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Development Brief The Avenue Quarter, Bournemouth



Turley

Contents

Vision

01	Introduction	2
02	Context	4
03	Assessment of Development Opportunities	26
04	Development principles	34
05	Development Framework diagram	46

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Vision

Avenue Quarter occupies a strategic location within Bournemouth Town Centre.

At present the area is not fulfilling its potential, either as a retail destination or as a strategically significant site within the town centre.

There is potential to retain and re-invigorate the retail function of the area, whilst making more efficient use of land to create a significant new residential community within the town centre. Introducing a wider range of uses, in combination with refreshed retail and new residential development, will contribute to redefining the character of the area, reinforcing its role as a key retail destination, and increasing its contribution to the vitality of the town centre.

The area has capacity for change on a significant scale. New, high-quality developments have the potential to bring transformational change to the area.

This Development Brief captures that vision and seeks to establish guiding principles. Those principles will in turn be applied in the formulation of detailed proposals for the site, ensuring the highest quality of development is achieved.

01 Introduction

This development brief has been prepared by Turley on behalf of, and in collaboration with, Bournemouth, Christchurch & Poole Council (BCP Council). It is intended to provide placemaking and regeneration advice to allow the development potential of the Avenue Road / Commercial Road area of Bournemouth town centre to be fully realised and to provide a framework for its regeneration and transformation.

Town centres are evolving and need to respond to a myriad of challenges and ensure they are resistant to future economic shocks and ever changing consumer trends. The Avenue Road / Commercial Road area has seen a degree of change in recent years, however it is still functioning as core area of the town centre. With known developer interest in two significant underutilised sites on Commercial Road, this brief has been commissioned to focus upon the redevelopment opportunities presented by these sites, and in parallel to consider the wider regeneration and place-making potential of the wider area.

Figure 1: Site location aerial



The aims of this brief are:

- to assess the development potential of the former Marks & Spencer site (store and service area) and the adjacent Avenue shopping centre, which are under-utilised and which are subject to known development interest;
- To consider how these sites through appropriate, commercially viable, redevelopment can support the Council's Big Plan and emerging Local Plan
- To consider the potential of the wider environs of these sites to accommodate development opportunities, with a view to the future aspirations for the function and form of this area of the town centre
- To enable a holistic approach to redevelopment, ensuring that sites complement each other, if they come forward in different phases, and contribute towards a revitalised and thriving town centre with high quality built and natural environments that enhances the quality of life of our community
- To establish a set of design principles in relation to use, built form, public realm, sustainability, heritage, connectivity and movement
- To consider whether any changes in policy are required in the Local Plan to support the development of the sites.

This brief is not intended to be prescriptive, nor set out detailed development proposals for the identified development opportunities. It provides guidance through a series of development principles on the range of uses height, scale, massing and broad design principles.

The brief is under pinned by engagement with key stakeholders and interest groups, ensuring meaningful input to inform the conclusions and recommendations contained herein. A summary of the conversations and engagement during the preparation of this brief is contained as an appendix to the brief (Appendix 1).

Deliverability of development is central to the recommendations of this brief. It is recognised that a number of stakeholders, through land ownership or leasehold control of sites within the Development Brief area have greater potential to influence the 'deliverability' of future development, and the timing of such development. We have sought to proactively engage with these parties so that their development aspirations and market intelligence are fully understood.

02 Context

This section of the Development Brief provides a thematic summary of the relevant strategic policy, development and economic context for the site.



Town Centre Context

The development brief area forms part of the designated Bournemouth town centre core shopping area. A key consideration when reviewing the potential of this area and the identified development sites is the role it currently plays within the town centre and the role it will play in future over the short, medium and long term.

As with many towns and cities, Bournemouth town centre has undergone substantial change in recent years. Historically acting as the main retail centre within the BCP area, as well as a place in which to meet and socialise and significant tourism destination, the town centre has had to adapt to a number of challenges over time including the ongoing challenges posed by retail outside the town centre (i.e. Castlepoint) and, more recently, the challenge posed by the rise of on-line retailing and Covid-19 pandemic and emerging challenges presented by a 'cost of living crisis'.



The rise in on-line retailing, accelerated by the Covid-19 pandemic, has contributed to the demise of a number of traditional retailers including BHS, Debenhams and the Arcadia group. The struggles of retailers to make bricks-and-mortar pay, coupled with the migration of shoppers online, had contributed to an increase in vacancy rates even before the Covid-19 pandemic, but the pandemic exacerbated this direction of travel and led to further retail business closures and to reductions in footfall within the town centre.

In Bournemouth the decline of the department stores has been acutely felt with the closure of Beales, House of Fraser and Debenhams store, clustered around The Square and western end of Old Christchurch Road, resulting in prominent voids.



Whilst the full implications of the pandemic for retailing and town centres will play out over many years, it is clear that town centres will need to adapt to fulfil a different role in the towns and communities they serve. Bournemouth town centre is no exception in this regard.

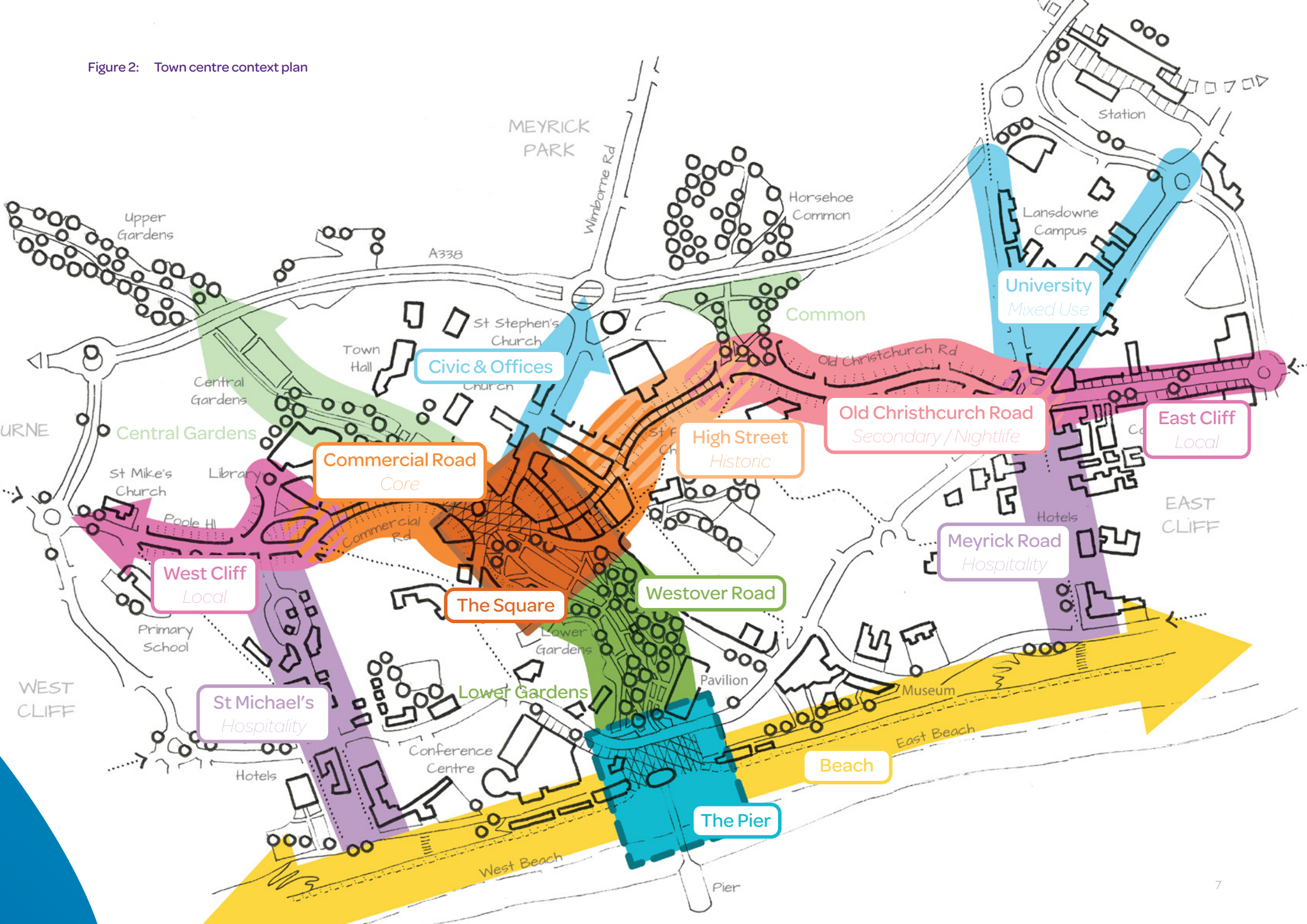
Within Bournemouth town centre specifically there is also evidence of positive change. The former Debenhams Department Store building has been re-purposed (and re-branded as Bobby's) as a more boutique destination, encompassing, retail, leisure, and cultural elements. That re-use / repurposing of this important building within the town centre has been important as a signal of confidence in the centre and has potential to act as a catalyst for further regeneration activity. Proposals are also emerging for the repurposing of the former House of Fraser and Beale's department stores at the western end of Old Christchurch Road to provide residential led mixed use developments.

There is also evidence that the growth in online shopping is starting to plateau, with economic forecasts predicting it will level out at around 42% in 2040 for comparison (non-food) goods and under 7% for convenience (food) retailing. Whilst this is a significant increase on levels a decade ago, the majority of total retail expenditure will still be spent in bricks and mortar facilities, and town centres will need to ensure they are well placed to capture that spend.

Source: Precisely Retail Expenditure Product Guide 2021/22 (Table 3.4)



Figure 2: Town centre context plan



Bournemouth Town Centre

Utilising BCP's existing evidence base and our own assessment of broad market indicators including retailer representation, vacancy rates, observed footfall, physical environment, diversity of uses and form and scale of commercial units we have undertaken a high level review of the development brief area both in isolation and in comparison with the remainder of the town centre.

From this exercise we have identified a series of character areas within the town centre as identified in Figure 2 on the previous page.

As outlined on Figure 2, the Commercial Road area forms part of the core town centre area, within a 'High Street' district running from the Triangle at the west to junction of Old Christchurch Road / Dean Crescent to the east. Primark is an anchor retailer in the centre (particularly in light of recent department store failures) and Sports Direct, Zara, JD sports all attract footfall. The relocation of H&M to Castlepoint and the closure of M&S results in two significant vacancies on the Commercial Road frontage. There have also been closures of smaller-scale operators. The remaining retailers provide a mixed comparison goods retail and service offer, with some limited food retail. The relatively recent refurbishment of the façade to The Avenue shopping centre has lifted the appearance of the centre but overall the physical environment, including the public realm, is uninspiring. Footfall within the area is steady.

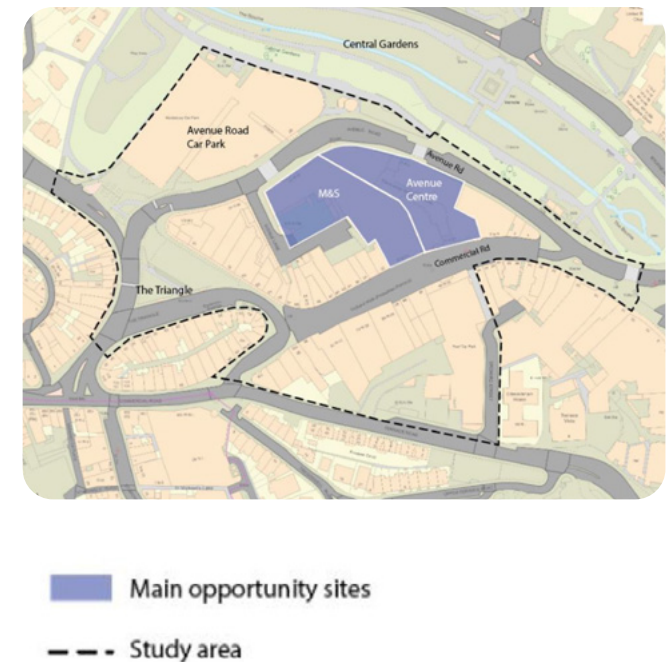
With the departure of the department stores, Commercial Road provides a critical mass of larger floorplate commercial units. This differentiates it from the retail / commercial provision on Old Christchurch Road, which while benefiting from a stronger architectural character and attractive appearance, is more constrained due to the heritage considerations. The closure of Debenhams, Beales and House of Fraser weakened the connection between Commercial Road and the eastern part of the town centre and to some degree the central glue of the town centre has been lost.

However, the repurposing of the Debenhams stores – reimagined as Bobby's – appears to be drawing footfall through the Square and the emerging proposals for the former Beales and House of Fraser store, if delivering active ground floor uses, should reinstate the flow of town centre footfall through the centre.

Part of the study area also functions as a transition between the West Cliff residential area and the core town centre. Moving westwards from the study area ground floor commercial uses become more localised, with greater prominence of service and local amenities reflecting the transition to a residential neighbourhood.

The potential future evolution of West Cliff to accommodate more homes, and a reimagined hotel / tourism offer will generate additional expenditure for the town centre as a well as increased demand for community, social and service uses. The development brief area is well placed to accommodate this.

Figure 3: Development Brief Study Area



Site Context

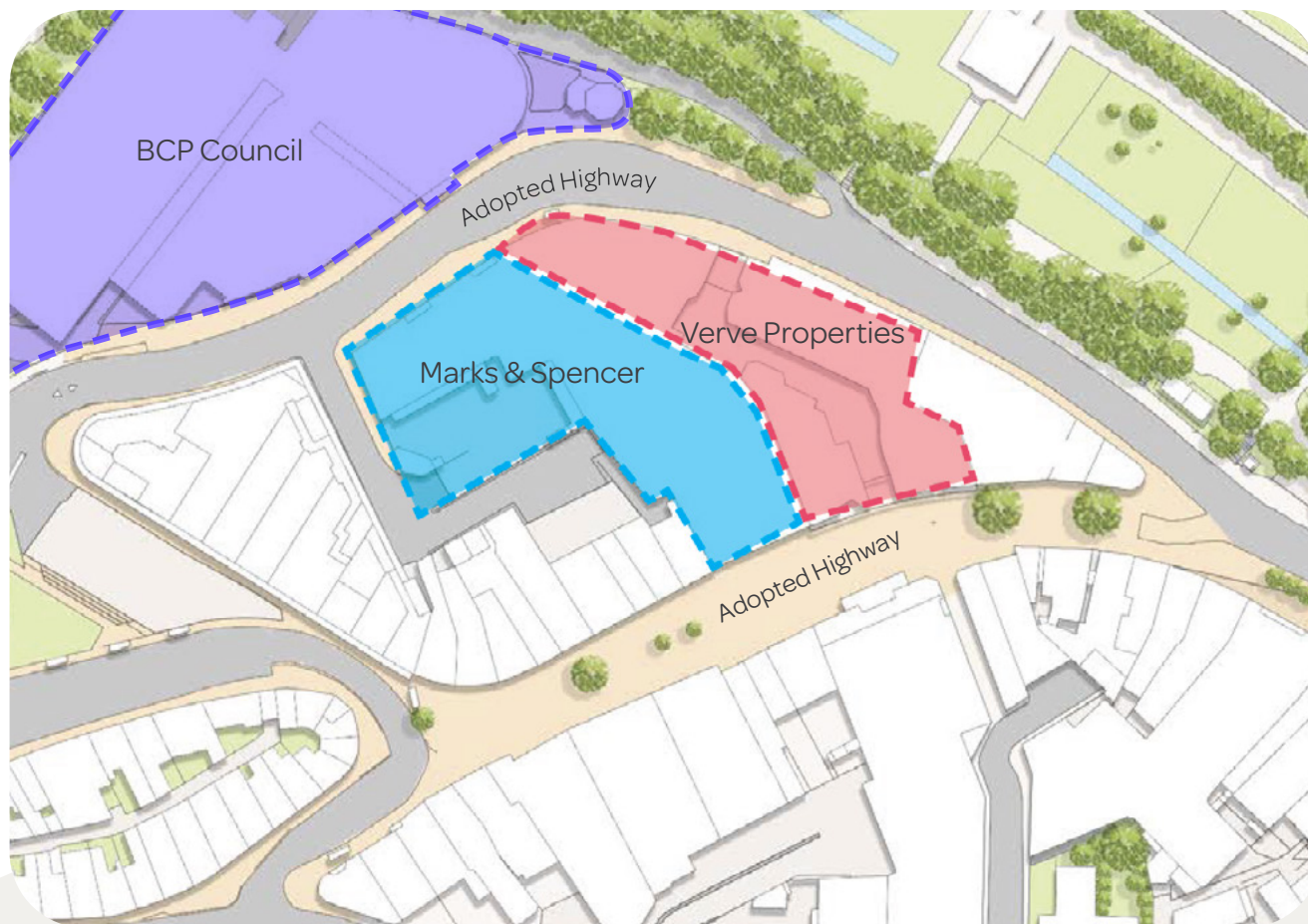
The development brief area is identified at Figure 3.

