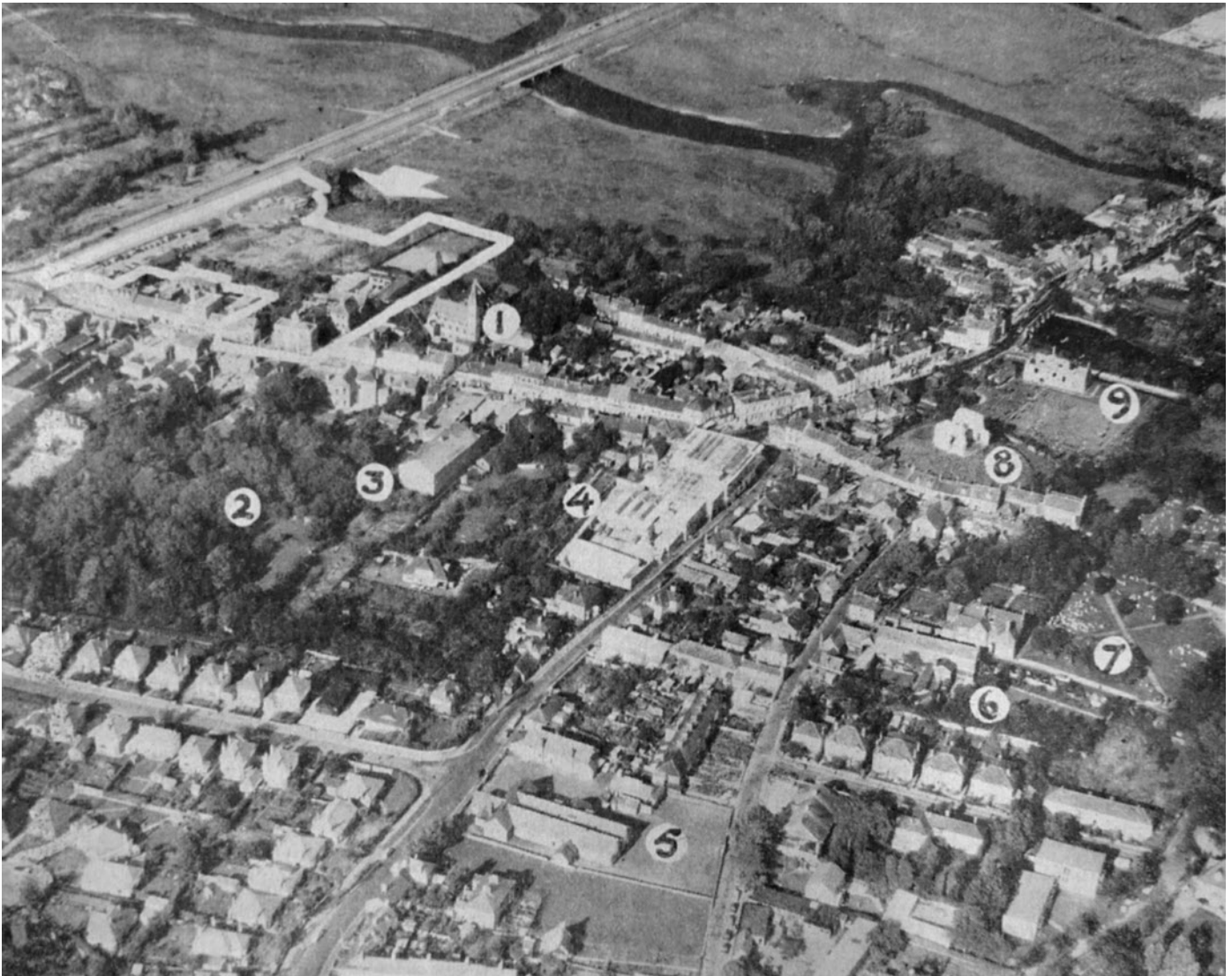


The Shape of Things to Come

Christchurch Times Feb. 7, 1964



TOWN Centre Development is a term which has crept into the local vocabulary during the past few years. "Plan C" is another cryptic description which has been bandied about between Council, County Council, Chamber of Trade —and Shingler & Risdon.

During this same period of time the Christchurch Council, either willingly or unwillingly, has been acquiring land to accommodate an operation which Winchester will soon be submitting to Christchurch as a basis for its future features. In the upper left hand section of this photograph, indicated by an arrow, is the approximate area already owned by the Corporation in readiness for the Great Plan.

A view of this area from the air discloses certain features which are not observable from ground level. Amongst these are the considerable area of land involved. Excluding the properties from the International Stores to Rockhards shop at the extremity of the by-pass, it will be seen that we are talking of very nearly half the length of the High Street.

THE TOWN EDGE

The second and most important observation to be made from this photograph is the inaccuracy of the term "Town Centre Development". Here, in fact, is "Town Edge Development", with a hinterland completely lacking in potential customers for any large expansion in shopping facilities. Facing is — from the trading point of view — another sterile area (marked 2) which are the Druiitt Gardens. Close by, but not appearing in

our photograph, are the 10 acres of Christchurch Recreation Ground. Thus we see the main characteristics of the area surrounding the Town Edge Development.

The shallowness of the hinterland is also seen to be characteristic of most of the remainder of the High Street and, indeed, is characteristic of the almost ribbon development running out of our picture as far as Purewell Cross.

This geographical fact would seem to indicate that space for multi-level car parking must constitute a major feature of the development if new shopping facilities are to support the very high rents which may well be the rule.

TOWARDS U.S. PATTERN

In this event, we appear to be steering towards the development of an outskirts shopping centre along the lines currently known in the United States as a "Severance Center". In some parts of the country (off Castle Lane, Bournemouth, for example) this development is planned as a single unit (by an American company in Bournemouth). In other parts it is already being said that only multiple shops can afford to rent the shops which make up a Town Centre Development.

Our picture displays the geographical shape of things to come. We have disclosed one possible pattern which the in-filling of this shape could take.

Points identified in the photograph are: (1) Congregational Church, (2) Druitt Gardens, (3) Regent Cinema, (4) Post Office, (5) Priory School. (6) Red House Museum and Gardens, (7) Priory Churchyard, (8) Castle Keep, (9) King's Arms Bowling Green and Constable's House ruins.