

# Andover Town Centre Masterplan

## Final Report

September 2020





**This document sets out a range of transformative projects for Andover town centre, including opening up the River Anton.**





# Contents

## 1. Executive Summary

Outlines the inclusive design and engagement process, the issues and opportunities that have informed the study and Vision for the future.

## 2. Baseline Assessment

Describes how Andover operates as a town centre and our analysis of its historic, social, economic, environmental and built context, as well as its movement patterns.

## 3. Spatial Framework

Presents the overarching spatial strategy that underpins the proposals, including movement strategy, approach to the Ring Road and parking, and public realm strategy.

## 4. Area Masterplans

Presents the illustrative masterplans for the four priority areas highlighted in the Spatial Framework, the Chantry Centre, the Wellbeing Quarter, Western Avenue/River Corridor and Eastern Avenue/Vigo Park.

## 5. Action Plan

Outlines the key steps needed to progress delivery of the Area Masterplans and the measures needed to be undertaken in the meantime to enhance the town centre.

This study has been commissioned by  
Test Valley Borough Council



The study has been led jointly by  
HemingwayDesign and NEW masterplanning.

**HEMINGWAYDESIGN** **NEW** masterplanning

Specialist input has been provided by:

Transport and Movement: **Andrew Cameron Associates**

Cost consultancy: **Currie & Brown**

Commercial and delivery: **Tulley Bunting and Newsteer**



# A new era for Andover

**This masterplan marks the beginning of what is set to be one of the most exciting moments in Andover's history – certainly in living memory.**

It was a bold move to purchase the Chantry Centre in 2019 to facilitate the transformation of the town centre as we know it. And although back then I had some big ideas to redevelop the Chantry Centre, create fantastic public realm and green the town centre, this masterplan has surpassed those expectations and seeing it reflected in the pages of this document is a defining moment.

The world has changed dramatically over the past few months. But town centres were changing long before Covid-19 spread its shadow across the globe. In fact, the Panorama programme pre-lockdown summed up the changing nature of town centres in one simple statistic, that high streets up and down the country have lost 25 per cent of their retail units over the last decade. Thanks to the growth of out of town shopping and the continued sophistication of the internet.

Andover, the town I have spent my life calling home, has felt the full force of that change in people's shopping habits. It is a town filled with amazing people and fantastic local businesses but I have always thought it had so much more to give. So much more potential. And I'm thrilled that our colleagues at HemingwayDesign and NEW masterplanning share that view.

Our goal, therefore, is to embrace the changing nature of town centres. Create a place for people to visit, work, live and spend time with their family, friends and colleagues, as well as indulge in some good old-fashioned retail therapy. That is what has guided the development of this masterplan.

This document signifies a new era for Andover. One of ambition, hope and prosperity. We have before us a once in a generation opportunity to revitalise our town and we will grab it with both hands.

My fellow councillors and I are determined to create a town that people can be proud of. A town that draws people in to live, relax and shop here, and a town for businesses to thrive and grow.

This year has been one of the most difficult many of us have faced. But I believe regeneration is key to recovery and so as we begin to move forward, the transformation of the town centre will be our primary focus. From here we plan to identify a developer partner to build our vision and over the coming years we will create an Andover for the future.

Thank you so much to everyone who has helped to shape this new vision, from the teams at HemingwayDesign and NEW masterplanning, to all those who took the time to respond to the consultations.

I am incredibly proud to present you with a glimpse of a new era for Andover.

**Foreword by  
Cllr Phil North**



# Executive Summary

**From our first visit to Andover we knew we wanted to be the team to start the ball rolling and create a vision and masterplan which will enable the town to embrace the future positively. We knew we wanted to be the winning team because of one thing, potential. Potential is an asset that is invaluable, and to us Andover town centre's potential was clear and apparent.**

Town centres have not always been 'temples to shopping'. This will be seen as a late 20th century 'blip', a phenomenon that temporarily took us away from their real purpose of people getting together and enjoying themselves, working and living sustainably. The future of our town centres lies with independent retail, leisure, food & beverage; with arts, public services, education and community facilities; with homes and workspace; with green spaces and event spaces. Andover has the potential to deliver on all of these.

Its compact layout, historic streets, well-proportioned spaces and relatively small shops are perfectly suited to the local shops, events and 'curated' markets that society is rediscovering. It has a wonderful, but hidden, natural environment in the River Anton. It has distinctive, but underutilised, heritage in St Mary's Church, High Street, Guildhall and Town Mills. It has high quality employers committed to Andover. And it has a proactive Council already investing in community facilities, cultural facilities and the public realm.

And on that first site visit we were also excited at the opportunities for change. And although the impact of the Covid-19 crisis has made the need for change more urgent we believe it has accelerated the pace of societal and economic change rather than fundamentally altered the direction of travel for Andover.

Fortunately there is strong support for change across the town. Over 3,000 people have given us their views on the draft proposals, with overwhelming support for the vision. Test Valley Borough Council has demonstrated its commitment through the purchase of the under performing Chantry Centre with the intention of delivering transformational change. Hampshire County Council is supportive of measures to make the Ring Road more attractive for pedestrians and cyclists and to open up the River Anton. And initial work with specialist developers suggests that there will be interest in working with the Council to deliver that vision.

There is a lot more work to be done. The vision includes major infrastructure and development projects that will take time and resources to deliver. In the meantime, Andover cannot afford to stand still and wait. It must continue to support the expansion of businesses in the town centre, and other organisations such as Andover College, Lights Theatre and St Mary's Church. It must continue to support the improvement of its community facilities and green spaces. It must create pop up shops for vacant units and support its local retailers with events and markets that "belong" to Andover. And it must continue to involve its local residents in that process.

So if you have attended the events, viewed the proposals and given us your comments we are grateful for your contribution and we hope that this document reflects your input. We hope you agree that the vision presented here will help Andover begin its journey towards a sustainable, prosperous and deliverable future. And we hope you will continue to engage in the process to help deliver that future.



# Need for change

**Many of Britain's town centres continue to witness significant economic, social and physical upheaval, resulting from evolving consumer habits.**

Over the past few years, in most English towns the number of empty shops has increased and around 60% of existing empty shops have remained vacant during this time. This situation has been made more urgent by the social and economic impact of Covid 19.

Many towns in the UK, including Andover, also have an ageing population. On top of this, one million young people are said to have moved out of smaller towns and communities over the past 30 years. Like many market towns, Andover needs to attract a younger dynamic demographic, and provide them with reasons to live, work and socialise in the town.

Some towns are bucking this trend and remain places where people are seeking to fashion alternative futures and test different social and economic models. There is growing interest in 'independent' towns, that reject the identikit High Street and are setting a new trend for buying locally, affordably and sustainably. Towns such as Ludlow, Frome and Hebden Bridge that recognise the importance of a strong, lasting community spirit and attract creative pioneers looking for more space and time to think.

The changes in people's living, working, shopping and socialising preferences are being accelerated by Covid 19. Town centres such as Andover need to identify the opportunities that this could bring for housing, workspace and community facilities to help replace the long term decline in retail floorspace.





From the survey results and workshop findings, it is clear that respondents feel that Andover town centre, with its rich history and proximity to the River Anton is feeling unloved. It is very positive that the overwhelming majority of residents support change in the town centre. Out of the 2,587 respondents, only 11 people wanted the town to stay as it is.

Andover town centre loses significant amounts of expenditure from its local catchment to larger centres such as Basingstoke and to historic centres such as Winchester and Salisbury. In common with most town centres, Andover loses a significant amount of expenditure to the internet. Andover town centre does however lose significantly more expenditure than most centres to retail parks within the town.

There is a clear need for Andover to find its own way to 'compete' with these centres. The town centre has some interesting independent shops and attractive streets, but has been over reliant on large traders. Demand from national retailers is unlikely to return and Andover needs to focus on supporting and growing its local, independent businesses.

Andover has a relatively limited evening economy and needs to feel more welcoming after dark. More people living and working in the town centre would help to address this. The Chantry Centre does little to bring life to the town after shops close, and its scale and form also makes it a barrier to movement across the town centre, particularly in the evening. The Lights and Leisure Centre are excellent facilities but can feel isolated from the town centre's cafés and restaurants.



**Think about Andover town centre.**

**What do you associate with the town centre?**

**Tell us the first three things that spring to mind.**



# Desire for change

**Between July 2019 and June 2020, a series of events, workshops, walkabouts, meetings and surveys were held which have helped shape the proposals for Andover town centre.**

## **Visioning Events**

Over the summer, the team attended Andover's Carnival and Fun Fridays. Residents and visitors of all ages suggested what they thought would make the town a better place to live, work and visit.

In September, the team hosted a visioning event at the Lights Theatre. Local businesses, creatives, community groups and councillors were invited to help generate ideas for the town centre.

## **On-line surveys**

Nearly 3,000 people responded to our on-line survey giving an invaluable insight into how people use the town centre, what they value and what they think needs to change.

## **Working with stakeholders**

A series of meetings, workshops and a 'town walkabout' were held with officers and members from Test Valley Borough Council and Hampshire County Council.

Workshops were held with key organisations including Andover College, Simplyhealth, Lights Theatre, Waitrose and St Mary's Church. Breakfast meetings were held with the Business Improvement District (BID) and local businesses. A workshop with Andover College students gave a very different perspective from younger people.

## **Pop-up Shop**

Draft proposals were presented to the public at a 5-day pop-up shop on Bridge Street running from 11th -15th of December 2019. Almost 600 people attended with the majority of feedback both positive and supportive

## **Exhibition**

On 11th December the team presented the draft proposals to approximately 100 invited stakeholders at St. Mary's Church. The proposals were also available to view online, and we received more than 500 detailed responses which helped shape the final report.

## **Market testing**

Following the impact of the Covid 19 pandemic, emerging proposals were tested informally with a range of town centre developers and investors in a "soft market testing" exercise. This process provided confidence that there was still market interest and support for the town centre redevelopment.

## **Engagement reports**

Separate reports are available detailing the results of the survey exercises and how these have specifically informed the development of the town centre masterplan. A separate confidential report has been provided to TVBC on the findings of the 'soft market testing' exercise with developers and investors.



Fun Friday Event: The on-line survey received nearly 3,000 responses



## Do you think Andover Town Centre could be better?



Stakeholder event at St Mary's Church to consider draft



Pop-up shop received over 600 visitors



Visioning event with stakeholder groups



# Opportunity for change

**Andover has many positive features which can form the basis of a strong physical, social and economic vision.**

## **Heritage**

Andover has a strong historic core of the High Street, St Mary's Church, Guildhall, Town Mills and other listed buildings along Bridge Street and East Street in particular. Town Mills is being improved and the Guildhall is also in need of a more 'civic' role and setting. The Lanes are also a strong feature but need more activity and to be connected to higher quality spaces.

## **Jobs**

Andover has high quality employers on the edge of the town and in the heart of the town centre, reflecting its accessibility by road and rail. Simplyhealth has made a strong commitment to Andover. It wishes to create new, environmentally friendly offices in the town centre which would significantly enhance the vibrancy and the image of Andover.

## **Education**

Andover College is a key asset in the town centre. It wishes to expand and improve its facilities for students which would bring more vitality to the town and create space for additional housing and workspace.

## **Housing**

Andover is a popular housing location and will see continued growth. It has the opportunity to make living in the town centre more attractive, particularly for younger people seeking access to facilities and to public transport.

## **Community**

There is a strong community base in Andover. The town has invested in the new Leisure Centre as an important community facility and is looking to enhance the cultural and community offer in the Lights Theatre. St Mary's Church, Andover Museum and Chapel Arts are all important facilities that would like to expand their role in the cultural and community life of the town.

## **Environment**

Andover town centre is relatively lacking in green space, but has strong green assets which are hidden or underutilised. The River Anton, St Mary's Cemetery and Vigo Park should all be much stronger and more accessible spaces in the heart of the town centre, promoting opportunities to improve physical and mental health.

## **Walking & Cycling**

Andover is a compact town, with the potential to be an exemplar town for walking and cycling. Traffic flow data suggests that the scale of the Ring Road can be reduced, underpasses removed, links to the station improved and more open space created along the river.

## **Parking**

Surveys show that Andover town centre has sufficient parking within the town centre to cater for new development without the need for additional car parking. Strategic improvements to parking can help bring more life to the town centre, particularly in the evening.







**It is time for the town to be brave and consider radical interventions where the current urban infrastructure (roads, water, power, drainage) is no longer fit for purpose.**

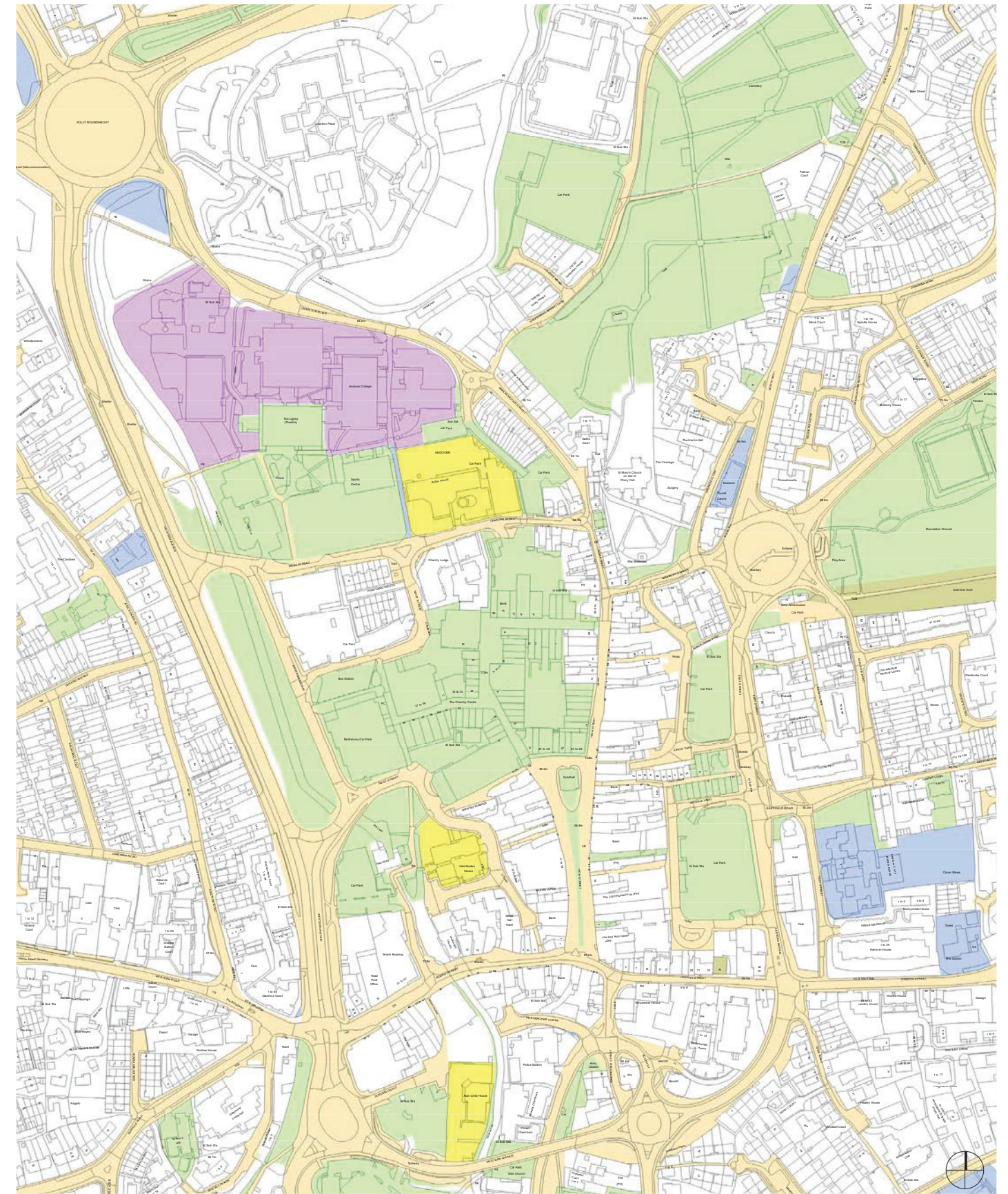
The scale of public sector landownership in the town centre means that there is a tremendous opportunity to address the challenges facing Andover. Substantial areas of land are owned by Test Valley Borough Council and Hampshire County Council which allow for a comprehensive approach to be taken to its regeneration, and the opportunity to address the climate emergency.

