

## Totton Town Centre - Urban Design Framework



# URBAN DESIGN FRAMEWORK

A Guide for Change and Development

Produced in collaboration with:



Hampshire  
County  
Council



Totton and Eling  
Town Council

**ATKINS**

NEW FOREST DISTRICT LOCAL PLAN  
SUPPLEMENTARY PLANNING GUIDANCE

Adopted APRIL 2003

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An attractive place to live, work and visit, designed to balance the needs of the local economy, the environment and local people. A place that is fit to face modern challenges whilst respecting its unique character.



Totton town centre from the air  
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## Preface

This Guidance supplements the New Forest District Local Plan. In particular, the policies TE-1 to TE-11 in section F24. A draft was issued for public consultation in September 2002, and reconsidered in the light of comments received. This final version was adopted by the District Council on 2 April 2003.

# One

## 1.0 Introduction

1.0.0 A hundred and fifty years ago, Totton and Eling were distinct villages separated by a quay. Initially clustered around buildings at Batts Corner and Station Road, Totton has always been at the cross roads of routes heading east towards Southampton and others radiating out across the once extensive parish that centred on Eling's Saint Mary's Church. In Victorian times, smaller settlements including those at Rumbridge and around the Elephant and Castle public house, were incorporated into rapidly growing Totton. In the last century, the expansion continued, engulfing outlying

farms, hamlets and houses rapidly earning Totton its reputation, by the seventies, as England's largest village.

- 1.0.1 Between the main radial roads, different areas of housing reflect characteristic ages and styles. Testwood House, Rushington House, Testbourne Farm, Ashurst Bridge Farm, for example, have all lent their names to distinct phases of house building that have expanded Totton to its current population of nearly 30,000 residents.
- 1.0.2 No longer a village, Totton now has a busy town centre. Many people who live here also work and shop here. Totton has a strong sense of community and a vitality that many towns would envy. However, recent years have seen a decline in the town's 'self esteem'. Too much traffic, segregation of the town by roads and railway, lack of character, a poor quality environment, and a lack of particular shop types are the most recognised failings in an otherwise advantageous location.
- 1.0.3 It is only by creating a long-term vision for the town centre that we can plan properly for a viable future, where historic and current uses can fit neatly with changing lifestyles and technologies.
- 1.0.4 The vision for Totton should:
- Balance the needs of local traffic with the needs of pedestrians and cyclists
  - Emphasise and build on the valuable and admired elements of Totton's character, seeking to provide a better local environment
  - Create new places and spaces to replace those that are unloved, mundane and easily forgettable
  - Provide links to reduce segregation and support the vitality and economy of the town.
- 1.0.5 The town centre should become a place for people to go to rather than go through. A better shopping experience, new business and more employment opportunities will flow to an attractive and thriving town centre. Ultimately though, it will be Totton's people and powerful sense of community that will enable the vision for the town centre to be fulfilled.
- 1.0.6 Broad community support is essential for the vision to succeed. The proposals envisaged are expensive - but if the people and businesses of the town, together with local government, get behind them they can be funded. Investment will certainly - and only - follow commitment to the vision.

## 1.1 The Purpose of this Guidance

- 1.1.0 The guidance is intended to enable funding agencies, local authorities, potential developers and the community as a whole to recognise the clear potential of Totton. The document has been produced through partnership between New Forest District Council, Hampshire County Council, Totton and Eling Town Council and Atkins consultants. It has evolved in tandem with proposals to improve the highway structure of the town, being prepared by the same partnership pursuant to the South West Hampshire Transport Strategy.
- 1.1.1 The urban design framework will inform planning decisions and the design process. It can be applied at several levels encouraging innovative design, good ideas and positive investment to contribute in small or large part to the vision for the town centre.
- 1.1.2 The document consists of:
- Guiding principles for all development and change
  - Diagrammatic frameworks and written guidance to inform planning and design decisions
  - Transport and movement proposals including changes to the way the public realm is shared out between car, cycle and pedestrian use
  - A set of urban design ideas showing what is possible, together with illustrations of how the proposals could look on the ground.

## 1.2 The Planning Context for this Guidance

- 1.2.0 The planning policy context for this guidance is set out in national planning policy guidance notes (PPGs), the Hampshire County Structure Plan and Local Transport Plan, and the New Forest District Local Plan.
- 1.2.1 The Urban Design Framework fits within this national, strategic and local policy context. It is a material consideration in the determination of planning applications.

### National Guidance

- 1.2.2 The national guidance of most relevance is set out in PPG1 - General Policy and Principles; PPG3 - Housing; PPG6 - Town Centres and Retail Developments; and PPG13 - Transport.

- 1.2.3 PPG1 places design at the centre of the planning process. It emphasises the need for the planning system to reflect the principles of sustainable development and good design. It states that design of new development and urban design are matters of proper public interest and that they should be material considerations in the determination of planning applications. Decisions based on design matters should be supported by clear local plan policies and approved supplementary planning guidance. The guidance also states that good design can help promote sustainable development; improve the quality of the environment; attract investment; and promote civic pride and a sense of place.
- 1.2.4 PPG3, PPG6 and PPG13 all seek to promote access by walking, cycling and public transport to existing town centres. PPG3 promotes the need to regenerate urban areas and improve the quality of life through the reuse of previously developed land. PPG6 states that planning should set the framework for investment in town centres through the production of supplementary planning guidance for sites. As part of this, both PPGs 3 and 6 seek to promote good urban design and the creation of attractive high quality environments.

### Structure Plan and Local Plan

- 1.2.5 The County Structure Plan and District Local Plan<sup>1</sup> together form the Statutory Development Plan covering the district, and the policies they contain are used as the basis for determining planning applications. The County Structure Plan contains policies that promote proposals which are designed to achieve urban regeneration and which maintain the vitality and viability of town centres (Policies UB1, UB2 and S1).
- 1.2.6 The New Forest District Local Plan contains both general policies and site specific proposals relating to Totton town centre. These policies and proposals seek to enhance the town centre's role as a focus for community activity, not only providing a good range of shops but also leisure, cultural and entertainment facilities, commercial and community services and employment and educational opportunities. New residential development is also encouraged in appropriate locations. The plan seeks to minimise pollution, flood risk and the environmental impact of traffic; improve road safety and enhance provision for cyclists and pedestrians. The highest possible standard of design is sought both in new development and in environmental improvements, to provide attractive, stimulating and safe places in which to live, work and play

### Local Transport Plan

- 1.2.7 Totton lies within the 'South West Hampshire Transport Strategy' area. The Strategy aims to achieve a more sustainable future, a better environment, economic prosperity, improved quality of life and greater equality. The Urban Design Framework seeks to integrate planning and transport approaches to Totton town centre and the proposed improvements should accord with these aims.

## 1.3 Survey and Analytical Information

- 1.3.0 A number of survey and analytical drawings form an appendix to this document. They cover a number of areas of background research including land use, historic context, landscape character, pedestrian circulation and vehicular circulation.
- 1.3.1 Public consultation together with survey and analytical research has been combined to help identify Totton's weaknesses and opportunities.
- 1.3.2 The issues and opportunities raised are shown in relation to specific areas on the following drawing. It is intended that both local authority proposals and applicants for planning approval should be able to demonstrate efforts to achieve these opportunities where appropriate.

1. The term Local Plan refers to the New Forest District Local Plan Adopted 1999 and the New Forest District Local Plan First Alteration (Deposit 2001/3).

Totton town centre -

# Issues & Opportunities



**Salisbury Road**

**Issues**

- Key route from M27 & North
- Poor streetscape
- Fails to announce 'arrival' in town

**Opportunities**

- Provide pedestrian & cycle crossings
- Improve views & character - tree planting & streetscape
- Improve sense of arrival

**Shopping Core**

**Issues**

- Area of greatest activity
- Excessive traffic/through traffic
- Vehicular & pedestrian conflict
- Poor pedestrian permeability
- Lack of character

**Opportunities**

- Improve pedestrian movement
- Create new focal points, character & interest through new building & streetscape
- Reduce traffic dominance

**Ringwood Road**

**Issues**

- Key route into town
- Vacant land
- Lack of character
- Poor pedestrian facilities

**Opportunities**

- Redevelop vacant land with new buildings, creating a distinctive character for the area
- Improve pedestrian areas by creating crossing at Maynard Road & improve the links to the railway bridge

**River Corridor Open Space**

**Issues**

- Overgrown space along Bartley Water
- Uninviting pedestrian link between Rushington & Brokenford Lane

**Opportunities**

- Improve pedestrian & cycle routes
- Open up views of the water
- Link to proposed Rushington nature park

**Old Totton Gateway**

**Issues**

- Unightly impression of Totton
- Lorry park & car park dominate entrance
- Traffic speeds high

**Opportunities**

- Landscape the frontage to car park & remove lorry parking
- Create 'green' gateway into town
- Promote benefits of location - link to riverside
- Reduce vehicle speed through street design

**Old Totton**

**Issues**

- Divorced from North Totton & Eling
- Poor definition of character
- Heavy traffic, on-street parking, queuing vehicles, pedestrian/vehicular conflict

**Opportunities**

- Streetscape improvements - promote 'village high street'
- Traffic management & alternative access to Eling Wharf
- Building renovation
- Improve pedestrian safety & comfort

**Commercial Road**

**Issues**

- Vehicle domination
- Streetscape fails to herald 'arrival' in town
- Ad hoc mix of shop, retail, residential and industry

**Opportunities**

- Improve links towards station & Southampton for pedestrians & bicycles
- Improve streetscape through building & development frontages
- New street trees & landscape

