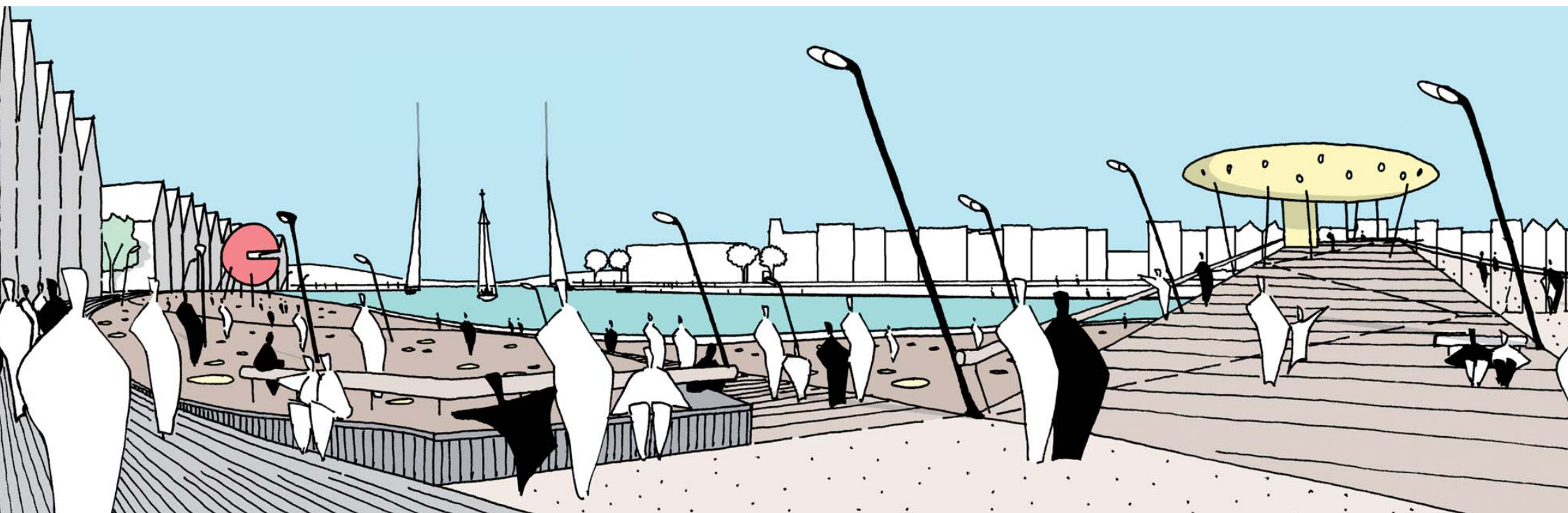


## DESIGN STRATEGY GUIDANCE MANUAL

Supplementary Planning Guidance: Dec 2005





Poole Bridge Regeneration initiative  
DESIGN STRATEGY GUIDANCE MANUAL

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# 1

## INTRODUCTION

### 1.1 What is Streetscape?

“Streetscape” can be defined as the visual treatment of the spaces between buildings. These are the places where public life is played out, the public realm. Streetscape is concerned with surfaces (i.e. roads/pavements/hard and soft public spaces) and the items placed upon them (lighting/street furniture/public art). Streetscape is decorative, it is surface treatment, but it is fundamental to the appearance, character, vitality and success of any town.



The importance of the public realm should not be underestimated or undervalued. Every single day, everyone who walks, drives, travels by bus or train, skates or cycles interacts with the streets and spaces around them. It is inescapable and forms the backdrop to our lives.

It is important to appreciate that the Streetscape Manual is limited to the design of the public realm only. It does not seek to define the shape, size, use or appearance of the buildings around it.

The general design principles for roads are set out in the Manual, although the precise design must be the subject of detailed study and agreement with the Highway Authority.