TVBC has already taken the bold decision to acquire the Chantry Centre. Through its management of the Centre, and its future redevelopment, it has the opportunity to 'curate' the town centre offer. This will enable it to encourage specialist, independent businesses and community uses and to encourage activities that bring wider social and economic benefits to the town.

In addition to the public sector landownership, key areas of land are owned by two other key stakeholders in the town centre, Andover College and Simplyhealth. Both have stated publicly their wish to enhance their facilities in Andover, and have engaged positively with TVBC on the comprehensive regeneration of the town centre.

**Legend**

-  TVBC owned land
-  TVBC Leasehold owned land
-  HCC owned land (INDICATIVE ONLY)
-  Land controlled by Simplyhealth (INDICATIVE ONLY)
-  Land controlled by Andover - Sparsholt College (INDICATIVE ONLY)
-  HCC Highway adopted land (INDICATIVE ONLY)



Land ownership



# Vision for change

Andover town centre will be:

## Social & Inclusive

A town centre that is relevant to its local community. That is accessible to all, by foot, wheelchair, cycle, bus, rail or car. With a range of health services and community facilities to meet the needs of all its residents. With an affordable and diverse housing mix suitable for the elderly, young people and families.

## Green & Ethical

A town centre that addresses the climate emergency, helping to increase its biodiversity and eliminate its carbon footprint. That recognises the importance of ethical and local trading. That prioritises walking and cycling and encourages electric vehicles.

## Creative & Enterprising

Improved facilities and a modern campus for Andover College. A new and improved Lights Theatre in the centre of town, promoting local arts and creative organisations and supporting the evening economy. Sustainable workspace for small businesses and new office space for Simplyhealth.

## Unique & Independent

A town centre that values its heritage assets, placing the Guildhall and St Mary's Church at the centre of civic and community life. That provides affordable space and support for start up businesses. That 'curates' local markets and events and designs bespoke stalls, seating and public art.





# Illustrative Masterplan

- 1 Improved pedestrian and cycle arrival from rail station with removal of underpass and new hotel or residential/ mixed use
- 2 New urban campus for Andover College and an improved public space opening up views to St Mary's Church.
- 3 New offices and homes fronting new public spaces.
- 4 New public space to enhance civic role of St Mary's Church
- 5 Improved Vigo Park, with removal of roundabout and subway.
- 6 Removal of Western Avenue Gyratory allowing for river walk opening up the River Anton
- 7 New space with public access to the river
- 8 New streets to replace the Chantry Centre with shops, services, workspace and apartments
- 9 Retained Waitrose store.
- 10 Theatre and cultural uses fronting new public square with opportunity for events and markets.
- 11 High quality offices and apartments in the centre of town
- 12 Small shops, homes and public space enhancing Union Street and Eastern Avenue with removal of underpass
- 13 Improved civic setting and role for Guildhall
- 14 Improved space at Town Mills
- 15 Decking and landscaping of George Yard car park.





# Preparing for change

## Ring Road & River Anton

TVBC is continuing to work with Hampshire County Council to help deliver a transformation of Eastern Avenue and Western Avenue. Reducing the scale of these roads is a prerequisite for improving connections to the railway station, opening up the river corridor and for creating the Anton- to- Vigo link. It is key to improving walking and cycling connections into the town centre, improving health, air quality and addressing the climate change emergency.



Opening up the River Anton as a natural corridor with footpaths and cycleways.

## Chantry Centre

TVBC will continue the process of engaging with suitable development partners to assist with the redevelopment of the Chantry Centre. The Council will also be seeking external funding to help deliver this ambitious scheme.



A new street and a new public space, replacing the existing Chantry Centre.



## Well-Being Quarter

TVBC will continue to support Andover College, Lights Theatre and Simplyhealth to deliver their plans for improved education, employment, leisure and community facilities in the town centre. This will include working with Enterprise M3 Local Enterprise Partnership to maximise external funding opportunities.



The Anton-Vigo green link, a space for study, exercise and relaxation.

## Meanwhile uses

In the short term, TVBC will prioritise measures to support existing businesses in the town centre and to attract new local traders. This will include events and pop-up activities to animate streets, spaces and vacant shop units. The Council will also work with businesses in the Chantry Centre to minimise any disruption from its redevelopment.



New and existing public spaces need to be 'animated' with opportunities for eating, drinking, pop-up shops, events and festivals.



# 2. Baseline Assessment

## Key contents:

The town centre's 'assets'

Living and working in Andover

The Chantry Centre

Town centre character

Impact of the Ring Road



# Andover growth

Andover occupies a strategic location in central southern England. It lies on the A303 trunk road which links London with the West Country and is close to the A34 trunk road which connects the south coast ports of Southampton and Portsmouth with the Midlands, via the M40. It is within a 30 minutes' drive of more than 50,000 business sites and 520,000 people including 380,000 of working age.

Andover has a resident workforce of about 27,000. This reflects the Borough's high economic activity rate participation in the labour market of 82%. Much of the employment is concentrated on the business parks, close to the strategic road network. Major employers include the MoD, Stannah Stairlifts, Le Creuset, Abel & Cole and Ocado. Andover also has numerous smaller businesses which thrive in these areas, and many new businesses are growing in Andover's Enterprise Centres at Basepoint (East Portway) and Walworth.

Andover's town council area population is forecast to grow from just over 50,000 today to 55,000 by 2026. Much of the growth occurring on the eastern edge of the town.

Andover has the ability to gain from some of the possible societal shifts that the Covid-19 crisis is triggering. There is increasing evidence of medium sized towns gaining at the expense of large cities by offering more access to outside / green space and cleaner air.

As the town grows, it is important that businesses and residents look to Andover as their town centre. Andover is a relatively compact town, and potentially well placed to promote 'active travel' (access to the town centre by walking or cycling). Most existing residents are within a 20min walk of the town centre and the growth is located within a 15min cycle. Andover needs to ensure that the pedestrian and cycle infrastructure is in place to encourage this active travel. It also needs to promote strong social and economic links between the business parks and the town centre.



## A compact town

- Andover Town Centre
- Retail park / neighbourhood centre
- School sites
- Employment sites
- Residential expansion areas
- Green / open spaces



# Town centre living and working

## Working

Whilst there are a large number of employers in and around Andover many are on out of centre business (e.g. Basepoint) or distribution parks rather than in town prime Grade A office schemes. Commentators consider office space in the larger centres could change or decline as a result of the Covid-19 working patterns, however Andover could be in a position to benefit from increased demand for smaller "local" offices and managed workspace within a reasonable distance from London.

Test Valley Borough Council is an important employer, located at Beech Hurst House, approximately 800m (10 minute walk) west of the town centre.

Lloyds and Bewiser are important employers in the town centre. Bewiser is located in a variety of office buildings, south of Bridge Street. Improving the pedestrian links along the river is important to encourage integration with the High Street. Lloyds has two large office buildings but is concentrating activity north of the town centre. It is close to Andover College, but can feel slightly isolated. It is important therefore to make the pedestrian routes to the core retail area as safe, convenient and attractive as possible.

## Simplyhealth

Simplyhealth currently operate from three sites in Andover and would like to consolidate on to one site with the potential to operate their business from 1-2 buildings. They would employ around 1,000 people and have an estimated floorspace requirement of approx. 75,000 sq ft. As all companies adjust to the impact of the Covid 19 pandemic, this floorspace requirement is currently being reviewed.

As part of the redevelopment they would implement a green travel plan and only require 150 parking spaces. They have explored options to deck Spring Lane Car Park and share the car park jointly with Council. This could provide 600 spaces.

Simplyhealth are exploring a number of options within the town centre that could deliver a high quality, sustainable, modern office environment. There is currently limited office demand from other major occupiers so retaining Simplyhealth within the town centre is a priority.

## Andover College

Andover College could consolidate their site from 2.8 ha and create a more urban approach to their facilities. They currently have approximately 120,000 sq. ft. floorspace and to accommodate future growth they would need to expand and grow to provide 160,000-180,000 sq. ft. Redevelopment would need to ensure a physical relationship is maintained with the new skills centre as it was funded by the LEP.

The college needs to retain 150 car parking spaces but these could be shared evenings and weekends by the public. Positioning of this parking could be beneficial for the Theatre, Leisure Centre or other town centre uses.

## Living

Although there is a large population within easy walking distance of the town centre, within the ring road, there is currently a limited residential market. Alongside retirement living, there has been a growth in vacant offices being converted to residential under the permitted development rules. This has apparently created problems with access and refuse collection.

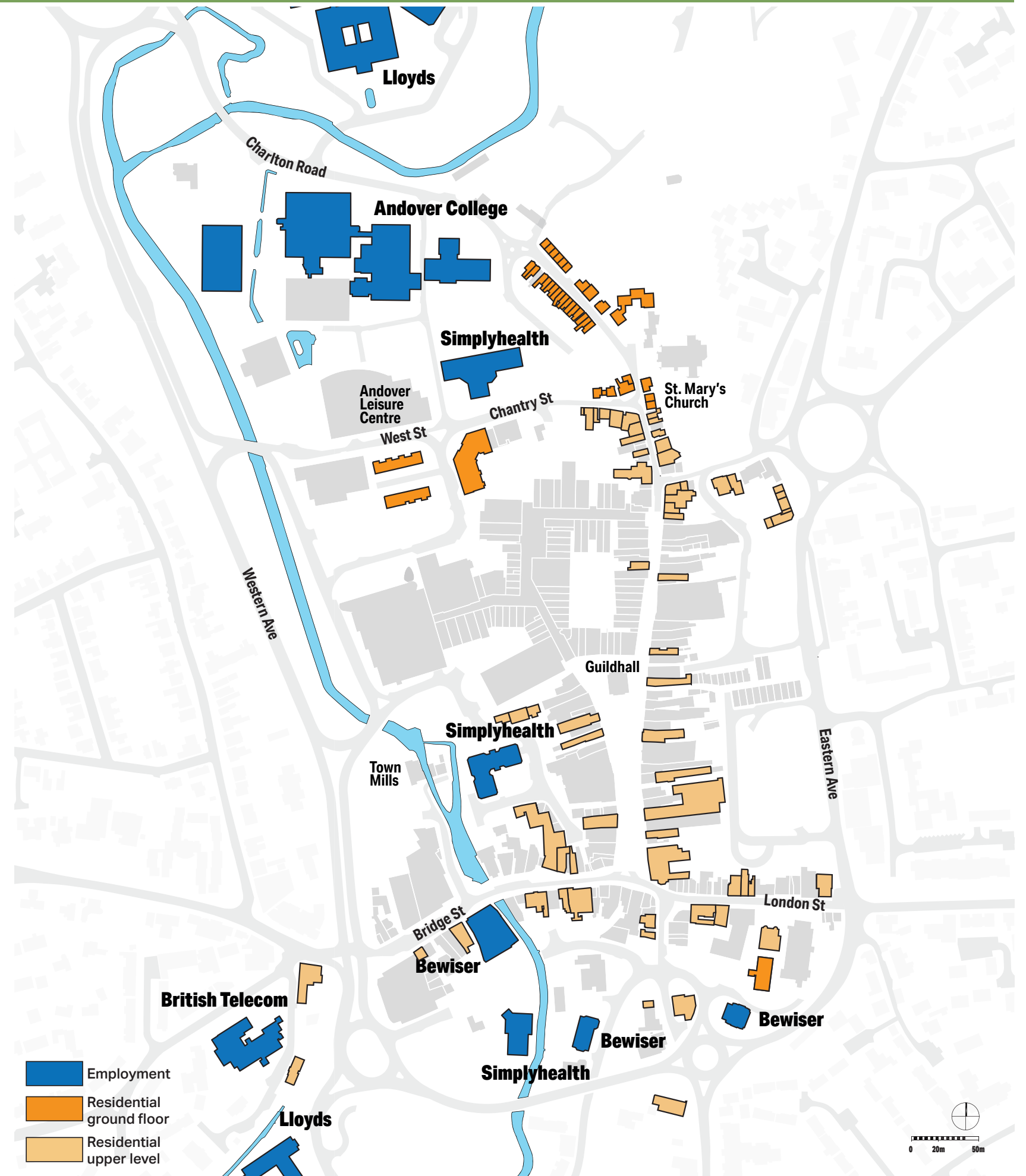
There is a desire for more town centre living, particularly from younger people who responded to the survey. The key opportunities within the town centre are considered to be:

- Creating an attractive river frontage
- Exploiting views to the surrounding countryside
- Providing housing for younger people, potentially with limited on-site parking
- Integrating with the existing residential communities to the east of the town centre.



### Key messages:

- A large number of people live and work within potentially easy walking distance of the town centre. This is an opportunity for Andover.
- Limited number of people living within the town centre, particularly in the Chantry Centre, contributes to Andover feeling 'closed' and uninviting in the evenings.





# Key community 'assets'

## Lights Theatre

The Lights theatre's main auditorium has capacity for 249 seats. Ticket sales highlight that this could be increased to accommodate more people. A new venue could not only provide for a greater capacity but also address other current issues such as a lack of accessible seating and technical issues which prevent them from diversifying their performance offer.

Facilities such as the meeting rooms, dance studios and cafe are well used throughout the day with the latter providing a good meeting space for many community organisations and a good revenue stream for the Theatre. They would like to maintain a community function in the future. The retention/expansion of flexible spaces to accommodate varying community group's needs would be useful.

Without visible road frontage and good connections to the town centre the theatre lacks a physical prominence in their current location and feels isolated. The theatre is keen to have a stronger relationship with local bars and restaurants to help support and strengthen the evening economy but this is constrained by their separation and the perceived distance from the town centre.

The feasibility report drafted by RPT consulting identifies the potential for Andover to support a larger theatre and supports the relocation of the theatre to a more central location. There is opportunity for the Lights to act as much more than a theatre and become a cultural venue for Andover.

## Andover Leisure Centre

The new Leisure Centre has been completed during the course of this study and has proved very popular. It attracts a large number of visitors into the town centre during the day and early evening. Consideration needs to be given to how more of these visitors can be encouraged to visit the town centre by improving the links between the Leisure Centre and the High Street/Chantry Centre.

The reopening of the Magistrate's Court car park has reduced pressure for parking spaces close to the Leisure Centre. Improving links to the Chantry Centre car park or Shepherds Spring Lane would also help. The new public space has also provided an opportunity to consider opportunities for outdoor exercise and events.

## St. Mary's Church

St. Mary's Church, Chapel Arts Centre and the Andover Museum provide a cluster of important cultural community facilities in this part of the town centre. St. Mary's have been working with architects to reorder the internal layout of the church.

As part of these proposals they are keen to review all of their site ownership to understand how they can both create better links with the wider community and utilise their space for events and functions that bring together the residents of Andover.

## The Guildhall

The Guildhall was identified as one of the town's more important assets, but there was a clear difference of opinion across age groups. The student workshop highlighted that younger people felt no particular connection with the building or that area of the town. They would like to see it used more 'inclusively' for a wider variety of events. This was a view shared by most respondents, who considered the Guildhall to be underutilised.