**Totton/Eling Severance - Totton Bypass**

**Issues**

- Severs Totton from Eling
- Lacks identity & offers poor view
- Truncates local roads

**Opportunities**

- Improve pedestrian & cycle access & safety
- Improve streetscape of Eling Lane
- Manage development to improve impression of Totton from by-pass

**Junction Road**

**Issues**

- Loss of shops, vacant sites & advertising hoardings
- Use as 'link' between two halves of town has been diminished
- Poor pavements & road surface
- Level crossing down-time

**Opportunities**

- Re-open road as bus/cycle route
- Improve streetscape especially for pedestrians
- Improve pedestrian facilities on level crossing & reduce the negative effects of waiting traffic

**Railway Station**

**Issues**

- Attractive station building & nearby listed buildings
- Shabby outlook for railway users
- Parking/drop-off difficulties
- Poor connections to town centre & main residential areas
- Infrequency of stopping train services

**Opportunities**  
(if maintained in current location)

- Improve accessibility for pedestrians
- Promote & refurbish listed buildings
- Improve quality of design for development adjacent to the railway

**Old/New Totton Severance - Railway**

**Issues**

- Barrier to movement
- Existing pedestrian links are poor
- Adjacent land generates poor image of Totton
- Level crossing causes traffic congestion

**Opportunities**

- Improve access between new & old Totton
- Develop underused or vacant land to create new links
- Improve existing bridges & crossings

# Two

## 2.0 Guiding Principles

A series of guiding principles are essential for change, development and management in Totton. Planning applications and other development will be expected to demonstrate adherence to these principles:

### Sustainability

There is a responsibility to ensure that the actions of today do not reduce the quality of living and the opportunities of tomorrow. Totton requires commitment to long-term solutions. By making the best use of available resources we can achieve social and economic growth. Proposals should:

- Reduce the need to travel and reliance on the private motor car
- Encourage alternative transport modes
- Minimise pollution
- Use materials from sustainable sources
- Enable sustainable lifestyles and work practices through sensitive design e.g. facilities for recycling, energy efficient buildings
- Make use of sustainable drainage techniques\*

### Community

Totton has a strong sense of community, which should be celebrated and promoted. Proposals should seek to:

- Raise the sense of pride in the town
- Create a safe and secure environment through natural surveillance
- Promote individual responsibility for the town
- Ensure inclusion for all sections of community through choice, mobility and access

### Vitality and Variety

There is a need to encourage diversification and to give life to the streetscape in Totton. Proposals should:

- Retain and enhance the mix of shops, business and residential uses that give Totton vibrancy
- Encourage use of the public realm. Totton's public realm (streets, footpaths and spaces) should be designed to allow a variety of activities to co-exist without inhibiting each other
- Reconnect north and south Totton
- Connect destinations for pedestrian use
- Promote richness and visual delight through quality of design and materials

### Sense of Place

Totton is unique. Totton is made up of a number of areas with a distinct character and identity. Celebrating the sense of place is fundamental to the regeneration of Totton. All proposals should:

- Create visual character
- Retain valued elements of existing character
- Ensure legibility (recognition of location and natural sense of direction instilled by visible cues and landmarks)

### Robustness

Design that allows uses to change over time with a minimum need for demolition and re-build can be said to be robust. To be robust, proposals should:

- Support and reconnect a 'loose grid network' of streets and footpath links
- Repair or complete 'perimeter blocks' within the town's layout
- Create buildings that can accommodate change in use in future years with minimal disruption
- Create buildings and streetscape in good quality materials

### Permeability

The ability to move through an area.

Totton has existing physical and visual barriers, which impede movement and legibility. The need to get to and move through the public realm is paramount. Proposals should seek to:

- Re-connect the street network
- Offer choice of route and movement type

\* More information on "Sustainable Urban Drainage Systems" (SUDS) can be obtained from the Environment Agency or from the CIRIA publication C522 Sustainable urban drainage design manual for England and Wales. ISBN 0 86017 522 7

# Three

## 3.0 Urban Design Framework

This framework is aimed at guiding design and layout, highlighting development opportunity and safeguarding future opportunity.

There are three levels to the design framework:

- 3.0.0 Level One: Town Centre. This identifies the main issues of built form, connections and quality of design. Sub-areas are identified for which more detailed guidance will be produced (see Level Two).
- 3.0.1 Level Two: Sub-Areas. These identify the main issues, the built form objectives, and the opportunities for improvement for the identified sub-areas. Level Two frameworks are intended to focus on particular areas within the town centre. Two are shown at present but the intention is for additional sheets to be inserted as opportunities arise.
- 3.0.2 Level Three: Individual Sites. A quick response will be available for prospective development projects by providing individual site briefing sheets. This is to ensure that each development responds to the overall framework.

## 3.1 Level One: Town Centre Urban Design Framework

“The Vision”

- 3.1.0 The Town centre framework is intended to work as both a long-term vision and an at-a-glance design guide.
- 3.1.1 Areas for redevelopment usually only become available in fragmented parts, due to complex ownerships. Developing parts of sites without due regard to the possibilities, on adjacent land, often leads to lost

opportunity and a fragmented townscape. Having an overall ‘vision’ setting out what we would like to see achieved can ensure that opportunities are not lost, but innovative ideas and designs can work within it.

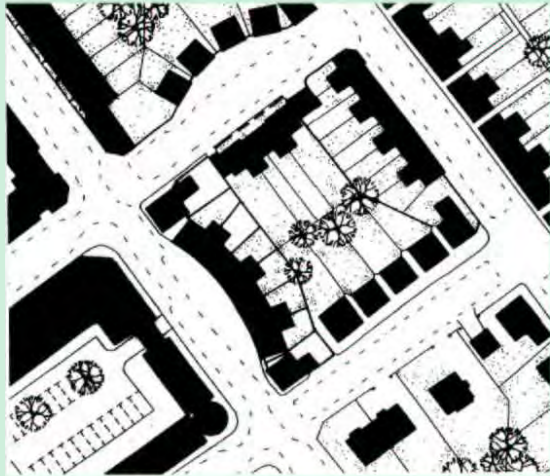
## 3.2 The Concept

- 3.2.0 Built form needs to define its edges, and a public façade is needed to look out onto the public realm (streets and other public spaces). Private rear gardens, service yards and access areas should be sheltered away from the public view. A greater level of security and privacy is offered by the clustering of private areas together and minimising the length of private boundary that adjoins the public realm. Tradition and culture have defined these needs and throughout the western world, the basic form of settlement has naturally evolved to offer this: a development form which we call ‘perimeter block’.
- 3.2.1 Successful parts of older towns exhibit this form of development quite readily. More calculated versions can be seen in areas such as Rushington and Eling. Houses, hotels, offices or shops - whatever the uses, the block can remain intact through all sorts of change. Furthermore, where such a layout exists, the townscape becomes a mosaic of perimeter blocks where, between the blocks, a natural network of streets connects all buildings and destinations. How we then choose to allocate these streets for car, bus, cycle or pedestrian use remains flexible.
- 3.2.2 A close look at Totton’s centre reveals a mosaic of just such blocks, but many are fragmented. The concept of this framework is initially to identify a clear and logical structure that the town naturally follows and then to suggest repairs and amendments to the blocks and street network.\*
- 3.2.3 So the overriding concept stems from the repair of the block structure of the town but there are other elements shown in the key that are equally important:
- 3.2.4 The Framework shows key nodal areas where important north-south routes join the main east-west routes. Recognition of these, and the related importance of the spaces that they contain, is fundamental to our understanding of how Totton works. Landmark buildings are often associated with the nodal areas. They are important in leading the eye and guiding people around the town, as well as providing a greater sense of character. Existing and proposed landmark buildings are shown on the Framework.

- 3.2.5 There are areas within Totton town centre that attract a greater number of pedestrians than others. These mostly relate to shops and public offices. The Framework suggests two ‘Pedestrian Preference Zones’. These ‘zones’ are identified as the most important area where any new design work needs to consider reducing the impact of vehicles and improving the safety and comfort of pedestrians. Design can help by: slowing traffic; making it easier for pedestrians to cross roads; narrowing the carriageway; reducing the amount of space given over to car use and providing some pedestrian-only areas where activities such as markets, sitting, meeting, eating outdoors etc. can take place.

\* Where larger premises are included in blocks, fire and rescue access may be needed within the block.

## The Concept of Perimeter Blocks



Advantages of perimeter blocks include:

- Secure rear boundaries
- High level of surveillance onto public realm
- High quality 'fronts' of buildings set the street scene
- Clearly defined boundaries of responsibility

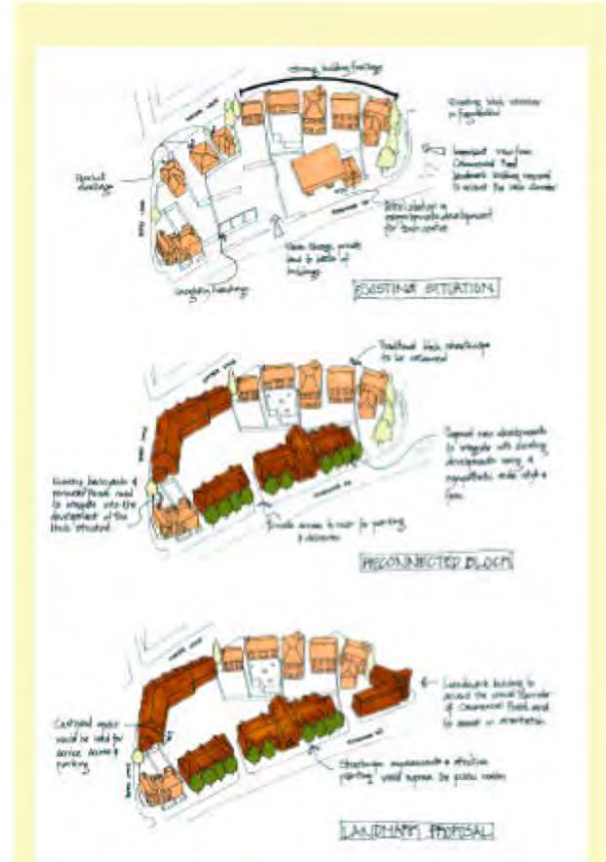
One way of achieving a place with character and legibility is to take the creation of perimeter blocks as the starting point for layout. The way the channels of public realm between the blocks (the streets) is shared out for cars, people, bicycles etc. can be determined later and is also open to change as travel patterns and lifestyles change.