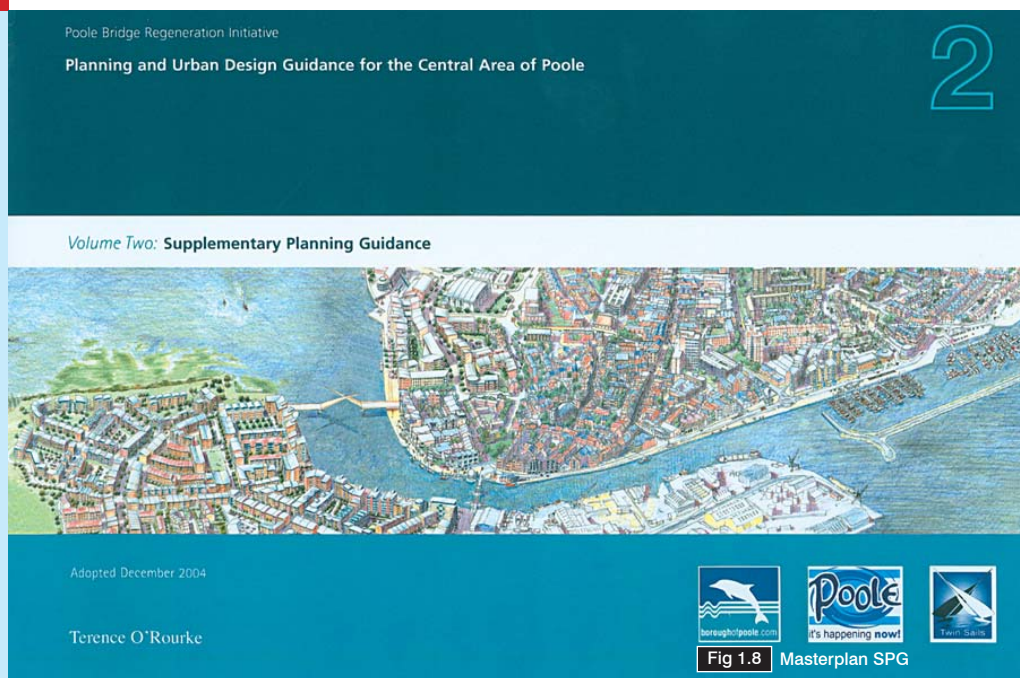
This is not a date specific blueprint for the streets of Poole. It is a design manual that will retain future relevance by ensuring a degree of flexibility and a framework for continual feedback, review and updating.

**The Streetscape Manual and the Masterplan must be consulted at the outset of any design work involving the provision and design of the public realm.**





## 1.2 Introduction to the Streetscape Manual



**The Streetscape Manual reinforces the four key principles of the Masterplan. These are:**

- **Access and Movement**
- **Environmental Quality**
- **Community + Economic Well-being**
- **Feeling Safe and Secure**

The Masterplan specifies the need for a coherent strategy for the design of the streetscape around the new roads and developments. The Streetscape Manual informs the design and construction of the public realm associated with the regeneration. It will assist future developers and designers to create coherent places, routes and spaces that will complement their buildings and add a new and valued public realm to the community of Poole.

### 1.2.1 - Status of the Streetscape Manual and relationship with other Regeneration Documents

The 'Streetscape Design Strategy and Guidance Manual' (Streetscape Manual) comprises Supplementary Planning Guidance (SPG) to the Poole Local Plan, First Alteration, adopted March 2004.

It relates directly to the Council's Masterplan Supplementary Planning Guidance (Fig 1.8), 'Planning and Design Guidance for the Central Area of Poole', and should be read in conjunction with it. As SPG the provisions of this document are material considerations.