The study area is located within the Bournemouth town centre boundary, and within the designated core area. It comprises a mix of uses, located around Commercial Road, Avenue Road and The Triangle, including:

- Avenue Road Shopping Centre – trading shopping centre with some vacancies
- Former Marks & Spencer store – vacant retail unit
- Avenue Road NCP public car park – in use and well used as public car park
- Terrace NCP public car park – in use but less used car park
- The Triangle public realm – area of public realm bounded by terrace of retail / commercial units and library entrance and bus stands onto The Triangle
- Bournemouth Library
- Retail / commercial uses fronting onto Commercial Road, including modern larger floor print units accommodating Primark, Zara and formerly H&M on south side of Commercial Road and range of retail / town centre uses leading down to The Square.

As to be expected with a town centre location land ownership is fragmented and complex across the study area. Ownership of the key sites is identified on Figure 4

Figure 4: Land ownership



Commercial Road is a wide pedestrianised street, linking with The Square and onto Christchurch Road. It is of a sloping topography running downwards towards the Square and Gardens from west to east.

Avenue Road is a vehicular route, which functions as a bus route, running between the commercial uses, Avenue Road car park and the Gardens. A designated cycle route runs alongside part of Avenue Road, connecting with the Gardens.

The site area is within Flood Zone 1.

Within the development brief area, two main development opportunities have been identified by BCP Council. These opportunities comprise the former M&S retail unit and the Avenue Shopping centre which immediately abut each with frontages onto both Commercial Road and Avenue Road.

Through an exploration of the development potential of these, and consideration of how they might sit within the wider regeneration of the area, we have established a series of development principles (see Section 4 below).



M&S Site

This site comprises the former Marks & Spencer store which closed in April 2018. The site area extends to approximately 0.5ha and includes the retail unit and adjoining service yard, accessed from Avenue Road. The store benefits from pedestrian access from both Commercial Road and Avenue Road, as well as an entrance from within Avenue Shopping Centre to the east of the site.

The building is currently arranged over three floors and comprises approximately 8,500 sqm (gross) floorspace, which has been previously utilised for retail sales at ground floor, storage at 1st floor and office floorspace at 2nd floor.

Marks & Spencer own the freehold of the site and following the unsuccessful marketing of the unit for reoccupation have agreed terms with a developer to bring forward the redevelopment of the site



Avenue Shopping Centre

The Avenue Shopping Centre is owned by Verve Group. It extends to 0.85ha and is currently trading with tenants including Sports Direct, HMV, The Works and Saltrock. There are a number of voids within the centre and the owner has confirmed an interest in redeveloping the site. The shopping centre extends over 2 floors (ground and first) with retail units present on both floors.

Like the M&S units the centre benefits from pedestrian access from both Avenue Road and Commercial Road, with an internal mall providing a pedestrian route through the site during trading hours.

Verve Group have invested in the centre, undertaking substantial enhancement works to the Commercial Road frontage.

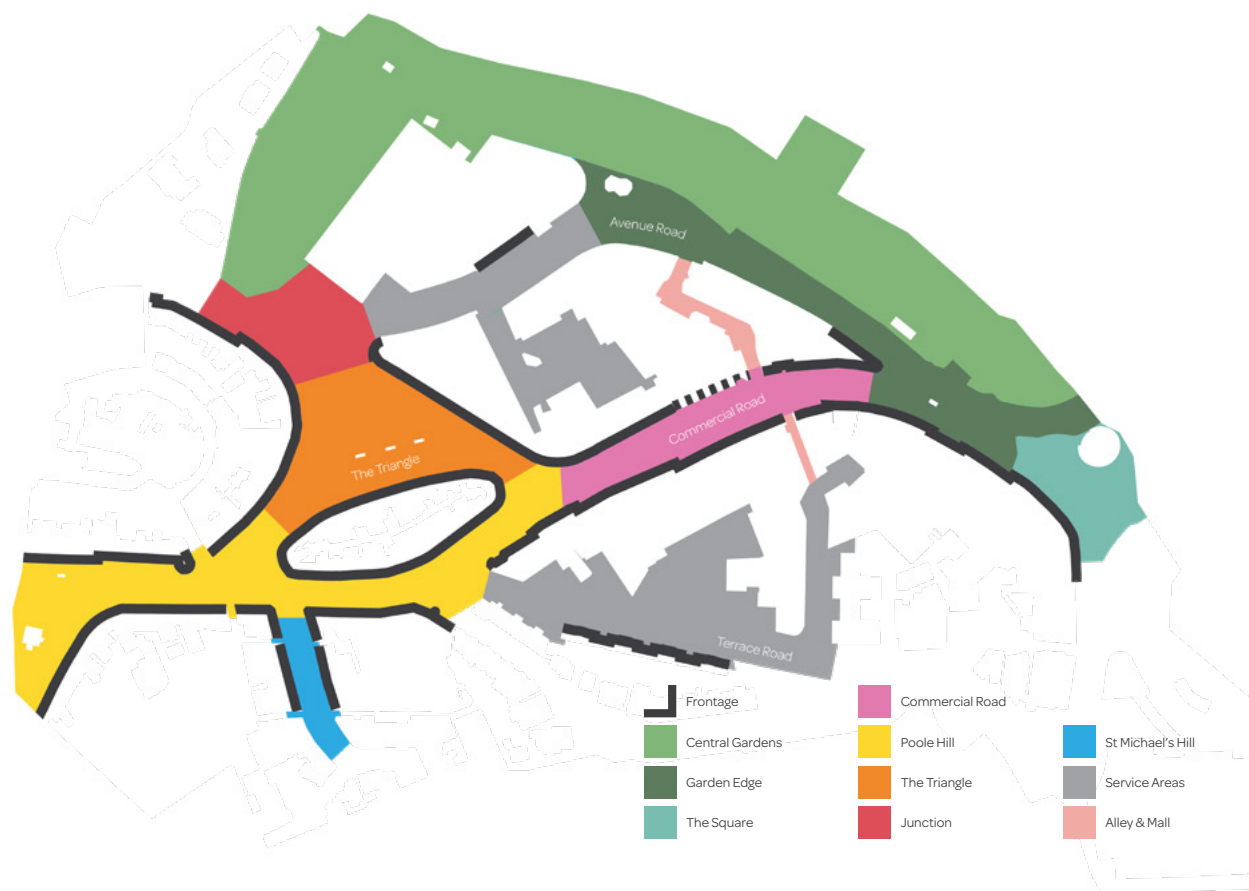


Character and Frontages

Land uses within the study area are identified on Figure 6 on the following page.

As demonstrated in the land uses plan, the study area incorporates a range of uses and built form, which lends itself to the identification of a series of character areas or frontages across the study area.

Figure 5: Character and frontages



- Historic streets of finer grain development
- Mix of narrow and wide streets
- Triangle lacks clear identity or purpose
- Generally strong frontages that enclose streets and spaces well

- Large attractive parkland encompassing the River Bourne.
- Buildings do not front the Lower Gardens
- The Square provides an attractive nodal points but blocks direct routing between Lower and Central Gardens
- Avenue Road sat on embankment above Lower Gardens

- Commercial Road contrasts to adjacent streets, providing a pedestrian environment, be it austere
- Junction provides a poor outlook from the triangle, lacking legibility
- Adjacent roads dominated by vehicles and service access; feeling uninviting and utilitarian

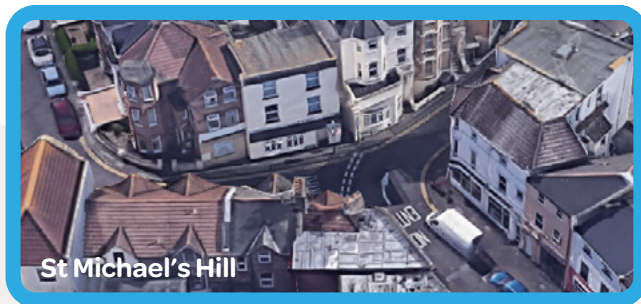
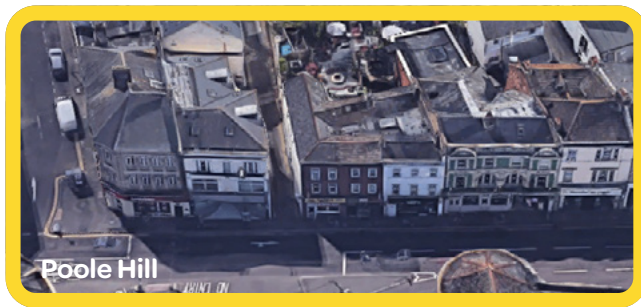
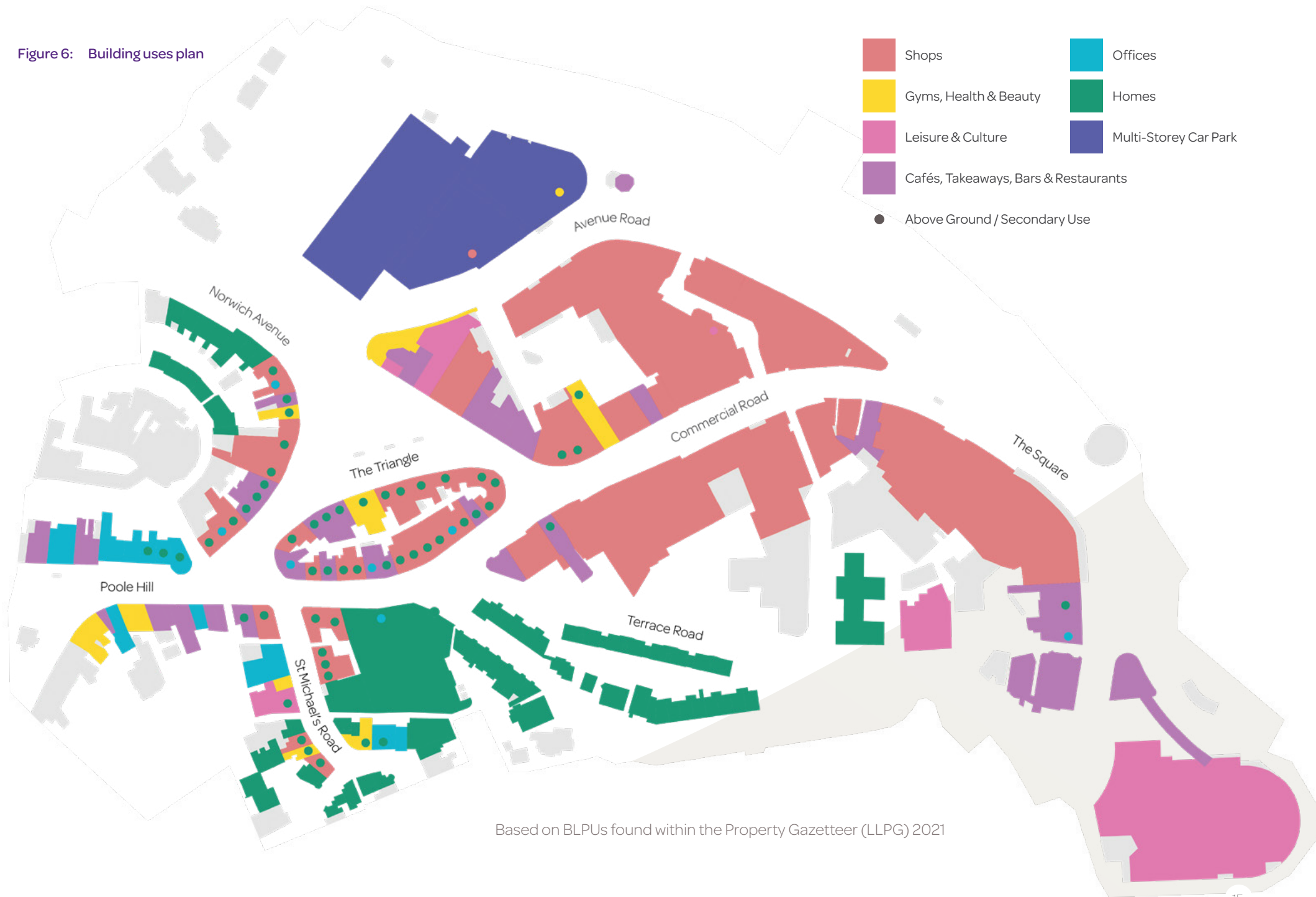


Figure 6: Building uses plan



Heritage Context

Bournemouth Town Centre is recognised as containing many important historic buildings and spaces, which make a significant contribution to the character and appearance of the centre, and positively differentiate Bournemouth from other town centres.

The town expanded from a high-status cluster of large Italianate villas into a fully formed Victorian seaside town through the mid-19th century, congregated by the aspirational middle-classes.

Retailing within the town centre was historically characterised by a number of department stores, however, Bournemouth saw a period of decline as a seaside resort and as a tourist destination after the Second World War, which subsequently saw a decline in retail and commercial buildings. Large department stores suffered and the former Bealson department store was redeveloped to create the Avenue Road shopping Centre in the early 1980's.

The M&S building and The Avenue Shopping Centre extend the full depth of the island plot bounded by Commercial Road and Avenue Road. Buildings of smaller footprint which are reflective of the 19th century urban grain of Bournemouth in their elevations are located to the west, although are of low architectural quality. All buildings have been subject to ad hoc alterations to both their principal elevations and their rear to accommodate changing retail occupiers and their needs. The Site's contribution to local townscape character and visual amenity is therefore limited.

The site is influenced by a number of heritage assets. A full schedule of the assets identified is provided at Appendix 2. Figure 7 identifies the heritage assets within and around the development brief area.

Heritage Assets within the development brief area are limited to four locally listed buildings at the eastern end of the brief area.

The brief area immediately abuts the Grade II Registered Bournemouth Gardens, within which is the Grade II* listed Bournemouth War Memorial. The area also lies directly between the Old Christchurch Road and West Cliff and Poole Hill Conservation Areas. Both of these conservation areas were subject to updated appraisals in 2018, which recommended extensions to their boundaries which, if implemented, would bring elements of the Development Brief area into each of the Conservation Areas. The proposed extensions are identified on the heritage plan above, but it is noted that the M&S and Avenue Shopping Centre sites would continue to fall out with any Conservation Area designation.

Due to the topography of Bournemouth town centre, a number of listed buildings are visible from within and in the vicinity of the development brief area.

Those heritage assets which are within closest proximity to the identified opportunity site and would need to be considered in designing redevelopment proposals are identified in **Table 1.1** at **Appendix 2**.