A highly permeable mosaic of 'perimeter blocks'.....



.....allows the creation of streets with quality spaces and places for people as well as cars.



As an illustration of how this applies to Totton, here is a sketch of the area between Water Lane and Ringwood Road.

### 3.3 Improving Connections

**3.3.0** There are several major changes proposed that would make a considerable difference to movement and connections within Totton town centre. The way in which the space between blocks is allocated for our transport and movement requirements needs detailed consideration. Chapter Four suggests a raft of measures to support the vision, creating a more sustainable movement and transport network. Developments and use changes, whilst assisting this vision will also need to have regard for the likely traffic impact they are to have.

**3.3.1** Central area - helping to reconnect north and south Totton / improving transport alternatives.

Analysis of the historical structure of the town shows an over-large block enclosed by street frontages along Junction Road, Rumbridge Street, Brokenford Lane and Ringwood Road/Commercial Road. The area inside this block has developed in an ad-hoc manner.

The opportunity to improve connection between north and south Totton is dependent on our ability, not only to cross the railway line but also to create a more legible and inviting town structure within this area. A new road bridge is not proposed, because in addition to its multi-million pound cost, it would have an unacceptable impact both physically and by attracting additional traffic through the town centre. Instead, we have adopted the principle of creating an additional pedestrian link across the railway, and improving existing pedestrian crossing points. A key consideration of this is the possibility of creating a transport interchange at the heart of Totton, and creating a new destination from the under-used and under-developed land surrounding the railway. Examples in towns across Europe have the point of arrival for railway passengers in well-designed positive spaces with immediate connections to bus, cycle and taxi options for travel.

The framework shows how development frontages and links should cater for this.

**3.3.2** Link road

Designed for slow vehicle speeds, with pleasant avenues of trees and new buildings. Development of the link road will allow Salisbury Road, from its

junction with Water Lane, to be closed to all motor traffic except buses (and possibly taxis and powered two-wheelers) and facilitates the aim to create 'pedestrian preference zones' within the town. The closure of Salisbury Road and Water Lane will also reduce the desirability of the town centre as a through route, and will discourage unnecessary vehicle movements. Environmental implications of creating the link road will need to be assessed as part of the design process.

**3.3.3** Station area - reconnecting the station to the town

Located at the eastern edge of the town, the existing station is perceived to be a long way from the vast majority of residents and from long-stay car parking. The pedestrian route along High Street is not easy or pleasant. There is excessive lorry movement, narrow pavements and a poor environment for walking. Similarly approaches from the north are not good for pedestrians and neither approach caters adequately for passenger drop-off. Despite the long term ambition to provide a more central facility, it is nevertheless important to improve the townscape around the existing one. There is opportunity to connect the west of the platform to the town, thus making the station more useable and offering the chance to connect in to the long term future of Eling Wharf.

**3.3.4** Eling Wharf

The framework provides opportunities for the future. Eling Wharf may not come up for redevelopment for many years. When it does, the opportunity should be taken for better use to be made of the coastline. Also design will be expected to respect the existing connected streets to tie in to the layout of Eling. New streets, positions of buildings and spaces should be aligned to present dramatic vistas down Southampton Water with landmark buildings heralding Totton's presence at the head of the water. Opposite this shoreline lies the boundary of the New Forest Heritage area and proposed National Park, and development would also be expected to respect this in terms of its environmental impact.

**3.3.5** Eling and Old Totton

Pedestrian links between Eling and Old Totton are currently poor, with one route along Eling Lane, and

the other over a step-ramped bridge. The vision refers to three pedestrian routes that need improvement including safeguarding of a potential pedestrian/cycle route into the Eling Wharf Area, crossing at Bartram Road and improvements to Eling Lane.

**3.3.6** The feasibility of such major changes will depend very much on land ownership, the willingness of local business and landowners to contribute to the schemes and the local planning authority's ability to secure the constituent design elements through development control.

**3.4** Greenspace

**3.4.0** Town centres need space for relaxation and for the various benefits associated with nature and green plants. Atmospheric improvements through dust filtering, oxygen balance, shade and shelter are well known benefits of trees in town centres. There are other proven psychological and health benefits offered by contact with nature and views of greenery.

**3.4.1** Totton has the advantage that the civic and community buildings are set within a central green space leading to a small park on the edge of the town centre.

**3.4.2** In addition, there is potential for the whole of the south and west of the town to enjoy linked green walks right the way into Old Totton and Eling via land alongside Bartley Water. This is being pursued through the New Forest District Local Plan, but within the remit of this guidance it is relevant to pursue connections and design improvements for the section of land alongside Brokenford Lane and along the Totton Bypass frontage of Eling Recreation Ground.

**3.4.3** The very heart of Totton has become increasingly devoid of trees and greenery. The opportunity does exist to create a greener environment throughout the town centre, especially in public spaces. The Framework proposes a series of measures. Tree retention and protection is important - appropriate trees will be protected by tree preservation orders and designs for new development will be expected to avoid damage to trees wherever possible. Proposals for tree planting and various levels of soft landscape provision are shown.



## 3.5 Town Centre Urban Design Framework (Level One)

### Understanding The Key to The Vision

#### 3.5.1 Primary Public Frontage

These are boundaries of blocks that adjoin the busiest areas of the public realm, shopping streets and the main thoroughfares. These are the streets and spaces that the visitor is most likely to come across and, therefore, they have an important role in defining the character of the town. These frontages are identified on the framework to help prioritise improvements and to prevent further deterioration of the block structure.

Sections of the defined Primary Public Frontage are proposed as opportunities where a greater density of in-fill development would be consistent with improving the block structure. Factors such as maintaining a high level of surveillance; contributing to the vitality of the street through the presence of doorway openings and shop windows; responding to existing rhythms and patterns of design; and the inclusion of interesting architectural details, all help to reinforce the integrity of these frontages.

Within the defined Primary Public Frontages, development, renovation and improvement works should contribute to completing, maintaining and improving the integrity of those frontages. Infilling at high densities will usually be appropriate and built development should define the front of sites. Windows and doors should be positioned on the frontages.

Proposals for development should not fragment these frontages, for example through the provision of vehicular accesses and servicing.

#### 3.5.2 Secondary Public Frontage

These frontages directly face areas of the public realm that have local importance, and form important boundaries for the completion of blocks. These frontages define streets, paths and spaces that are well used by local residents. They are important in offering natural surveillance, vitality and a sense of place for people who live and work in the town.

Within the defined Secondary Public Frontages, new development, renovation and improvement works should reinforce the integrity of these built frontages. Proposals should give careful consideration to the context of the block frontage and to completion of the frontage wherever possible. Built development should define the front of sites. Windows and doors should be positioned on the frontages.

Proposals for development should not usually fragment these frontages. Vehicle access and servicing should not be allowed to fragment these boundaries unduly. The context of the rest of the block frontage and the public realm must be taken into account in locating access points (shared routes into internal courtyards are expected to maintain the integrity of the block).

#### 3.5.3 Minor Frontage/Visual Boundary

These are boundaries that are seen from the public realm or they define areas of semi-public realm. Examples include car parks within the block structure and areas of street/space that are accessed by footpaths, streets, or the railway.

All such boundaries are a part of Totton's quality and sense of place and as such need to be of good quality, maintained and where possible, enhanced. Flimsy or temporary structures or materials not designed for the purpose will not be permitted.

On Minor Frontages and Visual Boundaries, where buildings do not define the edge, boundary treatments should define the block and contribute to the visual quality of the town. Depending on the context, they should consist of brick walls, permanent painted railings or combined pier and panel/rail boundaries.

#### 3.5.4 Visually Permeable Boundary

In some instances, definition is needed even where the use needs to be on view. There will need to be views through such boundaries (visually permeable) in order that the internal activity can add vitality to the town and provide security. Such boundaries include the edges of car parks and open space. There are also some instances where the town's character can be defined by attractive forecourt uses, for example on Commercial Road.

Visually Permeable Boundaries should consist of tree lines combined with high quality railings.

#### 3.5.5 Landmark Building

The character of a town is defined by its main frontages along streets and spaces and, in particular, by its built 'highlights'. The position of a building can make it more noticeable where it leads the eye along key routes, where it emphasises entrances to parts of the town, or where its height and roof form allow it to be seen from afar. Landmarks are the means by which we find our way around a town - the town's legibility.

Proposals for development affecting the existing landmark buildings should respect their character and architectural quality. Proposals to replace such buildings should be of high architectural and design quality, and result in an improvement to the local environment and/or street scene.

Proposals to develop new buildings, at the locations shown in the Framework, should be of a high quality and innovative design, so that they read as landmarks within the townscape of Totton.

