of several roads, such as Castle Way
-  Main activity zone, including specialist shopping zone in East Street area
-  Investigate enhancement of education facilities for the Old Town
-  Vacant plots/buildings to be brought back into use/developed
-  Open up historic monuments and vaults for use, e.g. cafes, performance spaces etc
-  Unrealised planning permissions to investigate
-  Investigate potential to add to statutory list

Certain other tasks should be undertaken by key actors in order to sustain the Vision. These can be grouped into Marketing and Promotion of the Old Town and its strengths in order to encourage the area's development and maintain its recognition by people; and Co-ordination and Organisation in order to help pursue the consideration of all these tasks to work towards the realisation of the Old Town Development Strategy.

Marketing & Promotion

Suggested Tasks	Potential Key Actors
Continue using the Bargate in Southampton's marketing/logos	SCC
Advertise sub-areas, eg East Street, specialist shopping niche etc	SCC / Other Group
Hold architecture awards/competition to encourage contemporary buildings in keeping with area's character	SCC / Developer
Stage informal events throughout the open space network/streets	SCC / Other Group
Continue production of an Old Town events calendar	SCC / Other Group
Develop & publicise heritage/port trails & tours	SCC / Other Group
List principal port arrivals and departures at a central focal point and on internet	SCC / Developer / Other Group
Encourage use of 'Old Town' designation in postal addresses, advertisements, etc	SCC / Developer / Other Group
Develop a consistent signage strategy, including banners & historical interpretation panels	SCC / Developer / Other Group
Hold historic re-enactment events: son et lumiere, reconstructions, etc	SCC / Other Group
Market any new facilities developed in the Old Town	SCC / Developer / Other Group

Co-ordination & Organisation

Suggested Tasks	Potential Key Actors
Establish Corporate Old Town Working Group	SCC
English Heritage to attend occasional meetings of the Old Town Working Group	Other Group
Establish Old Town Users Group	SCC / Other Group

As this document simply sets the context, all five sets of tasks are purely suggestions; no targets are set and methods of implementing the tasks are not given. Subsequent documents and strategies will seek to achieve these and other tasks.