

Bournemouth Town Centre Development Design Guide

Adoption Statement and Consultation Report



April 2015

Adoption Statement

The Bournemouth Town Centre Development Design Guide was adopted by Bournemouth Borough Council on 21st April 2014. The Guide was adopted following a period of public consultation between 27th October and 8th December 2014.

Responses were considered and changes were made to the Guide as a result of the consultation prior to adoption. Details of the consultation process and changes can be found in the Consultation Report.

The Bournemouth Town Centre Development Design Guide can be viewed free of charge at:

- www.bournemouth.gov.uk/PlanningBuilding/ConservationHeritage/PromotingGoodDesign.aspx
- Bournemouth Library, 22 The Triangle, Bournemouth, BH2 5RQ
- Customer Services Centre St. Stephens Road, Bournemouth, BH2 6EB

Any person with sufficient interest in the decision to adopt the supplementary planning document may apply to the High Court for permission to apply for judicial review of that decision. This should be promptly and not later than 3 months after the date on which the supplementary planning document was adopted.

If you need any more information on The Bournemouth Town Centre Development Design Guide please contact the Design & Heritage Team by telephone: 01202 451323 or email: urbandesign@bournemouth.gov.uk.

Mike Holmes

Service Director Planning, Transport & Regulation

Consultation Report

“More
colours,
less greys”

“About time
Bournemouth
came into the
21st century”

“They should
make
Bournemouth
the city of
colour...”

Quotes from Facebook responses

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Appendix 1 - List of those contacted outside the Council

1 Introduction and background

- 1.1 This consultation report provides information following the period of public consultation on the draft Development Design Guide as well as providing a record of the informal consultation undertaken during the early stages of its preparation. It explains:
 - how the consultation was carried out,

- summarises the results and
- sets out how the draft Development Design Guide was amended in the light of the responses received

- 1.2 In support of the Town Centre Vision, Planning Policy was updated through the Town Centre Area Action Plan (AAP) (adopted in March 2013). A key objective of the AAP is to “Ensure new development is sustainable, well-designed and responds to the positive characteristics of the Town Centre.”
- 1.3 The AAP contains a number of policies which seek to address this objective, examples include: D3 Character areas and D4 Design Quality. There are also a number of policies contained in the ‘parent’ planning policy document, the Core Strategy (adopted October 2012) which are relevant and these include CS6 Sustainable Communities and CS7 which promotes the role of the Town Centre.
- 1.4 The Bournemouth Town Centre Development Design Guide aims to provide clarification and to further explain these existing adopted policies. It is a Supplementary Planning Document (SPD) and therefore has been prepared in accordance with the relevant Planning Regulations and procedures as well as the Council’s Statement of Community Involvement. This includes a period of public consultation.
- 1.5 Once adopted, the Development Design Guide will be used as a material consideration in the determination of planning applications.

2 The consultation process

Internal consultation

- 2.1 Council Members and Officers were consulted and influenced the preparation of the document prior to public consultation:

Local Ward Councillors

Local Development Framework (LDF) Steering Group

Cabinet

Planning & Environment Portfolio holder

Service Director for Planning, Transport & Regulation

Head of Planning

Head of Property Services

Building Control Manager

Planning Officers in Development Management and Planning Policy

Senior Landscape and Arboricultural Officer

Transport Engineers in Transport Policy and Development Control

Service Director for Law & Governance

Executive Director for Finance

Executive Director for Environment & Economy

Tourism (Destination Development & Strategy - Seafront, Night Time Economy and Arts),

Environmental Strategy & Sustainability.

- 2.2 Amendments were made to the Development Design Guide in response to the internal views where possible and where they were consistent with the rest of the document. Textual alterations were also made to clarify points and additional sections added, for example on sustainability and accommodating car parking.

Public consultation

- 2.3 Public consultation on the Development Design Guide took place between **27th October and 8th December 2014 (6 weeks)**.
- 2.4 During the consultation period the draft guide, summary and response forms were made available for inspection at:
- Bournemouth Borough Council Customer Service Centre, St Stephen's Road, Bournemouth BH2 6EA
 - Bournemouth Town Centre library
 - the Council's website - www.bournemouth.gov.uk/
- 2.5 An email was sent to local planning agents, developers, business, higher education, statutory planning consultees and other key stakeholders, notifying and providing them with a weblink to the draft Design Guide, along with a summary and response form. The list of organisations contacted can be seen in Appendix 1. 1 to 1 meetings were also held with key organisations.
- 2.6 Additionally, the consultation period was publicised via the Council's Facebook page and tweets, reaching 2,500 people. Media releases resulted in coverage in the form of an interview on Radio Solent and an article in the Echo.
- 2.7 Written comments were invited, in particular completion of a short questionnaire. These were to be sent to the Council offices or by email to: urbandesign@bournemouth.gov.uk.

3 Key messages

The key points raised through the public consultation were that:

- the content of the document was welcomed and received a high level of support
- if anything, a stronger stance should be taken in some places e.g sustainability and in being clearer about what we wanted to see in the different character areas.



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VIEWS are being sought on how Bournemouth town centre should be developed in the future.

Consultation on the draft town centre development design guide will run until Monday, December 8.

Local residents, businesses, planners, architects and developers can have their say on the guide and the policies it contains on design and quality.

Cllr David Smith, cabinet member for planning and environment, said: "Good design in the town centre will contribute positively to building a better Bournemouth.

"As new sites for development are allocated throughout the town centre this draft design guide presents the opportunity to promote high quality, sustainable building in Bournemouth."

The documents are online at Bournemouth.gov.uk/towncentreguide and hard copies are at the town centre library and the customer services centre in St Stephen's Road.

4 Consultation responses

Who responded?

- 4.1 Responses to the public consultation were received from 34 organisations, businesses, stakeholders and members of the public:

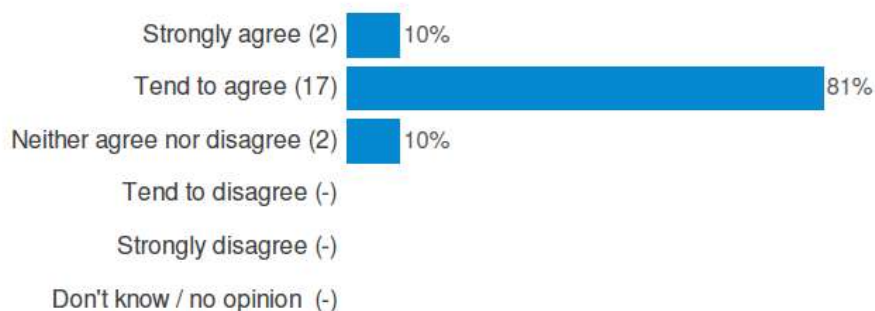
Rep No.	Type of respondent	Additional information
1	Other	
2	Bournemouth resident	
3	Other	
4	Other	Resident and guest house owner
5	Planning consultant, agent or similar	
6	Bournemouth resident	
7	Bournemouth resident	
8	Bournemouth resident	
9	Bournemouth resident	
10	Bournemouth resident	
11	Other	
12	Other	Poole resident, visits Bournemouth regularly
13	Other	Design Panel member
14	Other	Design Panel member
15	Other	Design Panel member
16	Planning consultant, agent or similar	
17	Bournemouth resident	
18	Bournemouth resident	
19	Other	Design Panel member
20	Other	Councillor