#### 3.5.6 Important Cross-Town Links

Where these exist, priority needs to be given to improving the pedestrian realm and facilities for cycling, through improved quality of paving, protection from traffic, improved street lighting, reduction in noise and pollution impacts.

Existing Cross-Town Links must be retained. Within these links priority will be given to improving conditions and facilities for pedestrians and cyclists.

Within areas where links are identified, proposals for development affecting these links will be expected to provide connections, including provision of direct pedestrian routes through the development.

#### 3.5.7 Nodal Area

These are the key junctions where main movement routes cross. They are significant because of their activity and their role in helping to locate oneself in the town.

Proposals for development adjoining nodal areas should exhibit a high quality of architecture designed to reinforce the function of these areas and should include landmark buildings where appropriate. Provision for improving the comfort and safety of pedestrians should be given a high priority.

# The Vision

## Overall Town Centre Urban Design Framework (Level One)



### Key

- Important Public Frontage
  - Existing
  - Proposed
- Secondary Public Frontage
  - Existing
  - Proposed
- Minor Frontage/Visual Boundary
  - Existing
- Visually Permeable Boundary
  - Existing
- Landmark Building
  - Existing
  - Proposed
- Important Cross Town Pedestrian and Cycle Links
  - Existing
- Nodal Area
  - Existing
- Pedestrian Preference Zone
  - Existing
- Green Space
  - Existing
- Green Buffer Zone
  - Existing
- Stand-alone Buildings
  - Existing
  - Proposed
- Possible Future Transport Interchange or New Station
  - Existing
- Perimeter blocks
  - Existing

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### 3.5.8 Pedestrian Preference Zone

- Crossing roads should be made easier. Areas of traffic and pedestrian conflict need to offer greater protection for the pedestrian, or even pedestrian priority. Traffic will not necessarily be excluded from such areas but measures to reduce its impact are required.

Re-defining carriageway widths and reducing traffic speeds and congestion can help improve and increase the realm of the pedestrian thus offering comfort and greater safety.

Within the Pedestrian Preference Zones, priority will be given to improving the pedestrian realm, as well as creating facilities for cyclists. Where the opportunity arises through redevelopment, enhanced provision will be sought for pedestrians, disabled people and cyclists. Such provision will include widened footways and improved street lighting where appropriate.

### 3.5.9 Green Space

Parks, gardens and playing fields that are of amenity benefit.

Areas of green space will be safeguarded. Proposals for development on land adjoining green space will be expected to provide for improved surveillance of these areas through overlooking. Design of such development, including boundary treatments, should be of a high quality and not detract from the amenity value of the space.

### 3.5.10 Green Buffer Zone

- Where it is not possible to enclose the rear boundaries of properties by built form, owners need to be allowed privacy. Rear parts of plots often have unsightly uses which require screening. Existing screening should be maintained.

Good layout design should obviate the need for further screening so it is not anticipated that any more will be needed except as a temporary solution to problem areas awaiting redevelopment along the lines of this framework.

Areas of Green Buffer should be protected and maintained.

### 3.5.11 Stand - alone Buildings



Occasionally a building type, or its position in the street will suggest that the building should not form part of a block. Examples include churches and buildings of public importance. Such buildings should not have a front and back but rather their windows, doors and architectural richness will address all sides, similarly their external landscape and access should address all sides. The civic area in the north of Totton town centre has several such buildings arranged around a central space. A choice of routes is particularly important here. Servicing and car parking will need to be minimal and attractively designed, since there is no internal area to hide such visually obtrusive functions.

Proposals for development affecting stand-alone buildings, defined in the Framework, should not detract from the setting and visual significance of these buildings.

### 3.5.12 Perimeter Blocks

These are explained in paragraphs 3.2.0, 3.2.1 and 3.2.2 with accompanying illustrations.

Proposals for development within the town centre should adhere to the concept of re-creating and retaining the perimeter block structure of the town.

## 3.6 Level Two: Sub-Area Urban Design Frameworks

- 3.6.0 This plan defines the areas that are to be described in the sub-area frameworks. Two such areas are included here and it is intended that further areas will be included to cover the rest of the town.

### Level Two: Sub-Area Frameworks - Location Plan

Sub-Area (Level 2) Frameworks	Drawing to be included
1. Shopping Core	Current
2. Old Totton	Current
3. Commercial Road Approach	2003
4. East Entrances & Station	2003
5. Central Heart & Transport Interchange	2004
6. Eling Wharf	Future

## 3.7 Sub-Area One: The Shopping Core

- 3.7.0 The overall 'Vision' identifies this area as consisting of a major part of a Pedestrian Preference Zone. Three key nodal areas require landmark buildings and a predominance of primary public frontage. Any new development should add to the quality and richness of character of this town centre shopping core area.

- 3.7.1 The overriding goals are to:

- Reconnect the town centre
- Re-prioritise the public realm to offer a safer pedestrian and cycle environment
- Add to the character and quality of the shopping core through new building and treatment of public spaces

- 3.7.2 Through public and private enterprise, it is hoped to provide the following elements within this area: new building opportunities (1-6 on diagram - see page 13), improvements to public streets and spaces (A-H on diagram) as well as improved crossing opportunities for pedestrians.

- 3.7.3 Developers who are considering major development in this area should contact the Council at an early stage to invite a collaborative approach to developing a 'Level Three Framework' (design brief) to assist the scheme.



### 3.7.4 Reconnecting the town centre

The shopping core of Totton has become fragmented and although the centre is active throughout the day, the realm of the pedestrian is seriously under-considered. This (see opposite page) plan illustrates approximate areas of pedestrian provision. The issue is not merely about quantity of pedestrian space but about connecting destinations together.

3.7.5 The heavily trafficked Commercial Road is a barrier to pedestrian movement as is the World Stores (main) Roundabout. Water Lane, The Precinct, and Asda Precinct are all spaces cut off from one another. The key to improving this situation is in the treatment of the town's central space - the World Stores Roundabout. Creating an attractive boulevard along Commercial Road to Salisbury Road can make the connection. This must include measures such as reducing the amount of road space, reducing traffic speeds, removing physical barriers and providing designated crossing facilities to link Asda Precinct and the ends of Junction Road and Ringwood Road to the north side of Commercial Road.



Traffic and carriageway take up much of the town centre. Backs of buildings dominate the area and crossing the road is a real problem.





Physical barriers and a convoluted crossing on Commercial Road

Streets that are easier to cross are more comfortable for people

3.7.6 Here is a major opportunity to create a very special town centre space. Utilising the land currently taken up by the roundabout, this will give pedestrians an easier route and invite movement from the area of The Precinct to the area of Water Lane junction. However, this space must not only facilitate pedestrian movement, it should be designed to become a destination in its own right, encouraging activity, offering colour, variety and beauty. A place we want to visit.

## The Shopping Core

### Sub-Area Urban Design Frameworks (Level Two)



### 3.8 Streets

#### Shopping Streets

There needs to be a consistent character for these areas. A common 'vocabulary' of colours, materials and style needs to be set. It is anticipated that this will be done as part of the design work for the main spaces (A,B,C and D). In particular, surface materials and street furniture will need to respect this theme. Cycle parking provision should be conveniently located outside commercial buildings. Street trees should be provided where indicated with the appropriate protection. Bins, benches, bollards, lighting and signs should all respect the common design and should be (again subject to designs for spaces A,B,C,&D) positioned in specified areas so as to minimise clutter and enhance the pedestrian realm.

#### Town Centre Streets

Properties should have secure, permanent front boundaries not exceeding one metre in height and enclosing only minimal front gardens. Street trees will be required where appropriate to improve the street character and environment. Front doors must face directly onto the street and not be tucked into side alleys and internal courtyards.



#### Trees

Trees should be planted where possible along the streets as shown. Where the opportunity exists to provide these within private land, planning applications for development will be expected to include such trees.

### 3.9 New Building Opportunities

#### 3.9.1 1. Water Lane/Popes Lane.

New buildings should face onto the public realm providing secure private space within the block. Car parking should also be internal to the block. Internal spaces should be well designed as pleasant spaces encouraging regular use. They should be secure, managed and maintained. They should include integral lighting and boundaries of permanent quality and provision made for future management and maintenance. (See policy TE-5 in adopted New Forest District Local Plan (NFDLP) & alterations)

#### 3.9.2 2. Precinct

This area is vital to the quality of the town centre. A new building is required fronting the main central space that is currently occupied by the roundabout. Reducing the amount of land taken up by the carriageway presents an opportunity to create an impressive and character-giving building. Building on this site should be part of the creation of an exciting and innovative pedestrian space to include access through to the Civic Centre car park. The building should enclose an area reserved for servicing and staff parking. Connecting shoppers parking from space F will require a well-defined route alongside the library.

A secondary building (2a) will need to provide a landmark allowing orientation of people arriving at the car park and also channelling views from the central plaza.

As part of the Precinct development, the public toilet needs to be relocated close to the central Plaza.

Building design should:

- Complete the block
- Be definite about shape and design (not just following the land ownership boundary and the 1960s designs of the Precinct)
- Respect the scale and massing of existing buildings, but create a new image
- Have light and airy shop windows to be welcoming and open
- Emphasise the vertical, through divisions and doors
- Include a high percentage of windows
- Explore the use of a third or even fourth storey set back from the frontage for use as office or residential
- Reflect and contribute to the designs and choice of materials/colours of the public space.