Figure 7: Heritage assets plan

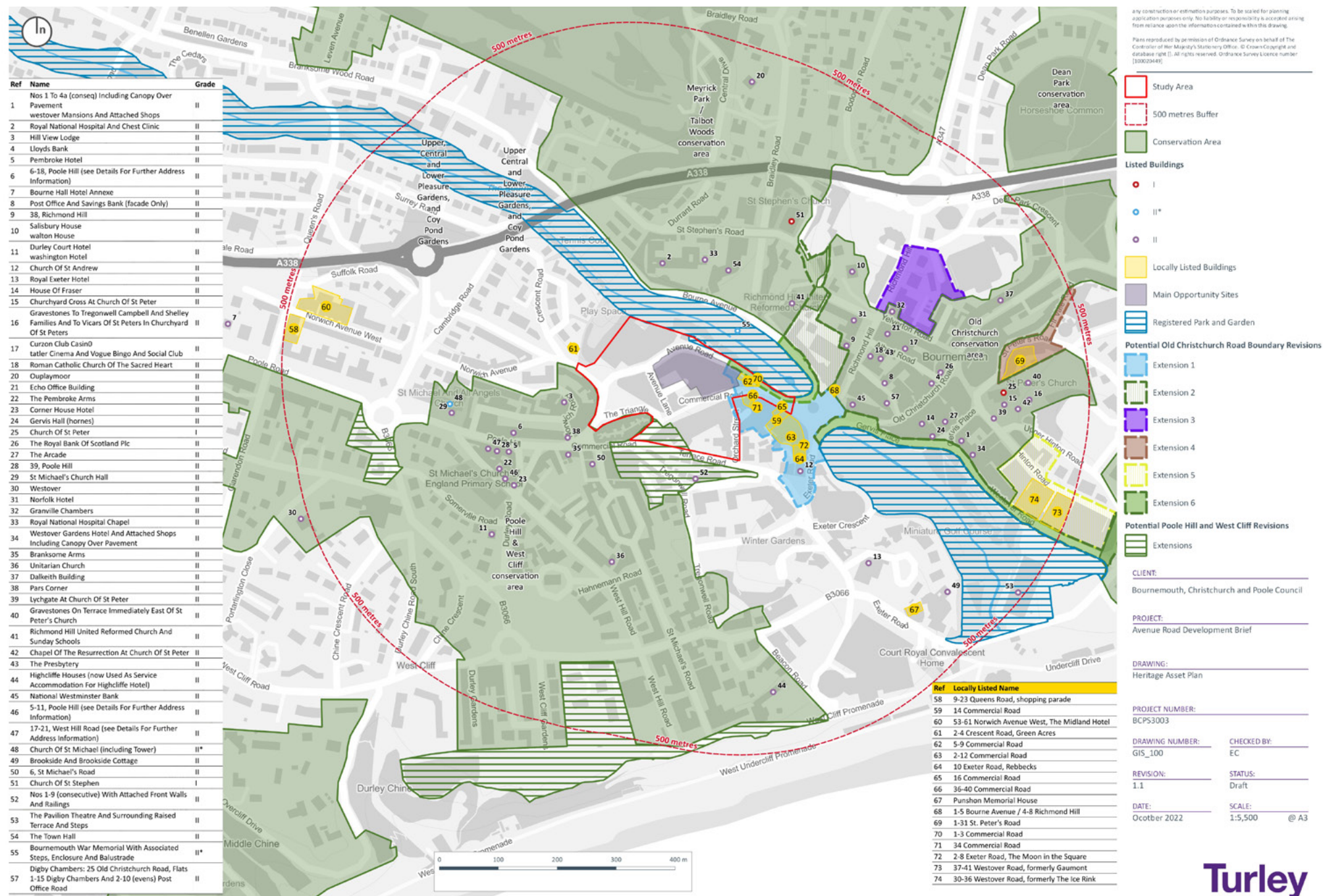
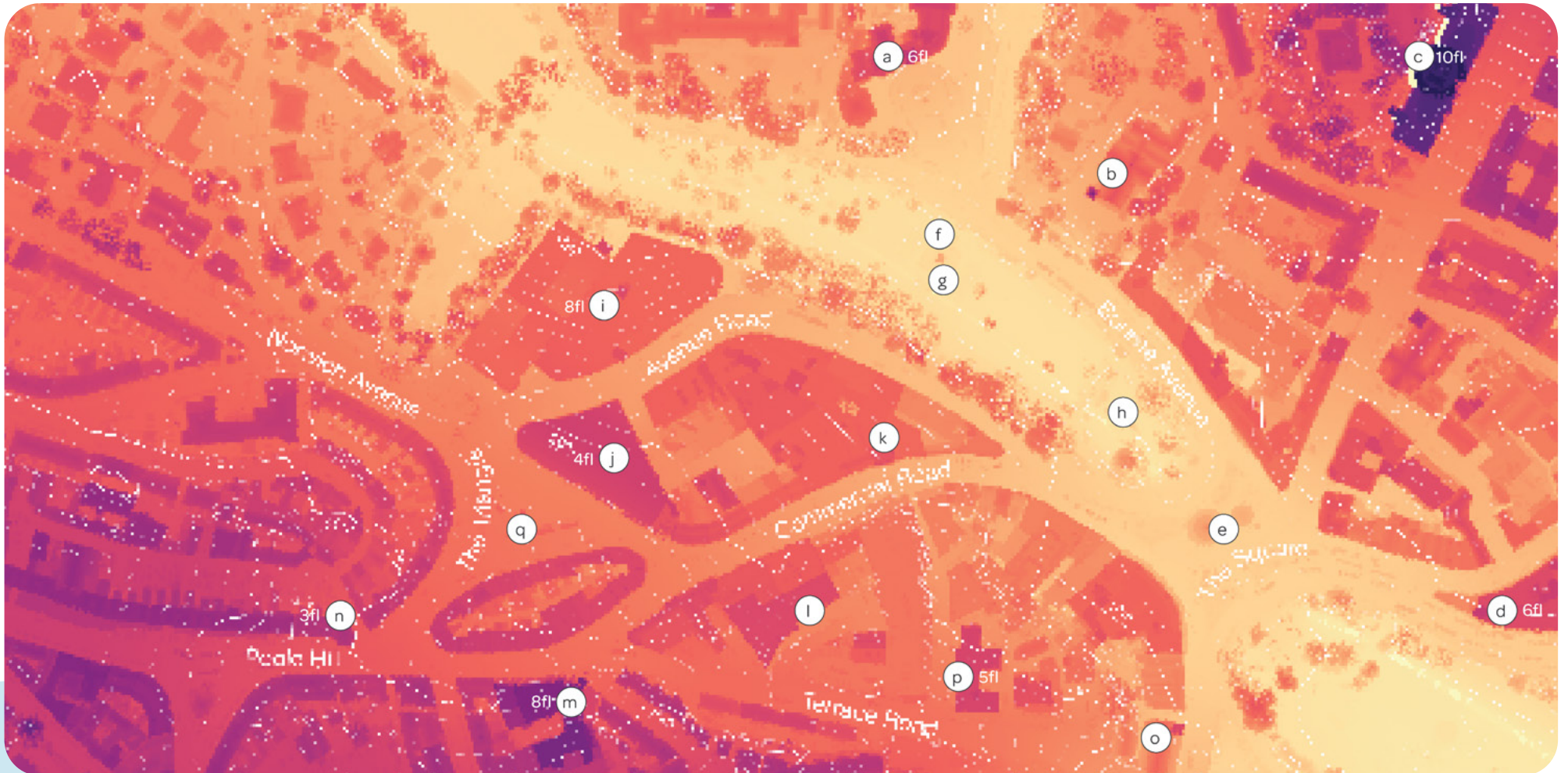
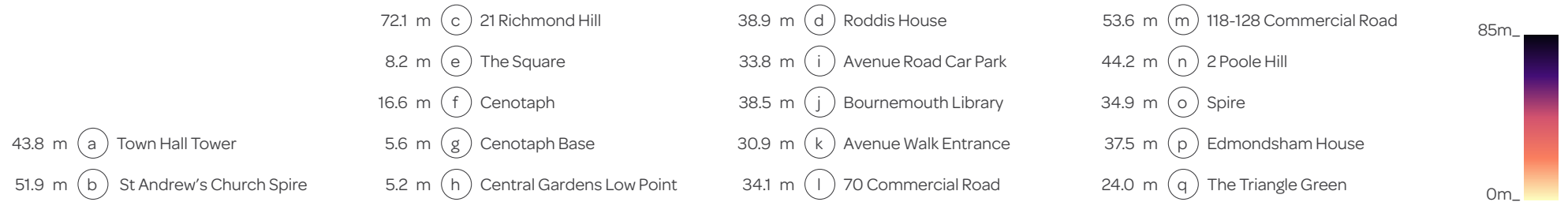


Figure 8: Building heights plan



Townscape Context

Varied topography is a key characteristic of Bournemouth town centre, is a defining feature of the study area and will be a key determinant in establishing the appropriate scale of development proposals. Figure 8 outlines the heights across the study area and the following levels / level changes give an appreciation of the topographic relationship between:

- The Central Gardens and Avenue Road Shopping Centre Entrance (Cenotaph Base (g) 5.6m; Avenue Shopping Centre Entrance (k) 30.9m
- The Square (e) 8.2m rising to Avenue Shopping Centre Entrance (k) 30.9m and again to Bournemouth Library (j) 38.5m
- Town Hall Tower (a) 43.8 and St Andrew's Church Spire (b) viewed in context of lower level Gardens (h) (5.2m)

The study area falls within the 'Core area' of the town centre for the purposes of the townscape assessment. The core area's positive and distinctive features are:

- Linear commercial streets with active ground floor uses
- Buildings constructed in graceful sweeping terraces
- Many sites and streets are on a steep incline. Development traditionally steps up and down slopes while maintaining active frontages
- Buildings are typically three or four storey and rarely exceed six storey
- A fine urban grain with many narrow plots
- The Gardens bring green space into the heart of the town
- Many buildings of high architectural quality with rich detailing including excellent examples from the Victorian, Edwardian and inter-war eras
- Highest quality materials
- Many heritage assets including Old Christchurch Road Conservation Area, the Gardens and numerous listed buildings
- A number of small shopping arcades

Most buildings within this core area are between three and six storeys. The area includes sweeping terraces with active ground floor uses, a small number of detached villas and historic churches which form important landmarks. Other notable large buildings include department stores and cinemas. Many streets have a vertical rhythm created by features such as bay windows, dormer windows and chimneys. However certain 20th century buildings have a strong horizontal emphasis.

Much of the Town Centre occupies a distinctive valley formed by the River Bourne. The valley runs gently to the sea, with steep climbs either side as the land rises to plateaux east and west.

On the coastal fringe to the Town Centre, and from a few higher locations inland, long-distance views sweep out to sea and across Dorset's coastline. This experience of sweeping panoramas and sea views is an essential characteristic of the Town Centre and one that only a few large urban areas can make claim to.

The promenade provides long views both north-east and south-west, whilst the seaward end of Bournemouth Pier provides longer distance views back to the skyline of the Town Centre.

Townscape Context of the Development Brief Area

The key development sites are located on a retail 'island' which is bounded by Commercial Road to the south, Avenue Road to the north, and The Triangle to the west. Small-scale retail units are located to the west and east, reflective of the urban grain of Bournemouth town centre and predominantly rise three storeys.

The Library building to the west of the study area extends to 5 storeys, and sits on higher topography than buildings to the east. It is considered the topography could provide potential for increased height within the northern portion of the development site whilst remaining sensitive to the lower-scale buildings along Commercial Road.

The Avenue Road car park sits significantly higher than the gardens it overlooks, albeit the mature trees provide a degree of screening of the car park and the key development sites when viewed from within the park, and at the listed Bournemouth Memorial. It shields the Gardens from the site, creating an opportunity for increased height opposite the car park with development stepping up the hill.



Landmark buildings

There are a number of landmark buildings identified within the setting of the core area which would need to be considered throughout the design development. New built form would need to ensure that the contribution the landmark building makes to townscape character and visual amenity is not detrimentally impacted and that views to and from the landmark building area preserved and/or enhanced, proportionate to their significance. These landmark buildings are:

- St Peter's Church, Hinton Rd, Bournemouth BH1 2EE
- St Andrew's Church, Exeter Road/Terrace Road
- Richmond Hill United Reformed Church, Bourne Avenue/St Stephen's Road
- St Stephen's Church, St Stephen's Road/Way
- St Michaels Church to the west on Poole Road
- Former Town Hall (now part of BCP Civic Centre)



Policy Context

The planning policies relevant to this site are included in the National Planning Policy Framework (NPPF, 2021), Bournemouth Core Strategy (October 2012), Bournemouth Town Centre Area Action Plan (March 2013) and a suite of supporting supplementary guidance. A schedule of policies relevant to the study area is contained at Figure 9, with a summary of the key adopted policies applicable to this development brief provided at Appendix 3. Full wording of all policies can be found on the BCP website at:

<https://www.bcpCouncil.gov.uk/Planning-and-building-control/Planning-policy/Current-Local-Plans/Bournemouth/Local-Plan-for-the-Bournemouth-area.aspx>

Figure 9: Schedule of policies

Bournemouth Core Strategy	Saved policies Bournemouth District Wide Local Plan (2002)	Bournemouth Town Centre Development Design Guide SPD(2015)
Policy CS1 –Presumption in Favour of Sustainable Development	Policy 4.24 – Public Art	Affordable Housing SPD (2009)
Policy CS2 – Sustainable Homes and Premises	Policy 4.25 – Landscaping	Parking Standards SPD (2021)
Policy CS3 – Sustainable Energy and Heat	Policy 6.10 – Flats Development	BREEAM Advice Note (2021)
Policy CS4 – Surface Water Flooding		Tourism Accommodation SPD (2016)
Policy CS6 – Delivering Sustainable Communities	Bournemouth Town Centre Area Action Plan (2013)	Dorset Heathlands Planning Framework 2020–2025 SPD (2020)
Policy CS7 – Bournemouth Town Centre	Policy A7 – Site Specific Policy:	Sustainable Urban Drainage Systems (SUDS) – PGN
Policy CS14 – Transport Infrastructure	Policy D2 – Combined Heat and Power	Public Realm Strategy (2013)
Policy CS15 – Green Travel Plan and Transport Assessments	Policy D3 – Character Areas	Residential Development: A Design Guide
Policy CS16 – Parking Standards	Policy D4 – Design Quality	Standards for Storage and means of access to refuse and recycling containers (2018)
Policy CS18 – Increasing Opportunities for Cycling and Walking	Policy D5 – Tall Buildings	
Policy CS21 – Housing Distribution Across Bournemouth	Policy D7 – Public Realm	
Policy CS23 – Encouraging Lifetime Home Standards	Policy T2 – Walking and Cycling	
Policy CS32 – International Sites	Policy T3 – Priority Areas for Walking and Cycling Improvements	
Policy CS33 – Heathlands	Policy T7 – Parking Strategy	
Policy CS38 – Minimising Pollution	Policy T8 – Public Parking Locations	
Policy CS39 – Designated Heritage Assets	Policy U1 – Mixed Uses	
Policy CS41 – Quality Design	Policy U2 – Housing	
	Policy U6 – Frontage Designations	
	Policy U7 – Cafes and Restaurants	
	Policy U8 – Leisure, Culture and Entertainment	

Emerging Policy Guidance

As identified above, at the time of preparing this brief, BCP are in the process of preparing a new Local Plan. The **Draft Local Plan Issues and Options Consultation** (Regulation 18 consultations) was held in early 2022, and it seeks to provide the policy underpinning the delivery of the vision set out in the 'Big Plan'.