21	Other	Design Panel member
22	Other	Council staff
23	Planning consultant, agent or similar	
24	Planning consultant, agent or similar	
25	Other	Council staff
26	Bournemouth resident	
27	Bournemouth resident	
28	Other	Long standing connection with Bournemouth, currently living abroad
29	English Heritage	
30	Chair of Town Centre Management Board	
31	Morgan Sindall – Bournemouth Development Company	
32	Asda Store Manager	
33	Bournemouth University Estates	
34	Civic Society	

Responses to the questionnaire

Q1 – Landmark buildings

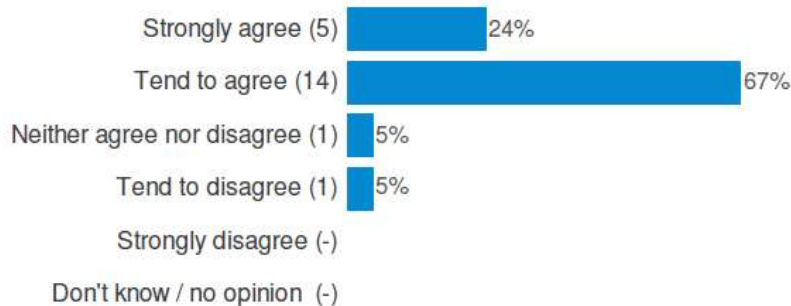
How far do you agree that we have identified the right locations for landmark buildings in the framework diagram?
(Please tick one option) (How far do you agree that we have identified the right locations for landmark buildings?)



Q2 – Important views

How far do you agree that we have identified the important views in the framework diagram?

(Please tick one option) (How far do you agree that we have identified the important views in the framework diagram?)



Q3 - Sustainability

How far do you agree with our approach to sustainability in the document?

(Please tick one option)

(How far do you agree with our approach to sustainability in the document?)

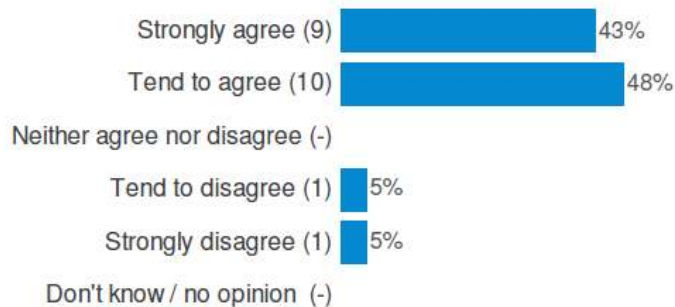


Q4 Shopfronts

How far do you agree that we have outlined the right approach for shop fronts in Bournemouth?

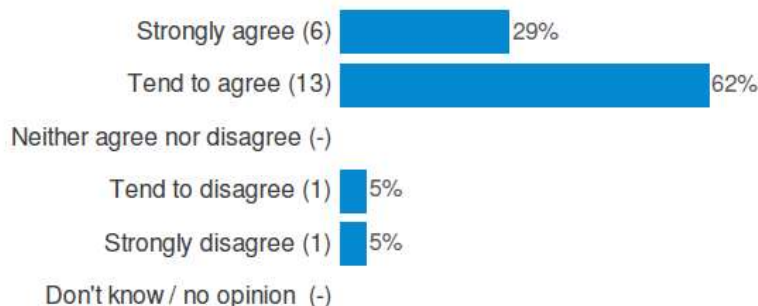
(Please tick one option)

(How far do you agree that we have outlined the right approach for shop fronts in Bournemouth?)



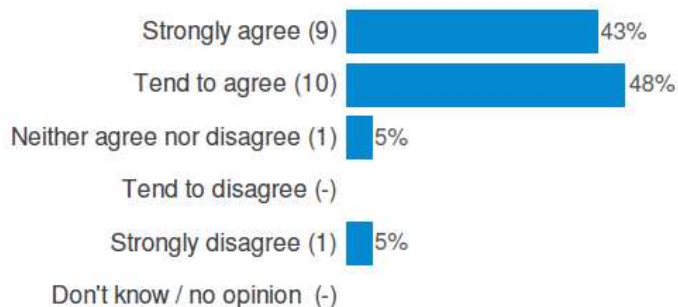
Q5 – Materials and colours

How far do you agree that we have identified the right materials and colours to strengthen the Town Centre's character? (Please tick one option)
(How far do you agree that we have identified the right materials and colours to strengthen the Town Centre's character?)



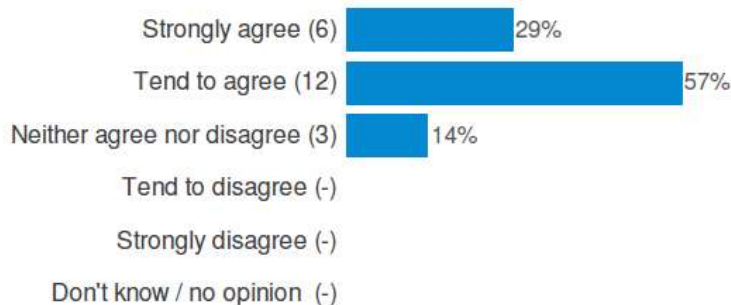
Q6a – Core Area

How far do you agree that we have identified the distinctive features of each area in the town centre?
(Please tick one option per row) (Core area)



Q6b – Richmond Hill

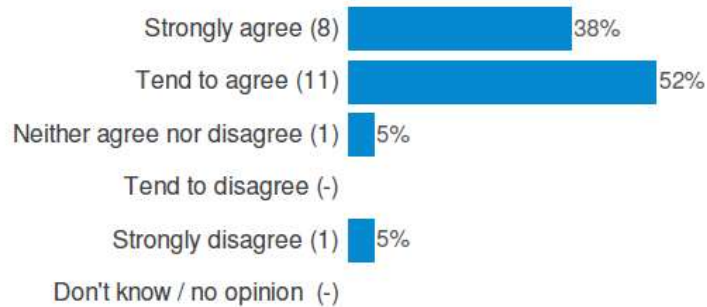
How far do you agree that we have identified the distinctive features of each area in the town centre?
(Please tick one option per row) (Richmond Hill)



Q6c – Upper Old Christchurch

How far do you agree that we have identified the distinctive features of each area in the town centre?

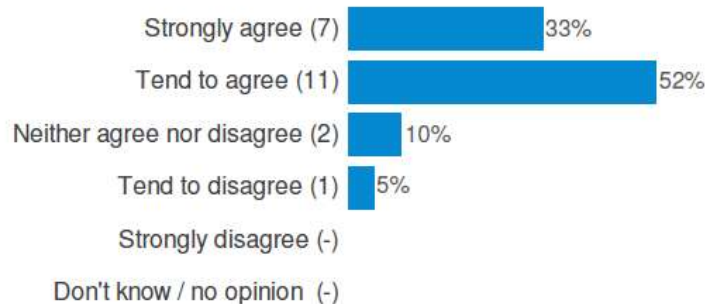
(Please tick one option per row) (Upper Old Christchurch Road)



Q6d - Lansdowne

How far do you agree that we have identified the distinctive features of each area in the town centre?