(Also see policy TE-4 in adopted NFDLP & First Alteration)

#### 3.9.3 3. Ringwood Road Filling Station

Should the opportunity arise, this site should be redeveloped to help complete the block. New retail premises will be acceptable as well as uses within Class A2 and A3 of the Town & Country Planning (use classes) Order 1987 where this would be consistent with maintaining the vitality of the town centre. On

upper floors uses including leisure and community facilities, offices and professional services, and residential uses would be acceptable.

A building should comprise two or three storey continuous built form with undercroft access to an internal courtyard. Design and materials should compliment the new street façade afforded by the Water Lane/Popes Lane development.

(see policy BU-TC1 in NFDLP First Alteration)

#### 3.9.4 4. World Stores Corner

Land will be made available in this location as a result of the proposed highway improvements. A three or three and a half storey landmark building should face both the Salisbury Road and Ringwood Road frontages. Design of the whole building should be of a special quality that will complement the character of a proposed new precinct building opposite. This building is particularly important as a landmark since it will be the main view from Commercial and Salisbury Roads as well as marking the end of Ringwood Road. A taller part of the building will help to address the corner itself. Together with the precinct building it will help in creating an interesting and identifiable skyline for the town centre.

(See policy BU-TC1 in NFDLP First Alteration)

#### 3.9.5 5. Outside Link Road

Primarily needed for car parking, this land is segregated from the main car park. Natural surveillance of the car park and completion of the block are important for security. If in future car parking is no longer required, development facing the proposed new Link Road and on the corner of Westfield Road should complete the block.

(See section F2A in NFDLP First Alteration)

#### 3.9.6 6. Auto-Spares Shop

This single-storey building does not make the best use of its site. Should the opportunity arise, a two or two and a half storey building with a narrower base will permit a convenient pedestrian route through to the Civic Centre car park and gardens. Proposals for development should provide this link. A new building should face this footpath, as well as Salisbury Road, in order to provide surveillance. Retail must be retained on the ground floor.

(See policy BU-TC1 in NFDLP First Alteration)

**3.9.7 7. Asda Filling Station**

This site is an important gateway to the town centre. If this site becomes available for redevelopment it would be suitable for a landmark building facing and enclosing the street spaces within this nodal area. (See section F2A in NFDLP & First Alteration)

**3.9.8 8. Conservative Club**

This building takes up an important public frontage within the main town centre nodal area. It also contains an important community facility namely a hall available for functions. Currently it presents a characterless frontage to the street. Should the site become available for redevelopment a replacement building should face the public realm along its southern and western aspects. The building footprint could be extended towards the central plaza and offer active ground floor uses, doors and windows to this aspect. Suitable retail uses and a café/bar would be acceptable with possible replacement club facilities, office or residential uses on the upper floors. Alternatively, it may be possible to modify and extend the building and allow a change of use in order to bring character and vitality to this location. In either case the District Council would wish to see the hall retained or replaced on site or at a suitable alternative location within the town centre. (See policies BU-TC1 and BU-TCS in the NFDLP & First Alteration)

**3.9.9 9. Inside Link Road**

Building opportunities may arise here after the link road is built. Development should face the corner and offer architectural quality and interest in response to its position at the gateway to Totton's town centre. Vehicular access should be internal to the block. (See section F2A in NFDLP & First Alteration)

**Spaces**

**3.9.10 A. Central Plaza**

The theme here is to create a place with character, which is memorable to visit. Buildings surrounding the space should offer a high degree of overlooking. The plaza itself is intended to offer space for activity such as relocation of the Wednesday market, street theatre and occasional exhibitions or visiting markets/fairs and public celebrations. Provision should be included for seating and play. The design should tie in with the new buildings and provide a visual link through to the Civic Centre car park and gardens. Trees should be

introduced as part of a formal design.

Public art involving local people should be included in the design process.

**3.9.11 B. Water Lane Triangle**

This is intended as a "village green" in contrast to the urban space of the Central Plaza. This space should contain a high proportion of greenery. Road crossings should be situated at the corners of the triangle, while footpaths should follow desire lines and provide for ease of movement through the space. Tree lines should tie-in with the designs for spaces A, C and D to offer continuity.

**3.9.12 C. Asda Precinct**

There should be a physical and visual link between Asda Precinct and the rest of the pedestrian realm. The raised planters should be removed to ground level. The owners may wish to consider opening the in-store café onto this precinct. Soft landscape on the east side could be provided at ground level but it is expected that such design should match that of the paving pattern on the central plaza.

**3.9.13 D. Commercial Road Boulevard**

This area should offer pedestrian priority. There should be a strong tree line along the street. The tree line offers opportunity for locating the main cycle parking area for town centre shoppers here. It is anticipated that street furniture, lighting and cycle parking can be incorporated into this tree line as a margin to a major pedestrian boulevard. This boulevard could then offer opportunity for activity such as the expansion of the Wednesday market, street theatre and occasional exhibitions or visiting markets, fairs or events: an extension of the Central Plaza function.

Public art involving local people should be included in the design process.

**3.9.14 E. Civic Gardens**

The garden character of this space should be reinforced and open views should be maintained. There should be strong links, provided to this area from the Central Plaza and Civic Centre car park.

**3.9.15 F. Civic Centre Car Park**

The car park should be reconfigured to maximise capacity. Tree planting should emphasise the pedestrian links in particular to the Central Plaza via

the rear of the library. Other links should be made to the war memorial and gardens. Extension into the space around the library will afford the opportunity to create a highly visible connection to the Central Plaza and should be combined with planting to enhance the north and west sides of this 'stand-alone building'.

**3.9.16 G. Westfield Road Car Park**

Clear and direct access should be provided to Water Lane and between Westfield and Salisbury Roads. Of particular importance will be the provision of avenues of street trees along the boundary and along the pedestrian route. Several semi-mature trees exist already and should be retained where possible.

**3.9.17 H. Commercial Road Terraces**

A fragmented mixture of hard surfaces discourages pedestrian access. A path at the higher level needs to be created allowing wheelchair as well as pedestrian access to the whole row of shops. A simple stone kerb behind the existing pavement with a consistent design of paving will offer a simple terrace. Individual shops then have the opportunity to show wares or provide café terrace seating along the front with canopies or umbrellas (subject to appropriate consents). Tree planting may be possible at the back of the pavement so that this row could appear to continue the planting along Commercial Road Boulevard.





### 3.10 Sub-Area Two: Old Totton

3.10.0 This framework covers the traditional shopping street of Old Totton. Other framework drawings will cover other parts of the historic town/village. The Vision drawing identifies this area as being within a Pedestrian Preference Zone. Two key Nodal Areas encompassing existing landmark buildings are identified at either end. This and a predominance of primary public frontages all require any new development or alteration to protect and add to the quality and character of this historic shopping street.

3.10.1 The over-riding goals for Old Totton are:

- Enhance the village high street character
- To improve facilities for pedestrians
- To retain and promote a mixture of uses
- To establish or re-establish connections to Eling, Rushington and north of the railway line
- To establish a high quality and attractive environment

3.10.2 The predominance of older buildings along this street provide a sense of character. It is expected that alterations and changes to buildings here will respect and enhance the sense of place through permanent and good quality materials and sensitive and imaginative design. Buildings of particular character and significance are marked on the framework. New proposals that would detract from the existing character of these buildings will not normally be permitted.

3.10.3 As a shopping street, it is important that pedestrians are safe to cross Rumbridge Street at all locations. Changes in design that reduce car speeds generally should therefore be introduced and vehicle drivers should be made aware, through design, of the presence and rights of pedestrians.

3.10.4 Through public and private enterprise, it is hoped to provide the following elements within this area: new building opportunities (1-6 on diagram), improvements to public streets and spaces (A-H on diagram).

3.10.5 Developers who are considering development in this area should contact the Council at an early stage to invite a collaborative approach to developing a "Level Three Framework" (design brief) to assist the scheme.

### 3.11 Streets

#### Shopping Streets

There needs to be a consistent character for these areas. A common 'vocabulary' of colours, materials and style needs to be set. It is anticipated that this will be done as part of the design work for the main spaces (A,B,C and D). In particular, surface materials and street furniture will need to respect this theme. Cycle parking provision should be conveniently located outside commercial buildings. Street trees should be provided where indicated with the appropriate protection. Bins, benches, bollards, lighting and signs should all respect the common design and should be (again subject to designs for spaces A,B,C,&D) positioned in specified areas so as to minimise clutter and enhance the pedestrian realm.

#### Town Centre Streets

Properties should have secure, permanent front boundaries not exceeding one metre in height and enclosing only minimal front gardens. Street trees will be required where appropriate to improve the street character and environment. Front doors must face directly onto the street and not be tucked into side alleys and internal courtyards.

### 3.12 New Building Opportunities

#### 3.12.1 1. 51-57 Rumbridge Street

This site is currently occupied by a carpet and furniture shop with a large rear yard to the south. Proposals for redevelopment need to retain shopping uses on the ground floor abutting Rumbridge Street. Heights and massing of buildings should respect the current character of the street and, in addition, built form should face the bypass.