Other Supplementary Planning Guidance that is also relevant to the Regeneration of Poole Town Centre is as follows:

- A Design Code
- Landscape and Natural Environment Design Code
- Obligations
- Affordable Housing
- Employment
- Public Art Strategy
- Percent for Art



### 1.2.2 The Layout of the Streetscape Manual

In essence the manual goes from macro to micro in the following sequence:

- 1 'Fundamental Design Principles' (section 1.4)** – sets out the basic design principles that should be adhered to at all times.
- 2 The 'Spatial Framework' and hierarchy of spaces (chapter 2)** - defines the different types of spaces found in the Regeneration Area. It also defines the areas covered by the Manual.
- 3 Four 'Topic Strategies' (chapters 4 to 7)** – landscape, street furniture, lighting and art provide illustrated design guidance for the various components of any given space. There are two additional Strategies (Sustainability and Utilities) in Chapter 9.
- 4 'Application of the Guidance' (chapter 8)** - interprets the Core Strategies and Design Guidance into specific design details for the Promenade spaces and roads.

**Chapter 9** collects supplementary cost, technical and other data, plus information on the design of the new sea walls, the provision of utilities, and future maintenance arrangements.

### 1.2.3 Availability and updating of the Streetscape Manual

The manual is available in three forms, containing increasing levels of detail:

**Leaflet:** “Shaping the future Places of Poole” sketches and fundamental principles.

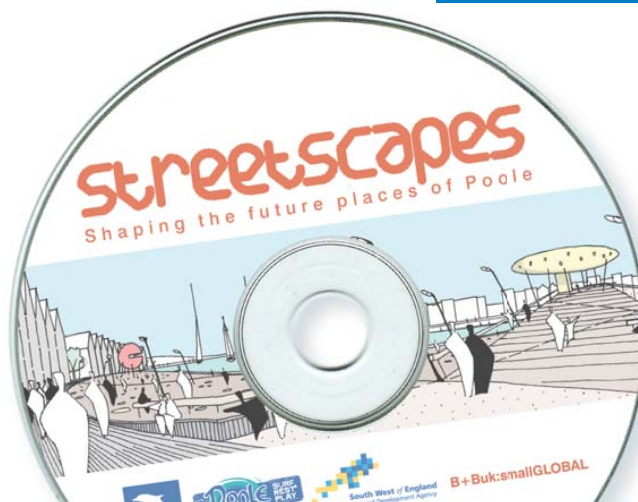
**Web site:** The Manual is available on the Borough's website [boroughofpoole.com](http://boroughofpoole.com) (search on 'Streetscapes'). Contains the Manual plus updated material.

**CD ROM:** Streetscape Manual in PDF format and Supplementary Planning Guidance.

**Paper version:** If a paper version is required it can be obtained by printing from either the CD or the website. A limited amount are available for sale from Planning Services at £10.00.

**Updating the Manual** To ensure that the manual remains up-to-date the website version will be updated from feedback received from designers and users via a comments section on the web and denoted by incremental Version Numbers with a brief detail of the amendments that have been made. To ensure consistency designers are encouraged to speak to designers of their neighbouring sites to ensure themes and principles are maintained.

An important principle underlying the updating process is that once an element or product or design detail is accepted it will normally become part of future advice in later versions of the Manual.



## INTRODUCTION

## 1.2 Introduction to the Streetscape Manual

## 1.2.4 Flexibility of Streetscape advice and requirements

Throughout the document there are references identified as **MUST**, **SHOULD** and **COULD**.

These sections indicate the amount of flexibility or “room for manoeuvre” there is in dealing with the different streetscape elements in order to express the Fundamental Design Principles and other guidance. Developers and designers need to take these requirements into account when preparing plans and proposals.

Those elements referred to under a **MUST** heading are considered to be most important for inclusion in development proposals. Other items are identified as **SHOULD** or **COULD**.

**MUST**

Design proposals must meet these requirements.

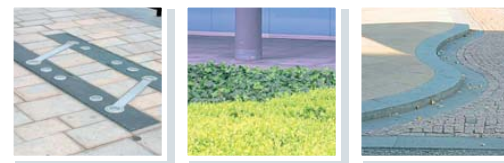
**SHOULD**

Design proposals should meet these requirements or provide acceptable alternatives in line with the general approach of this Manual.

**COULD**

Design proposals are normally expected to meet these requirements.