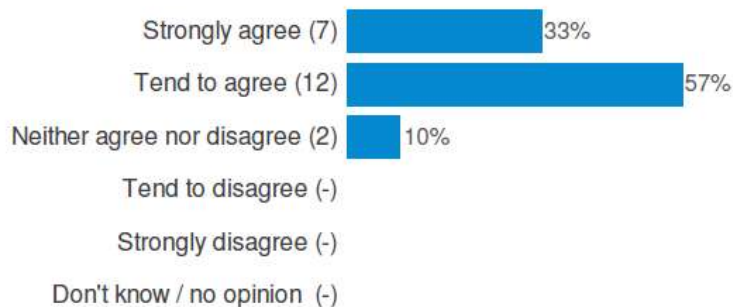
(Please tick one option per row) (Lansdowne)



Q6e – East Cliff

How far do you agree that we have identified the distinctive features of each area in the town centre?

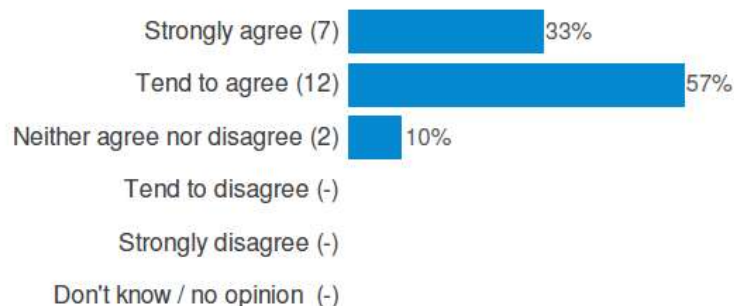
(Please tick one option per row) (East Cliff)



Q6f – Bath Hill

How far do you agree that we have identified the distinctive features of each area in the town centre?

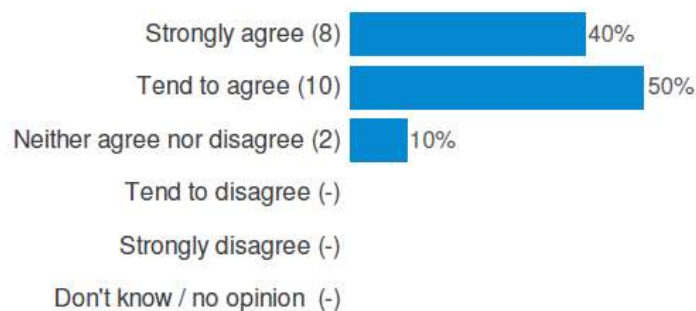
(Please tick one option per row) (Bath Hill)



Q6g – West Cliff

How far do you agree that we have identified the distinctive features of each area in the town centre?

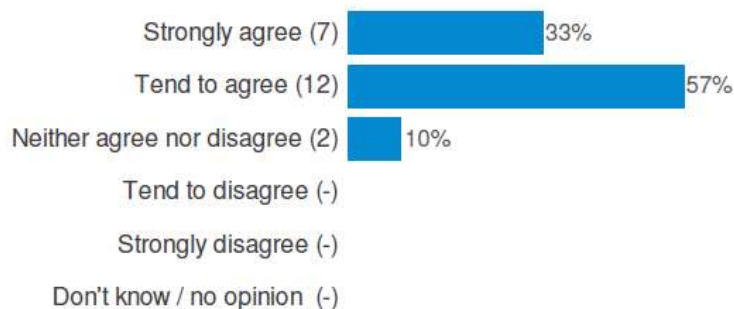
(Please tick one option per row) (West Cliff)



Q6h – West Hill

How far do you agree that we have identified the distinctive features of each area in the town centre?

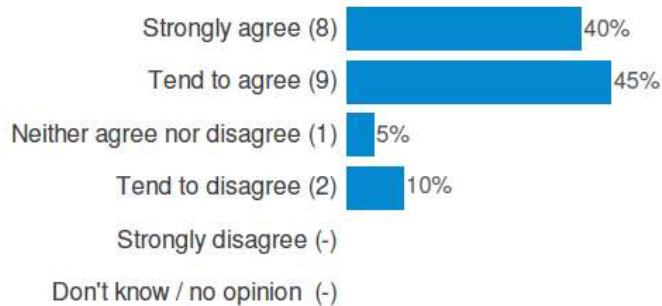
(Please tick one option per row) (West Hill)



Q6i - Seafront

How far do you agree that we have identified the distinctive features of each area in the town centre?

(Please tick one option per row) (Seafront)



Amendments to the Development Design Guide

- 4.2 A summary of the comments received and how the issues raised have been addressed in the Development Design Guide are set out in the table below. Where possible and relevant to the scope of the appraisal, changes have been included in the document.
- 4.3 In addition to the changes indicated in the table below, the development design guide was updated:
- to remove references to the consultation period
 - to provide various points of clarification and cross referencing

5 Summary of responses and amendments to the Design Guide

Comment (Theme)	Rep No.	Council Response
Townscape		
Landmarks		
Landmark building Bournemouth West Roundabout - peripheral location - doesn't 'mark' an important place	5	This site marks a junction and announces the beginning of the town centre for those arriving by car from the west. It is less significant than other roundabouts such as St Pauls and the Asda roundabout. Reduce size of node on plan. As the key states this would be a site for a memorable building, not necessarily large. This would be in keeping with the domestic character of the surrounding area. Add image of Café Oscura as example of a small landmark
Lansdowne - Oxford Road and Holdenhurst road should also be actively and clearly promoted for high rise modern landmark zones.	9	This has been done in that the tall building zones are shown in the designations diagram and locations for new landmarks are shown in the framework diagram. Say more under Lansdowne character area and on p8 to highlight the tall buildings zone and mentioned that potential landmarks are clustered here, on prominent corners close to the station
Consider sites for 'marker buildings' – prominent sites which define the street but don't qualify as landmark sites (Bournemouth Design Panel Member)	13	Too many to identify comprehensively given the scale of the area covered. These would be picked up on a case by case basis when sites come forward.
The landmark building at the bottom of the lower gardens would need to be delicately designed as not to block the view of the sea but instead to enhance, compliment and frame the view. (Bournemouth Design Panel Member)	15	Agree. Key reads 'potential for new landmark of outstanding design and appropriate scale'. Landmarks are defined as 'memorable buildings, not necessarily large'. Add image of small landmark – eg Oscura Cafe
Question design quality of some of the landmark buildings (Bournemouth Design Panel Member)	21	Text reads 'Several of the more modern landmarks are memorable for their scale or use but do not make a positive