## Key messages:

- **Local residents value the town's heritage and its community facilities.**
- **The survey of residents showed a very strong desire (across all ages) to create a 'social and inclusive' town centre.**



pedestrianised high street

**waitrose**

CHAPEL ARTS

historic architecture

riverside bowl

LA DI DA

St Mary's Church

**GUILDHALL**

Wetherspoons' roof terrace

TAMA CHULO

**MOOCH**

leisure centre

**LIGHTS THEATRE**

**MUSEUM**

blue onion

chalkies

captains

LIBRARY

cinema

**RIVER**

waterstones

**TOWN MILLS**

**pizza express**

coffee #1

THE ROCKHOUSE

**VIGO PARK**

andover tap

**MARKETS**

ZINTINO

TWENTY5

CHARITY SHOPS

**ANTON**



# Green Space & River Anton

The survey results and analysis highlighted the importance of the River Anton to the identity of the town, and the underutilised nature of this important asset.

Town Mills was highlighted as one of the key attractions in the town centre. It is one of the few places where access is possible to the river edge and a strategy is in place to enhance this area of the town.

South of Town Mills, between Bridge Street and the cinema, the river is visible but the route is often unattractive. Many buildings turn their backs to the river, or have unattractive service yards and car parks on show.

Elsewhere, the analysis highlighted the lack of access to the river, and lack of visibility of the river, as it runs through the town centre. Many were unaware of its presence hidden by the western gyratory as illustrated in the photographs.

This stretch of the river, between Town Mills and Andover College, was identified as the priority for improvement, building on the support for the Town Mills improvements.

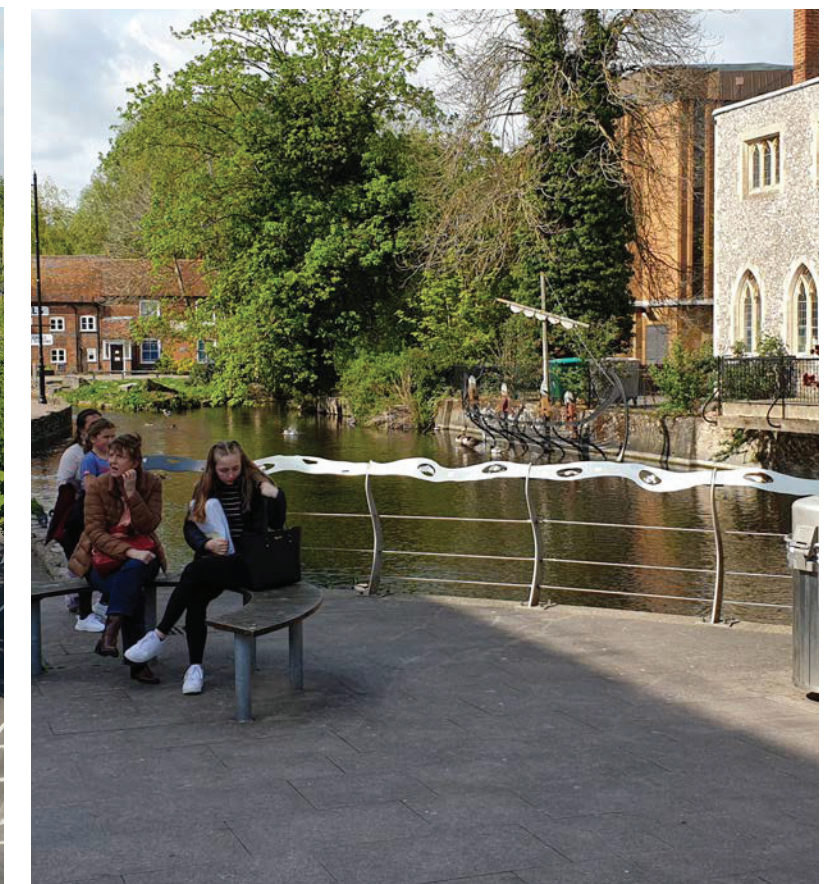
The survey also highlighted the lack of accessible green space in the town centre. Vigo Park is the most popular area but residents felt it was isolated from the town centre. Increasing the amount of green space in the town centre was seen as a priority in the survey responses.



The large roundabout separating Vigo Park from the town centre



The River Anton is hidden by the Western Avenue Gyratory



Town Mills is one of the few areas where the river is visible and accessible



## Key messages:

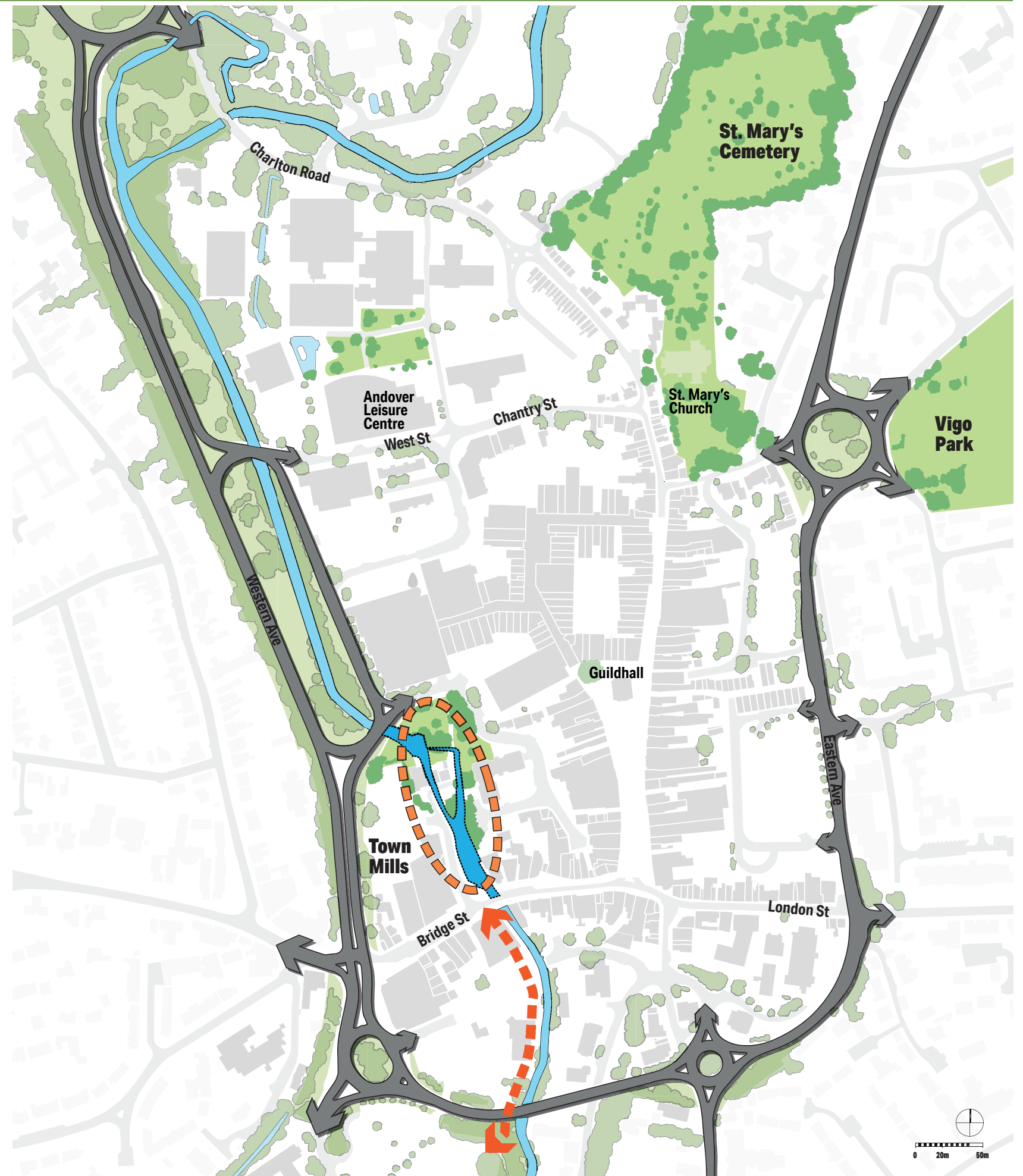
- The town centre lacks usable green space.
- Vigo Park and St. Mary's Cemetery key green spaces for residents but they do not feel connected to the town centre.
- The River Anton is an underutilised asset.

## Survey Responses

**"Improve the river to give the town centre a more natural feel, improved access and more places to sit and relax."**

**"Make the river the core of any redevelopment so that it informs subsequent town centre redevelopment."**

**"It would be nice to have a dedicated area that you can paddle in the river with children and have a nice picnic area nearby."**





# Retail & Leisure

Andover town centre has a good mix of uses, however recently the town has lost some key retailers including M&S. It is losing trade to Basingstoke, Winchester and Salisbury as well as to retail parks and the internet. The survey responses show that people visit the town centre regularly and for a variety of reasons. This is a key strength.

The most successful parts of the town centre are concentrated at the southern end of the High Street, Bridge Street and London Road. There is a good mix of independent retailers and smaller unit sizes alongside national retailers.

Within the Chantry Centre the mix of uses is reduced. There is a much greater proportion of A1 retail uses and fewer leisure and service uses. There is also a greater concentration of vacant units, particularly on the northern edge of the Chantry Centre, and this appears to have been the case since at least 2017.

Redevelopment of the Chantry Centre should therefore seek to address this weakness and accommodate a wider variety of ground floor uses.



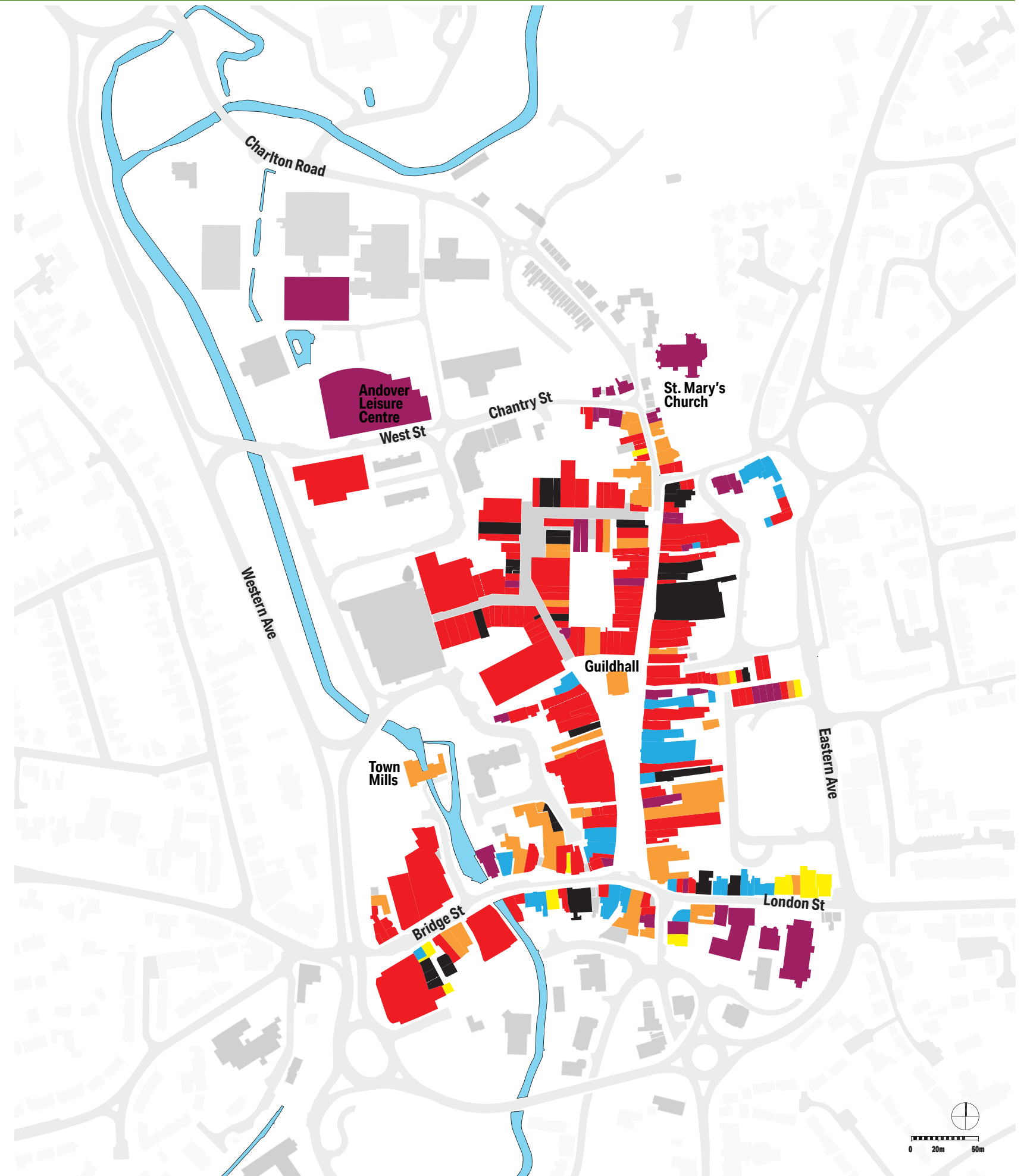


## Key messages:

- Variety and mix of uses located at lower end of High Street and Bridge Street is a strength.
- The Lights Theatre is isolated from other evening uses.
- Chantry Centre is dominated by a 'singular' type of use, this is a weakness and should be addressed.
- Vacancies are concentrated in the northern part of the town centre



Land uses based on survey in January 2020



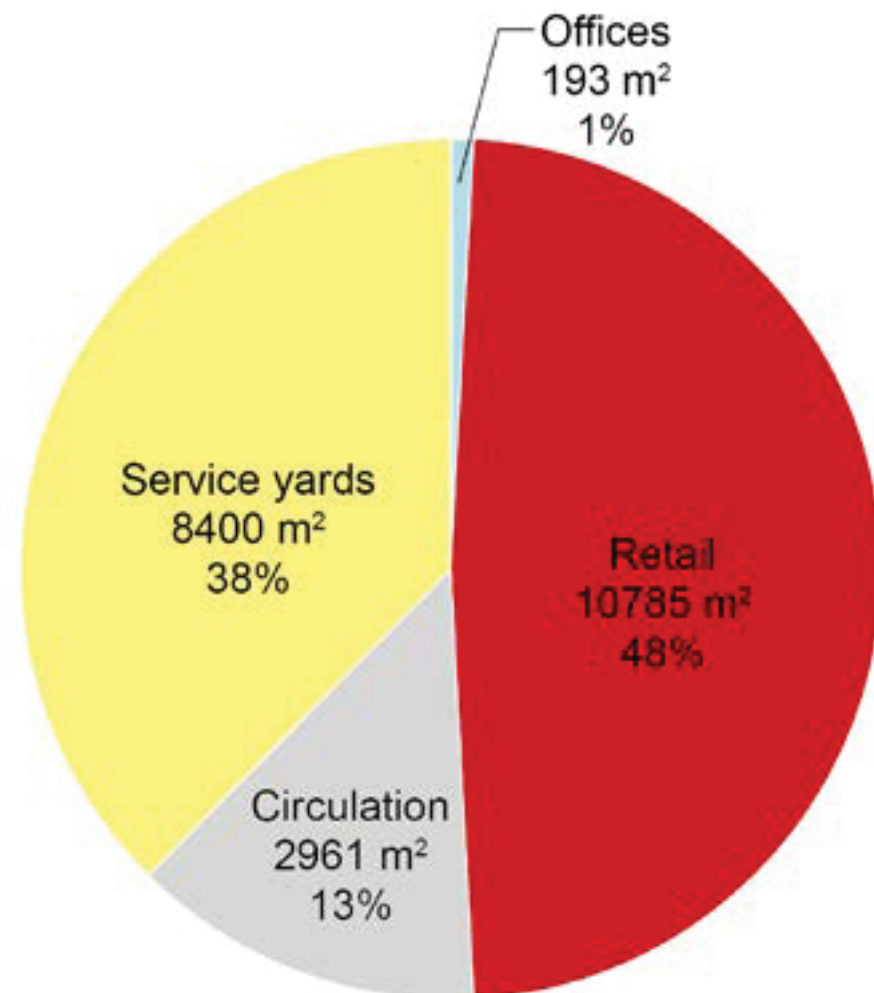


# The Chantry Centre

The Chantry Centre has a number of important tenants, including Waitrose. It is located next to the refurbished bus station and has a large multi-storey car park. It is however a dated shopping centre, and its internal shopping environment is in need of improvement. Although there is office space above the shopping centre it is empty and unsuitable for modern occupiers. The form and structure of the centre creates a barrier to pedestrian movement between key destinations.