The Manual identifies criteria for selecting street furniture products and in some cases suggests products that would satisfy the criteria. Where products are identified in the Manual this indicates the size, quality, style and general appearance that developers will be expected to use.



## 1.2.5 Illustrations



Illustrations in the Manual serve several purposes. Drawings in Chapter 8 show design details for specific situations.

Some are illustrative designs for new spaces in the Regeneration Area.

Some show specific products, while others again are intended as ‘inspirational’.

Generally it should be clear which is which.

## 1.3 How to use the Streetscape Manual

This document is a toolkit to be used to provide strategic and detailed guidance for the design of the streetscape in Poole. The tools provided are illustrative and applicants will be expected to demonstrate, to the satisfaction of the local planning authority, how the values and design principles represented in this document have been incorporated into any design work.

The Streetscape Manual is in the first instance guidance for the creation of public realm in the “Regeneration Area”, defined in Fig 2.1. The same guidance will also be used in the surrounding areas to ensure continuity and linkage between new and older areas and to establish a consistent standard of design and materials throughout the town centre.

The recommendations and guidance of this document must be an early and important consideration for all developers and their designers.

### Designers should:

- **Read the Streetscape Manual and be aware of its requirements and advice at the earliest stage of the design process.**
- **Follow the guidance in terms of design principles, methodology, materials, products and quality.**
- **Take account of adjacent sites to ensure themes and principles are maintained. As far as possible, consult, co-operate and integrate with designers of adjacent sites, whether they precede or follow.**
- **Agree any necessary interpretation of the Manual with the local planning authority in pre-application discussions.**
- **Include a clear reference to Streetscape Manual implementation within their Design Statement when making a planning application.**

The Local Planning Authority welcomes constructive feedback on both the document and the designs resulting from its use.



## 1.4 Fundamental Design Principles for the Public Realm

The following **Fundamental Design Principles** should be incorporated in all proposals for development. Among them, **Continuity of Treatment** has special importance in creating a unified identity to the new developments and between old and new parts of the town. A comprehensive approach to materials, lighting, signage and street furniture will help people find their way around and make the town easy to understand.

- **Access for all** – access to all waterside spaces, major pedestrian routes, streets and other large spaces will be free to all sectors of the community at all times. Particular attention should be paid to disabled access.
- **Creativity and Innovation** – the document, and the design methodology it espouses, is intended to encourage creativity and innovation whilst maintaining overall coherence.
- **Connectivity and Continuity** – all new areas will be linked to each other and back into the existing town by the creation of a public realm that is continuous and visually related, reinforcing Poole as ‘a connected place’.



Fig 1.9 Delight in the public realm

- **Delight** – designers should keep in mind the importance of a sense of delight and enjoyment for all in mind when drawing up proposals. (Fig 1.9).
- **Feedback** – benchmarking and monitoring procedures will ensure a culture of continual improvement for Poole.
- **Heritage** – visual references should be made to Poole's heritage in terms of maritime and industrial connections. (Fig 1.10).



Fig 1.10 Heritage (Poole 1926)



Fig 1.11 Identity and historic continuity (Poole today)



Fig 1.12 places for people... water and steps

- **Identity and Historic Continuity** – new areas should be designed to have a distinctive sense of place whilst sustaining and reflecting elements of Poole's existing characteristics. (Fig 1.11).
- **Inclusiveness** – members of the community will be consulted in the planning, creation, use and the future of the new public realm through the Local Strategic Partnership and by other means.
- **Legibility** – the public realm must be designed so that all sectors of the community find it easy to understand and navigate around.
- **Maintainability** – low maintenance and durability of materials and products must be a priority for all elements of public realm design.
- **Natural Environment** – natural elements such as trees, shrubs, climbers and native plants must form part of the new public realm.
- **Places for People** – the predominant consideration for streetscape is the quality of spaces for pedestrians. However, the needs of other users should also be considered. (Fig 1.12, 1.13).
- **Safety** – both physical safety and “perceived security” must be considered at all times.