The draft vision identifies that Bournemouth & Poole will be the main areas of growth and focus of commercial, leisure and cultural activity and see the most intensive development, with taller buildings and the greatest number of new homes.

The consultation document identifies the site to be located within the sub-regional town centre of Bournemouth Town Centre and within a Primary Shopping Area.

With regards to regenerating town centres, Section 4.1 of the Issues and Options document acknowledges Bournemouth as having the most significant scope for regeneration and change. The proposed strategy could involve increasing the number of people living in the town centre, supporting taller buildings in places to enhance the iconic skyline, making stronger connections between different parts of the town centre, supporting the development of new hotel stock and the diversification of shops to allow a wider range of commercial activities and reuse of upper floors for alternative uses such as new homes.

The Issues & Options also recommends the support for local communities by encouraging new commercial, health, cultural, educational and leisure facilities alongside investment in streets and open spaces within walking distance of people's homes.

The consultation document highlights the need for BCP Council to plan to deliver greater levels of housing to meet the identified need. Options are provided as to which housing target policy would seek to meet, but both options seek to encourage higher density residential development and tall buildings in suitable locations within the built up area. The document recognises there is a need for a step change in housing delivery to provide new homes.

Other Plans and Strategies

BCP's **The Big Plan** sets out the Council's ambitions and vision for the future. It identifies priorities to deliver including:

- to invest in an iconic cityscape with quality clean and green urban and natural environments;
- to aim to deliver more than 15,000 new homes;
- to develop our vibrant communities, with an outstanding quality of life, where everyone plays an active role; and
- to redefine and promote our culture and our leisure and entertainment offer, based both on our heritage and on our positive, modern outlook

In 2018, BCP commissioned Boyle & Summers and Fera Urbanism to assist with creating a vision which exclusively relates to the Town Centre of Bournemouth. The vision is designed to provide a set of values, principles and approached rather than an end goal to be reached. The **Bournemouth Town Centre Vision: Values and Principles** (2019) identifies Avenue Road / Commercial Road / Terrace Road as an area of change.

The **BCP Retail and Leisure Study** was undertaken by Lichfields in 2021. The Retail Study identifies up to 2038 there is a limited oversupply of comparison floorspace of around 3,200 sqm but a significant requirement for new leisure / cultural floorspace of around 15,000 sqm gross. There is also identified to be limited requirement for new food & beverage and convenience floorspace over the assessment period to 2038. The study recommends that there is not a need to plan for new floorspace within the town centre, rather the requirements will be met through the repurposing of floorspace and reoccupation of vacant floorspace within the town centre.

Tourism is a key strand of Bournemouth's economy. The **Bournemouth, Christchurch & Poole – Hotel & Visitor Accommodation Research** (2021) was undertaken by Hotel Solutions in January and February 2021. It concluded that there is a clear need and strong market potential for significant renewal of Bournemouth's hotel offer in order to compete effectively with other UK resorts and cities and attract target visitors including Millennials / Generations Y & Z. There is identified to a lack of branded hotels and contemporary and innovative hotel products that are being development in competing localities.

The **High Streets and District Centres Strategy** (2021) considers the high streets and district centres through a lens of economic growth and has been designed to set the objectives and form a framework for a series of more detailed project-specific Actions Plans that will be produced for each high street and district centre. A series of themes are identified including vision and strategy, adaptability and experience, appearance and attractiveness, place marketing, activity and innovation and liveability and functionality. The action plans will be developed around these themes.



03 Assessment of Development Opportunities

Opportunities

This section of the document identifies the opportunities the development brief area presents. It is informed by an understanding of the technical, ownership and other issues which will influence an appropriate development form.

The development brief area has been identified as having the potential to accommodate significant change over the period of the next 15 years.

Whilst the impetus for the brief was generated by development opportunities of significant scale which may be brought forward in the short term (the M&S Site and the Avenue shopping centre sites) it is important that these opportunities are not considered in isolation but are seen as part of the wider regeneration of the area, and as contributing to strengthening and re-defining the role of this area within Bournemouth town centre.

A strategic opportunity

The development brief area occupies an important strategic location within Bournemouth Town Centre. It accommodates a key area of the town centre's retail offer and is well-connected to other areas of the town centre on foot and by public transport.

Whilst the retail offer of the area, and the town centre generally, has diminished in recent years, there is potential to retain and re-invigorate the retail function of the area, whilst introducing significant new residential development and a range of other uses which, in combination, will contribute to redefining the character of the area and increasing its contribution to the vitality of the town centre.

Whilst the area is influenced by the presence of heritage assets, such as the Lower Gardens, in its wider context, there are relatively few such assets within the boundary of the development brief area itself. The area can accommodate a significant degree of change, and increased density of development, without material harm to heritage assets, the setting of heritage assets or the wider townscape.

An accessible location

Whilst the site is some distance (1.9km) from Bournemouth train station, it is nonetheless an important arrival point for the town centre. A number of bus services are routed through the area via the Triangle and Avenue Road.

The Avenue Road Car Park is a well-used public car park located within the northern area of the development brief site and is an arrival point for visitors to the town centre arriving by car, as, to a lesser degree, is the NCP car park at Terrace Mount.

The development brief area site is within 10 minutes walk of the beach and sea-front, though the connection between the two is not intuitive and should be strengthened.

The area is also readily accessible on foot to the residential communities of West Cliff and Westbourne.

Avenue Road forms part of the National Cycle Network and the Local Cycle and Walking Infrastructure Plan, but provision for cyclists is currently poor. Commercial Road is a shared pedestrian and cycle zone.

The Area Wide Opportunity

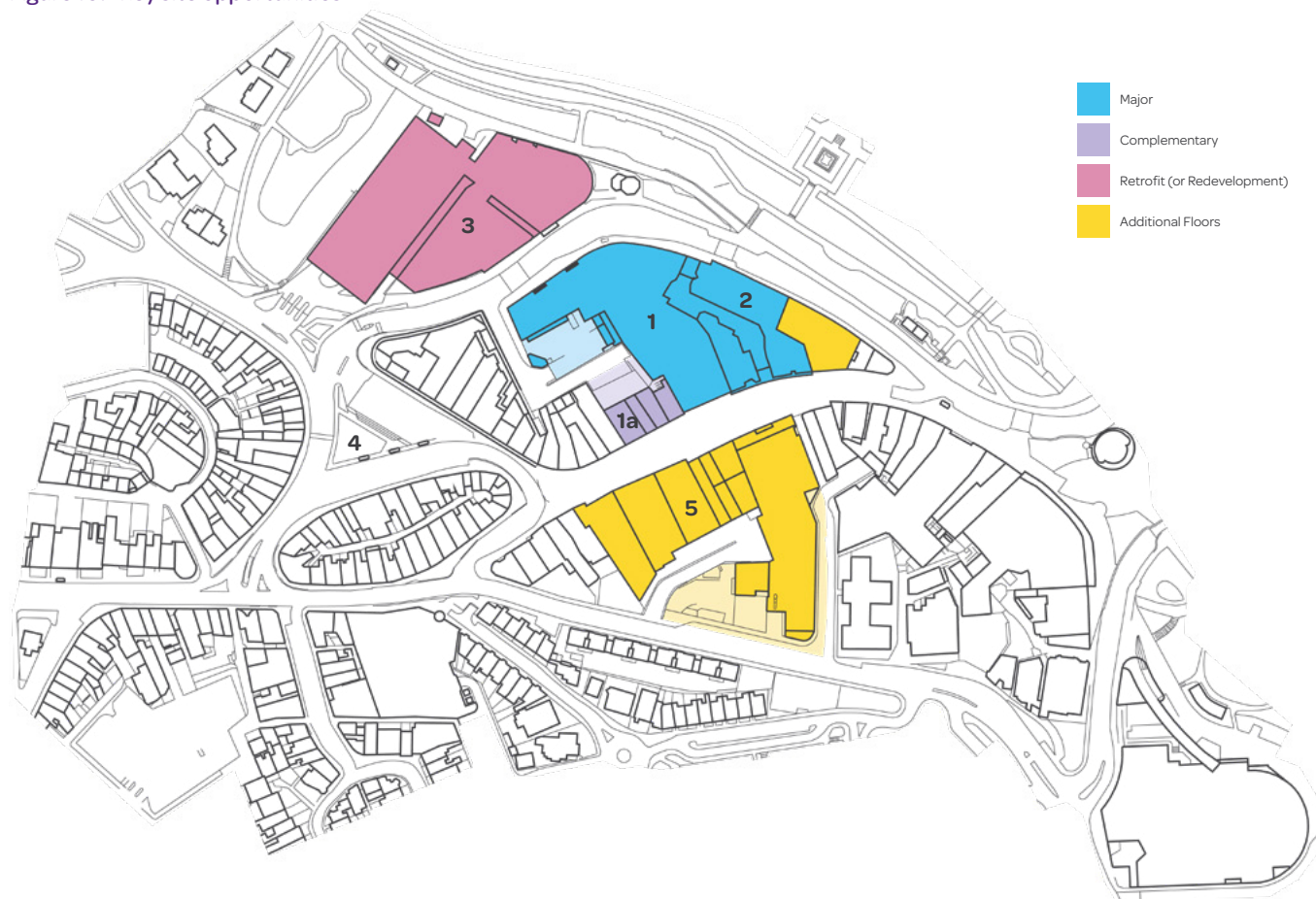
At macro level, it has been identified that opportunities exist to:

- Re-imagine and reinvigorate the retail and town centre uses offer of the area;
- Regenerate vacant and under-used sites to make best use of brownfield land in a sustainable and accessible part of the town centre;
- Improve connections within and to the area;
- Deliver public realm improvements;
- Plan for the delivery of change on an area-wide basis, potentially linked to the early redevelopment of the two identified short-term opportunity sites.
- Create a significant, and vibrant, town centre residential community which will breathe new life into the area, contribute to footfall and vitality and support a range of new services and facilities.

Within the overall development brief area a number of key site opportunities have been identified as shown on Figure 10.

There will be other smaller scale development opportunities within the development brief area.

Figure 10: Key site opportunities



Site Specific Opportunities

Key Site 1 (Former M&S Site), 1a and Key Site 2 (Avenue Shopping Centre)

Each site is considered suitable for:

- Class E retail development or other footfall generating E Class or town centre uses at ground and first floor fronting Commercial Road and at ground floor level fronting Avenue Road.
- Residential development on the upper levels of any redevelopment proposal.
- Hotel development at upper floors, with any entrance or ancillary commercial uses fronting onto Avenue Road or connections within the site

The scale of retail use should be commensurate with the function of Commercial Road as a key retail destination within the town centre.

The scale of residential use should be guided by townscape considerations and the development principles in respect of height, scale and mass set out in this brief (See Section 4)

Any proposal for this site should demonstrate that it will not prejudice the redevelopment of adjacent sites.

Any proposal for this site should demonstrate that provision has been made for pedestrian connection between Avenue Road and Commercial Road.

Key Site 3: Avenue Road Car Park Site

Proposals for redevelopment or re-purposing of this Council-owned site will be contingent on an assessment which demonstrates that it can be released, in whole or in part, from its current use as a public car park, without undermining the overall provision of parking necessary to support a vital and viable town centre. Such an assessment should be undertaken in the context of the Council's commitments to promoting sustainable travel and reducing reliance on private car ownership.

The car park immediately abuts the Central Gardens, and any redevelopment (or repurposing proposal) should ensure that physical and visual connections with the park are maximised.

The site is considered to be suitable for redevelopment, or repurposing, for a range of uses including:

- Residential uses at upper levels
- Hotel at upper levels, albeit with entrance / supporting commercial uses fronting onto Avenue Road
- Mobility / Servicing Hub, linking with other uses with the development brief area
- Class E & F Leisure / town centre uses

Site 4: The Triangle

The principal opportunity for the Triangle Area relates to its role as a meeting / connection space and to the potential of the public space.

The Triangle benefits from a number of independent retail and service outlets as well as a sense of independent culture.

The public space would benefit from investment to create a more attractive, coherent and usable space suitable for a range of curated cultural and retail events. The investment should include hard and soft landscaping, to reduce the influence of traffic on the space.

Site 5: NCP Car Park and Retail Units on west side of Commercial Road

Whilst there is no current indication of owner or developer intent to redevelop these sites, they provide a further opportunity for redevelopment in the medium to longer-term.

The topography of the site(s) will be an important factor and development will need to respond to the change in levels from Commercial Road to Terrace Road.

The site is considered suitable for:

- Class E retail development other footfall generating E Class or town centre uses at ground and first floor fronting Commercial Road
- Residential development on the upper levels of any redevelopment proposal.

The scale of retail use should be commensurate with the function of Commercial Road as a key retail destination within the town centre and the existing scale of retail floorspace within the site recognising the contribution that the existing shopping centre makes to the retail offer of the town centre. Where feasible, consideration should be given to re-providing the existing retail floorspace fronting onto Commercial Road, within flexibly sized units. The exact configuration of floorspace will be influenced by market requirements, however it is expected units should be capable of being sub-divided or amalgamated to meet commercial demands, albeit minimum unit sizes may be applied.

The scale of residential use should be guided by townscape considerations and the development principles in respect of height, scale and mass set out in this brief (See Section 4)

Any proposal for this site should demonstrate that it will not prejudice the redevelopment of adjacent sites.

Activation and improvement of Orchard Street, the pedestrian route connecting Commercial Road to Terrace Road, will be required with this route to be treated as an activated frontage.

Establishing Appropriate Scale and Mass of Development

A critical element of the Development Brief preparation has been the work undertaken to establish an appropriate scale and mass of development for the area.

Two options were developed and tested as a means of exploring the capacity of the area to accommodate a significant increase in the density of development commensurate with its highly accessible, town centre location. The options are referenced as a 'mid rise' and 'high rise' option. A summary of the options tested is outlined in Figure 11.