The Chantry Centre is particularly inefficient in its layout. Around 50% of the area is taken up by service yards and circulation. The service yards are also very visually prominent for visitors arriving in the town centre on foot or by car.

Redevelopment of the centre should therefore address this and reduce the dominance of the large service yards. It should also increase the variety of uses at upper floors, to bring more life and activity to the town centre during the day, at weekends and in the evening.



Poor quality office space above the centre



The main entrance to the market square and Guildhall



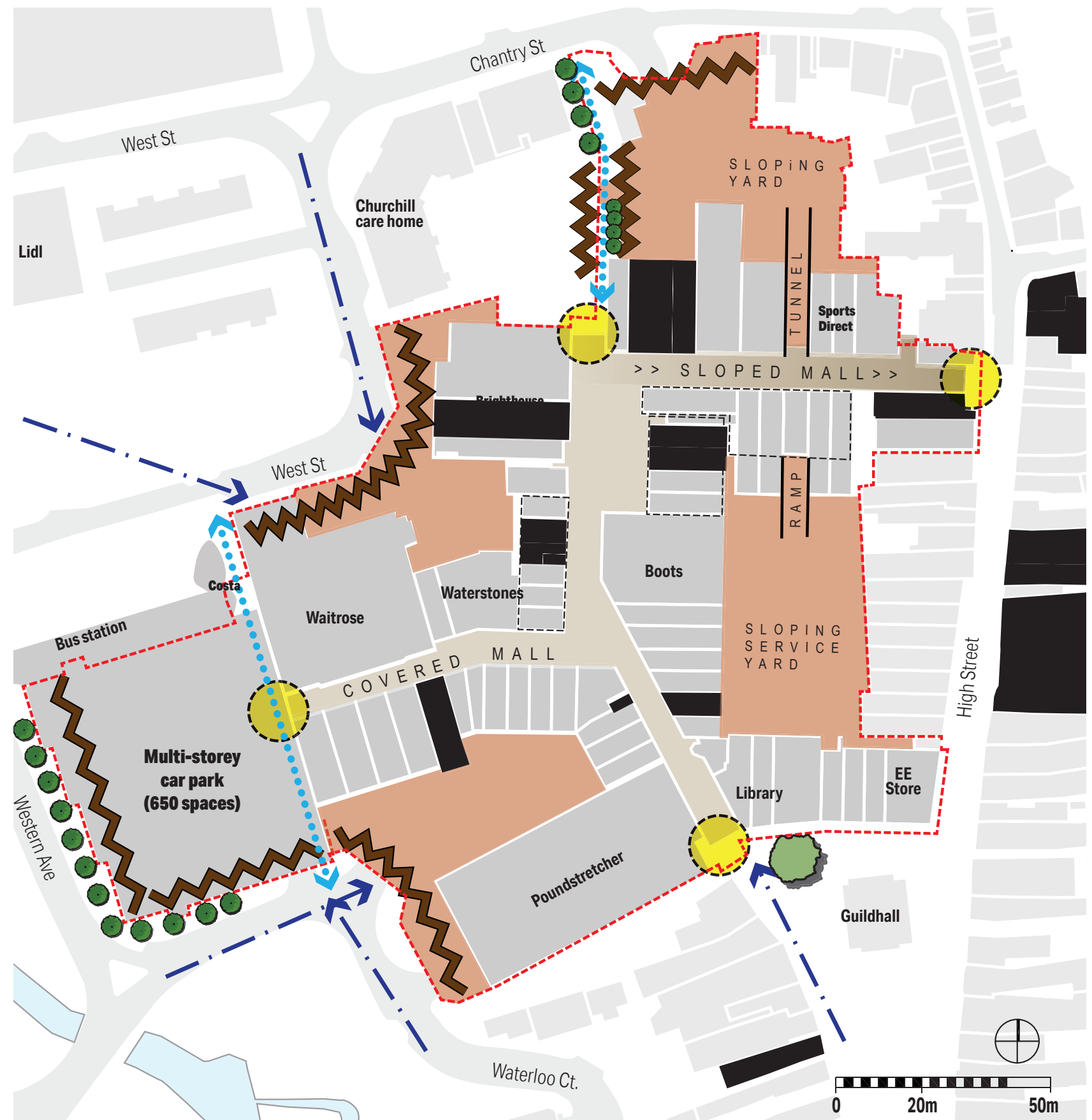
Service yards dominate key approaches to the centre



Covered roof is very low to mall floor, heavy and outdated in appearance



- - - Boundary of Chantry Centre ownership (main shopping area excluding multi-storey car park 22,339m<sup>2</sup>)
- Retail (+ office access) including vacant units 10,785 m<sup>2</sup> (193m<sup>2</sup>)(49%)
- Vacant shops
- Service yards 8,400 m<sup>2</sup> (38%)
- Circulation 2,961m<sup>2</sup> (13%)
- Position of upper level empty offices
- Primary views to centre from public realm
- - - Poor quality edges and backs
- Shopping centre access points
- ⋯ Pedestrian routes



Chantry Centre existing issues plan



# Town Centre Character

Listed buildings are focused on the High Street but there are important buildings on Bridge Street, London Street, and East Street as well. The pedestrianised High Street and lanes are a key characteristic of Andover and a much-loved asset.

At the northern end of the High Street there is an important cluster of buildings around the Church and Newbury Street. At the southern end of the High Street, there is an important cluster with Bridge Street and London Street, with the Guildhall a prominent feature. The church is also prominent in certain views from this area.

Larger more modern interventions are positioned west of the High Street and are characterised primarily as standalone buildings, larger in scale and height. They have created large impenetrable blocks.

Redevelopment provides an opportunity to reinstate some of the principles of Andover's historic street pattern.

Some of the properties within the Chantry Centre are identified within the Conservation Area (and described as follows):

*"The small group of properties forming the southern part of Chantry Way are unexceptional in themselves but provide an important backcloth to the Guildhall. Visually they are associated with the High Street and by including them in the conservation area, the Council hopes to ensure that any changes to their appearance are sympathetic to their surroundings." [Source](#)*

Any redevelopment will therefore need to be sensitive to this and should positively enhance the setting of the Guildhall.



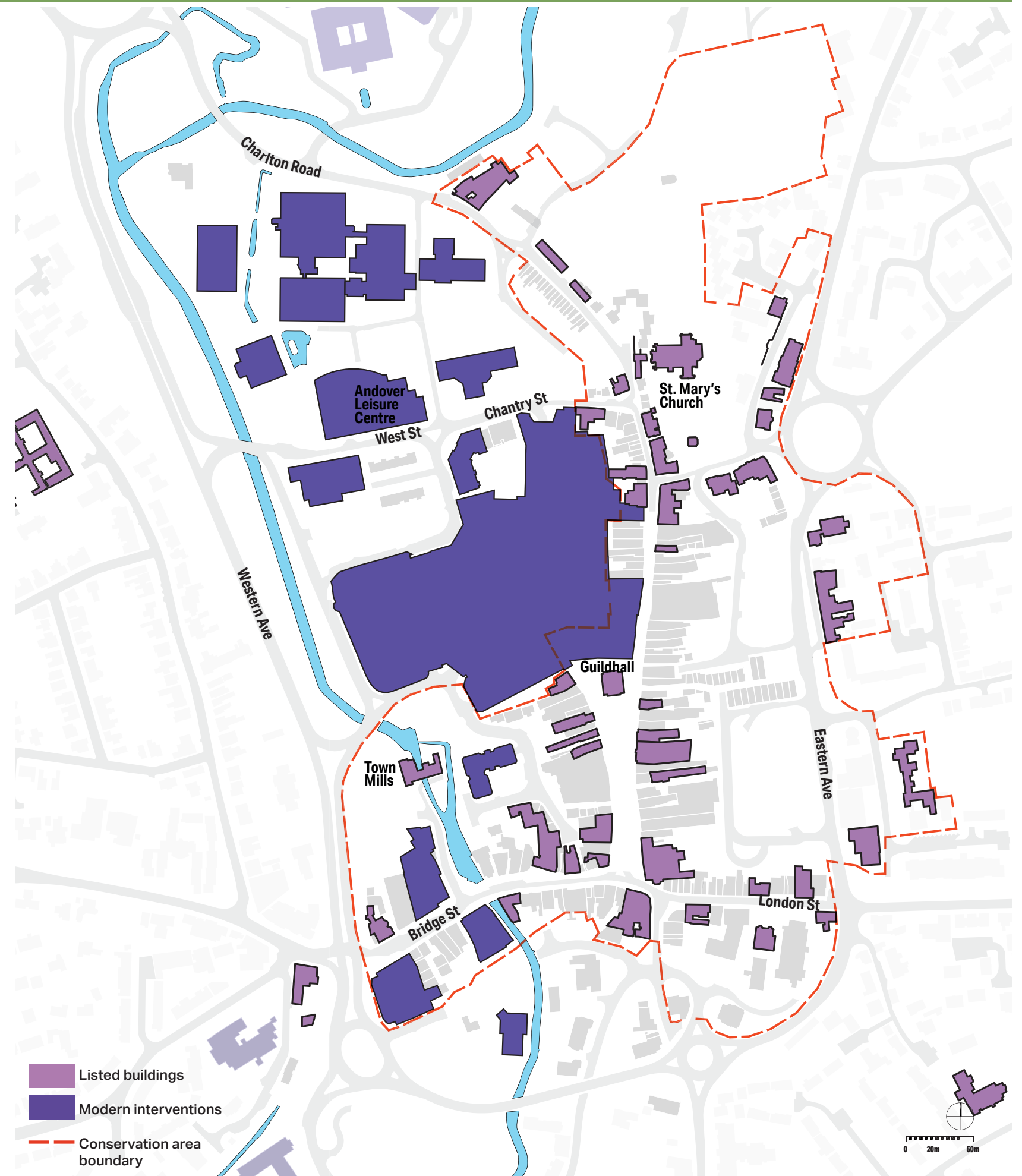


## Key messages:

- Modern interventions are concentrated west of the High Street, and have undermined the historic connections and qualities of the town centre.
- Redevelopment provides an opportunity to enhance the settings of key buildings and the connections between them.



1846-1899 street network



Town centre character



# Scale

The difference in character across the town is reflected in a difference in scale of building.

The scale of building in the central core of the town reflects the qualities of the historic High Street. Our analysis indicates there is an area (in yellow) where any new development will need to be sensitive in scale, reflecting the predominantly 2-3 storey nature of buildings in this part of the town centre.

Particular focal points are identified around St Mary's Church, Guildhall and Town Mills. Views to these feature buildings, and the sensitivity of their immediate setting, need to be protected and enhanced.

Any development east of the High Street will therefore need to be more residential in scale. West of the High Street there is more opportunity for an increased scale and density of development. Developments of 4-5 storeys are likely to be appropriate, with occasional opportunities for taller buildings subject to consideration of key view corridors.

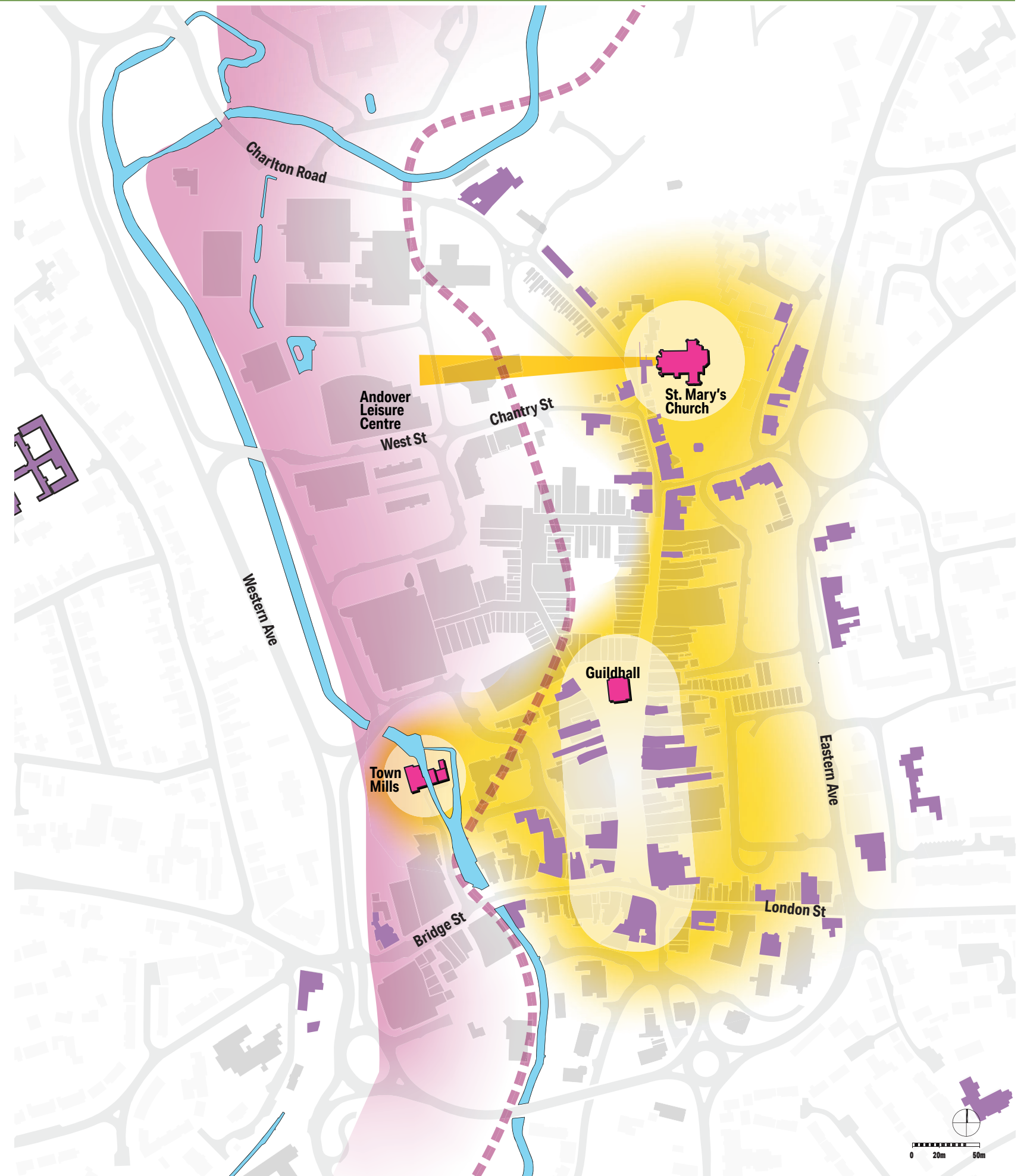
The increased height will allow new office and residential buildings to take advantage of attractive views to the surrounding Hampshire countryside. It is essential however, that development provides a variety of heights even within blocks to replicate the variety of heights found within the Conservation Area to create an interesting roofline and avoid replicating the 'monolithic' forms of development which create barriers to movement across the town centre.