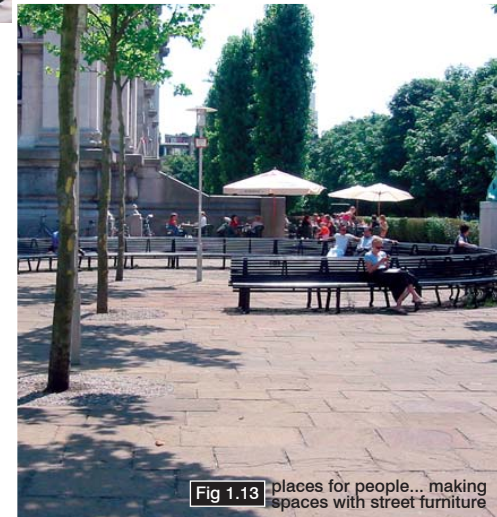


Fig 1.13 places for people... making spaces with street furniture



## INTRODUCTION

## 1.4 Fundamental Design Principles for the Public Realm

- **Time** – designers should keep in mind an appreciation of how places and spaces appear and are used at different times of the day and night.
- **Variety** – there should be a rich tapestry of varied spaces, making travelling around Poole a memorable experience.
- **Value** – all elements of streetscape must make a valuable and appropriate contribution to the quality of the environment.
- **Vitality** – streetscape should provide opportunities for social, cultural and economic benefits to the community (Fig 1.14) including the provision of opportunities for street theatre and other forms of art and entertainment.



Fig 1.14 vitality with events, like here at Covent Garden

Additional guidance can be obtained from the Council's "Design Code" SPG, CABE's "By Design" and other documents listed in Section 9.7.2, 3 and 4.



## 1.5 The Streetscape Manual and Proposals for Development

The Manual comprises detailed guidance on what is expected from developers and designers in presenting proposals for development.

**Applications for development in regeneration areas must include the following range of information at each stage of the planning process.**

- **A “Streetscape Briefing Document” describing and justifying the proposed treatment of the public realm must be prepared and submitted as part of any planning application. A Landscape Design Statement should be included.**
- **All information specified in Section 9.3.**
- **Art, Signage and Lighting strategies.**
- **Proposals for the design and construction of the new sea wall and for the future maintenance of the new public realm.**

## 1.6 Consultation



During the summer of 2003 consultants **B and B UK** listened to the views of people from all areas of the town to find out what makes Poole's streetscape unique and what they want to see in new development. A second stage consultation took place throughout May and June 2004, when residents were invited to comment on the draft Design Manual through a series of exhibitions. Separate consultations took place with key players including the Environment Agency, Poole Harbour Commissioners, leading developers and local authority interests.



Fig 1.15 public consultation

### 1.6.1 Consultation - process and findings

**Summary** - The following is a summary of the comments and responses received from the first stage consultation on the preparation of this Manual (see Fig 1.15 – public consultation).

- Poole's proximity to water (and nature) is considered important by respondents. Access to the water's edge and views of the water should be maintained and improved wherever possible. (Fig 1.16).
- Acknowledgements of Poole's industry should be made (Fig 1.17).
- Elements of Poole's heritage should be preserved – striking a balance between new and old.
- Poole's character of 'A connected place' with varied routes should be reinforced – alleyways, waterways.
- New spaces should be of a comfortable scale.
- Poole's position on the shore of a large natural harbour should be recognised and celebrated.
- Long views afforded by the water should be exploited where appropriate (Fig 1.18).
- Varied spaces for all should be provided.