Figure 11: Development Scenarios¹

Site	Scenario A – Mid Rise		Scenario B – High Rise	
	Quantum	Height	Quantum	Height
Site 1, 1a & 2	Up to 300 homes 4,000 sqm ground floor	7-11 floors (Site 1) 6-9 floors (Site 2)	Up to 260 homes 3,600 sqm ground floor	4-16 floors
Site 3	Up to 50 homes (through extension of existing structure)	+ 2 Floors	Up to 290 homes (through comprehensive redevelopment) 4,250 sqm ground floor	4-14 floors
Site 5	Up to 210 homes 4,700 sqm	4-6 floors	Up to 290 homes 3,800 sqm	4-14 floors

Indicative concept layout plans and massing models were developed for the purpose of assessment. The concepts are illustrated in Figures 12, 13 and 14. **It should be noted these are for illustrative purposes only to test and consider development options for the area site and do not represent proposals or fixed scheme layouts.**

¹ Site 4 (The Triangle) is not included within this table as no significant built form development is proposed for this site

Figure 12: Concept Mid Rise Scenario Across Development Brief Area

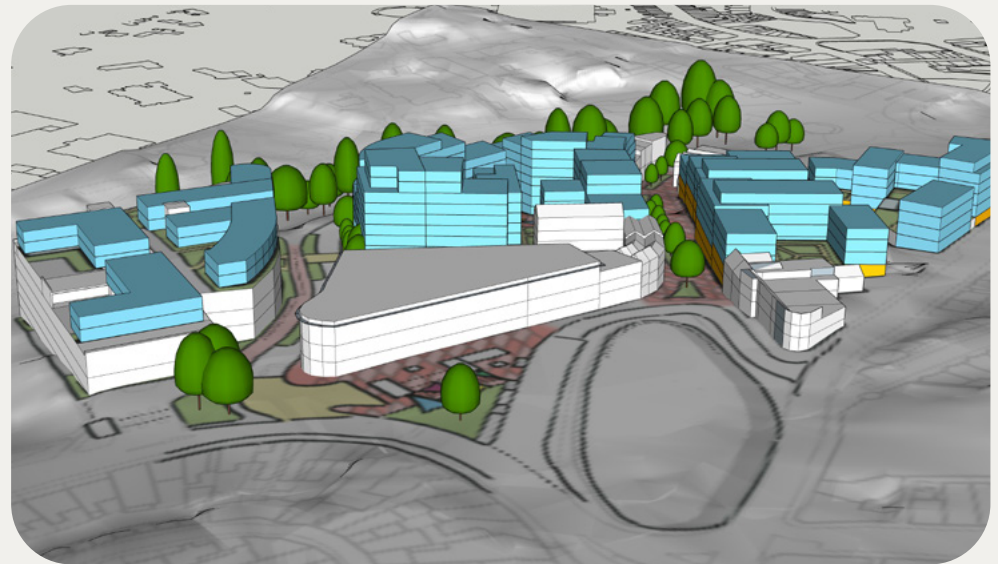
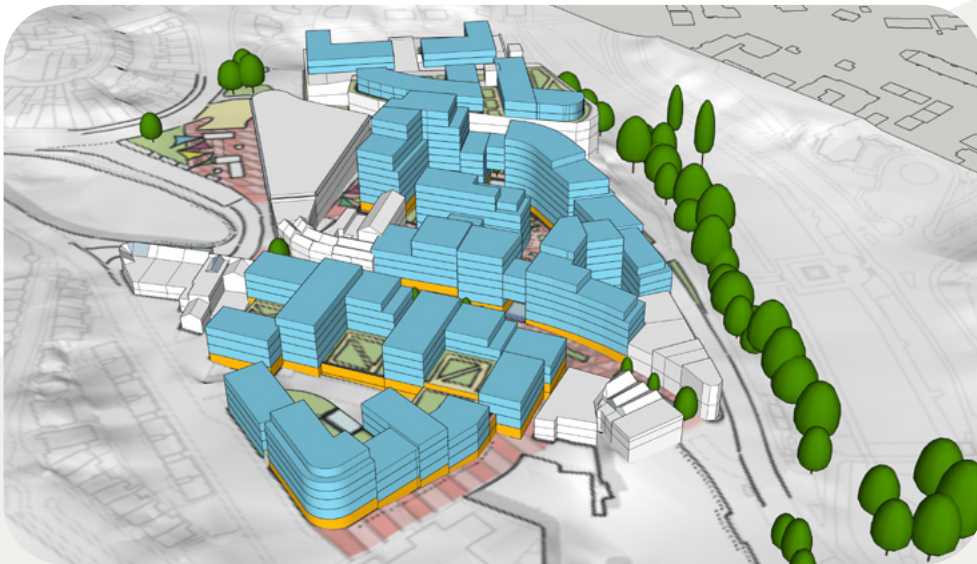


Figure 13: Concept High Rise Scenario Across Development Brief Area

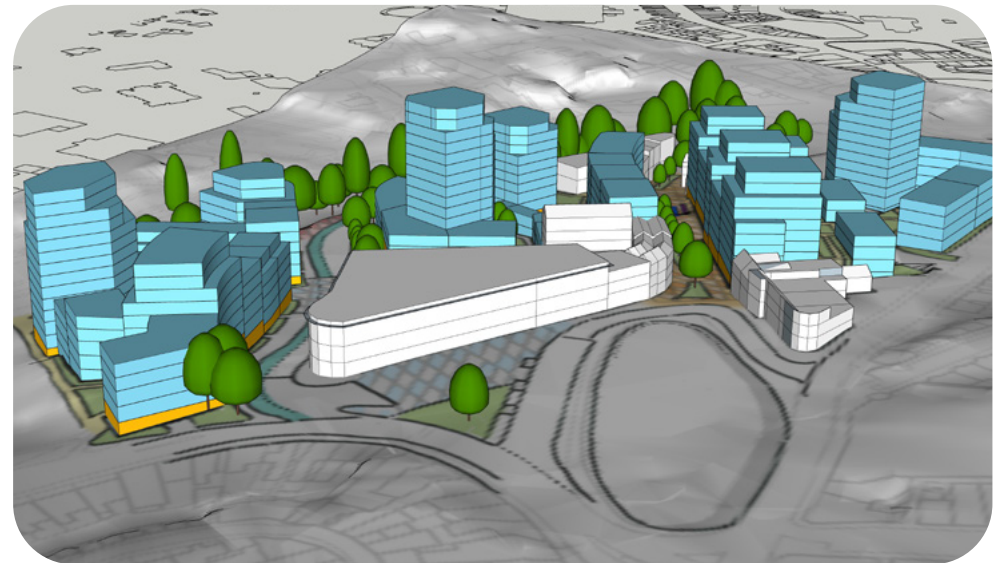
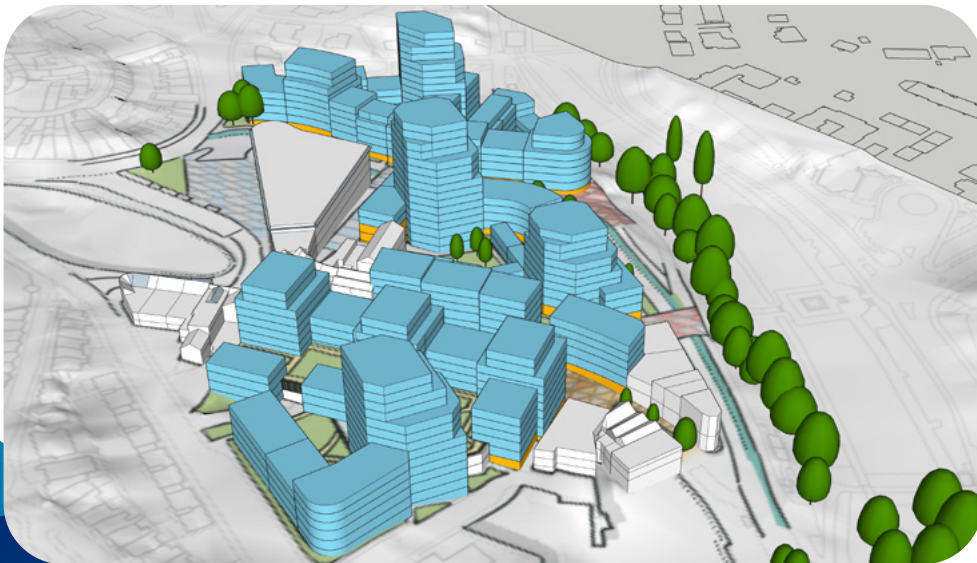
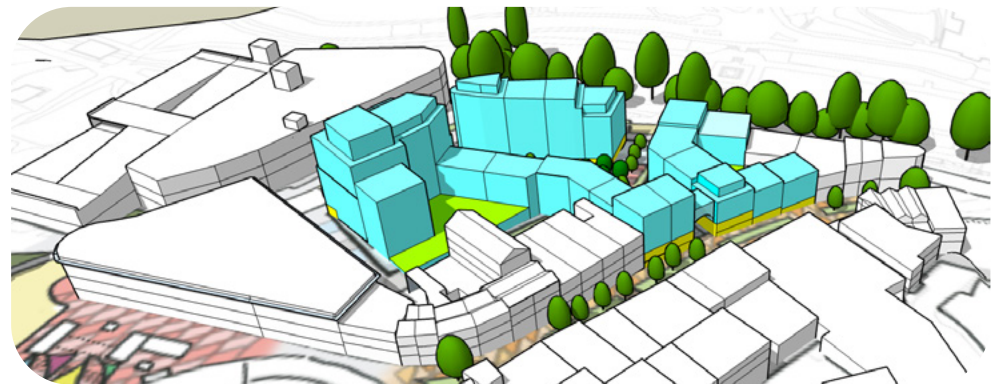


Figure 14: Concept Mid Rise Massing Scenario for Key Sites 1 and 2



An assessment of the mid-rise and high rise scenarios is provided in Appendix 4.

In summary, a mid-rise (6-11 storey) scenario is considered to represent the most appropriate approach to achieving the beneficial regeneration of the area, and allowing for a significant increase in the density of development, whilst responding sensitively to the wider townscape and heritage context of the site. The development of mid-rise blocks, as opposed to higher-rise buildings on podiums, also more readily presents the opportunity to enhance public realm and connectivity through the area, with the more limited heights reducing potential overshadowing and microclimate impacts. The stepping up approach offered by the mid-rise approach presents the opportunity to introduce varied building heights whilst adding interest to the streetscape and townscape character.



04 Development principles

The preceding sections have confirmed that the development brief area is capable of accommodating significant change. The area is strategically located within the town centre and there are short and longer-term regeneration opportunities to introduce new, high-quality developments which have potential to transform the function and character of the area.

It is considered the development brief area is capable of accommodating significant change, with new, high-quality developments having the potential to transform the function and character of the area.

The diverse ownerships within the development brief area, mean that re-development could take place over a 15 year time horizon with numerous individual projects coming forward. Individual projects should not prejudice or compromise wider regeneration opportunities.

This section presents the key development principles for the development brief area and identifies principles which will be expected to be reflected in future development proposals.

A Revitalised Retail and Leisure Destination

The area has traditionally performed, and continues to perform, an important retail function for the town and the wider BCP area.

Whilst there has been a structural change and diversification of uses in centre, there is no evidence that the area does not, and should not, continue to function as part of the core town centre. This view was supported in the stakeholder engagement.

The area will continue to be a focus for retail activity, particularly the frontages on both sides of **Commercial Road** for larger format retailers and **The Triangle** for smaller, generally independent retailers.

Commercial Road will continue to act as a key area for retailing within the town centre. To that end, development proposals should include the re-provision of footfall generating town centre uses (Class E) at ground and first floor levels fronting Commercial Road, creating an activated street frontage.

Acceptable uses at ground and first floor level on Commercial Road will include retail uses within Class E (a), (b) (c) and (d):

- Shops
- Restaurants
- Cafés
- Indoor Leisure Use



Commercial Road has traditionally provided accommodation for larger-format retailers, and, whilst recognising changes in retail market demand, it will be important that units of a range and variety of sizes are retained, or re-provided, to allow flexibility to respond to a range of potential occupier requirements.

To that end, where existing retail units with a floorspace of more than 400 sqm. GIA form part of a redevelopment proposal, the LPA will seek to secure the re-provision of comparable units for Class E(a) use unless market evidence demonstrates there is no known demand or expected future demand for such floorspace at the time of the application.

Units along Commercial Road should be flexibly sized to future proof any development and enable potential subdivision or amalgamation to meet retail / town centre demands as the town centre environment continues to evolve over the development brief period.

The LPA will, where possible, seek to remove 'permitted development' rights which would allow the change of use of retail and leisure units to residential use.

Retail units on **Commercial Road** and **The Triangle** are typically accommodated within buildings of 2 – 4 storeys which respect the scale of preceding, and in some cases retained, Victorian and Edwardian architecture. In the majority of cases the existing buildings lack the attention to detail, articulation and finesse of earlier buildings.

There is an expectation that re-development and regeneration proposals will result in considerable improvement to the overall visual appearance of sites, benchmarked against existing buildings, and that specific attention is given to the creation of attractive, legible and well-articulated frontages to **Commercial Road, The Triangle, Avenue Road and Terrace Road**.

Avenue Road is acknowledged as having a different role and character to Commercial Road. It has a very limited retail offer and, taken as a whole, offers a disappointing architectural and townscape experience, being largely dominated by the 'backs' of buildings, the Avenue Road car park (at its northern end) and by bus stops and service bays. It benefits from being immediately adjacent to the Central Gardens for much of its length but this relationship is poorly acknowledged.

There is considered to be potential to enhance the Avenue Road frontage, creating increased activity from the Avenue Road car park down to The Square, and enhancing connectivity with the Gardens. It is important that The Avenue doesn't detract from Commercial Road as the core retail frontage and uses on the Avenue should be planned for accordingly.



On **Avenue Road**, acceptable ground floor uses, will include:

- local retail and service uses associated with urban living and with the new town centre residential community which will be established through development above ground floor level on **Commercial Road** and **Avenue Road**;
- shops, restaurants, cafes, indoor leisure, medical and day-care / nursery uses within Use Classes E (a), (b), (d), (e) and (f)
- learning and non-residential institutions (within Use Class F1)
- hotel (Use Class C1)

The brief highlights the importance of **maintaining connectivity between Commercial Road and Avenue Road**. (See subsequent section on Connectivity).

The retail function and character of The Triangle is different to that of either Commercial Road or Avenue Road. Its proximity to the Avenue Road Car Park, and the presence of a number of bus stops on its south side, means that it acts as an important point of arrival and departure within the Development Brief Area.

The library building performs an important social and cultural function and the building within which it is accommodated incorporates a number of modern, mid-size retail units. On the remaining sides of The Triangle, a wide variety of independent retail and service uses are accommodated in the ground floor of Victoria era buildings.

It is considered unlikely that a comprehensive proposal will come forward for the regeneration of this part of the development brief area and the focus will therefore be on encouraging and developing its more independent retail and service offer.

The Triangle Public Space (Site 4) offers significant potential for enhanced use and could accommodate cultural, arts and leisure uses which would drive footfall to the area. It also offers potential to accommodate intermittent market and experiential uses which could be complementary to the roles identified for Commercial Road and Avenue Road.



A New Town Centre Residential Neighbourhood

The site provides a unique opportunity to deliver a vibrant mix of residential and commercial development.

Preliminary modelling indicates that there are opportunities to achieve residential development at a density in excess of 300 dwellings per hectare without compromising the quality and 'liveability' of the resultant development. If all potential opportunity sites within the development brief area were to be realised this could result in around 550 new homes being created.

The creation of this new town centre residential community will underpin the area's transformation by creating well-designed and well-managed residential environments. Homes will generally be accessed at street level but will be principally accommodated on the upper levels of development sites above active ground floor uses.

The emerging local plan is considering the mix of housing types needed across the BCP area. Any development on the site should therefore reflect the policy position in the Local Plan once adopted. In the meantime the evidence from the Council's Strategic Housing Market Assessment should inform development proposals, which identifies requirements within different tenures.

Given the central location of the site, and its ability to accommodate development of considerable scale, it is expected that development proposals will be characterised by residential apartments either for rent or for sale.

The area is considered suitable for other emerging forms of residential use, such as co-living, which could meet the needs of certain sectors of the population, for example graduates wishing to remain in the town having completed their studies at the town's universities. Retirement living is also considered to be an appropriate use for this location.

The Council wishes to see the creation of a sustainable and permanent residential community within the town centre and the use of properties within the development as second-homes, or short-term holiday letting (e.g. Air BnB) is contrary to that aspiration. The Council will seek to ensure that properties developed within the development brief area are not used as second homes or short-term lets and may require developers to give binding covenants in this regard.

The Council's current CIL charging schedule sets a nil rate for residential development within the Bournemouth Town Centre AAP area. This represents a significant incentive for residential development in the development brief area.



Residents of the new residential community created will make use of existing areas of public open space within the town centre and appropriate contributions may be sought to the enhancement and maintenance of these public spaces.

Individual development proposals will be expected to contribute to the delivery of supporting infrastructure including:

- Heathland Mitigation
- Affordable Housing (in accordance with the Council's adopted policies and guidance);
- Education facilities
- Public Open Space

Depending on the nature of the proposals, including the proposed uses or extent of change in the public realm additional contributions may also be sought for

- Social and Community Facilities;
- Public Realm and Highway improvements within the development brief area.

Proposals will be guided by the need to create a distinctive and vibrant neighbourhood, where the buildings and spaces interact to support activity, provide amenity and encourage movement through the area.

