

PA06 The Avenue**Context**

- This character area continues northwards from the edge of the study area to the motorway and is a major traffic route to and from the City Centre.
- It is strongly defined by the trees which line the road either side of the central grass strip.
- To the east is PA8: Newtown and Queensland, and to the west is PA5 (in part): Polygon and Bedford Place suburb. To the south is CA5: London Road.

Grain

- Fine to medium grain.
- Houses are set in their own plots to a consistent building line set back from the road.
- Roofs are pitched low to the road.
- There is very little gap between houses, creating the impression of an almost complete frontage in oblique views.

Scale

- Predominantly a traditional grand two storey.
- Some higher buildings further north, often utilising attic storeys.

Uses

- Residential, some office and some commercial (car showroom).

Public Realm

- High quality, lifted by the presence of mature well-managed trees.

Connectivity

- Connectivity is good with a series of roads in a grid format accessing The Avenue both sides at regular intervals.
- The Avenue is a popular cycling and walking route to and from the City and connects the City with the main Southampton University Campus.

Views

- Views along The Avenue are limited due to the extensive tree cover for most of its length.
- At the southern tip of The Avenue there is a strategic view along London Road to the campanile at the Civic Centre.



A series of detached and semi detached villas line The Avenue and make for distinctive townscape to this part of the city

Building types

- Detached and semi-detached Victorian villas.

Architectural qualities

- The Victorian villas which line The Avenue are of a high material finish and display a number of decorative features of special interest.
- They form a group of some considerable quality when seen in their tree-lined setting.

Heritage Assets

- The Victorian villas are important listed/locally listed buildings.

Materials

- Buff brick with natural slate roofs.

Condition

- Good.

Ownership

- Private and small corporate firms.

Intervention

- Improved shared surfaces at key traffic interchanges to encourage pedestrians to use The Avenue.

Key design principles

- The villas should maintain their architectural integrity as individual buildings and avoid being linked.