



## Design Guidance for (upper) New Road

The urban design principles outlined below were adopted by the Borough Council as informal planning and design guidance for the (upper) New Road area on 21st July 2005, pursuant to the adopted Central Area Action Plan. Any future development should seek to achieve these design principles in order to create a more attractive and successful environment along New Road.

### Urban Design Principles

- Enhance the attractiveness and character of the area through good quality architecture, materials and detailing
- Promote continuous building frontages, to provide a suitable degree of enclosure to streets and public spaces
- Use buildings, walls and gates to help conceal private gardens, yards and service areas from public view
- Reduce the visual impact of parked cars on the public realm, while providing safe and attractive parking areas
- Design new buildings to face the public realm and enhance safety by natural surveillance, particularly along pedestrian routes
- Minimise the opportunity for crime, by designing-in high levels of security for new buildings, especially on the ground floor level
- Retain and promote small-scale commercial uses (particularly on ground floor level), which are compatible with residential neighbours
- Promote adaptable building forms, which can easily cater for a range of possible uses



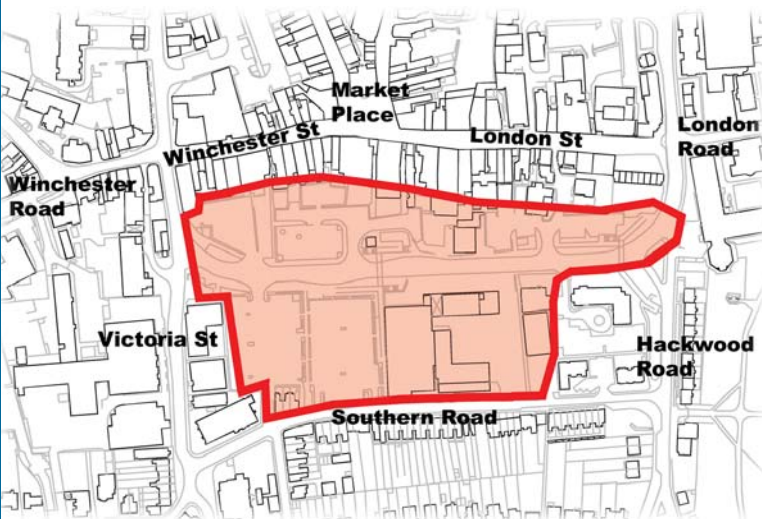
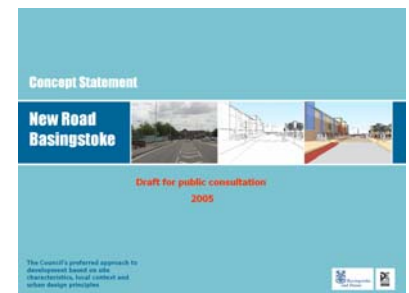
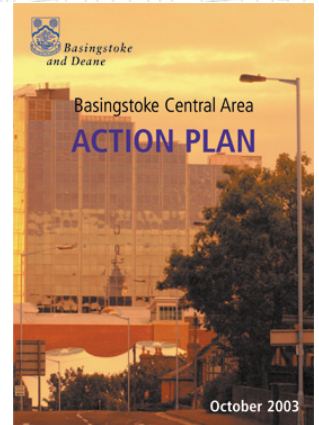
## Background Information

During the summer of 2003, the Borough Council consulted extensively on a vision of how Basingstoke town centre might develop over the next few decades. In October 2003 the Central Area Action Plan [CAAP] was adopted as supplementary planning guidance. The CAAP highlighted regeneration opportunities that could transform the character of the upper section of New Road from an inner ring-road to a more traditional street, whilst balancing the many existing and future demands on the area.

The Central Area Action Plan established three key urban design objectives to help create an attractive, vibrant and accessible town centre. New developments in the town centre are expected to meet these where appropriate.

Following on from the CAAP, a draft Concept Statement was developed to establish a context and guiding principles for the possible regeneration of the area along (upper) New Road. For a 10 week period from March 2005, public consultation was undertaken on the draft Concept Statement.

Overall, the principles and ideas set out in the draft Concept Statement for New Road were endorsed by the public responses. The eight urban design principles set out in the draft Concept Statement are now adopted as informal planning and design guidance for the (upper) New Road area pursuant to the adopted Central Area Action Plan.



The area of New Road covered by the adopted design principles is shown on the plan to the left. It focuses on the land on both sides of New Road between Hackwood Road and Victoria Street. Much of the land is owned by the Borough Council, or is public highway, but there are also many private land and property interests in the area.