		contribution to the appearance of the town.' No change.
St Paul's site is a good location for a landmark as it's a strategic entrance to the town. Some of the others identified in Lansdowne are less significant Nigel Hedges (Chair Town Centre Management Board)	30	Agree, but all are on corner plots, where key routes meet. Some would be more significant landmarks for pedestrians than the St Pauls site. The scale would vary depending on the context of each site. This is reflected in the key
Agree Homelife House is a positive landmark Nigel Hedges (Chair Town Centre Management Board)	30	Noted
Homelife House is a positive landmark but it's unlettable – needs gutting (Bournemouth University)	33	Noted. Highlighting its importance as a landmark may help to encourage its refurbishment
Arrival points		
Para 2.5.1 Mentions potential to improve pedestrian links, but there are also significant issues with the cycle network in this area which could also be improved.	25	Agree, amend text where suggested and in relevant character areas
Para 2.6.2 could be very useful for us in our attempt to create links, for example between Oxford Road and Holdenhurst Road.	25	Agree, amend text in Lansdowne and Core area to highlight this
Para 7.3.2 Richmond Hill has serious severance issues, due to the appalling pedestrian/cycle provision on Richmond Hill Roundabout.	25	Agree, add reference in townscape section and highlight this in Richmond Hill character area. It is already mentioned in the AAP as an area for walking and cycling improvements - Cross reference this.
'Bear Pit' Asda roundabout was highlighted by Bill Bryson in the 1990s – and still hasn't changed! Nigel Hedges (Chair Town Centre Management Board) Bournemouth University Feel strongly about poor sense of arrival at Asda roundabout and were underwhelmed by limited works to station.	30, 33	Agree there is a need for improvement in this area as highlighted on p9 and p11. Include further reference to need for change in the Lansdowne character area section.
Views		
Add view from Bournemouth West Roundabout towards Richmond Hill - first impression of 'town' from the west	5	Agree, add view
Add views toward important buildings from Public Open Space such as the Upper & Lower Gardens, West Cliff	15	Specific views not suggested in the response. A number of these are identified in the guide eg from the

Gardens and the Seafront (Bournemouth Design Panel Member)		Gardens towards the town hall and Pavillion. Only the most important views are shown - no change
Include views to/from the pier	16	Add panorama and text on plan
Add views along the seafront/prom (Bournemouth Design Panel Member)	21	Add view as text on plan
Views of historic Bournemouth looking back from the beach/ seafront (Bournemouth Design Panel Member)	21	Add view as text on plan
The view from the gardens out, along the pier, is one that should be prioritised for future development though currently blocked (Bournemouth Design Panel Member)	21	Unclear what this means. Views from the Gardens to the sea are currently limited by the topography as well as the fly over
Sea views are important including from within buildings – opportunities should be taken to make the most of sea views Nigel Hedges (Chair Town Centre Management Board)	30	Agree – add to text and plan
Some trees are overgrown and block views Nigel Hedges (Chair Town Centre Management Board)	30	Management of trees is beyond scope of document
Some views to St Michael’s church on p10 plan are rather obscure – unclear as not down streets Nigel Hedges (Chair Town Centre Management Board)	31	These are important views across town. The church is in an elevated position and therefore visible from some distance.
Other		
The way in which so many buildings successfully address/turn corners is one of the main distinguishing features of Bournemouth. This is something that is often ignored or poorly executed in modern designs, particularly on residential buildings. (Design Panel Member)	13	Agree - add image and text of positive example in section on building form
Building form and scale		
The Guide mentions that trees give Westover Road a sense of enclosure. However, there were previously plans to removal of vegetation to open up connectivity between	24	There may be a requirement for thinning but trees would always remain in the listed Gardens.

the two. (Bournemouth Design Panel Member)		
Burlington Arcade - roofline and building line relate poorly to rest of street Nigel Hedges (Chair Town Centre Management Board)	30	Agree – add image as a good example of weak frontage due to set back and lack of height.
Sustainability		
Will need 'legal' enforcement - change of culture: as not accepted as increasing commercial value	5	Hoped that this document will help to change the culture/ thinking
<ul style="list-style-type: none"> Some fairly bland sentiments. The key is to do this well. The document reflects a fairly standard approach to sustainable development. Is Bournemouth prepared to be more radical in its approach to these issues? (Bournemouth Design Panel Member) Level 3 of Codes for Sustainable Homes in 2014/2015 is a little low. Many were hoping that by the time we reach 2016 we would be generally building to level 5/6 and this was one of the targets of the previous government. Though this is a guide it is a little vague and not very ambitious. (Bournemouth Design Panel Member) 	11 15 21	Agree that this is not very ambitious but as a supplementary planning document this guide cannot create new policy. Code level three is encouraged in adopted planning policy. It is still encouraged although largely superseded by building regulations. The content does nevertheless 'raise the game'. It highlights sustainability among other things to address.
It strikes a pragmatic balance between what is desirable and what is achievable (Bournemouth Design Panel Member)	13	No change required
In section 4.3.2 minimising surface water run-off is mentioned as must be given consideration. Maybe taking this further with an active design guide on SUDS as seen in wetter regions of the US is to be considered. (Bournemouth Design Panel Member)	15	Strengthen 4.3.3 by adding "In the Town Centre solutions such as porous paving, green roofs, rainwater gardens, soakaways and rainwater harvesting should be considered." We do have Sustainable Urban Drainage Systems (SUDS) Bournemouth Borough Council Adopted Planning Guidance Note November 2003. When resources allow there is an intention to prepare an SPD covering green infrastructure and SUDS.
As a major tourist destination in a unique coastal environment, greater expert consultation should take place on not just a more radical approach to building strategy but also how this might work with issues of sustainable tourism and well-being.		Much of this would be to do with the public realm and transport and not specific to the town centre – therefore beyond the scope of the document. The forthcoming update of the Tourism Strategy may address sustainable tourism.
The predictions are <u>drier</u> , hotter summers but what rainfall	22	Adjust text

<p>does come will be more intense (typically thunderstorms) which will increase the risk of flash flooding as Defra call it.</p> <p>Also the wetter winters are likely to lead to increased ground water levels so the basements need to be designed for increased Ground water levels rather than surface water flooding.</p>		
<p>Support bee hives and green walls Nigel Hedges (Chair Town Centre Management Board)</p>	30	Welcomed
<p>Not sure about green roofs as they are flat and heavy Nigel Hedges (Chair Town Centre Management Board)</p>	30	Areas like the Lansdowne are characterised by flat roofs – pitched roofs would be out of place. They present a good opportunity for urban greening and many developers and architects are happy to integrate them into designs
<p>Buildings should be zero maintenance such as the BIC Nigel Hedges (Chair Town Centre Management Board)</p>	30	Agree maintenance is an important issue. Add “Thought should be given to the impact of the building throughout its lifetime including construction and maintenance.” To 4.1.2
<p>Adaptability image of River Island development on – not the most characterful design, but perhaps this is appropriate for Commercial Road? Nigel Hedges (Chair Town Centre Management Board)</p>	30	Text refers to it being a discreet unit rather than design detail. In shopfront section add another example of characterful retail design in a historic context
<p>Large floor plate buildings with movable partition walls are more adaptable. Many units in the town centre are too small for modern needs (Morgan Sindall/ Bournemouth Development Company)</p>	31	Add to text on adaptability
<p>P 18. 4.2.1 BREEAM is not effective – better covered by building regs part L (Morgan Sindall/ Bournemouth Development Company)</p>	31	Para refers to existing adopted policy – other developers exceed this level (see below).
<p>Bournemouth University is happy with the sustainability section - they take sustainability very seriously – all their developments must meet BREEAM excellent as a minimum. Eg green roofs are a must in urban environment. They are interested in green walls. They have an in house sustainability team.</p>	33	Welcomed
<p>We were pleased to note the very strict policy displayed in the guide for the contextual positioning of high buildings. In common with other European resorts, high rises are neither a natural nor an especially elegant adjunct , to the holiday scene. It is therefore essential that in Bournemouth they are restricted to clearly defined areas of business and educational activities away from the town</p>	34	Noted, supports the aims of the AAP and the Guide.