## Key messages:

- Difference in character east and west of High Street.
- Opportunity for tall buildings taking advantage of views to Ladies Walk / green hills on western edge.
- Responses east of High Street need to be more sympathetic of historic character, lower in scale and finer in grain.
- Need to consider setting of the Guildhall, Town Mills and views to the Church.



Town centre scale



# Connections

The analysis has shown the relative isolation of key facilities such as the Leisure Centre and Lights Theatre and key employers such as Lloyds, Andover College and Simplyhealth from the town centre.

There are four key 'civic' focal points which are within easy walking distance of each other:

- St Mary's Church & Museum
- Guildhall/High Street
- Town Mills
- Leisure Centre/College/Lights Theatre.

These have the potential to create a strong town centre 'pedestrian circuit'. The biggest barrier to creating these connections is the scale and impermeability of the Chantry Centre and the quality of the routes which do exist.

This has the effect of increasing the perceived distance between these locations, reduces the likelihood of people walking to the town centre from the College or Leisure Centre, and reduces the likelihood of town centre visitors exploring as far as the Lights Theatre, the Church and the Museum.

## Survey Response

**"I would want to link the church more effectively into the town centre."**

**"Redevelop the footpaths / back alley routes that approach the town from all areas (on just focusing on the car routes)."**

**"Improving the experience of getting into town would help, i.e. there are large roads that surround the centre and make walking a less desirable choice."**

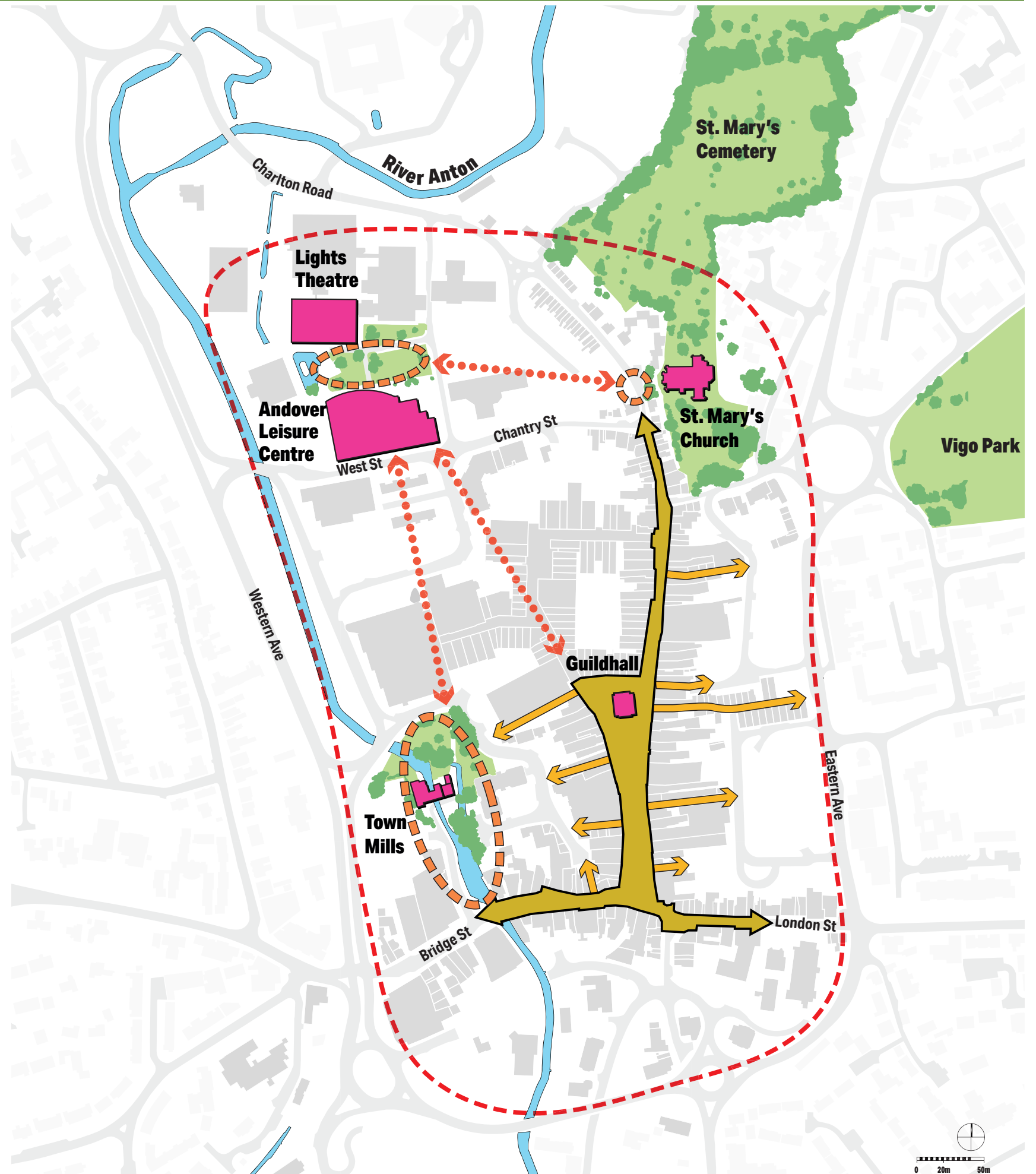
**"At the moment, it feels very disjointed, take away the 'us and them' feeling between the two main shopping areas."**





## Key messages:

- Key assets lack connection making uses feel more distant and disconnected despite compact nature of Andover town centre need to recreate historic 'loop'.
- Modern Chantry Centre prevents creation of meaningful connections to civic uses located on the northern fringe of the town centre and can make uses feel much more isolated and disconnected.
- Lanes are often easy to miss and often don't feel like they connect to additional uses or spaces. Need to create stronger East - West connections.



Town centre connections



# Ring Road

Surveys show that traffic flows on Eastern and Western Avenues are relatively low (around 12,000 vehicles per day) but the number of lanes, width of the carriageway and size of the roundabouts encourages high speeds and makes crossing difficult for pedestrians and cyclists.

It has been agreed in principle with the County Council that there is potential to reduce the scale of the Ring Road without adversely affecting traffic capacity. This would provide the opportunity to improve facilities and crossings for pedestrians and cyclists. It would also free up land for development or for public open space.

There are three key areas where the scale of the Ring Road could be reduced:

## **Western Avenue gyratory**

Reducing the scale of the gyratory could transform the River Anton, creating the opportunity for a riverside walk and cycle route. It would improve arrival into the town centre from the rail station and enable the underpass to be removed. It would create opportunities for new shops, cafés, hotel, offices or homes fronting the river.

## **Eastern Avenue/Vigo Park roundabout**

The scale of the roundabout is a significant barrier to pedestrians and cyclists accessing the town centre or the park. Reconfiguring the junction creates the potential for more open space at Vigo Park bringing it closer to the town centre and improving the setting of the Church.

## **Borden Gates roundabout**

Reducing the scale of this roundabout would improve connections between the cinema, Asda, car park and the town centre.



**Western Avenue Underpass / Station arrival**



**Scale of Ring Road infrastructure**

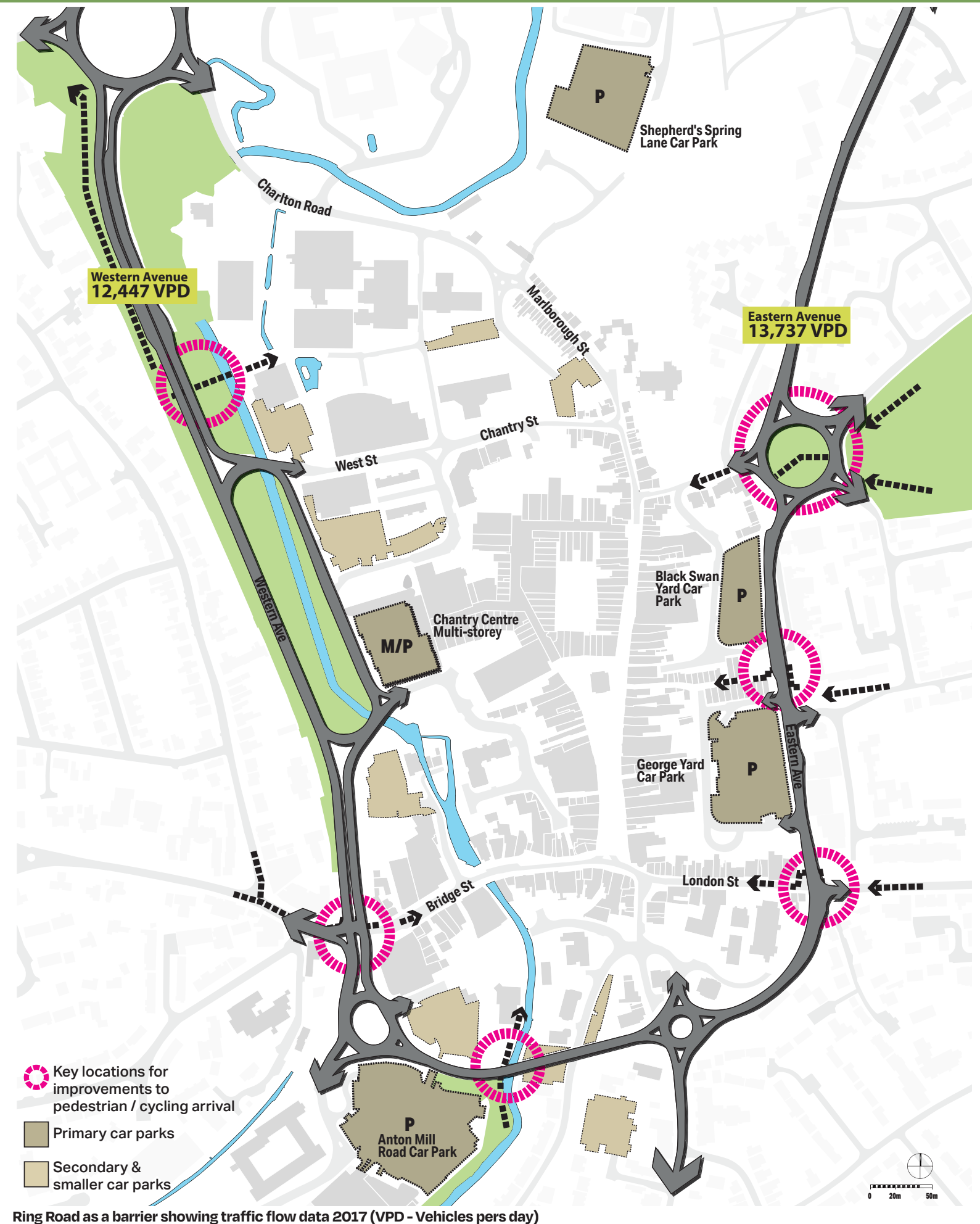


**Crossing the roundabout at Vigo Park**



## Key messages:

- Large number of comments in the survey highlighted the scale and impact of the ring road on accessing the town centre creating poor arrival experiences for pedestrians and cyclists.
- Key opportunities to improve pedestrian and cycle crossing of the Ring Road.
- Key opportunities to 'humanise' Ring Road and change perceptions of Andover.



Ring Road as a barrier showing traffic flow data 2017 (VPD - Vehicles per day)



# Car parking

A parking study was undertaken on behalf of TVBC in 2018. The study identified more than 2,000 off-street public car parking spaces in the town centre. It stated that the quality and location of the car parks was considered to be 'very good'.

The study highlighted that the data available indicated that generally, parking demand in the town centre did not exceed 60% of available spaces. During peak times, demand did not exceed around 70% of available spaces. During the 2-year period analysed, there was an increase of over 5,000 new homes in the wider catchment area, but parking demand remained broadly constant. In other words, even during peak times, there were generally around 600 empty parking spaces available in the town centre.

This situation was also reflected in the survey results with relatively few respondents highlighting car parking capacity as an issue.

Popularity of car parks does vary, with George Yard car park consistently one of the most popular. It was noted that the Chantry Centre car park was less popular and measures have been put in place by TVBC to address this during the last year.

The study stated that forecasts of future demand showed that there would still be spare capacity in the town centre.

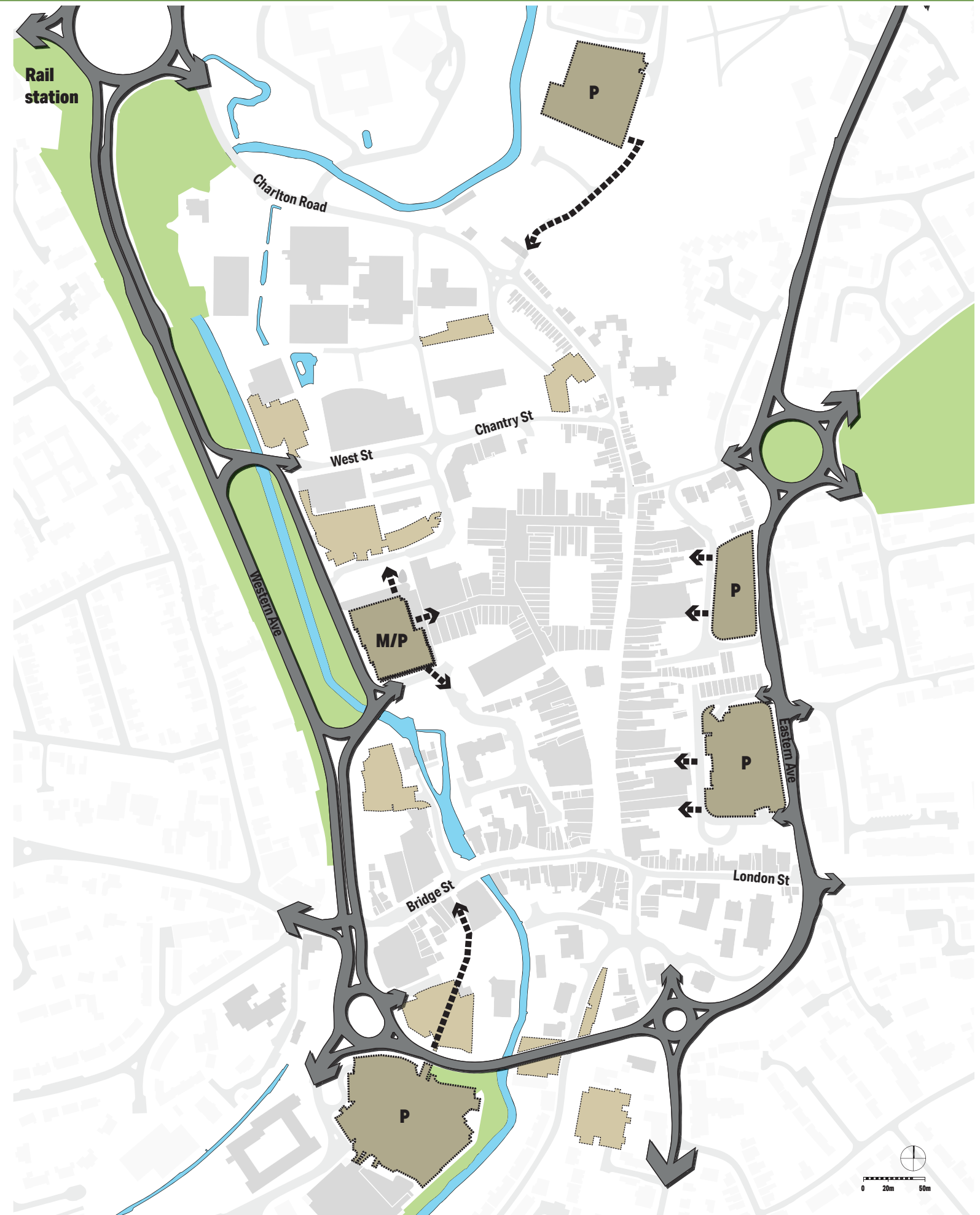
Car parking spaces for disabled drivers should be close to the town centre shops and essential facilities. The strategy for redevelopment of the Chantry Centre should seek to improve vehicular access to the town centre core, with accessible on-street car parking spaces. This would potentially allow the existing spaces to be relocated from the High Street, enhancing the historic qualities and improving its flexibility for markets and events.