(See policy TE-9 in NFDLP & First Alteration)

## Old Totton

Sub-Area Urban Design Frameworks (Level Two)



**Key**

**Streets:**

- Shopping Streets
- Town Centre Streets
- Trees
- Character Buildings

**New Building Opportunities:**

- 1** 51-57 Rumbridge Street
- 2** Bartram Road
- 3** Rear of 83-93 Rumbridge Street
- 4** Junction Road
- 5** Opposite Batt's Corner
- 6** 8 Rumbridge Street

**Spaces:**

- A** Riverside Car Park
- B** Old Totton Gateway
- C** Old School Square
- D** Village Entrance
- E** Winsor Road Car Park
- F** Batts Corner Cross
- G** Brokenford Lane Open Space
- H** Eling Recreation Ground

- Important Crossing Points
- Vehicle Access
- Proposed Pedestrian Links

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**3.12.2 2. Bartram Road**

The Rumbridge Street frontage should remain set back with a tree line introduced to the back of pavement. Should the opportunity arise for redevelopment, built form should face Bartram Road and also the by-pass in line with the built form of site 1. Buildings should be a minimum of two storey with opportunity for taller buildings to front the by-pass. (See Section F2A in NFDLP & First Alteration)

**3.12.3 3. Rear of 83-93 Rumbridge Street**

The furthest reaches of rear gardens and poor quality fences of properties facing Rumbridge Street give a poor impression of Totton. The length of gardens could allow up to two and a half storey of office type uses if access were available via Linden Homes office or Rumbridge Street via space C. (See Section F2A in NFDLP & First Alteration)

**3.12.4 4. Junction Road**

Buildings should replace the advertisement hoardings here. Respect for the scale of the street and a sensitive treatment for the frontage and building line will be needed to tie in visually with neighbouring buildings. (See Policy BU-51, BU-53 in NFDLP and Section F2A in NFDLP & First Alteration)

**3.12.5 5. Opposite Batt's Corner**

Quality built form should have frontage to both Rumbridge Street and Junction Road. Strongly innovative or faithfully historical in materials and design, this building should respect its setting at a key junction where other landmark and historic buildings already exist. (See Policy BU-51, BU-53 in NFDLP and Section F2A in NFDLP & First Alteration)

**3.12.6 6. 8, Rumbridge Street**

Redevelopment of this single storey building could achieve a better entrance to Osborne Road as well as increasing floor space. Two to three storey building at a domestic scale may be appropriate. Car access to the rear could be combined with building 5 off either Rumbridge Street or Osborne Road. The remaining land between No. 8 and No. 6 could also be built upon to help continue the street façade. (See Policy BU-51, BU-53 in NFDLP and Section F2A in NFDLP & First Alteration)

**Spaces****3.12.7 A. Riverside Car Park**

This space contributes to first impressions of the town but it is also where people should be encouraged to leave their cars rather than parking on internal streets. Encouraging this requires security and simple pedestrian routes as well as a pleasant environment. A simple safe pedestrian route should run along the southeast boundary. Tree lines to offer shelter should be planted and pruned to have clear stems and together with a well kept hedge are expected to soften the visual impact of car parking without reducing surveillance. Retaining and enhancing the green water's edge is important. The boundary alongside no.102 Rumbridge Street is visually important. Proposals to improve the footpath together with planting alongside will be pursued.

**3.12.8 B. Old Totton Gateway**

Lorry parking here gives an extremely poor impression of the town to visitors and passers-by. Replacing this with a high quality landscape setting for the town's entrance will be a priority. Creating a safe pedestrian/cycle route into the town from Rushington and Hounslow will encourage people to walk or cycle rather than drive to the town.

Public art involving local people should be included in the design process.

**3.12.9 C. Old School Square**

The buildings enclose a space that reflects its former importance in front of a school. Opportunity exists to revise the parking and access requirements and to emphasise the sense of arrival in the 'village high street' through simple hard landscape design and the introduction of some trees.

**3.12.10 D. Village Entrance**

Predominantly privately owned, the whole space is nevertheless extremely important in setting the scene for Old Totton. A consistency of detail for front gates and fences is essential. Buildings and structures within this space will normally be discouraged other than where they are demonstrably improving views of these gardens. Retaining the open, cottage garden style of the gardens on the north side will also contribute to the amenity of the space.

**3.12.11 E. Winsor Road Car Park**

This space needs: improvement of the pedestrian link to Rumbridge Street; retention of the trees that line this car park; improved natural surveillance through short stay car parking and directing people to use this car park for shopping.

**3.12.12 F. Batts Corner Cross**

Enclosed by historical and landmark buildings and providing an important crossing for pedestrians and vehicles, this space has a unique role in Old Totton. Improvements are required to:

- Resolve present chaotic traffic movements
- Provide clear pedestrian crossing facilities
- Complete visual enclosure by building in gaps highlighted on the framework
- Improve visual amenity and character by restoring the Batts Corner building
- Retaining the junction road trees
- Providing better paving materials and appropriate matching street furniture.

**3.12.13 G. Brokenford Lane Open Space**

Allowed to grow wild, the area supports wildlife and functions as a buffer between Rushington and central Totton. Public access to the area and the road margin should be improved, selected views to the river opened up and the area managed for amenity as well as wildlife. As well as functioning as a buffer, the space should become a recognised amenity, connected and integral to Totton town centre.

**3.12.14 H. Eling Recreation Ground**

Improving the hedge and tree line along the northern side of this space will give a greener impression of Totton as a whole. Tree planting can soften and enhance views of the maintenance depot and youth club. Future work should include: creating a programme for land management that replaces lost trees and adds amenity value to the riverside walk together with interpretation. Also physical improvements to the entrance so that people see this as a major amenity.

# Four

## 4.0 Movement and Transport Proposals

4.0.0 A transport strategy that supports and complements the Urban Design framework has been developed by the multi-disciplinary project team.

4.0.1 The strategy's emphasis is on travel to Totton, not passing through the town. The aim is to encourage people to come to the town, to stay, to shop and to use the facilities.

4.0.2 To do this we must facilitate more efficient access to the town's central area by all methods of transport. Therefore, we are proposing to re-balance the transport priorities in the Totton central area. To offer a choice of movement types to enable all people to use the centre. It is helpful to explain using a generalised 'hierarchy of users':

1. Pedestrian
2. Bicycle
3. Public Transport (Bus, Train, Taxi)
4. Motor Vehicles (Car, Lorry)

Put simply, those users nearer the top have most priority.

4.0.3 To ensure that the theory of the Urban Design Framework works in practice we will need to discourage people using the town as a convenient rat-run whilst properly managing the traffic that does need to travel through the area.

4.0.4 For each aspect of transport we have provided a description of the main benefits and implications of the transport strategy. Implementation of the strategy will require further detailed assessments, design work and consultation, particularly concerning:

- Parking provision
- Control of heavy goods vehicles
- Traffic management especially in the Testwood Lane area
- The Ringwood Road/Maynard Road roundabout
- The location and design of pedestrian and cycle crossings of the railway

### 4.1 Pedestrians

4.1.0 Almost everybody is a pedestrian once they arrive at the central area. Therefore there are two designated 'Pedestrian Preference Zones' (see paragraph 3.5.8). As the name suggests the emphasis of these areas is on the pedestrian. People will be able to move safely and freely around the central area. Where traffic does need to pass through these areas, design will be such as to ensure that drivers will recognise that they need to drive slowly, carefully and with maximum respect for the primary users.

- People are encouraged to walk to the town centre through a network of pedestrian routes that connect key areas of the town. For example, a new pedestrian and cycle bridge and alterations to significantly improve the existing Brokenford Lane bridge are proposed. Designs will ensure the best possible pedestrian and cycle links across the railway.
- Important pedestrian routes and destinations within the town centre have been considered and better crossing facilities are proposed. The diagram shows those routes and crossing points that are to receive particular consideration (for example paragraph 3.7.4 explains how crossing and circulation will be made easier in the Commercial Road/World Stores Roundabout area).
- The new signalised Batts Corner junction will ensure improved safety and quicker, easier crossing for people through this busy area.

4.1.1 Together the measures proposed will ensure that there is less traffic, less pollution and a nicer environment for people in Totton town centre.

### 4.2 Cycles

4.2.0 A significant number of people live within easy cycling distance of the town centre. It is important that as many potential cyclists as possible are encouraged to cycle to the central area.

4.2.1 Cyclists approaching the central area will need to be able to do so safely and conveniently, taking the most direct route possible. The traffic in the central area will be managed to ensure it is much safer for cyclists.

- Bicycle users will be given advantages over other forms of transport. For example, some routes will

allow contra-flow cycle traffic and other roads closed to traffic will remain open to cyclists.

- Movement within the central area will be further enhanced by the proposed cycle and pedestrian bridge over the railway and upgrades to the existing Brokenford Lane bridge to make it easier to take bikes across.
- Links to the Eling area will be improved by the introduction of new cycle and pedestrian ("toucan") crossing facility within the signalised junction on the A35. On arrival in the central area there will be conveniently located cycle parking facilities incorporated into the new designs, close to shops and adjacent to pedestrian areas.

4.2.2 These measures will assist cyclists arriving at the central area and travelling within it. However, it is equally important for cycle facilities to be incorporated into the design of the surrounding road network to ensure people can get to the area safely. In future all opportunities to promote cycling in the area will be utilised, for example in the planning and specification of new developments and road works for routine maintenance.



Pedestrians and Cycles

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### 4.3 Buses

4.3.0 Buses play an important role as part of a properly integrated transport strategy. There is already a significant amount of bus use in the Totton area. To ensure that service levels do not decline further, a number of initiatives to improve the quality of public transport are currently underway in Hampshire. These include agreements on fare structures and integrated ticketing, and specifications to improve the quality of buses and enhanced timetable information. These will be complemented by the introduction of physical measures in Totton town centre to provide additional benefits for buses, allowing them to be quicker and more reliable and thus encourage more people to use the services.

