

ROUNDAABOUT RINGWOOD & FORDINGBRIDGE

NOW and THEN

Southampton Road, Ringwood between Fridays Cross and Mansfield Road



June 2009

Of all the main streets of Ringwood, Southampton Road has changed the most over the last hundred years.

At the beginning of the 20th century Southampton Road was known as Up Street or Southampton Street. It was a very important highway, as all traffic to and from Southampton, Winchester and London passed along it. The street was lined with a jumble of small brick Victorian houses, mixed with older Georgian properties. There were a few shops but many were private homes.

In the early 1930s the first bypass took much of the traffic away but planners still sought to widen the road, as the old properties were gradually cleared away. When a new parade of shops was built just before World War II, the opportunity was taken to set its frontage much further back so that the road could be widened at a future date. This policy



Looking towards Fridays Cross circa 1914

continued in the 1960s when Keymarket (now Martins and Co-Operative Travel) and the shops (now Samritz and Holland & Barrett) were built. By the time the old proper-



Southampton Street
circa 1960

ties nearer Fridays Cross (now Clarks and Boots) were redeveloped in the 1970s, policy had changed and the new shops were built closer to the original street frontage. The properties now occupied by The Naughty Corner, Help The Aged and Fells Gulliver are the only ones on that side of the road not to have been replaced in the 20th century.

In the late 1970s the area was again altered dramatically when Mansfield Road was constructed, cutting right across Southampton Road.



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In 1993 the pavement outside the Crown was widened as part of the enhancement of Friday's Cross but the pavement nearer Crown Tap and outside Help the Aged still remains very narrow, leaving Southampton Road with both the narrowest and the widest pavements in town.

Now Hampshire County Council are proposing further enhancement of the area around M & Co, so Southampton Road could be in for more changes in the future.