

Discussion Document
2010



etc...
Eastleigh Town Centre

Regeneration and Planning Policy Unit
Dave Francis

etc...
Eastleigh Town Centre

Introduction Eastleigh Town Centre Vision

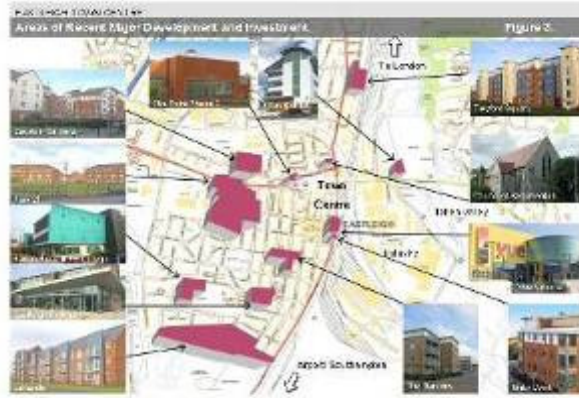
- Document Purpose
- Eastleigh town centres' challenges
- document content – addressing the challenges
- delivering “The Vision”.

etc...
Eastleigh Town Centre

Purpose

- Promotion – positioning – progression
- responsive to change – annual review
- responds to & co-ordinates strategy
- 5 clear objectives
 - Town centre growth and regeneration
 - Family arts, entertainment, culture, heritage
 - Green connections & welcoming public spaces
 - Civic Offices in town
 - Urban living.

Promotion – positioning - progression
“Talk up the town”.



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The challenge – constraints and built form



Plan view



High Street looking north

Market Street looking south

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The challenges – choice and competition



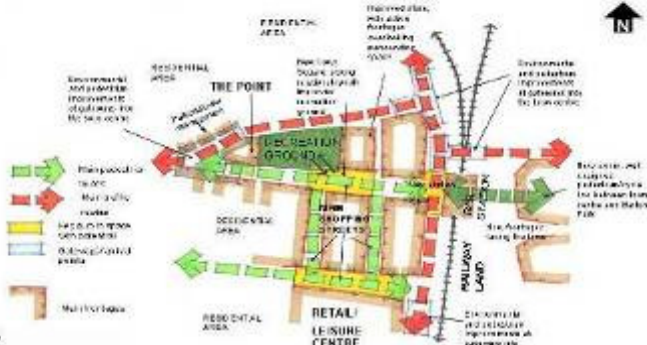
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The vision – urban design principles

EASTLEIGH TOWN CENTRE
Urban Design Principles –
Proposals for Built Formages and Public Spaces and Connections

Figure 6



etc...
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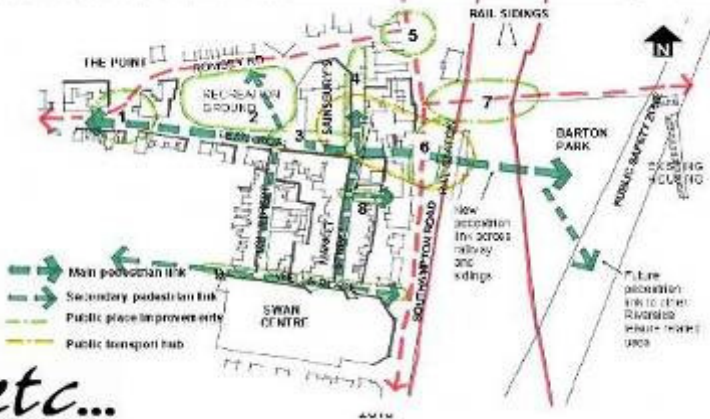
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The vision - green connections welcoming public places

EASTLEIGH TOWN CENTRE
Improved Green Links And Public Places

Figure 8



etc...
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The vision – family orientated arts, entertainment, culture and heritage

EASTLEIGH TOWN CENTRE
Leisure, Culture & Entertainment

Figure 9



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Delivering the vision – plans in the pipeline



Current application - former Comrades Club - c/u offices



Former Earth Bar site



Current application former Mija pub site to restaurant – housing over



Mitchell Road M15 car park

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Conclusion



Partnership working
Local community inputs & "ownership"



Visit the website and give us your views

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