4.3.1 To facilitate efficient and effective transport to and through the central area a range of priority measures will be introduced:

- Junction Road will be reopened to buses. Access will be controlled by rising bollards activated by the buses. When travelling southbound they will be able to avoid queues on Maynard Road by joining the road close to the level crossing.
- The Central Plaza/Salisbury Road area will allow buses to penetrate right into the heart of the main shopping area, again controlled by rising bollards. This will provide direct access and some time advantages for buses over other traffic. The connections for existing services along Water Lane and Salisbury Road will be retained.
- Two way services will be introduced on Rumbridge Street. This will be made possible by the signalisation of the Bartram Road junction with the A35 to allow buses to exit Rumbridge Street and travel westbound on the A35. The signals at the junction will be activated by the buses to ensure the dwell time at the signals is minimised.
- Priority will be provided to buses travelling eastbound along Rumbridge Street. Traffic will be diverted via Windsor Road and Eling Lane, however buses will be allowed to continue to a new signalised Batts Corner Junction. Their approach to the junction will activate the signals to ensure efficient movement through it.

4.3.2 These measures will complement other aspects of the transport strategy to ensure that bus use in the Totton area is more attractive. This will help improve access to the area for all people and provide a larger market for bus patronage.

### 4.4 Taxis

4.4.0 It is recognised that taxis also provide a key role in the local transportation strategy.

- Existing facilities will be consolidated to provide a specially designated area right in the heart of the main shopping area. It will be located at the junction of Salisbury Road and Water Lane. Taxis will also be given access rights not available for general traffic to ensure that they can penetrate close to central destinations - a more convenient and efficient service.

### 4.5 Trains

4.5.0 The railway station is currently located on the periphery of the town.

- There is a unique opportunity to move the station into the central area. A new station, located between Brokenford Lane and Junction Road, could be a major interchange facility. It has enormous potential to incorporate new development in the heart of the central area and connect the two key areas of central Totton.

4.5.1 The station development would act as a hub connecting the town and the local area with the national rail network and the proposed South Hampshire Rapid Transit system - a local network of integrated public transport systems.

### 4.6 Motor Vehicles

4.6.0 Travel by car is an essential part of the transport strategy. The strategy will improve access by car to the town centre by reducing congestion and conflicting traffic movements.

- The emphasis is on traffic travelling to the central area of the town.



#### Passenger Transport

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- Traffic wishing to pass through the central area of the town will be encouraged, wherever possible, to use instead the primary routes - the A35, A326, M27 and M271.

- Any traffic needing to pass through the central areas will be encouraged to do so slowly and safely, respecting the fact that it is Pedestrian Preference Zone.

4.6.1 Included in the proposals is the implementation of the link road proposed in the New Forest District Local Plan (First Alteration) (Policy TE-2). This would allow the southern end of Salisbury Road to be closed to through traffic and freed up for pedestrian, cycle and public transport uses. To ensure that this proposal

conforms with the other aspects of 'Sustainability'(see paragraph 2.0), the road proposal will need to be the subject of:

- an air quality impact assessment to determine current air quality and predict the effect of different design options
- an assessment of future traffic noise and its impact on adjacent housing.

Complementary measures may need to be taken in Westfield Road and other residential roads to minimise any impacts identified and to discourage traffic which might otherwise be attracted to a new length of road.

4.6.2 At certain times of the day when there are more pedestrians on the streets, such as Saturdays and lunchtimes, it may take a little longer to travel through the town. However, at most other times of the day the strategy will continue to cater for all essential traffic movements and with no discernible impact on capacity. Generally, the more through-traffic that can be removed the better local access to the town centre will become.

- The signalisation of the Batts Corner junction will significantly improve safety at this busy intersection. It will also encourage use of more appropriate routes and discourage rat-running traffic through the area.
- New traffic signals on the A35 will enable east-bound traffic on the A35 to enter the Eling area without needing to pass through Rumbridge Street. It will also improve access for westbound traffic onto the A35, which will help reduce the use of Rose Road by providing a safer alternative.

4.6.3 The Councils will investigate opportunities for mopeds and other powered two-wheelers to use certain routes not open to cars, e.g. "bus-only" routes.

4.6.4 The level crossing and Maynard Road (including the Ringwood Road / Asda roundabout) have been identified as locations where nitrogen dioxide levels from queueing traffic now constitute a significant problem. Whilst the District Council and others may be able to bring in measures which help reduce this pollution (for example, encouraging waiting drivers to switch off vehicle engines), proposals made in accordance with this Guidance will nevertheless need to be assessed in the light of their impact on, among other things, the pollution levels in these areas.

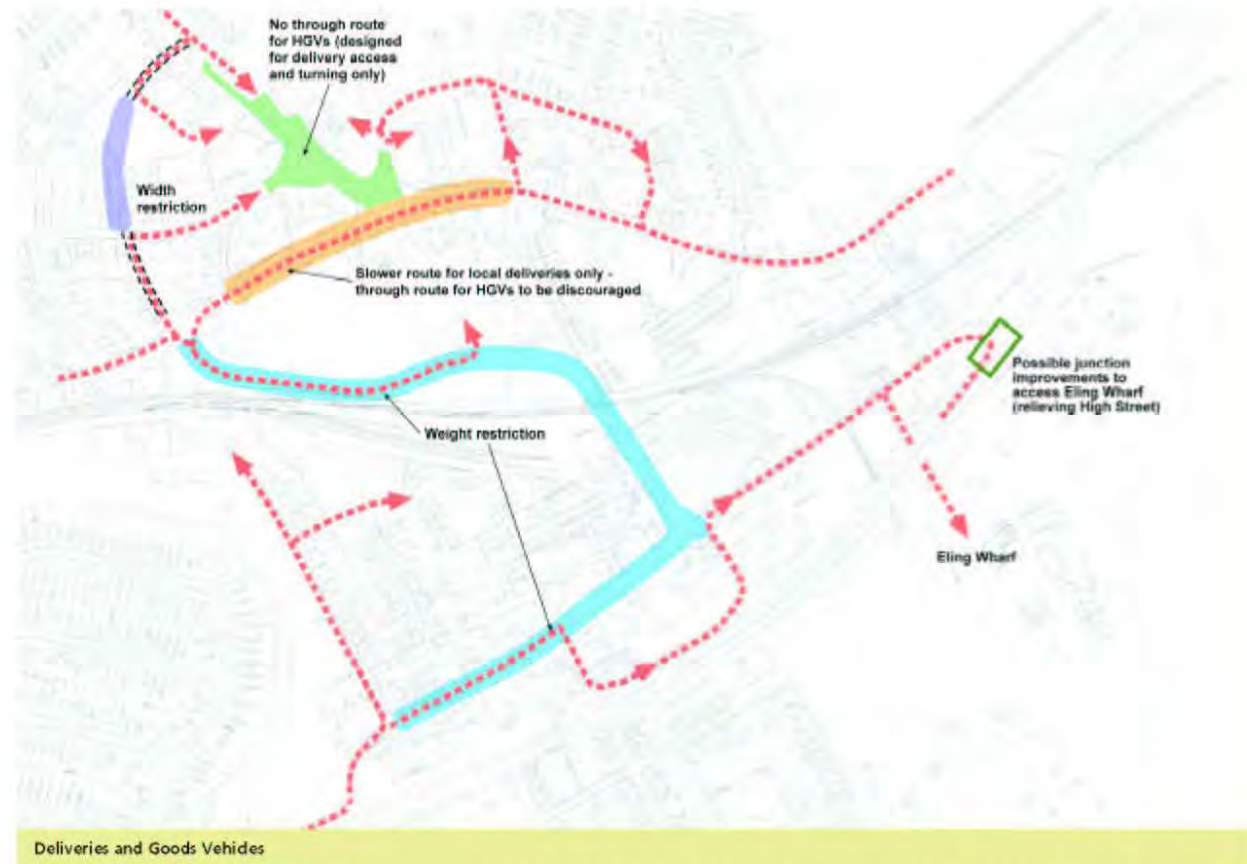
## 4.7 Deliveries and Goods Vehicles

4.7.0 A strategy for the control of heavy goods vehicles (HGVs) will be developed to encourage drivers to use appropriate routes around Totton, such as the A35, A326, M27 and M271. They will be discouraged from travelling through the town centre. However, all delivery access requirements to the centre will be catered for in the re-design of the urban area:

- HGVs delivering to the Rumbridge Street area will be encouraged to enter from the west end and exit via High Street.
- HGV deliveries to premises on Salisbury Road will enter and exit the town via this road, whereas deliveries to Water Lane premises will be via Ringwood Road.

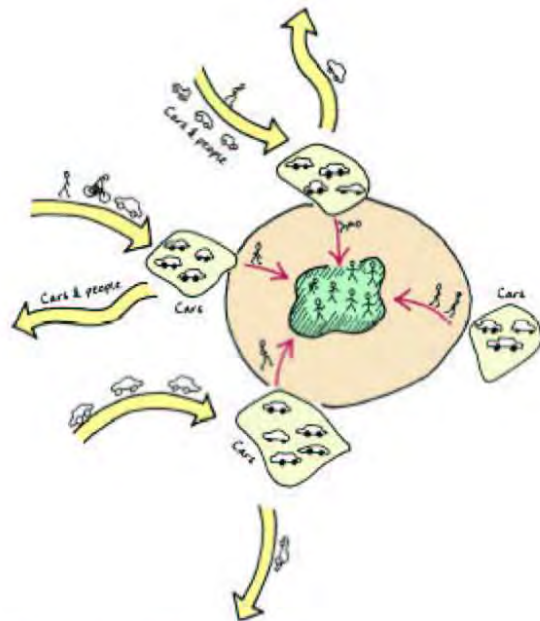
- Access to the Totton Shopping Precinct will be via the southern end of Testwood Lane, exiting on Beaumont Road.
- Vehicles will still be able to pass along Commercial Road, but only for access purposes. This will not be an appropriate route for through traffic. Any HGVs passing through this area will realise that it is a pedestrian preference area unsuitable for large vehicles.