New homes should, as a minimum, meet the nationally described space standards in respect of internal space. Homes should be provided with external amenity space in the form of balconies, private or shared garden and terrace areas.

Functional elements, such as storage and collection of refuse or cycle storage, should be integral to the design of each development, avoiding detrimental effects on key elevations and street frontages.

A range of complementary uses (see below "Social and Community Use Provision") would serve to support the residential uses by meeting the needs of future residents and by enlivening key public spaces and pedestrian routes without undermining residential amenities.

Hotels are also considered an acceptable use, alongside residential uses within the development brief area on Avenue Road, including the Avenue Road Car Park site where they would benefit from a relationship with the central gardens. A hotel use may extend to upper floors of the Commercial Road frontage, but any entrance or ancillary ground floor uses should be directed towards Avenue Road frontage or within new routes created through the site.



Connectivity and Movement

A core principle within the Development Brief is to strengthen and improve connectivity within the development brief area, and to other parts of the town centre.

Previously a pedestrian connection between Avenue Road and Commercial Road was available through the M&S retail unit but, with the closure of M&S that connection has been lost. A covered connection remains through the Avenue Road Shopping Centre, but there is not direct visibility of this connection from Commercial Road.

Development proposals for **Sites 1 & 2** should include new attractive, public pedestrian and cycle connections between Commercial Road and Avenue Road. These connections should be in the form of generous width routes, designed as public spaces. These links through the block should connect to desire lines, such as the pedestrian route across the Gardens and to Avenue Road Car Park.

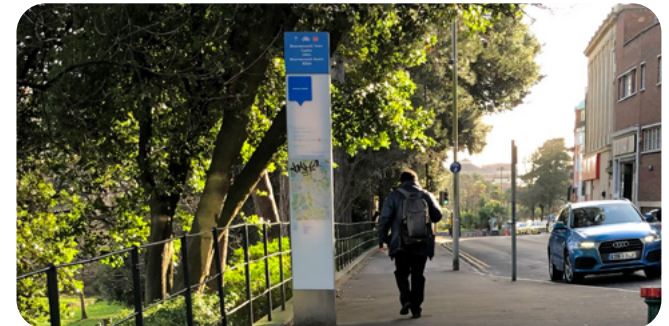
The connections should be designed as an area of public realm rather than as private space, albeit it is recognised that access may be limited during night-time hours for security / safety reasons. Where feasible, they should be fronted by active uses along their length or other means of activation such as public art or lighting.

Whilst the routes may not create a direct visual connection between Commercial Road and Avenue Road and the Gardens, consideration should be given to directional signage or visual cues to maximise awareness of this connection and generate footfall. The entrances to the routes should be generously proportioned and well-articulated.

In respect of movement within the brief area this will be achieved by:

Commercial Road:

- Retaining Commercial Road as a pedestrian priority route;
- Improving the attractiveness of the route through improvements to building frontages, and how they address the street as part of redevelopment proposals;
- Improving the attractiveness of the route through investment in improved public realm and hard and soft landscaping;
- Improving facilities for cyclists on Commercial Road;
- Improving directional and wayfinding signage to encourage movement to and from other areas of the town centre;
- Introducing promotional signage at The Square which encourages town centre users and visitors to explore the Commercial Road, Avenue Road and Triangle areas.





Avenue Road:

- Introducing active frontages which address the street as part of redevelopment proposals;
- Improving the attractiveness of the route through investment in improved public realm and hard and soft landscaping;
- Provide segregated facilities for pedestrians, cyclists and vehicular traffic;
- Improving and highlighting connections to the Central Gardens and, through the gardens, to other areas of the town and the beach;
- Exploring opportunities to reduce the influence of bus parking.

Avenue Road / Commercial Road Connections

- Ensuring that attractive, pedestrian and cycle connections are created between Commercial Road and Avenue Road as part of the re-development of Key Sites 1 and 2. These connections should be in the form of generous width routes, designed as public spaces and activated by commercial uses at street level.
- Improving connections and perceived connectivity between Avenue Road and the Central Gardens

The precise alignment, dimensions and form of routes and connections can be established through detailed design but the creation attractive, high quality pedestrian-friendly routes is a core principle to be adhered to.

Public Realm

Enhancement to Existing Public Realm

Site 4: The Triangle and Commercial Road provide the principal areas of public realm within the development brief area.

To ensure the potential of The Triangle is maximised and its role as a public space is strengthened, any proposals within this areas should:

- Enable the space to be utilised for commercial events such as markets (both regular and seasonal offer) and public / community displays and events.
- Consider the installation of infrastructure to support the delivery of events, such as lighting and external power points
- Ensure the space relates to both the development brief area and the residential communities to the west, providing a space to be utilised for localised community events and footfall generating events for town centre users
- Seek to reduce the visual impact of the traffic and / or bus stands, encourage users to dwell within the space. This could potentially be achieved through planting / landscaping proposals along the road frontage, albeit ensuring this doesn't act as perceived barrier to the space when arriving from the west.

In terms of Commercial Road, this space could benefit from improvements to create a more vibrant and attractive thoroughfare and retail frontage. It is imperative though that any proposals do not impede pedestrian movement or limit visibility along or around the street. Development proposals for sites fronting onto Commercial Road should consider the potential to contribute to enhancements to Commercial Road. These could include:

- Installation of wayfinding structures identifying routes to The Square, The Triangle, Central Gardens etc.
- Introduction of soft landscaping to reduce the dominance of hard landscaping / paving and deliver biodiversity net gain
- Improved facilities for cyclists, such as cycle stands or dedicated cycle areas
- Introduction of additional seating to increase dwell time and provide a resting place for those who may experience difficulties with the topography of the street.

Activation of Commercial Road is important, however careful consideration should be given to the introduction of commercial seating areas along this street (such as pavement cafes) to avoid impacting upon permeability along the street and also competing with such uses being targeted for Avenue Road, connections between Avenue Road / Commercial Road and The Triangle.

New Public Realm

New areas of open space or public realm treatment will be expected to be created, in the spaces around residential blocks to help define the urban form, to provide amenity, and to contribute to the sense of an urban neighbourhood.

The connections to Central Gardens and to the Triangle Public Space will provide a significant local amenity for new residents, but public and, where appropriate, private space within the development will provide an important additional resource, making the place liveable. An effective management regime will be required to ensure the long term stewardship of these spaces.

There should be a clear distinction between public and private spaces, with residential uses designed to establish appropriate privacy levels when interfacing with the public realm.



Scale, Height and Massing

The options analysis provided in Section 3 and Appendix 4 identifies that a mid-rise form of development, in respect of scale and massing, is likely to be the most successful in delivering regeneration whilst recognising the area's townscape and heritage context.

A mid-rise scheme in this context, is identified as incorporating tall buildings, as defined with the adopted TC AAP policy. The massing exercise identified potential for buildings between 6-11 storeys, with height increasing towards the north eastern part of the area.

It is considered this town centre environment is suited to human scaled, mid-rise development which addresses and enhances the public realm. This approach can combine high density with a good quality environment for visitors and future residents of the development and has been widely supported through stakeholder engagement.

Development proposals across the development brief area should adhere to the following principles:

- Buildings should typically be mid-rise, with heights of around 6-9 storeys considered appropriate across Sites 1 & 2, with scope to extend up to around 11 storeys on Site 1
- The built form should work with the topography and step up the hill and there may be some scope for additional height at the north eastern part of the site opposite the Avenue Road Car Park (Site 1) and on the car park site itself (Site 3)
- Buildings should be aligned to the street and the tallest elements / roof storeys should be set back from the street frontage
- Massing should be broken up and articulated so that it does not appear monolithic. Consideration should be given to the tree canopy in views across the Gardens and particular care should be taken over the design of any elements raising above the canopy
- Massing should be tested from key views including from the Square, the Cenotaph and in front of the Town Hall to ensure that the proposals make a positive contribution to the skyline and do not have an overbearing impact on the setting of heritage assets.

- Consideration should be given to the impact of massing on microclimate, in particular overshadowing of the Gardens and potential creation of higher wind speeds on public realm and amenity space within and around the area which would have an adverse effect on the comfort of pedestrians and users of the spaces.

A mid rise approach is considered to be more appropriate solution for the area than an approach predicated on higher-rise buildings due to the relatively steep topography, the scale of surrounding buildings, the proximity of the listed Gardens and the relatively fine-grained town centre environment.

In addition, the assessment work undertaken and engagement process has not identified the area as marking a key node where a landmark tower (or towers) would assist in wayfinding.

A heritage, townscape and visual impact assessment will be required with any development proposals. The key views to be assessed are identified in Appendix 6. The scope of the HTVIA should be discussed and agreed with BCP Council at pre-application stage.

Appearance

High quality design will be expected in line with the TC AAP and Bournemouth Town Centre Development Design Guide. In particular:

- Buildings should be well ordered and articulated with attractive proportions
- The use of vertical rhythm will be appropriate to break up long frontages
- The street frontage should be carefully designed
- Elevations should, benefit from depth, interest and generous fenestration
- Buildings in corner locations should be well- articulated to turn the corner
- Cues should be taken from high quality buildings in the area
- The use of high quality, durable, natural materials is encouraged
- Opportunities should be taken to integrate art and decorative features.

Generally, buildings should be designed to support active streets, offering visual interest and opportunity for interaction. Façades should contribute to street life through ground level proportionality and careful design and positioning of entrances.

Access, servicing and parking

In respect of vehicular access, it is not proposed that any significant changes to the existing access arrangements will be required within the development brief area. Vehicular access to **Sites 1 & 2** would continue to be taken from Avenue Road, with Commercial Road remaining a pedestrianised street. Opportunities should be explored to combine service and vehicular access points to minimise impact upon the development sites and maximise developable areas.

In terms of servicing, it is considered that **Site 3** offers the potential to incorporate a mobility / servicing hub, providing servicing facilities for uses across the development brief area. Feasibility studies should be undertaken to understand the operational requirements of a servicing hub and management strategies.

Any parking provision for any new developments should be in accordance with the adopted Parking SPD (2021) which allows for car free development. This is an accessible town centre location, with proximity to a series of town centre car parks and bus routes. It is expected that disabled parking is provided in accordance with standards and commitment is given to incorporating car club spaces. This could be within the development sites themselves or potentially with the existing public car parks, albeit visibility of the car club spaces would be encouraged so on-street bays would be considered acceptable.

Cycle parking should be provided in accordance with the Parking SPD. Consideration could be given to providing secure and covered cycle storage within ground floor uses on **Sites 1 & 2**, helping to create activation within the development.

When development proposals for servicing of development, the following principles should apply:

- Ensure any proposals do not adversely impact upon residential amenity, and do not prejudice the delivery of other regeneration opportunities or the existing servicing operations of adjoining uses.
- Consider adopting combined service functions with adjoining sites
- Ensure that any servicing arrangements (including refuse collections) do not result in an unacceptable impact upon the highway network. Off-street servicing is preferred.

Drop off / unloading spaces should be provided on-site for any hotel and / or residential units to prevent delivery vehicles or removal lorries causing an obstruction on the highway. Management strategy addressing the usage and operation of these spaces may be required and controls may be placed on hours of operation

Energy, resources and resilience to climate change

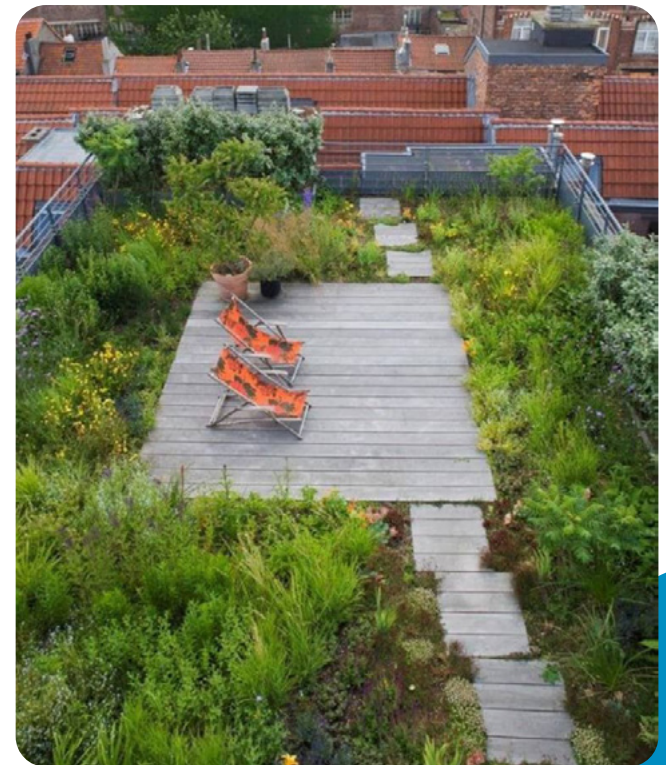
Sustainability should be a central thread running through any proposals within the development brief area. Minimising the impact of any proposals on the environment should be addressed, as well as incorporating strategies to minimise the impact of the ongoing operations of the site.

Principles to be addressed:

- Given the embodied carbon within the existing buildings the scope for reuse of existing buildings should be explored, and the need for demolition justified.
- To futureproof any new development and ensure long term sustainability, where feasible, any new ground floor commercial floorspace should be designed with flexibility to allow internal conversions or repurposing to allow adaptation of space to meet commercial requirements
- The recently refurbished frontage of the Avenue Centre is expected to be retained
- In line with Policy CS2 a minimum of 10% on site renewables will be required and connecting to the gas network should be avoided.





- Commercial floorspace should seek to achieve a BREEAM 'very good' rating as minimum
- The use of a fabric first approach is encouraged
- Maximum use should be made of roof space for roof gardens, green roofs, solar PV and/ or rainwater harvesting.
- Proposals should consider climate change adaptation and resilience, including high winds and overheating. Buildings should be designed to maximise natural lighting and ventilation and confirm with Part L Building Regulations (2022)
- Any new parking spaces should incorporate infrastructure to support electric vehicle charging points, with existing spaces retrofitted where feasible.
- Any development schemes should deliver biodiversity net gain, targeting minimum of 10% gain.

In respect of drainage infrastructure, a SUDS/drainage strategy will be required for all development proposals. Commercial Road is identified as a surface water flow path, so surface water management should be considered in the design of public realm schemes.









05 Development Framework




Context

-  Nearby Buildings
-  Locally Listed Building
-  Central Gardens
-  Cenotaph





Proposals

-  New Buildings
-  Indicative Amenity Space
-  Car Park Retrofit or Redevelopment Opportunity
-  Meeting Space
-  New Pedestrian Routes
-  Street Tree & Greening Opportunities


Frontages

-  Primary Frontage
Retail, commercial on ground and first floor with residential above.
-  Secondary Frontage
Retail, commercial, commercial, community on ground floor with residential above
-  Garden Frontage
Ground floor overlooking gardens.

Public Realm

-  Commercial Road
Key pedestrian route with opportunities for greening and furnishing.
-  Avenue Road
Improve route for public transport, pedestrians and cyclists. Opportunities for greening.
-  The Triangle
Important town space with potential for enhancement.
-  Orchard Street
Increased pedestrian and cyclist priority.

Sites

-  Key Sites
- 1** Former M&S Building
- 1a** Buildings Adjacent M&S
- 2** The Avenue Shopping Centre
- 3** Avenue Road Car Park
- 4** The Triangle
- 5** Commercial Road Shops & NCP Car Park



Appendix 1: Summary of Consultation and Engagement Process

Research / Exploration meetings

In order to assist in establishing the context to the development brief area and prior to the development of the site options and a series of meeting were held with BCP Officers, elected Members and landowners with the development brief area.