centre. (Civic Society)		
Sustainability should be given precedence to the overall aesthetic evolution of the built environment of the centre. (Civic Society)	34	The Guide seeks to promote design which is both aesthetically pleasing and environmentally sustainable. There is no conflict between these objectives in the best contemporary design.
Accommodating Car Parking		
Planning consideration to supersede parking standards where they may affect quality / commercial viability of proposals.	5	This comment is a little unclear. The parking SPD gives recommended levels – these are lowest for zone one which covers the town centre. On a case by case basis an argument can be made for different levels – for example if a car club is provided. Amend 5.6.1 to read Car clubs are encouraged in the centre of Bournemouth. They can reduce the need for parking spaces in residential schemes can help maintain the character of the Town Centre.
In section 5.2.1, you might like to add to the section on parking courts something about providing easy/direct access to the front door of the property they serve. (Bournemouth Design Panel Member)	13	Agree, amend paragraph
Not sure how the reference to the car club helps, when the council owns and operates so many town centre car parks – thus enjoying a revenue stream as well as providing parking for staff.	24	The council is committed to supporting car clubs. Amend para 5.6.1 to explain that by reducing the need for residential parking spaces car clubs can help maintain the character of the Town Centre.
Car parking should not be allowed to be intrusive (Civic society)	34	Agree. This guide promotes the sensitive integration of car parking and highlights the Council's support for an extended car club network which can facilitate reduced parking provision. As a supplementary planning document it cannot change parking requirements set out in the AAP.
Appearance		
Shop fronts		
Very keen to blend in with the ornate Victorian designs	7	Welcomed

<ul style="list-style-type: none"> • Not sure about approving entirely glassed frontage like "Zara" page 25. This is cold, unwelcoming. • Zara – typical modern shopfront. Rather bland 	9 30	<p>Agree it is rather cold and not locally distinctive. Use more characterful examples of modern shopfronts in other towns eg Whitefriars</p> <p>Under 6.2 fenestration add “The balance of solid to void - or walls to glazing - requires careful consideration. In historic buildings the walls are dominant giving buildings a solid appearance. Modern construction allows much larger openings and the wall can even be dispensed with entirely. However large expanses of glazing can appear rather cold and unwelcoming and are unlikely be appropriate in a historic setting.”</p>
<p>Would suit the Victorian/Edwardian areas but if the building is 60's, have a 60's shop front - as long as it's a definite design decision rather than bland.</p>	11	<p>Agree. Add a more modern eg - Starbucks on Richmond Hill</p>
<p>Agree with regard to windows and design but the guide should promote usage of the space immediately outside the shop for signage, chairs and tables etc., encouraging an active use and creating a more southerly street scene. When people go on holiday to warmer climes they always remark of the relaxed lifestyle and possibilities for dining out and relaxing in cafes etc. (Bournemouth Design Panel Member)</p>	15	<p>Agree in appropriate locations. This supports the town centre vision. Add image of outdoor dining in new double page spread which highlights Bournemouth’s distinctive features. Also mention this in the Core character area and shopfronts section.</p>
<p>Generally an appropriate view has been taken of shop fronts; perhaps the guidance for the refurbishment of historic/notable buildings needs to be strengthened so that any shop front has to be designed to be within the original curtilage/form of the structure so that historic characteristics and features are not allowed to be covered or removed. (Bournemouth Design Panel Member)</p>	21	<p>Add to 6.5.2 “Historic features should be kept and should not be covered up”.</p>
<p>I support the aim of greater graphic guidance but question how this can be enforced. (Bournemouth Design Panel Member)</p>	21	<p>This guide will be used as part of negotiations and decision making for alterations to shopfronts. Substandard designs can be refused planning permission.</p>
<p>Shop fronts don't need to be unified but there should be recurring themes. They should be empathetic to the building as a whole. Canopies are positive.</p>	30	<p>Agree, in line with guide. No change.</p>
<p>Colour and materials</p>		
<ul style="list-style-type: none"> • The colour scheme will seem outdated in a short period of time and look shabby. More consideration should be given to bricks/ materials as opposed to striking colours • Generally supportive of approach. But could they 	6 30	<p>Agree there is a risk of this, particularly if colour is used over a large area and/ or the materials are of poor quality. Amend wording to emphasise quality of</p>

become dated?		materials and limited amounts of colour (para 6.6.1).
Agree with the undesirable materials and images (p29) but the proposed palette (p28) is a little too broad. Also the paving materials images are poor quality and look like concrete pavers without showing quality of material or workmanship. Further or better examples would help. (Bournemouth Design Panel Member)	15	Breadth of palette reflects scale of area covered and aims to provide flexibility. Guide advises selecting a limited palette for each development. Images do not include concrete paving – swap bottom left for clearer image and annotate materials for clarity
Whilst it is important to give guidance on the range of materials that are appropriate it is equally important not to limit the creative potential of new and innovative materials and design, nor let the guidance on materials dictate the look of a building when, reasonably, the type and function of the building would be better served with different materials. In other words, flexibility should always be aimed for. (Bournemouth Design Panel Member)	21	Para 6.6.6 allows for this, recognising that the palette will inevitably evolve
The guide seems to underplay the importance of local stone, particularly for boundary treatment but also for buildings. Less likely to attract graffiti than white rendered walls! It would be great to see more use of local stone in new buildings, as has been done at the new citrus building.	27	Add image in early double page spread which highlights Bournemouth's distinctive features
Brick is not an economically viable material for tall buildings	31	Elsewhere it has been successfully used for large developments. But agree it would not be expected on a high rise development. Guide suggests modern render, areas of glazing and cladding such as zinc as well as allowing for innovative use of new high quality materials.
Images should include examples of modern render	31	Agree, add, including image of Leyton mount in colour section
Details and decoration		
<ul style="list-style-type: none"> • More might be said about detailing, especially where traditional features are being copied, soldier arches and brick sills tend to look heavy and rarely add anything to the overall design solution. (Bournemouth Design Panel Member) • On brick buildings head and sill details are important 	13 31	Add examples of successful and unsuccessful brick detailing on traditional style new developments
I welcome this design guide and hope that its guidance will be robustly and effectively implemented. The guide mentions the existing tiles featured in the town centre. I would like to see tiles featured in modern buildings as they are a characteristic feature in wider Bournemouth, especially inset panels of decorative moulded or printed tiles into brick facades. This could add interest and a	18	Agree, add reference in text