## Key messages:

- The town centre has good quality and well located car parks
- Analysis of the baseline data shows that all categories of car park duration of stay have spare capacity on both a Friday and Saturday during the peak periods and will continue to do so in the future. (source TVBC 2018 study)



Town centre car parking



# Baseline Summary: issues and priorities for Andover

Nearly 2,700 people responded to the first on-line survey on the key issues facing Andover. 97% support change in the town centre. Only 11 people stated that the town was fine as it is.

The analysis has highlighted key assets in Andover town centre that provide the basis for an attractive and successful town centre. There are key town centre employers who wish to expand in the town centre, local retailers and businesses who are active and passionate about the town, and a local community that uses its town centre on a regular basis and for a variety of reasons.

Respondents value their town and its historic qualities, but they believe it is feeling 'unloved'. The analysis has identified fundamental structural problems that constrain Andover's long term potential.

These structural issues undermine the environmental and built quality of the town centre and its 'walkability'. They relate particularly to the Chantry Centre, the Ring Road and the River Anton. These issues need to be addressed for Andover to become the town centre that local residents and businesses want it to be, and believe it can be.

## Do you think Andover town centre could be better?



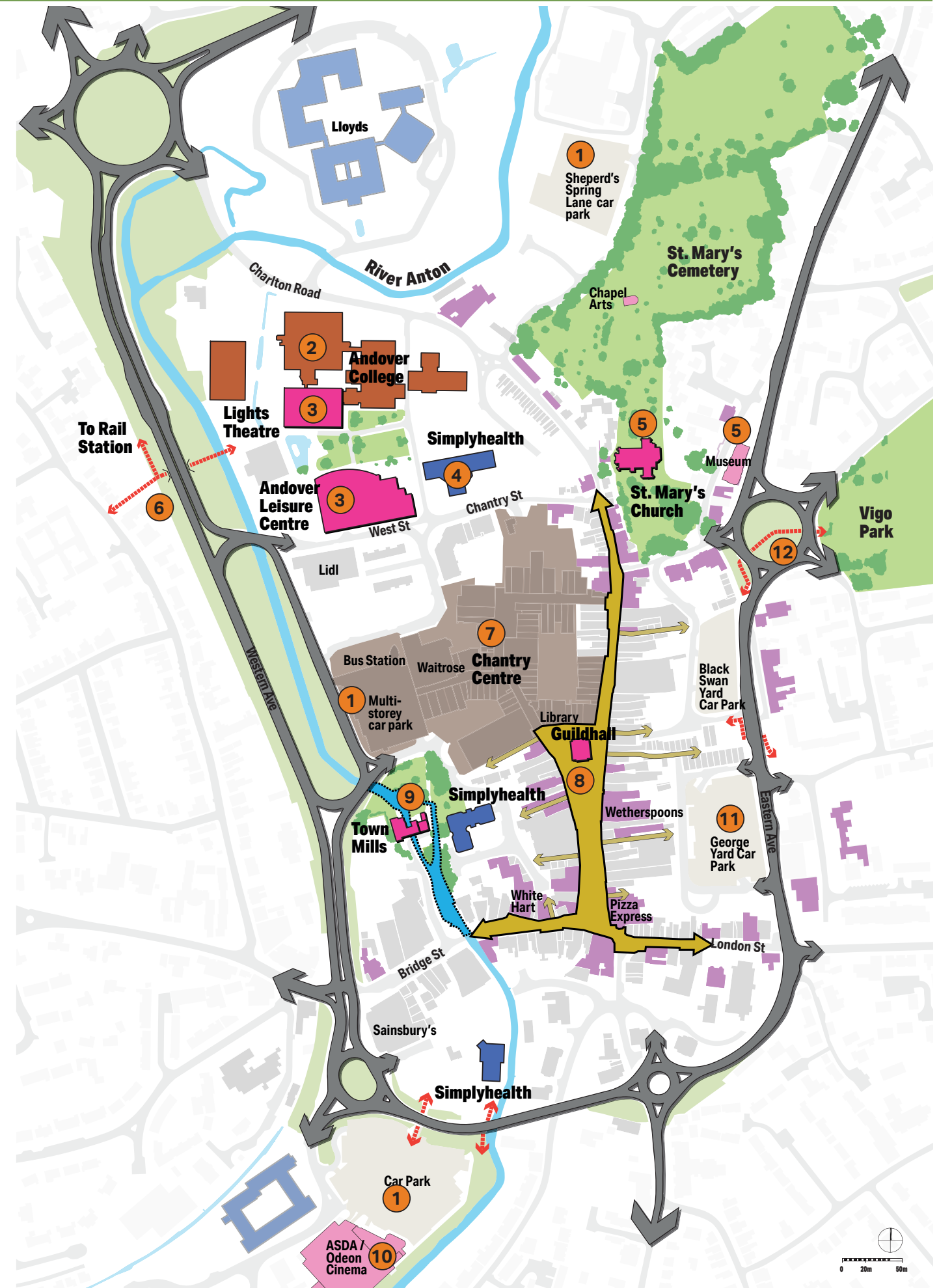
## What do you think Andover town centre needs to make it a better place for everyone to enjoy in the future?





- ① Most town centre car parks always have spare spaces
- ② Andover College would like to modernise its campus.
- ③ The Lights Theatre and Leisure Centre can feel isolated from the cafés and restaurants in the town centre and from its car parks.
- ④ Simplyhealth would like to consolidate their three Andover offices into one location.
- ⑤ St Mary's Church and the Museum are important assets but could be better connected to the rest of the town.
- ⑥ Western Avenue gyratory is a barrier to pedestrians and cyclists, particularly from the rail station.
- ⑦ The Chantry Centre is owned by the Council and they intend to redevelop it in phases. It creates a large barrier to pedestrian movement across the town centre.
- ⑧ The Guildhall is an important asset but many feel it is underutilised.
- ⑨ Improvements are being made to Town Mills, but most areas of the River Anton remain inaccessible to the public.
- ⑩ Asda and the cinema are important destinations but routes to the town centre could be improved
- ⑪ George Yard is the most popular town centre car park.
- ⑫ Eastern Avenue is a barrier to pedestrians and cyclists, particularly between Vigo Park and the town centre.

- Key town centre assets
- Additional town centre assets
- Listed buildings
- Location of pedestrian underpasses



Key issues & priorities



# 3. Spatial Framework

## Key contents:

Ring Road improvements

River Anton Corridor

Anton-Vigo Green Route

Public Realm Strategy



This section presents the Spatial Framework for Andover town centre. It combines strategies for movement, green infrastructure and the public realm. It provides a strategy for encouraging meanwhile activities to animate new and existing public spaces.

The Spatial Framework establishes the core design principles and physical structure which underpin the more detailed illustrative masterplan proposals in Section 4. It complements the Action Plan in Section 5.

- Key town centre assets
- Potential redevelopment opportunities
- Longer term opportunities
- Active frontages
- Public spaces/ routes
- Lanes





# Ring Road

There are three key areas where radical intervention is considered potentially beneficial for the town. The benefits and impacts of these improvements are being tested with the County Council.

## **Western Avenue gyratory**

Two lanes could potentially be removed allowing the river Anton to be opened up. The underpass to the rail station could be removed and 'at-grade' crossings provided for pedestrians and cyclists. Following the approach adopted for the Town Mills improvements, new T-junctions could maintain access to West Street, the bus station and Chantry Centre car park.

## **Eastern Avenue/Vigo Park roundabout**

This could be replaced with T-junctions and the underpass replaced with 'at-grade' crossings. This would allow Vigo Park to be extended closer to the town centre and improve the setting of the Church. Slowing traffic on Eastern Avenue would also allow the underpass at the end of Union Street to be removed and replaced with a standard pedestrian crossing.

## **Borden Gates roundabout**

This could be replaced with a T-junction, improving connections between the cinema, Asda, car park and the town centre.

## **Car parking**

There is no reduction in overall car parking capacity proposed within the town centre. The strategy proposes a more strategic approach to parking provision, with increased capacity on the northern and eastern edges, allowing for removal of parking in priority locations, and freeing up some important development opportunities.

The proposals are:

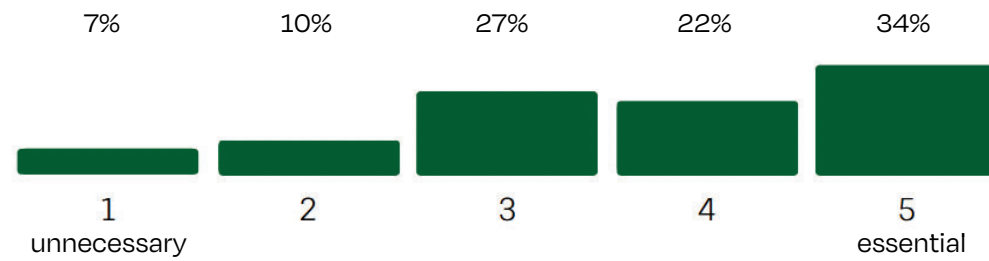
- Increasing car park capacity at Shepherd's Spring Lane and ensuring any new car park at Andover College is visible and accessible to the public at evenings and weekends.
- Improving pedestrian exits and connections from the Chantry Centre car park to the Leisure Centre.
- Improving pedestrian connections from Asda car park to the town centre via Borden Gates and River Anton
- Increasing the capacity of George Yard car park to allow for shops and homes on Black Swan Yard and improvements to the historic lanes.
- Improving accessibility to the town centre with on-street parking, disabled parking and drop-off facilities close to key destinations.



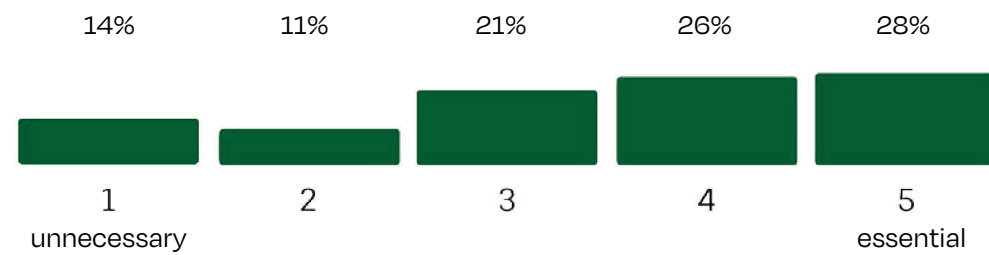
## Survey Response

The survey analysis showed over 90% of people support the proposed parking strategy. Over 70% thought it was important or essential to transform the Ring Road.

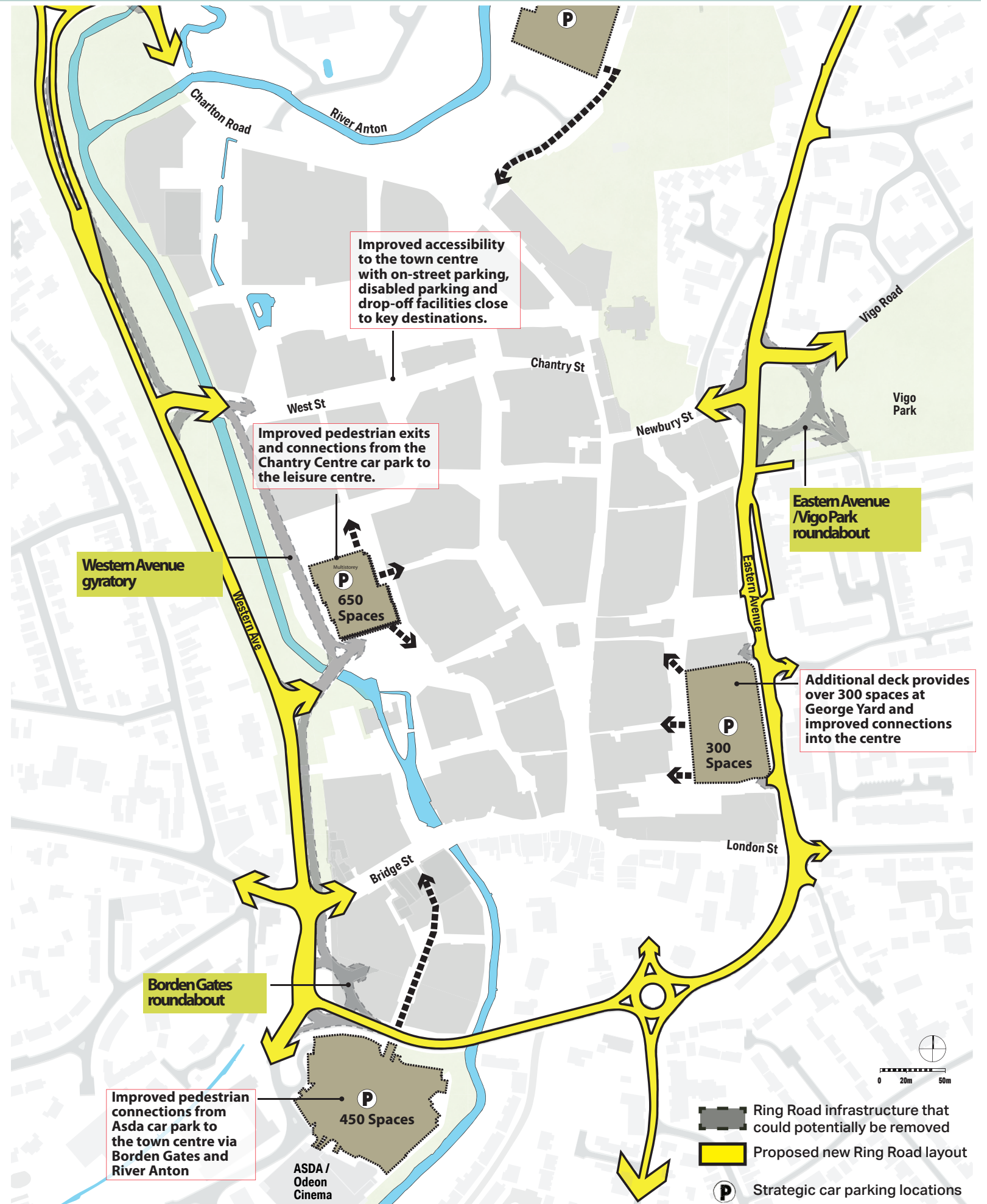
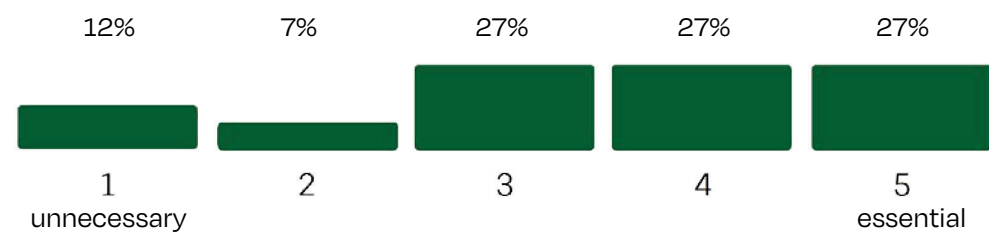
### RING ROAD IMPROVEMENTS - 3.7 average rating



### TRANSFORMING WESTERN AVENUE GYRATORY - 3.5 average rating



### NORTH-EAST-SOUTH-WEST PARKING STRATEGY - 3.5 average rating



Ring Road & parking strategy



# Green Network

The Green Infrastructure proposals are part of the movement and public realm frameworks. They will promote active travel, physical exercise, community cohesion and exploration of the town centre for the benefit of local businesses. They will enhance the natural environment and help address the climate emergency as well as demand demonstrated for open space during COVID-19.