Fig 1.16 proximity to water, access and views



Fig 1.17 traditional waterside industry

**Three major themes from public consultation** - Consideration of the above responses has led to the following three principal themes which form a major narrative of the manual and which are explained in the following sections (1.6.2 to 1.6.4):-

- **"A Natural Urbanism"**
- **"Floating Landscapes"**
- **"Pools of Light"**



Fig 1.18 expansive views of the harbour should be exploited



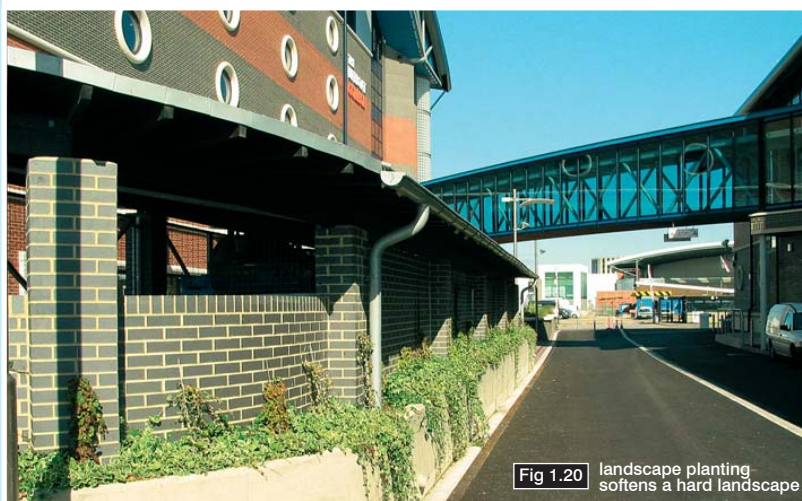
## 1.6 Consultation

**1.6.2 “A Natural Urbanism”**

The quality of the surrounding natural environment is appreciated by the people of Poole. New urban areas should reflect this through the introduction of significant amounts of green space and tree planting within the street scene. (Fig 1.19 - 1.21).

Natural materials should be used including stone and timber, in areas where people are likely to spend time (Fig 1.22).

Drainage SUDS (Sustainable Urban Drainage Systems) should be used wherever possible, particularly to provide a buffer to the area of special natural interest in Holes Bay.





### 1.6.3 “Floating landscapes”

In the Masterplan pedestrian access has been maximised along the water’s edge with public quaysides on both the east and west banks of the Backwater Channel, between the two bridges. New public spaces are shown on both sides of the Channel, with a number of separate spaces on the Poole side and two or more larger spaces on the west (Hamworthy) side.

The intention is that one of these two Hamworthy spaces will form a major public space with a design of exceptional quality, with an art-based underlying concept, and including seating, lighting, artwork installations and provision for major public events. The design concepts for this area are taken a stage further in this Manual and are shown in Section 8.9. In this illustrative design the shape of the undulating space will form an ‘amphitheatre’ to view and accommodate performances. Public art associated with the area could relate to the movement of the water and changing level of the passing tides using a light-based approach.

### 1.6.4 “Pools of Light” lighting strategy

A major factor in the success of the Regeneration Area and the new waterfronts will be its night-time atmosphere. If it is to attract people at night, the area must be safe, secure and easy to navigate around.



Fig 1.23 making the most of waterside locations



Fig 1.24 Poole Quay “necklace of light”

All coastal towns have a special quality after dark: a necklace of light hugging the coastline; the shimmering reflections of the lights in the water (Fig 1.24). There is a great opportunity within Poole with the Harbour and Holes Bay, as well as vistas along the shore, to create a nightscape of international renown.

“Pools of Light” is an urban lighting concept based on creating distinct character areas at night through the use of artificial light. It includes, firstly, overlapping ‘fields’ of light at differing scales (as large as a whole quayside and as small as an individual doorway), and secondly, smaller lights set at or near the ground, e.g. Fig 1.25. These lights will aid pedestrian navigation around the area at night by delineating the major circulation routes along the quaysides, through RNLI to Asda and the station, and marking links back into the existing town.

**Developers and their designers MUST show how they will incorporate the idea and expression of these three major themes:**

- **A Natural Urbanism**
- **Floating Landscapes, and**
- **‘Pools of Light’**

**in their proposals, as a connecting feature on routes within and between their developments, in public spaces and in linking to the existing town.**



Fig 1.25 lights set into the floor can aid legibility