focus to contemporary buildings without involving too much extra cost.		
Supportive of art/ decoration being built into design – can be signage	31	Add reference to signage in text
Character Areas		
Oxford Road and Holdenhurst road should be promoted to international high rise office developers more actively and clearly.	9	See previous response under landmarks
The big Westover cinemas are not mentioned. Are these anchor properties for the street and what will happen if they move? A big risk to your objectives. They could be a major asset to the town. Big town centre cinemas are now rare and these are nationally important. The Odeon was one of the first town centre super cinemas.	11	Add image of Odeon cinema and mention in core character area. It is recognised to be of architectural merit and is locally listed. However it is likely that the cinema uses will relocate to other town centre sites. The AAP already allocates part of Westover Road as a development site, although it is intended that the building frontages would be retained
The seafront area doesn't seem to refer to the pier itself (Bournemouth Design Panel Member)	21	Add in to 7.10.2 "The pier and the former Pier Theatre form an iconic landmark"
Core area Para 7.2.2. One way systems/ gyratories/ turning bans (e.g. Westover Rd) make it difficult for cycling. Some pedestrian severance e.g. outside Tesco/Borders, Boots, Gervis Place - need 20 mph zones to calm the traffic in the Town Centre.	25	Agree these issues should be addressed – but they are more to do with the public realm which will be addressed in greater detail through proposals for the Grand Garden Walk. Make reference to the Grand Garden Walk objectives in AAP and show route on framework plan for Core Area
Para 7.4.3, Upper Old Christchurch Road, there is some pedestrian severance here, as it is quite difficult to cross the road higher up. Needs calming and some zebra crossings.	25	Add reference to the AAP which identifies the need for public realm, walking and cycling improvements between Horseshoe Common and the Lansdowne Roundabout
Education use should be identified in the plan and key for the Lansdowne area (Bournemouth University)	33	Agree – amend in plans of Lansdowne and other character areas with education uses
Bournemouth University has refurbished the Old Fire Station – an attractive historic building	33	Agree it's an attractive historic building, well maintained – add image as a positive example in the Lansdowne

Implementation: achieving excellent design		
<p>The Guide is a patronising and overly prescriptive read with rather too many words.</p> <p>If you wish to "recognise and celebrate the best of old and new development in the heart of the town" (a noble cause and fascinating idea) to aid developers, architects etc why not invite a range of built environment professionals to appraise a number of Bournemouth's buildings and spaces alongside a clear description of the context those voices have come from. The study could then be resource that could be used for understanding Bournemouth and serve as design inspiration in a range of guises rather than in the over-simplistic correct/incorrect judgements presented in your document.</p> <p>I fail to see how this document can be of genuine assistance without impeding creativity.</p>	<p>28</p>	<p>Disagree that there are too many words as there are annotated images on every page.</p> <p>The methodology suggested would be unlikely to provide an appropriate document for making planning decisions which is the primary purpose of the document. However ongoing discussion and ideas from architects and others is welcomed.</p> <p>Bournemouth Design Panel - a large and independent pool of experienced design professionals from different backgrounds - has been invited to comment on the guide and responses have been positive.</p> <p>The Guide includes a wide range of good examples, showing buildings from different eras with a wide range of designs. In line with the NPPF the Guide is based on evaluation of the area's characteristics and materials, seeking to promote local distinctiveness without attempting to impose a particular style.</p> <p>The Guide does indeed aim to be simple to understand and use. Unfortunately the local planning authority is frequently confronted with poor quality design and this guide will help resist schemes which do not reflect the local character or contribute positively to the street scene – this is in line with the NPPF which directs LPAs to refuse poor design.</p>

		<p>The guide will be one of many material considerations. Every proposal is considered on its merits and the document would not prevent a well designed innovative scheme from going ahead.</p> <p>As the introduction says <i>Its purpose is not to stifle change but to help manage the town's evolution by promoting coherent streets, high quality, sustainable buildings and a recognisable sense of place.</i></p> <p>Add reference to further reference to innovative design in intro</p>
Other		
<ul style="list-style-type: none"> • Bournemouth Town Centre needs an indoor retail development like West Quay • There many empty shops in the town centre itself which is a shame, and I think the three 'shopping centres': The Avenue, St Peters Quarter and Richmond, need a lot more care and consideration as they are each quite empty and rundown. 	<p>4</p> <p>7</p>	<p>The importance of undercover all weather facilities is recognised. However as an SPD this guide cannot allocate sites. Two town centre sites are already allocated for retail development and could come forward for undercover retail but not at the scale suggested – these are Commercial Road/ Avenue Road and Westover Road/ Hinton Road. Further sites are allocated for entertainment – the Winter Gardens and NCP Exeter Road for and applications have been granted for indoor leisure uses on these sites. A large shopping mall would run the risk of taking life away from the street, creating a block to pedestrian permeability when closed and detracting from Bournemouth's character. Bournemouth is characterised by a number of smaller arcades and there is scope for improvement to the layout and accessibility of some of these.</p> <p>In Core Area section add: The Town Centre contains a number of shopping arcades and they are a distinctive part of the town's retail offer.</p>

		The most successful arcades offer direct and level routes between busy streets. They have attractive street frontages, well proportioned units and a high quality internal environment with ample natural light. Where necessary improvements to existing arcades are encouraged. There may also be scope for the development of new arcades.
BDC sites to be developed over a sufficient period of time to meet the changing needs of the town - not just currently attractive options (e.g. student housing) so that a balanced character is achieved in the long term.	5	Agree. This is a question of policy and use and is beyond the scope of this guide
'Percentage for art' to be included as part of CIL planning obligations.	5	Public art will not be covered by CIL but section 106 agreements can still cover this. The approach promoted in this guide is the integration of art into the fabric, detail and decoration of the building rather than individual pieces of art used to mitigate areas of poor frontage.
Visitors encouraged to access seafront from all points to encourage spread of use of the beaches.	5	Agree. More a question for signage, public realm and seafront strategy
I think particular areas that need more care and thought are Lansdowne and the area between Terrace Mount and the BIC.	7	Agree. Say more under Lansdowne and Core character areas to highlight what is shown in framework diagram and reinforce AAP strategy
As mentioned briefly in the study, there are a lot of ill-maintained buildings in Bournemouth, especially along Christchurch Road. I don't know what powers a council has to get home and building owners to keep their properties maintained but it would go further than any investment the council can make alone.		Agree. Highlight this problem in Upper Old Christchurch Road character area. Potential methods for addressing this would be beyond scope of this document
Winchester City Council is currently consulting on a similar document, the High Quality Places SPD, which is worth looking at. (Bournemouth Design Panel Member)	13	Winchester's High Quality Places SPD is a very comprehensive a user friendly document with lots of good examples. It has a number of similarities with this guide and covers a certain topics which could usefully be added. Add section on corner buildings, strengthen advice on benefits of a set back top storey and add section on perimeter block structure.
As with the Borough Council adoption of an ambitious long-term Seafront Strategy to develop a world-class seafront, maybe something similar but less extensive	15	The AAP starts to do this. It contains a key diagram for the town centre with text highlighting the strategy in key areas of

<p>could be produced for the other Character Areas of the town centre. This way the sins of what was allowed the past and now seen as negatives for each of the Character Areas may be avoided.</p> <p>(Bournemouth Design Panel Member)</p>		<p>change such as the Triangle and Old Christchurch Road.</p> <p>Reinforce the AAP objectives and key messages from the Framework diagram in this Guide in the relevant character areas (Core Area, Upper Old Christchurch Road, Lansdowne).</p>
<p>I think the document is quite succinct and provides a useful guidance note for developers</p> <p>(Bournemouth Design Panel Member)</p>	19	Welcomed
<p>Generally this is a good first step in establishing a strategy for the ongoing development of the town centre and, as such, should be welcomed but it would be even better to see, in the future, a more radical strategy being formed or at least Bournemouth taking a position on the future of the development of its urban fabric being integrated with green areas as well as sustainable tourism: an holistic approach.</p> <p>(Bournemouth Design Panel Member)</p>	21	A green infrastructure SPD will be prepared subject to staff time. An updated tourism strategy is also forthcoming.
<p>This Guide is too late as too much has already been allowed. Bournemouth Development Company schemes have destroyed the character of the town with developments of excessive scale, removal of space and the removal of trees in the centre of town. I assume the guide will apply to everybody else.</p>	23	The guide will be used as a negotiating tool to raise the standard of development for all applicants in the town centre, including BDC. BDC are supportive of the aims of the Guide and will use it when briefing architects.
<p>There are a number of examples of poor design on buildings that have recently been constructed following planning approvals. I accept that some – if not all – could be the result of appeal decisions. However, the use of older examples may be more appropriate.</p>	24	No change – the document aims to learn from mistakes including recent ones. Each poor example refers in the caption to a specific element of the design which is poor.
<p>The shopping needs to be improved and more high end shops attracted to Bournemouth as there isn't really any other cities nearby which could currently compete. I believe a long time ago there used to be a Harvey Nicholls in Bournemouth, it would be great if we could attract an anchor tenant like Harvey Nicholls or Selfridges to Bournemouth as with that hopefully we could attract other high end shops such as Ted Baker, French Connection,</p>	25	Beyond the scope of this document