Two key priorities for the town centre were to open up the River Anton and to bring more green space into the town centre. Reconfiguring the Ring Road is key to achieving these aims as set out above and also needs to be coordinated with wider measures to improve the pedestrian and cycle network outside the town centre, particularly to the rail station and residential growth areas.

## River Corridor

Pedestrian and cycle routes extend north to Anton Lakes and south to Rooksbury Mill Nature Reserve but the town centre stretch north of Town Mills represents a significant break in the River Corridor. Addressing this area is a natural extension of the important work done to improve Town Mills.

Restoring access to the river in this area will bring health benefits, ecological benefits, air quality benefits and encourage active travel. It should also provide regeneration benefits for the whole of Andover, attracting visitors, encouraging longer stays in the town centre and stimulating higher quality investment.

## Anton - Vigo

An Anton-Vigo green link would create a strong pedestrian and cycle connection between these features, with a new green space at its heart. It would integrate other important aspects of health, community and civic life in the town, including the Leisure Centre, Andover College and St Mary's Church. It would also improve connections to sports pitches and clubs in the east, and the rail station in the west.

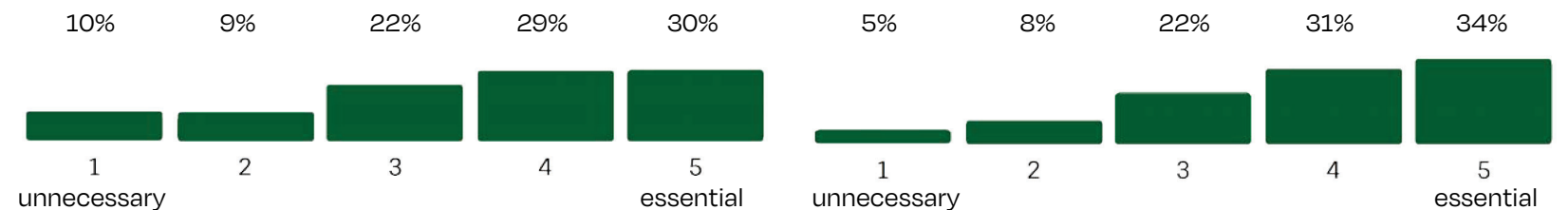
## Survey Response

94% of survey respondents supported the need for the green infrastructure strategy.

65% of survey respondents thought the strategy for the River Anton was very important or essential.

AN ANTON-VIGO GREEN LINK - 3.6 average rating

RIVER ANTON CORRIDOR - 3.8 average rating









# River Anton

The new river corridor will provide a 'shop window' along Western Avenue promoting the natural and urban qualities of Andover. It creates the opportunity for a natural green corridor, for community enjoyment of the river and for new vibrant urban areas.

## Natural green corridor

The River Anton can be opened as a green pedestrian/cycle link from Town Mills to Andover College with ecology areas, recreational space, informal play and picnic areas. The focus should be promoting and enhancing the 'classic Hampshire chalkstream' qualities of the river and potentially referencing the former 'Sprat & Winkle' Railway Line.

## Informal community spaces

At key points, where the ecology permits, access to the water can allow the local community to enjoy the riverfront and to learn about its qualities. The spaces will be grassed and 'informal'.

## Vibrant urban areas

In the longer term the riverfront presents an opportunity to transform the quality of development in the town centre. Future redevelopment of the Lidl food store, surface car park and Chantry Centre car park could create a new riverside quarter for Andover with new hotels, homes, restaurants, cafés, and for offices.

Two key opportunities are created:

- A new riverfront space for the future use of the Magistrate's Court, including hotel, leisure or educational use;
- A space for new cafés and restaurants close to the bus station

## Survey Response

95% of survey respondents supported improving public access to the River Anton, improving ecology and providing space for play. Half the respondents thought it was essential to encourage more cafés and restaurants along the river.

**"Access for all, safe play for children and disabled access, better cycling routes and wheelchair highways"**

**"Open up the river for kids to play just like Chilbolton Common in the summer!"**

**"It would be amazing to introduce some more interesting green space to Andover. It would be nice to walk through the town and then into a green space for everyone to enjoy with a book or a picnic"**

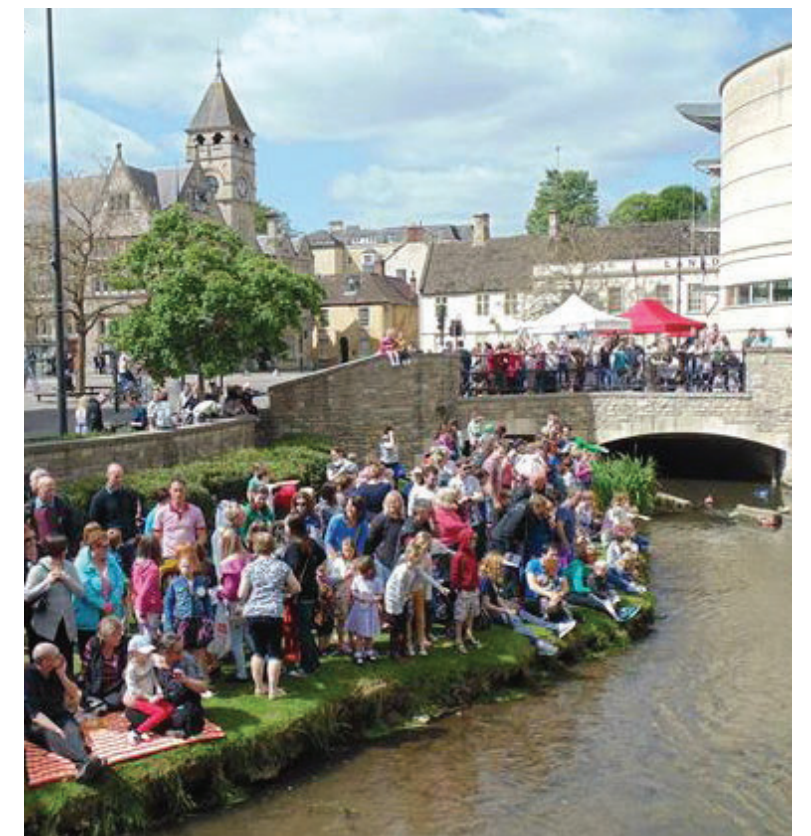
**"Overlooking the river - restaurant / hotel, events/ dance hall, ice rink, cinema"**

**"I believe the River Anton corridor is potentially the most important aspect of the redevelopment of the town."**

**"Making it accessible to all"**

**"Improved cycle ways"**

**"Creation of a totally pedestrianised area"**





- 1 Removing the eastern arm of the gyratory allows land in public ownership to become public open space
- 2 New green corridor between the town centre and Western Avenue
- 3 Removal of underpass to create more attractive arrival from rail station
- 4 Magistrate's Court site provides prominent location for variety of possible uses, including Andover College, Lights Theatre or possible residential .
- 5 In the longer term Lidl could potentially be relocated or incorporated into a mixed-use scheme long term
- 6 Opportunities for occasional high quality café, pub or restaurant
- 7 In the longer term new apartments create an attractive frontage to the Chantry Centre car park
- 8 Longer term opportunity to redevelop or reuse Simplyhealth offices if they relocate to new facilities
- 9 Existing proposals to enhance Town Mills





# Anton - Vigo green spine

The proposed 'Green Spine' would improve walking and cycling connections between residential areas, sports pitches, the railway station and key uses in the town centre and also help address the need for new green space in the town centre. It would be a social space where residents and visitors of all ages can play, exercise and relax.

## Andover College

A modern campus for Andover College would help it retain and attract students. By increasing heights and densities it would potentially free up some land for additional offices and housing in the town centre. Around 150 car parking spaces would be available to the public in the evening and weekends to help serve the Leisure Centre.

## Leisure Centre

The improved green space provides outdoor opportunities for promoting health, leisure and exercise and expanding the services provided by the Leisure Centre. Improved pedestrian routes makes it easier to walk to the Leisure Centre from the nearby car parks, or to cycle from the residential neighbourhoods.

## Simplyhealth

New offices for Simplyhealth would mean around 1,000 people working close to the town centre shops and services and their green ambitions would support the Vision for Andover. Health related uses at ground floor such as physiotherapists and chiropodists alongside the Leisure Centre could create the basis of a 'Well-being' Quarter.

## Magistrate's Court site

Preferred locations for a new theatre are being considered, but the Magistrate's Court could be an option, with café at ground floor fronting the River Anton welcoming visitors from the rail station. Alternatively, the site provides opportunities for new College facilities, for improved health and leisure facilities or for a town centre hotel or possibly residential.

## St Mary's Church

The Vision reinforces St. Mary's Church as a civic and community focus. New streets and spaces enhance its setting, connect it to the rest of the town and provide opportunities for events and activities within its grounds.

The Vision will open up longer distance views to the church. Exterior lighting can highlight its presence, create a stronger sense of identity for Andover, improve wayfinding and encourage more evening activity in the area.

## Vigo Park

Reducing the scale of the Ring Road allows Vigo Park to be extended making the park feel part of the town centre.

## Survey Response

Over 80% of survey respondents thought the Anton to Vigo green link, and a new public space, were important.

**"Bring back a bandstand/performance area, natural sculptures and living willow tunnels"**

**"Outside fitness classes for all ages"**

**"Free activities, outside gym, links to local sports groups eg. Park run, organised cycle rides, outdoor yoga etc"**

**"Outside exercise equipment"**

**"Ability for local practitioners and coaches to offer talks and book readings and pop-up meditation or mindfulness workshops"**

**"Outdoor water play area for children"**

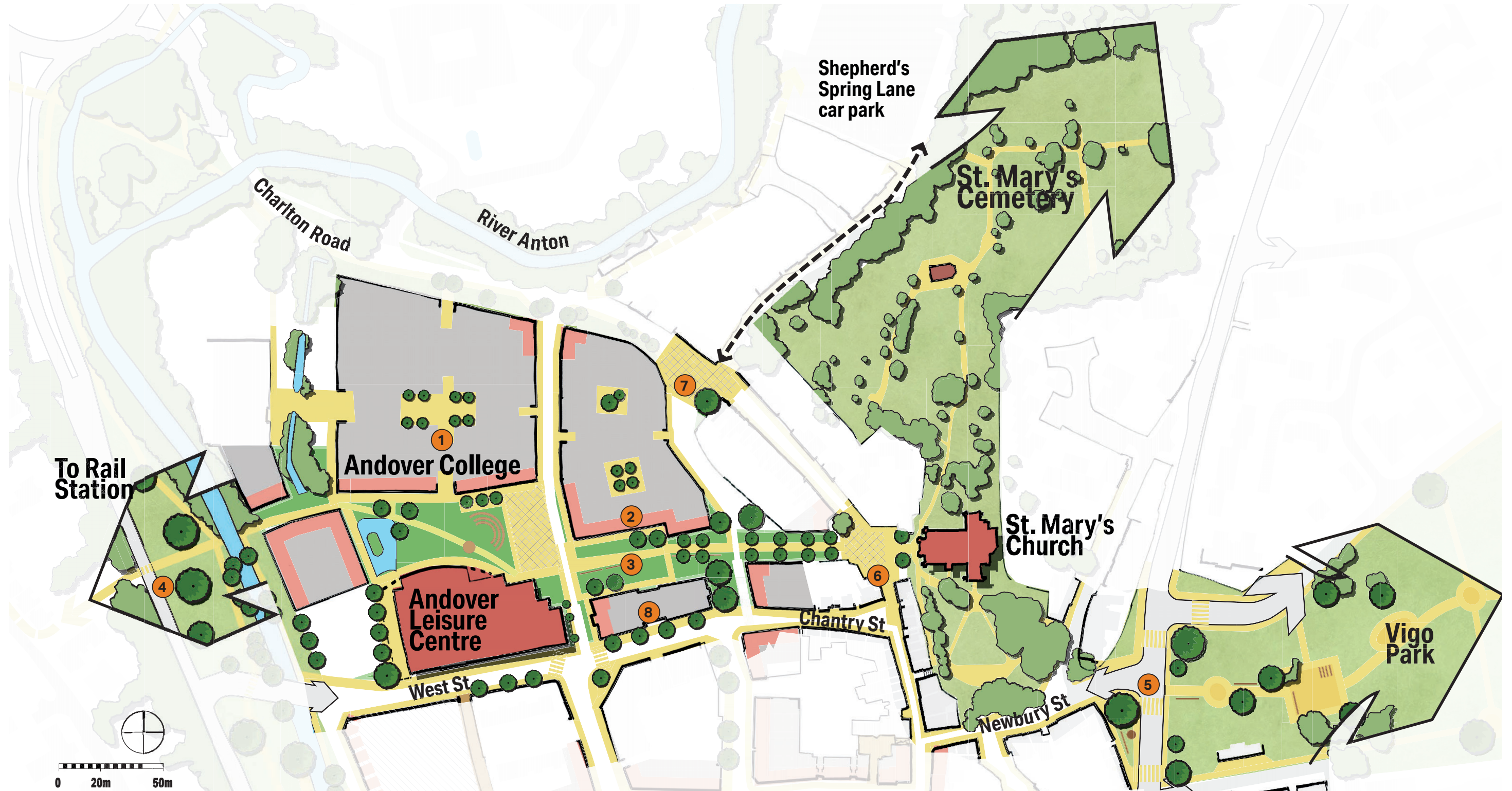
**"Outdoor Park gym / lifesize chess etc."**

**"Play areas, picnic areas"**

**"Trees"**



- 1 Modern campus for Andover College and extension of Skill Centre
- 2 Environmentally sustainable offices potentially for Simplyhealth or a mixed-use scheme with residential
- 3 'Green Spine' with views between Leisure Centre and church
- 4 Removal of underpass and better links to rail station
- 5 Removal of roundabout and expansion of Vigo Park
- 6 New public spaces improve connections to St Mary's Church
- 7 Links to decked car park on Shepherd's Spring Lane
- 8 Town houses or apartments





# A network of streets

The core network comprises the existing High Street, Bridge Street and London Street.

Key public realm objectives for the redevelopment of the Chantry Centre site are to create a more integrated street network, improve the quality of the streets and public spaces and to create a more walkable town centre.

Addressing the physical blockage at the heart of the town centre will make key destinations such as the Leisure Centre and Andover College feel closer to the High Street. It will encourage students and workers to visit the town centre more often during the day and in the evening.

This network of attractive and accessible new streets will encourage a wider mix of uses into the town centre. Office and residential uses at upper levels will bring vibrancy during the working week, at evenings and weekends, supporting local businesses. Community and cultural uses will be needed to address the anticipated reduction in retail floorspace.





