

1.0 Introduction

- 1.1 The regeneration of central Poole offers an unprecedented opportunity to develop and extend the vibrant heart of the town, in a way that conserves the historic core, respects the human scale of existing buildings and spaces and continues to encourage the best in contemporary design. The policy framework for Poole's Central Area is set out in Poole Local Plan First Alteration (adopted March 2004). This includes Lower Hamworthy and West Quay, the primary focus for regeneration in Poole, as well as other central sites. It identifies a range of land uses and criteria that will guide and support the future needs of residents, visitors and businesses, and will also change the image and nature of a significant area of Poole for the better.
- 1.2 This Supplementary Planning Guidance (SPG) takes the conclusions from Volume 1: Audit and Analysis – Background Paper and the policy framework established in Chapter 14 of the Poole Local Plan First Alteration and sets out the criteria for future development. The factors to be considered by developers and their designers are outlined in the form of design advice, whilst illustrative layouts show how each component part of the Central Area could be developed. The design principles set out below will apply to the whole of Poole's Central Area and will be used to guide development and change wherever it is proposed throughout this area.
- 1.3 This document identifies the Principal Areas of Change in the regeneration area and expands on the policies laid out in the local plan. This SPG aims to demonstrate the value of a holistic urban design approach, and emphasises the need for development proposals to be devised on the basis of an understanding of the context for any scheme. It also provides illustrative examples of development for different segments of the Central Area based upon a series of urban design principles, and shows how the whole picture could develop.
- 1.4 This document, while setting out design guidance for all development in Poole's Central Area, has the very specific task of exemplifying the policy requirements established by the adopted local plan for the Holes Bay Basin area, namely Lower Hamworthy and West Quay. This area is the focus for Poole's second opening bridge, and the sites released for development as a consequence of the new bridge will make a significant contribution to the overall delivery of major new social, economic and environmental infrastructure.