All Saints, Hobbs, Jack Wills etc.		
<ul style="list-style-type: none"> • It would be great to have an area with independent shops or a market. A good example is the Corn Exchange in Leeds which contains a variety of niche independent shops contrasting to the new Trinity Shopping Centre in Leeds which has been built and is a fantastic example of providing a sense of place in Leeds for shopping. • Brighton Lanes is great. Positive about changes in Triangle 	25 30	<p>Agree that small independent shops are important for the local economy and create a strong sense of place. Agree that the Corn Exchange appears to be an excellent reuse of a beautiful building providing a distinctive shopping experience. Part of Westover Road is allocated for retail development and may have potential for an arcade with some similarities.</p> <p>Upper Old Christchurch Road and the Triangle are areas of the town centre which contain small units and independent businesses. The AAP recognises the importance of these areas and seeks to enhance them (p21, 5.5).</p> <p>Cross reference this and include text to reinforce this in the relevant character areas.</p>
Bournemouth is going down hill and this is apparent to visitors. More needs to be done to retain our position among the coastal resorts of the UK.	4	Deep rooted social and economic problems are beyond the scope of this guide and cannot be redressed through the design of buildings. However by raising the quality of design this guide does indeed seek to help Bournemouth to be an attractive place to visit.
Overall I support the positive approach and tone.	27	Welcomed
Could say more on the role and importance of trees and public gardens to the character of the town centre, perhaps with comments on suitable tree species for planting, succession etc	27	<p>Agree that trees and the Gardens are fundamental to Bournemouth's character. Add image to double page spread early on highlighting key characteristics.</p> <p>In the sustainability section add "Developments should retain trees of merit. They can greatly enhance the quality of developments, and are an important part of the character of the wider town centre as well as enhancing air quality, well being and biodiversity."</p> <p>Add reference to importance of retaining trees in character areas where they are plentiful. In Lansdowne character area</p>

		<p>add: "Compared to other parts of the Town Centre the Lansdowne lacks open space and trees. Trees help to create a human scale where there are all buildings. Opportunities should be taken to introduce trees and create high quality public spaces and to green the urban environment through the introduction of features such as green roofs and walls."</p> <p>In terms of species for planting and succession it is difficult to give a succinct list as a wide diversity is encouraged to promote resilience to disease. The document does cross reference the tree strategy which mentions typical and native species.</p>
<p>We share the view set out in paragraph 1.1.1 that the town centre could be seen as a patchwork of piecemeal development and endorse the Town Centre Vision in its aim of injecting "more quality and reinstating the excellence on which the town's reputation was built". We therefore welcome the document's purpose to promote "coherent streets, high quality, sustainable buildings and a recognisable sense of place".</p> <p>(English Heritage)</p>	29	Welcomed
<p>The town centre is expected to undergo a significant degree of physical change during the lifetime of the Core Strategy and it is important to possess an overarching and holistic sense of what makes it special... We feel that the document could be more of a celebration of Bournemouth's distinctive and high quality physical identity and exhort more positively the values and outcomes which it is expected development should embody and deliver...We would encourage your authority to assume a more robust and self-confident attitude in the definition of what makes the town centre special and in its exhortation of the values and qualities it expects development to positively respond to.</p> <p>(English Heritage)</p>	29	<p>This is indeed what the Guide seeks to do – eg see 7.1.3 and the subsequent images of positive features in each character area.</p> <p>Add a double page spread near the start of the documents, highlighting key characteristics that are distinctive to Bournemouth and which developers should respond to.</p>
<p>The Guide is a helpful tool, and we appreciate that it is perhaps deliberately not more prescriptive in order to allow for ever changing market scenarios.</p> <p>(English Heritage)</p>	29	The Guide seeks to strike a realistic balance and allow flexibility as explained above
<p>Much evidence of the town centre's historic character was</p>	29	The Guide does indeed build on this

<p>drawn upon in the formulation of the Core Strategy and Area Action Plan and this could equally usefully underpin the determination of features identified as positive in the Guide. This would help substantiate the examples shown.</p> <p>(English Heritage)</p>		<p>work and incorporates much of what was previously done as background to the preparation of the AAP. State this in introduction.</p>
<p>Referencing established guidance on design issues, such as the Historic Towns Forum for example on shopfront design, and CABE / English Heritage on tall buildings, would also provide authoritative sources of advice on these generic themes.</p> <p>(English Heritage)</p>	29	<p>Agree. Add to introduction “(The Guide) also draws on established design guidance contained in documents such as Building for Life, The Urban Design Compendium and What Works Where, relating the advice specifically to context of Bournemouth town centre.”</p> <p>The Guide also cross references local and national policy and other local policy documents such as the Tree Strategy and Seafront Strategy.</p>
<p>We have enough casinos and lap dancing clubs</p> <p>(Nigel Hedges, Chair Town Centre Management Board)</p>	30	<p>Agree. This is a policy/ use issue, beyond the scope of the document – the AAP contains policies which aim to promote an appropriate mix of uses.</p>
<p>Rough sleeping is a problem around Albert Road</p> <p>(Nigel Hedges, Chair Town Centre Management Board)</p>	30	<p>Agree that this is a serious issue. Deep rooted social and economic problems causing homelessness are beyond the scope of this guide. However, the design of buildings can help Bournemouth feel safe and welcoming.</p>
<p>Quality of student accommodation has often been poor. This can effect student behaviour - eg big block on Lansdowne Road was closed due to students kicking through walls</p> <p>(Nigel Hedges, Chair Town Centre Management Board)</p>	30	<p>Agree. The guide highlights some poor quality student accommodation.</p> <p>In appearance section add “In the case of residential accommodation detail and fenestration should give the impression of a welcoming pleasant place to live.”</p> <p>The internal quality of the building / space standards etc are beyond the scope of the guide and may be covered in future update of the residential design guide.</p>
<p>The document is supported. There has been a lot of poor quality development in Bournemouth we are keen to see better design</p> <p>(Morgan Sindall/ Bournemouth Development Company)</p>	31	<p>Welcomed</p>
<p>Distinctive features in Bournemouth are: steep topography, curved roads, elegant art deco buildings</p> <p>(Morgan Sindall/ Bournemouth Development Company)</p>	31	<p>Agree. Add a double page spread near the start of the documents, highlighting key characteristics</p>
<p>Space around villas on green plots is an important part of sense of place. Sites should not be crammed</p>	31	<p>Agree. Stress importance of trees in double page spread and expand section</p>