Meetings were held with the following individuals or organisations:

- BCP Future Places
- Verve Group (owners of Avenue Road Shopping Centre)
- THAT Group (developer with agreement with M&S in respect of M&S site)
- Cllr Philip Broadhead, Portfolio Holder
- BCP Tourism, Local Plan, Development Management, Heritage and Urban Design Officers.

Stakeholder Engagement Sessions:

- Workshop 1 – online – 11th August 2022
 - Paul Koopman, Koopmans Property Asset Management
 - Brett Spiller, Chapman Lily
 - Bruce Hartley-Raven, Savills
 - Ruth Povey, Conservation and Heritage Officer, BCP Council
- Workshop 2 – in person – 15th August 2022
 - Paul Kinvig, Bournemouth Town Centre BID

- Danny Hazlehurst, THAT Group
- Bruce Hartley-Raven, Savills
- Andrew Emery, Destination Development & Strategy Manager, BCP Council
- Michael Stead, Heritage Team: BCP Libraries
- John Soane, Civic Society
- Workshop 3 – Travel – online – 16th August 2022
 - Lucie Allen, BH Active Travel
 - Ian Selby, Sustainable Travel Officer, BCP Council
 - Beth Barker-Stock, Sustainable Travel Team Leader, BCP Council
 - Adrian Kemp, Transport Development, BCP Council
 - Richard Wintrip, Senior Cycling and Walking Officer, BCP Council
- Workshop 4 – online – 23rd August 2022
 - Liz Orme, Economic Development Officer, BCP Council
 - Cllr Mike Greene - Portfolio Holder for Sustainability and Transport and Bournemouth Central ward member
 - Cllr Beverley Dunlop - Portfolio Holder for Culture and Vibrant Places.

Feedback Themes

The feedback highlighted a range of theme which can be broken down into under the following headings:

- Car park / parking
- Connectivity
- Consultation and next steps
- Destination
- Distinct characters of Commercial Road / Avenue Road
- Gateway approach at southern end of Commercial Road
- Heritage
- Housing / new community
- Land uses / meanwhile uses
- Ownership / relationship between key development sites
- Planning policy and status of Development Brief
- Public realm
- Relationship to Lower and Central Gardens
- Retail function and retail unit sizes
- Scenarios / heights
- Student / talent retention
- Surrounding areas
- Sustainability
- Time horizon of Development Brief
- Triangle.

In general, the feedback on the Development Brief and what it is looking to achieve was welcomed by attendees of the workshops and there was a positive attitude towards the engagement approach and brief. Of the feedback received, there were some key areas which provoked discussions within the workshops as follows:

Retail unit sizes

Mixed feedback was received on this topic highlighting the points below.

- An increase in provision of smaller units (1500 sq.ft or less) could adversely impact the small units on Old Christchurch Road, some of which are already struggling and a number are vacant
- Removing larger units from the town centre will risk losing them (and these retailers) permanently or push larger retailers to Castlepoint
- Still demand for larger format units - TK Maxx were looking to re-locate
- Flexible approach is required in respect of retail unit sizes as its difficult to predict retailer demand in 2-3 years time let alone on a longer term basis
- The approach to unit sizes needs to take into consideration both existing (occupied) larger format units as well as new units which might be created through re-development

- The Lanes idea is positive and interesting
- Medium size units may work best
- There are other areas in Bournemouth better suited to small independent retailing and this approach will directly compete for a limited pool of small independent businesses
- Lanes idea will not be viable from an investor / developer perspective.

Scenarios / heights

A general preference was made for development in the area to be mid rise led. Points noted on building heights included:

Mid rise

- Scenario A is more sensitively designed and more compatible with the heritage context of the site
- Scenario A would be more acceptable to the local community
- Nothing over 9 storeys
- Have a uniform mid level building height and utilise the roof tops for amenity
- Edges of development should respect scale of Victorian architecture with scope for development to step up behind.

High rise

- There are already tall buildings locally and height can work well
- Cluster heights to be effective – avoid isolated tall buildings
- High rise could impact the gardens
- High rise next to the gardens could allow for nice views for hospitality
- Scenario B might not look aesthetically good when people come up from Commercial Road
- Height and tall buildings used in the right setting and design could have a positive impact on the town centre.

Other

- The Development Brief should not look to be prescriptive or rule anything out when it comes to heights
- Allow heights to be market led
- Avoid including illustrative material that indicates a prescriptive approach
- Tall building appropriateness / support around Lansdowne and not the gardens.

Connectivity

With a view making the town centre legible, permeable and encourage active travel suggestions included:

- Way finding from sea front, to gardens, to retail areas in the town
- Improved public realm
- Crossing points
- Connection to areas around the study area - Old Christchurch Road, Town Square, Triangle, Gardens
- Connectivity between Commercial Road and Avenue Road
- Make Avenue Road pedestrian and cycle friendly
- Cycling – lanes, storage (include in the car park)
- Assess car parking requirements
- Bike share and scooter facilities
- Topography challenge.

Land uses

Placemaking suggestions and land uses provided in the feedback included:

- Independents and major retailers – consider a retail hierarchy
- Markets
- Meanwhile uses
- Pop up / business incubator / co-working spaces
- Food and beverage offer different to what is available surrounding the site
- Commercially viable uses
- Residential development – mixed tenure, affordable and supporting infrastructure / services
- Public realm / green spaces for residents and visitors
- Flexible to adapt quickly to needs – office / residential / retail
- Buildings to accommodate multiple uses
- Active frontages / ground floor with residential above
- Create a destination through culture and unique identity.

Development Brief

Questions were asked on the status of the Development Brief noting:

- What the planning status would be – if it is foreseen to become an SPD and what the timescales for this would be?
- What time period would be covered by the Development Brief?
- How would the Development Brief work in practical terms if it is ‘unconstrained’ by planning policy?
- Whether the Development Brief would include a retail hierarchy?
- What public consultations are expected to take place?

Appendix 2:

Heritage Assets

Listed Buildings

Listed buildings are defined as designated heritage assets that hold special architectural or historic interest. The Principles of Selection for Listed Buildings (2018) are published by the Department for Digital, Culture, Media and Sport and supported by Historic England's Listing Selection Guides for each building type.

Table 1.1: Listed buildings which have the potential to be affected by the proposed development within the development brief area

Asset	No. on Asset Plan	Designation	Location in relation to the Study Site
Church of St Andrew	12	Grade II	To the south
Nos 1-9 (consecutive) with attached front walls and railings	52	Grade II	To the south
Hill View Lodge	3	Grade II	To the south
38 Pars Corner	38	Grade II	To the south
Branksome Arms	35	Grade II	To the south
6, Michael's Road	50	Grade II	To the south

Those further south west have the potential to be affected, depending on the scale, height and massing of the proposed development.

Asset	No. on Asset Plan	Designation	Location in relation to the Study Site
Royal National Hospital and Chest Clinic	2	Grade II	To the north and north east, on the eastern side of the registered park and garden and therefore screened.
Royal National Hospital Chapel	33	Grade II	To the north and north east, on the eastern side of the registered park and garden and therefore screened.
The Town Hall	54	Grade II	To the north and north east, on the eastern side of the registered park and garden and therefore screened.
Richmond Hill United Reformed Church and Sunday Schools	41	Grade II	To the north and north east, on the eastern side of the registered park and garden and therefore screened.
38, Richmond Hill	9	Grade II	To the north and north east, on the eastern side of the registered park and garden and therefore screened.
National Westminster Bank	45	Grade II	To the north and north east, on the eastern side of the registered park and garden and therefore screened.
Bournemouth War Memorial with associated steps, enclosure and balustrade	55	Grade II*	To the north

Locally Listed Buildings

The NPPF identifies that heritage assets include not only designated heritage assets, such as listed buildings and conservation areas, but also assets that may be identified by the local planning authority during the plan making and / or application process (including through the Council-led process of local listing). These are described for the purposes as the NPPF as ‘non-designated heritage assets’ as a material planning consideration.

Those assets included in the Council’s current Local List which are within closest proximity to the development brief area and would need to be considered throughout the design development are set out in Table 1.2.

Table 1.2: Locally listed buildings which have the potential to be affected by the proposed development within the Study Area

Asset	No. on Asset Plan	Designation	Description	Location in relation to the Study Site
5-9 Commercial Road	5	Locally Listed	An authentic Art Deco shop unit built in 1934 to fit an awkward site. The severe front with classic Deco windows is echoed in the rear of the building which curves to the street line.	Within the Study Area, adjacent to the development Site.
1-3 Commercial Road	15	Locally Listed	Occupying a long, narrow plot at the gateway to the Commercial Road shopping area, this 1930s' building displays an eclectic mix of Classical influences executed in the mannerist style typical of the Art Deco period. The most striking feature is the repeated motif of tall Renaissance style windows within giant pilasters.	Within the Study Area, adjacent to the development Site.
36-40, Commercial Road	9	Locally Listed	A row of shops in the neo-gothic style, with narrow gabled frontages onto the street. This building is notable less for its architectural quality than for its local history importance. It was built in the 1860s as part of the original development of Commercial Road, and therefore is of interest as part of the early development of Bournemouth as a commercial centre.	To the east of the Study Area

34, Commercial Road	16	Locally Listed	So typically Art Deco, this excellent example with its dark elevation and superb window shapes and glazing patterns, has contributed positively to the street scene in The Square since 1930.	To the east of the Study Area
14, Commercial Road	2	Locally Listed	Occupying the site of a shop which formed part of the initial 1860's commercial development of Bournemouth. The present Renaissance Revival facade dates from 1928 and is of interest for its use of faience tiling on the front elevation.	To the east of the Study Area
2-12, Commercial Road	6	Locally Listed	Department store built for Bobby & Co in 1914. Occupying a sweeping corner site, this striking red brick building with unusual diocletian windows, copper cupolas, dominant stone pilastered portico and iron balconies, has been the focal point of the Square for nearly a century.	To the east of the Study Area
2-8, Exeter Road, The Moon in the Square	17	Locally Listed	Originally formed part of an early 1860's terrace (of which Rebbecks at No. 10 survives), the building was altered in the 1930's for Fortes Restaurant. The crisp white facade and clean lines of the Art Deco frontage with its stylised neo-classical carving makes an elegant contribution to the town centre.	To the east of the Study Area

10, Exeter Road, Rebbecks	7	Locally Listed	Remaining part of a terrace of shops built with accommodation over c.1870. The rest of the terrace was refaced for Fortes in the 1930's Deco style. A rare survivor, the building has been home to Rebbeck's, agents to the Tregonwell estates in the 1830's, since they vacated their premises at the bottom of Richmond Hill in 1927.	To the east of the Study Area
2-4, Crescent Road, Green Acres	4	Locally Listed	A pair of Victorian villas, now in one ownership. In a mix of Gothic and Italianate styles, its richness of detailing and design make it stand out in the street scene. Of particular note are the contrasting red brickwork, terracotta tiles and stonework on the stringcourses, on the segment heads above the windows and the central pair of gables.	To the west of the study area
1-5 Bourne Avenue/4-8 Richmond Hill	11	Locally Listed	Corner purpose built shop and business premises built in 1927 in the Neo Classical style. Ashlar facings with classical pilasters under moulded cornice. Hints of Art Deco in the roof line. Prominent in the townscape of The Square.	To the east, on the eastern side of the registered park and garden

Registered Park and Gardens

Under the Historic Buildings and Ancient Monuments Act 1953 (ref. 1) Historic England compiles a register of “gardens and other land” situated in England that are of special historic interest. Registered parks and gardens which have the potential to be affected by development within the Opportunity Site are included in Table 1.3 below.

Table 1.3: Registered Park and Gardens which have the potential to be affected by the proposed development within the Study Area

Registered Park and Garden	Location in relation to the Study Site	Designation
Upper, Central and Lower Pleasure Gardens, and Coy Pond Gardens	To the east	Grade II

Townscape Core Area Characteristics

The study area falls within the ‘Core area’ of the town centre for the purposes of the townscape assessment. The core area’ has a number of positive and distinctive features:

- Linear commercial streets with active ground floor uses
- Buildings constructed in graceful sweeping terraces
- Many sites and streets are on a steep incline. Development traditionally steps up and down slopes while maintaining active frontages
- Buildings are typically three or four storey and rarely exceed six storey
- A fine urban grain with many narrow plots.
- The Gardens bring green space into the heart of the town
- Many buildings of high architectural quality with rich detailing including excellent examples from the Victorian, Edwardian and inter-war eras
- Highest quality materials
- Many heritage assets including Old Christchurch Road Conservation Area, the Gardens and numerous listed buildings
- A number of small shopping arcades.

Appendix 3:

Planning Policy and Guidance

This appendix identifies the key policies and proposals in current adopted Development Plan, or any relevant SPDs or guidance which affect the development brief area or that should be taken into consideration in the detailed design of development proposals.

Summary of Key adopted Policy / Guidance

The National Planning Policy Framework ('the Framework') (2021) sets out a 'presumption in favour of sustainable development' and requires local planning authorities to take a positive and proactive approach to secure development that would improve economic, social and environmental conditions.

Core principles of the Framework include supporting the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation (Paragraph 86).

Paragraph 60 states that to support the Government's objective of significantly boosting the supply of homes, it is important that a sufficient amount and variety of land can come forward. Paragraph 120 supports the development of under-utilised land and buildings, especially if this would help meet identified needs for housing where land supply is constrained, and available sites could be used more effectively.

Paragraph 86 states that planning decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation. Paragraph 126 outlines the need for high quality buildings and places, and that good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.

The Bournemouth Core Strategy was adopted in October 2012 and whilst BCP are in the process of preparing a new Local Plan at the time this brief was prepared it remains the adopted development plan policy. As part of this process site allocations and designations will be reviewed. Later sections of this brief will identify whether modifications are required to policy to reflect the development aspirations on the study area / identified development sites.

Policy CS21 (Housing Distribution Across Bournemouth) states that to meet the anticipated housing need of 14,600 dwellings (net) between 2006-2026, in addition to completions between 2006-2011, and outstanding residential consents and allocations at April 2022, further provision of 6,438 dwellings (net) will be made within the existing urban area.

Bournemouth town centre is identified as being the most appropriate location in the Borough for development consisting of retail, cultural, leisure and business uses, or mixed-use development consisting of these uses. In addition, the location is appropriate for high density residential accommodation (1,500-2,000 dwellings), tourism facilities and tourist accommodation, education facilities, student accommodation, or mixed-use development consisting of these uses (Policy CS7 Bournemouth Town Centre).

As identified above the site falls within the defined town centre boundary and therefore polices within the Bournemouth Town Centre Area Action Plan (adopted March 2013) ('TCAAP') apply.

The site is subject to a site allocation within the TCAAP. Policy A7 Commercial Road / Avenue Road identifies that this area is permitted for a mixed-use scheme that primarily comprises of retail uses. The allocation states that the proposal must provide additional comparison goods floorspace; public car parking; improve pedestrian links; enhance and conserve heritage assets; and provide strong active frontages to Terrace Road and Avenue Road (Policy A7 Commercial Road/Avenue Road).

The study area falls with the Central Area in which new art, leisure, cultural and entertainment facilities are encouraged (Policy U8 Leisure Culture and Entertainment)

Policy U5 (Retail Growth) permits development of new retail floorspace in order to enhance the role of Bournemouth Town Centre as an important sub-regional shopping destination. Provision will be made for a minimum of 23,410 sqm net additional floorspace for comparison goods by 2026. New retail development should be primary concentrated within the Primary Shopping Area.

Policy U2 (Housing) outlines the need for 1,500-2,00 new dwellings to be created in the Town Centre over the plan period to 2026. Residential developments are required to contribute towards a mix of different types of units, be designed to mitigate unacceptable levels of noise and disturbance, provide outdoor amenity space and contribute towards affordable housing.