4.7.1 Wherever possible, HGVs will be encouraged to travel around the town and enter via the appropriate route. A width restriction will be implemented on the new link road to ensure that inappropriate traffic movements are discouraged.



## 4.8 Parking

- 4.8.0 A parking strategy will be developed to ensure that visiting the town centre is made easier. This may include residents' parking schemes.
- 4.8.1 The strategy will rationalise the way that existing car parks are used. On arrival in the town, people will be encouraged to park at the nearest appropriate car park and walk between destinations in the town centre.
- 4.8.2 Better use of the current parking stock will be achieved through a reconfiguration of maximum stay times, by clearer signing of appropriate local car parks and improved connectivity with the central area.



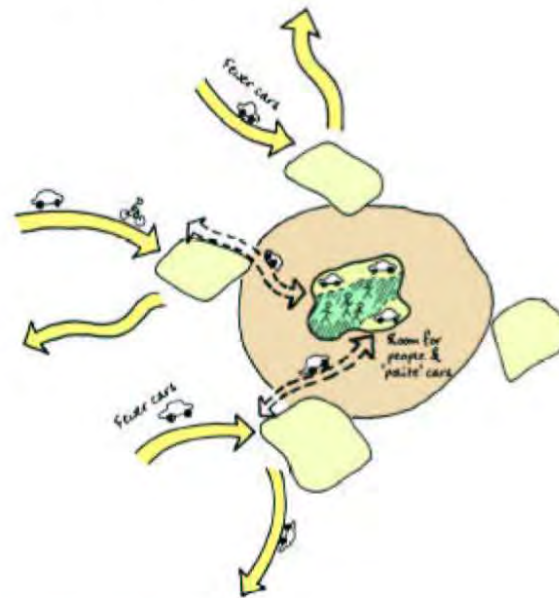
The Daytime Town Centre

- Create and improve pedestrian routes directly from car parks to shopping streets
- Encourages an active town centre
- Accommodate: People, push-chairs, bicycles, shopping bags, walking frames, children, sitting out, audible conversation, cleaner air

4.8.3 During the daytime, car park space should be provided close to the edges of the central 'Pedestrian Preference Zones' (PPZs). This should be made more accessible through improvement and provision of footpath routes directly into the shopping core.

4.8.4 Whilst loading facilities and parking for disabled people will be catered for within detailed designs, on-street parking and other parking space within the PPZs will be reduced to help minimise car movements within the most active areas.

4.8.5 During evenings, once the rush hour is finished, a reduced level of pedestrian use will require more short-stay parking within the PPZ in order to maintain a comfortable level of activity. Visitors will be less willing to park on edge-of-centre car parks, when effectively the activity of the town has shrunk to certain core streets.



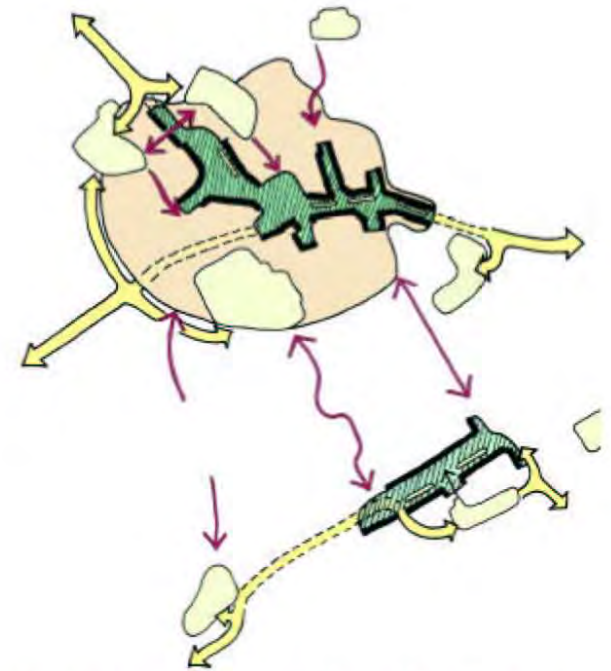
The Night Time Town Centre

- Fewer people so less space is needed
- Edge of centre parking becomes less attractive
- Combine the uses of the street to retain an active core to the centre

4.8.6 Design of some parts of the pedestrian preference zones will therefore need to cater for evening parking. Management of such space will need to be considered carefully to ensure that it is not abused during the active part of the day.

4.8.7 The illustration shows:

- A schematic diagram, applicable to any small town centre, showing how daytime and night time parking need to be considered differently.
- How this might work in relation to Totton in particular.



How this might be applied to Totton Town Centre

- Create new paths and direct connections.
- Remove central parking to reduce extraneous car movements within the central core.
- Design pedestrian space to be flexible to provide for some evening car use but mainly to provide interest & amenity during the day.
- Direct cars to the car parks - the choice is then to proceed slowly or to park and visit the town.
- Agree a management strategy that maximises the benefit of private as well as public car parks.

# Five

## 5.0 Urban Design Proposals

The following illustrates a set of ideas for creating a more attractive town centre. Sketches are indicative only.



Water Lane - The Village Green



A new town centre space? New shops? New landmarks?



A pedestrian friendly 'boulevard' in front of the precinct

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Winsor Road - Rumbridge Street



Batts Corner from Junction Road



A Green and pleasant entrance to 'Old Totton'



Brokenford Lane/Rumbridge Street: Traffic calming, new trees and new paving in the 'Old School Square'

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# Six

## 6.0 Implementing the Framework

### 6.1 The Planning Process

This document should be treated as supplementary planning guidance. Advice and requirements shown in this document will be material considerations when assessing planning applications.

### 6.2 The Projects

Currently, Hampshire County Council has two projects offering major funding to the improvements in Totton:

#### 6.2.0 Regeneration of Older Urban Areas (ROUA) is offering

funding for a major environmental improvement to the Old Totton area during 2003-2005. This is a rolling programme of works aimed at various towns within Hampshire and it is hoped that with public support for the proposed package of measures, further ROUA funding will be offered to Totton to carry on the work.

#### 6.2.1 South West Hampshire Transport Strategy is offering a

large budget to kick start this project through transport improvements. It has already paid for much research for this project: Atkins Consultants (Hampshire County Council's partner consultants) together with officers from all three councils have identified a far wider need for government investment. With public support, Hampshire County Council will expect to support the current investment with further bids to central government for achieving the comprehensive regeneration envisaged.

#### 6.2.2 New Forest District Council and Totton and Eling Town

Council have both identified initial budgets for environmental improvements in Totton.

#### 6.2.3 Private enterprise will be expected to contribute to

improvement to the public realm through financial contributions and/or actual works.

#### 6.2.4 The participating councils believe that a plan that is

researched and ready for implementation is the only way of attracting further funding on the scale that is needed. Asking European, central or regional government for large-scale funding needs this level of

research, a workable proposal and public support before it is seriously considered. Similarly, asking developers to invest in a town like Totton with quality buildings and jobs needs an ambition and direction to be made clear by the local authorities and community before they will risk their money.

### 6.3 The Community

Consultation during September and October 2002 revealed strong support for the proposals. This document is amended from the draft as a result of that consultation.\* There are several ways in which the local community can continue to support the process:

#### 6.3.1 Get involved through action: consider what

contribution your property, home or workplace can make to improving the quality of Totton. It may be that your garden fence or shop front is marked on this vision as important. If you are a shop keeper you will know how keeping up appearances contributes to a thriving business and a better environment. However, it is difficult to measure the positive effect that such care, as that shown at the cottages at the corner of Rumbidge Street and Brokenford Lane or the summer flowers outside the Cross Keys, has on Totton as a whole.

#### 6.3.2 Get involved as partners: in many instances, it takes a

team effort to create a difference. Groups of shops (such as those between HSBC Bank and the Roman Catholic church on Commercial Road) can gain by working together on rebuilding their front terrace. Residents along streets or from groups of dwellings might team up to create planting schemes along collective front gardens or window boxes. Flats could be repainted together to improve their appearance.

#### 6.3.3 If there are ways in which the local authorities can

assist with such contributions, let us know. Businesses and organisations can make contact through the Totton Town Centre Forum (contact Totton and Eling Town Council). Individuals might contact their local councillor or council officers.

#### 6.3.4 This guidance takes note of Totton's failings and

needs, and indicates how they can be addressed given the right level of investment, confidence and encouragement. In this way we can build on Totton's locational advantage and the strength of its local community to achieve the shared long-term vision for the town.

The following contacts may be able to help with questions about the proposals and with any further ideas you may wish to put forward.

Peter Syddall	Hampshire County Council
Richard Stocks	Hampshire County Council
Simon Cramp	Hampshire County Council
Richard Payne	New Forest District Council
Patrick Hughes	New Forest District Council
Roger Hill	Totton and Eling Town Council

Copies of this Supplementary Planning Guidance can be obtained from:

New Forest District Council  
Policy, Design and Information  
Appletree Court  
Lyndhurst  
Hampshire  
SO43 7PA  
Email: [pdi@nfdc.gov.uk](mailto:pdi@nfdc.gov.uk)  
Also available online at: [www.nfdc.gov.uk](http://www.nfdc.gov.uk)

\*Thanks go to those members of the community who took the time to attend and feed back ideas and information. Also to our partners at Hampshire County Council, Totton and Eling Town Council and Atkins Consultants who helped in preparing this document.

Totton Town Centre - Urban Design Framework  
A Guide for Change and Development

APRIL 2003