(Morgan Sindall/ Bournemouth Development Company)		on scale and grain to illustrate typical building/ plot types.
Document is welcomed. Some student developments have been cheaply built – there is a need for higher quality. The most recent ones eg Dorchester House are better quality (Bournemouth University)	33	Noted. Some elements of the Dorchester House development are used as positive examples
<p>The Civic Society very much welcomes this well planned and objective analysis of the existing and future design requirement for the centre of Bournemouth. The need for such a document which is an appropriate compliment to the earlier Action Plan for the Town Centre is very relevant because</p> <ol style="list-style-type: none"> 1) Since this part of Bournemouth is the heart of the hospitality industry, it is essential that the appearance of the area remains extremely amenable to visitors whose activities play an essential part in the economy of the resort 2) It is essential to preserve in a fitting context the considerable number of original buildings in the town centre that demonstrate the unique garden city ambience of the original resort. 3) With the ever increasing pressure for development of new leisure and entertainment facilities in the town centre (in particular with regard to the Bournemouth Development Company agreements) it is now more important than ever that a balanced judgement is made of all new planning applications both with regard to individual qualities of design and to the aesthetic context of the locations where they would be built. 	34	Agree. No change
<p>Perhaps in later additions of the guide, integrated discussions on townscape, built form and appearance - with appropriate examples - could be displayed in three vertical columns so that the detailed inter-relationships of these very important design elements could be clearly displayed and explained'</p> <p>(Civic Society)</p>	34	Agree that these themes are interrelated. However we feel that the current document format is easy to navigate and practical for the purposes of negotiating better design.
<p>Later editions of the Guide might say more about how design should evolve on complex sites - for example where a prominent site is surrounded by buildings in a considerable variety of styles or where there is no adjacent townscape of any substantial kind to act as a guide.</p> <p>In such circumstances should the developer choose compatibility or put up a more individualistic, iconic</p>	34	<p>The guide identifies sites for new landmarks which could be iconic buildings. However even a new landmark which pushes the boundaries of design should respond to its setting.</p> <p>Every site has a context. If the immediate surroundings are poor it is appropriate to look further afield at the wider character area. As the tables for each character area show there are positive, distinctive and characteristic</p>

<p>building?</p> <p>(Civic Society)</p>		<p>features to be found in all the areas which can be used as an inspiration. It is up to the skill of the designer to select and interpret design cues.</p> <p>Add to 7.1.4 "Positive features usually exist in the immediate vicinity of a site but where the surroundings are poor or consist of vacant sites it is appropriate to look a little further afield within the same character area or an adjacent one."</p>
<p>The time has come for members of the Planning Board to take some friendly advice from your department which would enable them to make a more objective judgement between the individual qualities of a particular design and the physical context in which it would be set.</p> <p>(Civic Society)</p>	<p>34</p>	<p>It is hoped that this guide will help officers give clear advice to Planning Board and help the decision making process by clarifying the standard of design which is expected in the town centre.</p>

Appendix 1- List of those contacted outside the Council

A B Design (Poole) Ltd
Bournemouth University
Arts University Bournemouth
Bournemouth Design Panel (37 members)
Civic Society
English Heritage
Business Improvement Districts (BID)
Victorian Society
Academy Property Consultants Limited
AG Design
Alsop Verrill
AMA Consultancy (Andrew Mooney)
Amplio Design Ltd
Anders Roberts Cheer
Anglian Home Improvements
Architectural & Design Development
Atkins
Avon Project Services Ltd
B E Willis Partnership
Barry J Mills Ltd
Barton Willmore
Bellway Homes (Wessex)
Blueprint Design Studio Ltd (John Nicholls)
BNP Paribas Real Estate
Bournemouth Area Hospitality Association (BAHA)
Bournemouth Churches Housing Association
Bournemouth Housing Forum
Bournemouth Tourism Management Board
Bradbury Bichard Architects
Bryan Hoile & Associates
Bryan Jezeph Consultancy
Building Consultancy Bureau
Burnett Planning & Development Ltd
Chris David
Chris Thomas Ltd
Colliers CRE
Cooper Dean Estate
Creative Building Designs
D J Longhurst
Dave Wells Properties
David Ames (for David Wilson Homes) Ltd)
David James Architects LLP
David M Arthur
David Mann Architect
David Smith Architect

Dialogue
DJM Design
DLP Consultants Ltd
DOT Architecture
East Dorset Housing Association
Ellis and Partners
Ellis Belk Associates
Evans & Traves LLP
Eventide Homes
Fleury Manico/Humberts Leisure
Foxwood Designs
Frias-Robles Design
GL Hearn (on behalf of Castlepoint Ltd and New River Retail Ltd)
Gleeson Strategic Land Limited
Goadsby inc Goadsby Commercial
Greenward Associates
GVA Grimley
Harriplan Ltd
Hollington Arch. & Design Ltd
Home Builders Federation Ltd
Home Builders Federation Ltd
Horsey Lightly Fynn
Ian C Speirs & Associates
Incorporated Bournemouth Free Church Council
Indigo Planning Ltd
Indigo Planning Ltd
Intelligent Land
J Burgess & Associates Ltd
John Richards
Jones Lang LaSalle
Ken Parke Planning Consultants
Kingsbridge Homes
Kirkwells - town planning and sustainable development consultants
Knightstone Housing Association
Leven House
Level Consulting Ltd
Life Housing
Look Architecture
Martin Hanham
Martin Robeson Planning Practice (on behalf of Trinity Corporate Finance)
Martineau
Maurice Stainer Associates
McCarthy and Stone
Meyrick Estate Management Ltd
Montague Evans
Morgan Sindall Investments
Mr P Dollery

N J Cuddy Chartered Surveyor
Nathaniel Lichfield and Partners
National Housing Federation South West
Parsons Brinckerhoff
Peacock and Smith (on behalf of WM Morrison Supermarkets)
Peter Wadey FRICS
Philip Cave
Plan & Site Services
Planning Issues Ltd
Planning Potential
Planning Precision Limited
Planning Solutions
Pure Town Planning
Quantum Homes
R B Services
R J Griffin
R Wilkinson Arch & Bldg Services
Riot Architecture & Design - Lisa Butters RIBA
RLM
Rund Partnership Limited
Samways Surveying Ltd
Sarah-Jane Lea (Building Design) Ltd
Savills
Savills (L&P) Limited
Seal Designs - Rodney Seal
Shaftesbury Society
Sheerin Bettle and Associates
Shelter (Bournemouth Housing Advice Service)
Sibbett Gregory
Signpost Housing Association
Smiths Gore
South Coast Development
Southern Planning Practice Ltd
Steve Wadsworth
Strutt and Parker
Symonds and Sampson
Tanner & Tilley
Taylor Wimpey Strategic Land
Terence O'Rourke Ltd
Tetlow King Planning (on behalf of HARPs)
The Bell Cornwell Partnership
The Plan Partnership
The Planning Bureau Ltd
Tony Holt Design
Town & Country Planning Services
Trinity Architecture
Turley Associates
Urban DNA
WCE Properties Ltd

White Young Green Planning Consultants
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Woolf Bond Planning

Xspace