Commercial Road is designated as primary shopping frontage whereby the loss of retail units (A1) is restricted. Avenue Road and the internal mall running through Avenue Shopping Centre is designated as secondary frontage whereby shops (A1), financial and professional services (A2) and cafés and restaurants (A3) are considered acceptable, provided that it does not result in a concentration of non-retail uses, and a positive contribution to the diversification of the area is made (Policy U6 and U7 Frontage Designations).

The study area is located within an area identified for improved street design, with Commercial Road and Terrace Road specifically identified as areas for improved street design and 'The Triangle' area is identified as being a public space for improvement. The Council will pursue a high quality, well designed public realm and implement a Public Realm Strategy for these areas (Policy D7 Public Realm).

The TCAAP defines character areas for the town centre (Policy D3: Character Areas), with the study area falling within the Core area. Policy requires development proposals to respect and take opportunities to improve the existing character of that part of the town centre. The Core area is recognised as the heart of the town centre, where the relationship between buildings, open space, vegetation and topography is most pronounced.

In respect of the heritage and townscape context, Policy D4: Design Quality seeks to ensure that development proposals respect the site and its setting, enhance the character and local distinctiveness of the town centre. In this regard, schemes should, inter alia, respect the context and setting (historic or otherwise) of the site, respect or enhance key views, vistas or landmarks and be of appropriate scale, height, mass and built form.

The TCAAP identifies two tall building clusters within the town centre where tall buildings will be supported and encourage (Policy D5 Tall Buildings). The policy states there is a presumption against proposals for tall buildings outside these locations unless fully justified, with a tall building being defined as buildings that:

- Are substantially taller than their neighbours and / or;
- Significantly change the skyline;
- Are taller than six commercial storeys or equivalent

The study area falls out with one of the designated tall building clusters.

In relation to development specific issues, the Affordable Housing Development Plan Document was adopted in December 2009. Again, this guidance and policy requirements will be reviewed through the development plan process but it provides the currently adopted guidance on affordable housing provision. The DPD states that residential development is required to contribute towards the Borough target of 40% affordable housing market. Where this is not viable, the Council will adopt a cascade mechanism to increase site viability. The provision is expected to be provided on-site and any off-site contribution is to be secured through a planning obligation (Policy AH1).

Given the townscape and heritage sensitivities, and the prominent location with the town centre, design will be a key consideration in the assessment of development proposals in the study area. The Bournemouth Town Centre Development Design Guide SPD (adopted April 2015) includes advice on built form, responding to topography and urban grain. It identifies suitable locations for new landmarks and sets out design cues for character areas.

The Triangle is identified in the SPD as a key urban space in the Town Centre. The SPD also recognises that the topography of the Town Centre and layout of buildings and trees create a large number of important views which should be protected. These include vistas towards landmark buildings, as well as long views across the town from high ground and wide open views out to sea. An important characteristic of views across the Town Centre is the way the visible buildings are nestled in amongst vegetation and mature trees and this characteristic should be maintained.

The Parking Standards SPD is a more recently adopted piece of guidance, dating to January 2021. The SPD provides details on parking requirements for new development proposals with an emphasis on good design and sustainability. Specifically, it identifies the site as being located within parking Zone A, which comprises an approximate 400m boundary around Bournemouth Town Centre. The areas in this zone are considered to have a high degree of accessibility to public transport, services, shops and other facilities and car ownership is far lower than the BCP average.

The guidance outlines that for the development of flats (Use Class C3) within Zone A, there is no requirement to provide car parking spaces for residents or visitors. However, developments with over 50 units are expected to provide at least 2 car club bays.

Appendix 4:

Assessment of Massing Options

As set out in Section 3.0, a critical element of the Development Brief preparation has been the work undertaken to establish an appropriate scale and mass of development for the area.

On the basis of the concept design testing and modelling undertaken an assessment of the potential heritage, townscape and visual impact has been undertaken. A summary of the findings are provided below. The indicative massing models are contained at Figures 12 & 13 of the main report.

Mid-Rise Option

Sites 1 & 2: M&S and Avenue Road Shopping Centre

The mid-rise option presents the opportunity to densify built development within the site boundary whilst responding sensitively to the heritage and townscape context of the site.

The scale, height and massing of this option presents the opportunity for the M&S and Avenue Road Shopping Centre sites to better engage with the surrounding townscape context and positively contribute to an evolving townscape character. The indicative layout and massing also has the opportunity to add interest to both public realm and visual amenity through the introduction of active frontage and the separation distances between buildings which adds relief to the otherwise elongated elevations and overall perceived scale of the buildings.

When experienced along Avenue Road and Commercial Road, the stepped-up massing adds further interest to the roofscape and reduces the overall prominence of the buildings. More specifically, this is achieved by the ascending building height

from c.6 storeys, adjacent to the locally listed building to the east of the Site, to c.11 storeys positioned in less sensitive locations adjacent to the larger scale buildings to the west. Further relief to the scale, height and massing of the buildings and their contribution to the townscape character could be achieved through careful articulation of elevation treatment.

With regards to effects on visual receptors, including users of the surrounding streets and heritage assets, the scale, height and massing of the buildings within the site enables the new development to remain subservient whilst positively contributing to the townscape character where visible. Key views experienced from the numerous heritage assets within the surrounding areas are likely to be preserved as a result, subject to high-quality design.

Internally, the layout of the buildings presents the opportunity to enhance public realm and connectivity through the development sites. The well-positioned buildings to the centre of the site will help achieve high-quality courtyard spaces, with heights rising c.5 storeys to reduce overshadowing and creating an unwelcoming environment. The courtyards and arcades introduce activity and allows the sites to better engage with the wider townscape. This will be affirmed by the integrated cycleway and street planting.

Sites 3 & 5: Avenue Road Car Park and the sites on the south-west side of Commercial Road

The 'full' mid-rise option also includes the Avenue Road Car Park and the land on the south-west side of Commercial Road. Similarly to the 'intermediate' option, the proposed scale, height and massing presents densified development which responds sensitively to the heritage and townscape context of the sites. The option presents the opportunity to introduce varied building heights which add interest to the streetscape and the evolving townscape character.

Set-back upper storeys introduced to the multi-storey car park building will add interest to the roofscape whilst remaining a subservient feature in the townscape. It also has the potential to add relief to the large-scale building.

The mid-rise option along Orchard Street presents the opportunity to remove the hard landscaped car parking and introduce high-quality architecture with active frontage. The stepped-up massing would add interest to the streetscape, accentuated by the increased height on the corner of Orchard Street and Terrace Road which would introduce a focal point to the townscape.

Views experienced from the Poole Hill and West Cliff Conservation Area to the west, the Upper Central and Lower Pleasure Gardens (Registered Park and Garden) to the east, as well as views towards the War Memorial (Grade II*) from the east and from nearby heritage assets are likely to be preserved and/or enhanced, preserving and/or enhancing the Site's contribution to their significance through development within their setting.

High-rise Option

Sites 1 & 2: M&S and Avenue Road Shopping Centre

The high-rise option densifies built development within the site boundary with buildings ranging between 4-16 storeys. As a result, the proposed development would be experienced in both short-range views and long-range views from the surrounding townscape and has the potential to impact the significance of nearby heritage assets through change in their setting. Most notably, this option would appear more prominent in views behind the Grade II* listed War Memorial to the north of the site and would be a prominent feature in views experienced from the nearby Registered Park and Garden and nearby Conservation Areas. This option would significantly change the townscape character of this area with the taller elements appearing as prominent features in the skyline.

Similarly to the mid-rise option, the layout of the buildings presents the opportunity to enhance public realm and connectivity through the development sites through the inclusion of central courtyards, active frontage. However, it is possible that, by comparison of the mid-rise option, the quality of this space would be compromised by overshadowing/wind effects of the tall buildings within the scheme.

The site context assessment has not identified the site as marking a key node where the development of a landmark tower would assist in wayfinding.

Sites 3&5: Avenue Road Car Park and the sites on the south-west side of Commercial Road

The increased scale, height and massing of buildings within the Avenue Road Car Park and the sites on the south-west side of Commercial Road will introduce transformational change to the townscape character and visual amenity in this location, which will have a significant impact upon both the short and long terms views in the skyline.

Subject to the quality of architecture, the variation of building heights does have the potential to add interest to the streetscape and skyline in this location although is likely to appear prominent in both short-range and long-range views. The contrast in scale, height and massing between the sites and the surrounding area would significantly affect townscape character and visual receptors. Similarly to the M&S and Avenue Road Shopping Centre Site, the increase of scale, height and massing in this location has the potential to affect the significance of the nearby heritage assets through change in their setting.

In particular the Avenue Road car park, sits immediately above Central Gardens, a Registered Park and Gardens. The proximity of the listed gardens to this site, and the inherent relationship between the car park and the gardens, requires careful assessment. It is considered a tower of up to 14 storeys on the car park site would be detrimental to this heritage assets, when experienced from within the park and the setting of the park.

Overall Summary

A mid rise scheme is considered to be a more appropriate solution for the site than a higher rise development due to the steep topography, the scale of surrounding buildings, the proximity of the listed Gardens and the relatively fine-grained town centre environment. In addition, the assessment work undertaken and engagement process has not identified the site or immediate environs as marking a key node where a landmark tower would assist in wayfinding.

Appendix 5:

Potential Planning policy amendments

This appendix identifies the adopted development plan policies which do not accord with the development principles recommended in this Development Brief, and makes recommendations as to amendments required to these policies.

Site Allocation

The site is subject to a site specific allocation in the TC AAP (Policy A7). It is suggested that the recommendations of this brief should be a material consideration in superceding the requirements of Policy A7. Should a site allocation be taken forward in any emerging Local Plan documents, it is recommended that the policy is amended to reflect the development principles set out in this brief for each development site.

The policy should identify the range of acceptable uses in each locality and the broad principles in respect of height, scale and massing. Any policy should identify the need to deliver connectivity improvements and the potential requirement to contribute to public realm improvements across the development brief area.

Frontage policy

The development brief incorporates both designated primary, secondary and tertiary shopping frontages.

The tertiary frontages do not fall within the boundaries of any of the identified development sites. As such it is considered that no changes are required to the wording of this policy, however it should be ensured that any change of use proposal does not conflict with the vision for the development brief area set out in this document.

TC AAP Policies U6 & U7 relate to designated frontages and accepted uses therein. These policies pre-date the introduction of Use Class E in 2020 and as a result it is expected that these policies will be updated as part of the Local Plan process. In the interim, the guidance contained within this brief regarding the accepted uses (and accepted loss of uses) with the development brief area should be a material consideration.

Any future policy will be restricted by the provisions of Class E but it is recommended that any future policy seeks to resist the loss of primary and secondary shopping frontages from uses outwith Use Class E, except where it is demonstrated that they will provide an active frontage and will have a positive contribution to the vitality and viability of the frontage, and town centre as a whole. This could be demonstrated through a range of factors including supporting linked trips with other shops and services, generating pedestrian footfall by providing new / differentiated use and increasing dwell time in the centre.

On the Commercial Road frontage, policy should seek to retain existing Class E(a) retail (primarily comparison goods retail) where possible to ensure a critical mass of units is retained within the core area of the town centre. Redevelopment proposals should seek to re-provide a material element of comparison floorspace unless market evidence demonstrates there is no commercial demand, or reasonable prospect of demand.

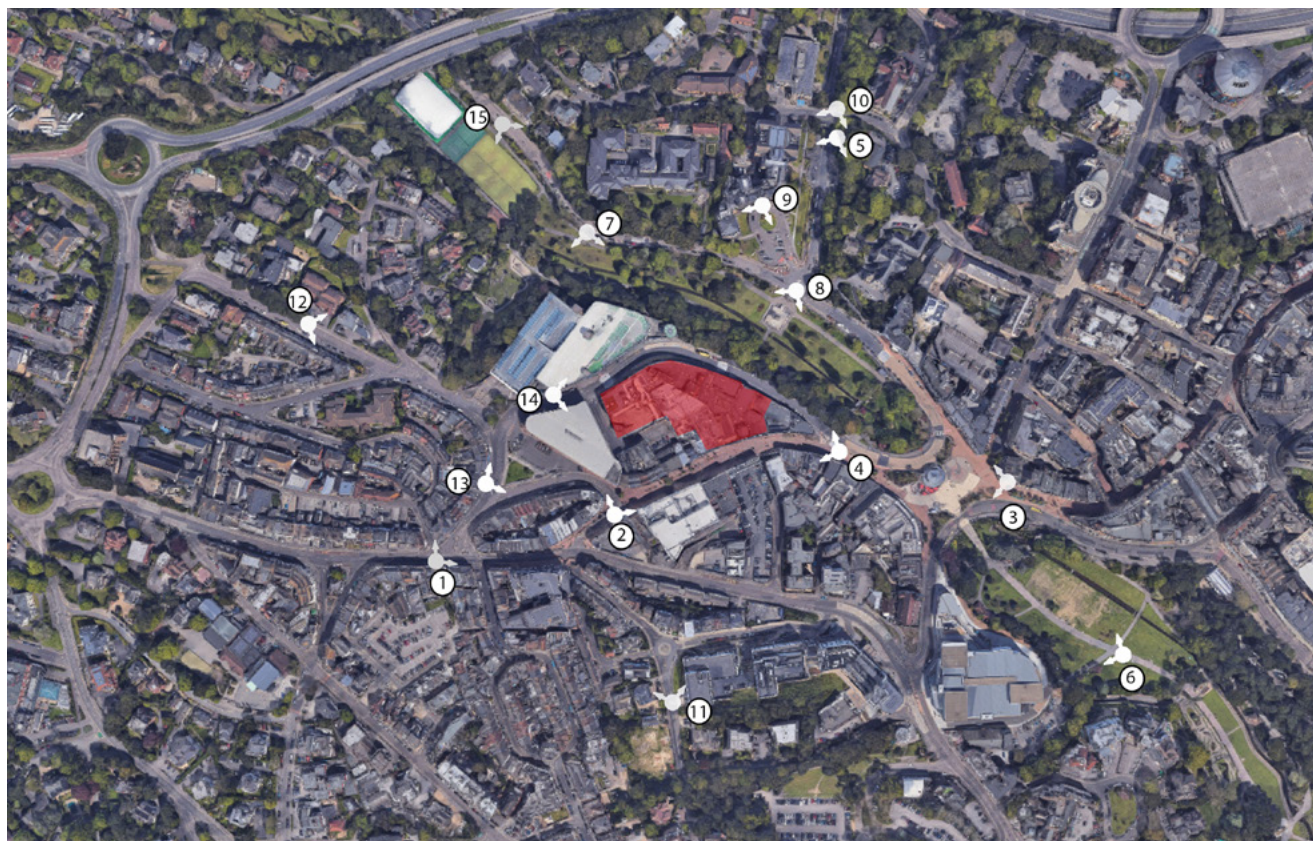
Appendix 6:

HTVIA Representative Views

The Key 'representative views' to be considered in the development of scheme proposals for the development brief area are:

- View looking north east along Commercial Road, identified as a key view looking out of West Cliff and Poole Hill Conservation Area
- View looking north west from The Square
- View looking east towards the Site from Avenue Road
- View looking south towards the Site from within the Meyrick Park/Talbot Woods Conservation Area, along Bradley Road
- Views looking south towards the Site from within the Registered Park and Garden to the north
- Views whereby the emerging proposals have the potential to be experienced in conjunction with the heritage assets and landmark buildings
- Views from nearby listed buildings and conservation areas, including the proposed extensions
- Views from within the Registered Park and Garden
- Views looking towards the Site from Tregonwell Road, within Poole Hill and West Cliff Conservation Area
- Views from Suffolk Road (outside of the conservation area).

It would be expected that these views are considered and assessed as part of any heritage and townscape visual impact assessment submitted with any planning applications.



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