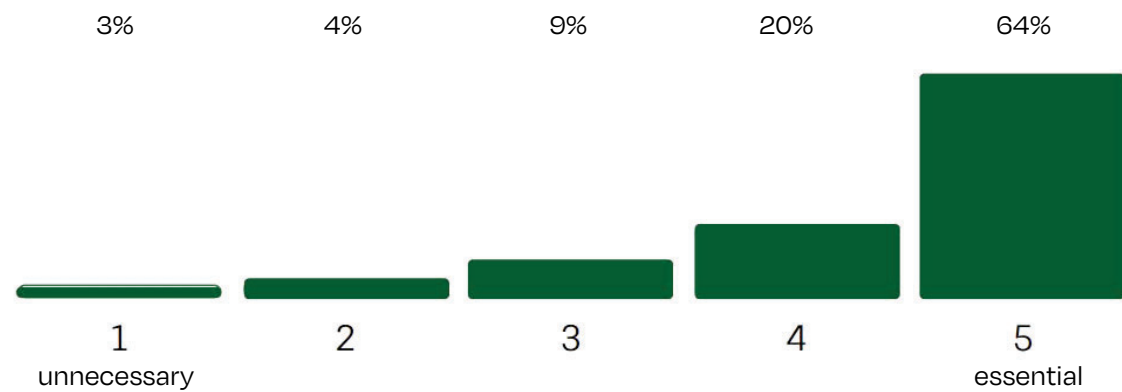
- 1 A new north-south street complements High Street and creates a stronger pedestrian circuit connecting the retail core to the Well-being Quarter.
- 2 A new east-west street connects Eastern Avenue, the High Street and the bus station, with the potential for vehicular access to the retail core.
- 3 The Anton - Vigo 'green route' creates a strong east-west pedestrian route between the High Street and Andover College.
- 4 New green routes along the river connect the Well-being Quarter to Town Mills and Bridge Street
- 5 The historic lanes are strengthened to create a network of interesting streets for visitors to explore.



## Survey Response

93% of survey respondents thought it was important to revitalise the Chantry Centre. 64% thought it was essential.

REVITALISING THE CHANTRY CENTRE - 4.4 average rating





# Animating the High Street

It is now widely acknowledged that social traffic creates economic traffic and that when people get together, commercial exchange and business ideas will follow.

Shared and public spaces are now vital ingredients of our town centres and high streets.

A successful high street, offers much more than just a shopping experience, they are places where the local community can come together, meet, partake in social activities and share experiences.

Andover is in a fortunate position, whereby it already has a predominately pedestrianised high street framed by a number of attractive buildings, however further public realm enhancements and interventions are needed in order to the high street to perform as a truly inclusive & social space.

## Encourage an 'active' high street:

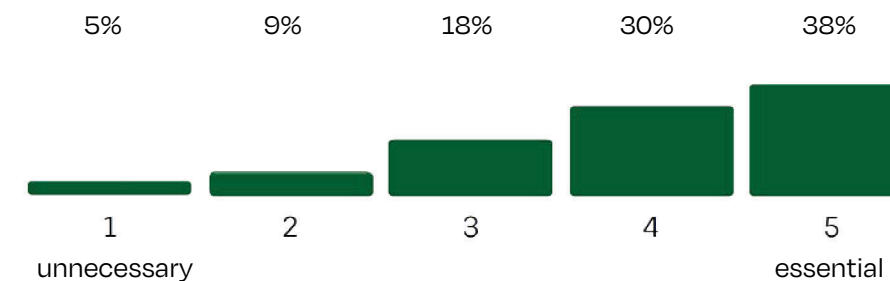
People need to have a reason to be, and stay, in a particular place. The more activities and options a street offers, the more likely it is to attract diverse groups of people, which is essential for creating a vibrant town centre.

The most successful streets have an indoor-outdoor quality where indoor activity spills onto the street - from outdoor café/restaurant seating to programmed events and sporadic activity.

## Survey Response

94% of survey respondents thought it was necessary to revitalise the historic core.

REVITALISING THE HISTORIC CORE - 3.9 average rating



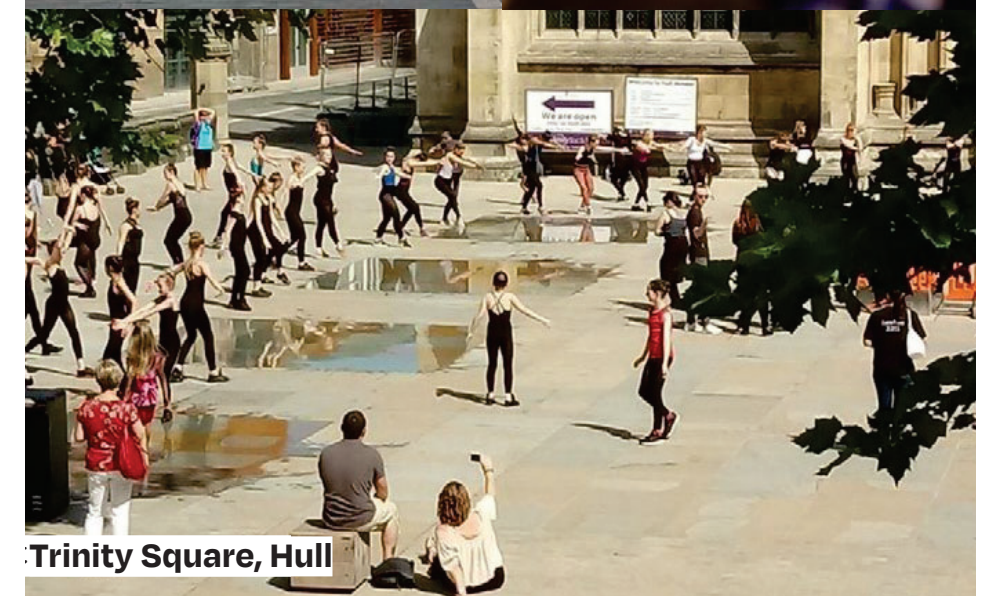
## Recommendations:

- Allow and encourage existing and new cafés/ restaurants to spill out on to the high street
- Create spaces that encourage sporadic activities such as small scale performances or busking
- Ensure that any future landscape interventions incorporate flexible spaces with room to accommodate markets and public events such as live performances, screenings and festivals.



Exhibition Road, Kensington

Southgate, Bath



Trinity Square, Hull



Designated performance spot



## Allow the high street to become a social space

A social street is one that encourages informal interactions such as listening to music, engaging in a public artwork, or simply sitting, taking a break and watching the world go by.

People will spend more of their time (and money), in a place where they feel comfortable and where there are features that attract their attention or interest.

There is currently very little on Andover's High Street that would encourage visitors to the town centre to linger.

## Create a safe, inviting and navigable environment

Wayfinding signage that encourages people to explore the town centre, the quality and quantity of street furniture that encourages people to "rest a while" and spend more time in the centre, the number of street trees and planters that can create a sense of wellbeing are all, perhaps, below par in Andover. However, there are spaces that create opportunities to introduce more of all the aforementioned and can thus help to create a more navigable and greener town centre. Focusing on spaces and street furniture that help create a more convivial environment can help support town centre retail, leisure and food and beverage outlets.

### Recommendations:

- Don't settle for standard, off the shelf public furniture. Invest in high quality, well designed solutions with aesthetic value, that could also be viewed as piece of sculpture and encourage play.



Public furniture that encourages play



Brotorget, Sweden



New Road, Brighton

### Recommendations:

- Introduce a wayfinding strategy that is not only informative, but visually exciting and "recognisably Andover".
- Improvements to street lighting will help create a safer public environment and extend the hours in which social activities can take place.
- Adding street trees and greenery to the streetscape will enhance the aesthetic quality of the high street and help encourage social encounters, by providing shade, shelter and places to stop and rest.





# Revitalising the lanes

The Lanes are a key part of Andover's historic character and home to some of the town's most loved independent shops, restaurants and cafés but the public survey also highlighted the need for improvements. The lanes are also important east-west pedestrian routes, linking the Guildhall to Town Mills and linking the High Street to Eastern Avenue.

Investing in the public realm along these key pedestrian routes, providing seating, planting, community gardens, public art, lighting installations or space for buskers and a wayfinding system will help these existing businesses thrive, attract a more diverse range of people to visit Andover and encourage them to explore the wider town. Low cost pop-up spaces within the lanes, and improved public spaces at the end of the lanes, can also help to attract new businesses to the town centre. These measures can be introduced relatively early and cheaply and can help to stimulate interest in the town from higher quality and innovative developers.

## What can activating the lanes and alleyways do for Andover?

- Improve connectivity and legibility through the town centre, notably east-west connections from East Street to Town Mills and River Anton.
- Provide a high-quality and attractive environment that supports independent businesses and community activity.
- Encourage a diverse range of people to spend time in the town centre
- Adds a place marketing element

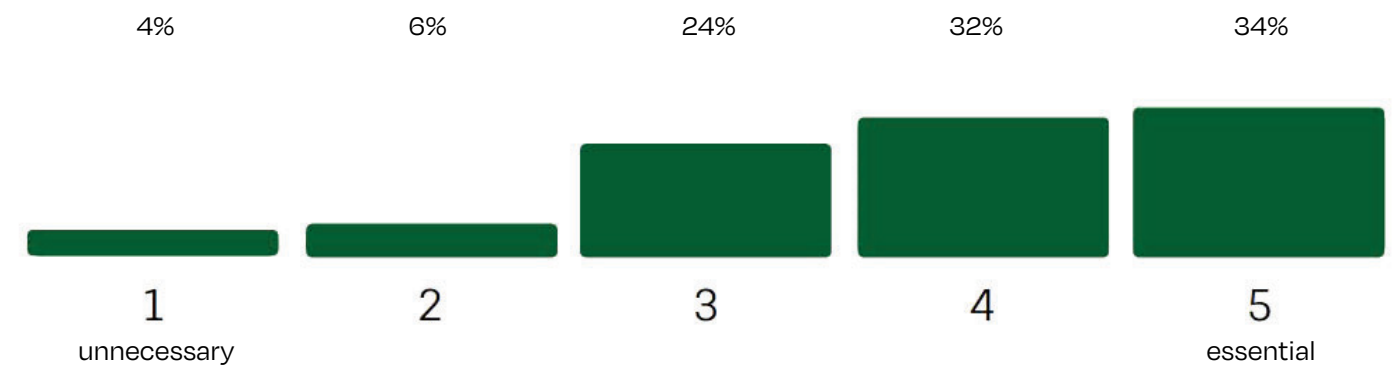
## Potential uses and interventions:

- Community urban gardens
- Creative play
- Small shop units or workspaces
- Temporary art and light installations
- Street furniture

## Survey Response

90% of survey respondents said it was important to revitalise the historic lanes.

IMPROVING THE QUALITY OF THE LANES - 3.8 average rating





## Case Study - The Lanes Brighton

The Lanes Brighton are in the city's historic quarter and have become home to a mix of small independent businesses, from antiques and jewellery shops to boutique and designer fashion shops.

This area of Brighton was historically a fisherman's hangout but has now become a cool and vibrant area with its own identity within Brighton. The Lanes are now home to a range of unique businesses, making it a popular spot for both tourists and locals. The streets have a great atmosphere throughout the day and night, with fairy lights lining the streets and a buzz of people eating out at the variety of bars and restaurants giving the area a great night-time economy.

The Lanes sit between the City Centre and North Laine, which is known as the Bohemian Quarter, and acts as a central hub to connect the different areas. Artists installations and community activity are encouraged, and means a diverse range of people visit the area on a regular basis.





# A network of spaces

## **The series of new and improved public spaces promote the key civic and community assets in the town centre:**

- The Guildhall
- St Mary's Church
- Town Mills
- The Leisure Centre/Andover College
- The River Anton

The High Street is the main 'civic' space in the town centre. The framework looks to increasing the space north of the Guildhall. The aim is to enhance the flexibility of this space for events, and improve the setting of the historic Guildhall, putting it firmly at the civic heart of the town.

A new public space is proposed which can complement the expanded High Street but is a separate physical space. It will provide a location for cultural activities, events, pop up retail and street food, as well as spill out space for cafés and restaurants. It can complement the High Street by creating a more flexible event space and is close enough to the Guildhall for combined events to be held.

The prominence and quality of the external gardens around St Mary's Church should be enhanced to attract visitors north along the High Street. It should also become a stronger focus for indoor and outdoor community events and activities. St. Mary's Cemetery should also become a stronger focus for community events and civic pride.

The Anton-Vigo link enhances the river and Vigo Park. Removing the Vigo Park roundabout allows the Park to be extended, giving more flexibility for events and reducing the separation from the town centre.

A new space has recently been created outside the Leisure Centre which will be at the centre of Anton-Vigo green route. The new space should be a focal point for health, leisure and informal recreation, bringing all ages of the town together.

A new space is proposed along the River Anton, close to the bus station and midway between the Well-being Quarter and Town Mills. It should be a space for family recreation and enjoyment of the river, supported by a small number of high quality cafés and restaurants.

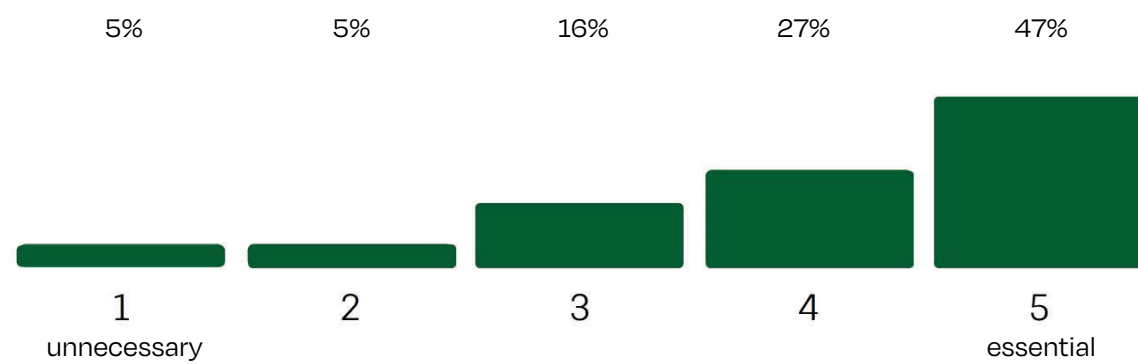


- 1 'College Green' space within Well-being Quarter.
- 2 Arrival space for St. Mary's Church.
- 3 'Sprat & Winkle Square' new space to provide access to the River Anton.
- 4 'Chantry Square' New town centre space with potential to host events and offer spill out space to surrounding cafes, restaurants and theatre.
- 5 New space for Union Street arrivals.
- 6 Improved Civic setting of Guildhall.
- 7 Proposed improvements to Town Mills

## Survey Response

90% of survey respondents said it was important to have a new public space for events and markets. Nearly half of all respondents said this was essential.

A NEW PUBLIC SPACE FOR EVENTS AND MARKETS - 4.0 average rating





# College Green

'College Green' should showcase the best of Andover's community activity, promoting healthy living and social interaction.

This is a key arrival space into the town centre, particularly for those arriving on foot from the rail station. After crossing the river, visitors will enter a truly mixed-use space, fronted by Andover College, Leisure Centre, new business, residential and cultural buildings.

The space has a visual and functional relationship with St. Mary's Church. Views should be provided to the church from College Green, emphasising the civic and community role of both areas.

It should be a place where College staff and students feel comfortable to gather before, during and after work. It will complement the more private, internal, courtyard space which the College requires for students. Importantly it will provide a high quality 'address' and arrival for the enhanced College campus.

It should be a place where office workers or local residents gather at lunchtimes, evenings and weekends to relax and exercise. It should be a place where families bring children to play. It should be a place where activity spills out from the Leisure Centre, acting as an 'outdoor gym' for the town centre.

It should incorporate grassed areas and tree planting, addressing the lack of such space within the town centre, but have the flexibility to accommodate a range of activities for all ages throughout the year.





# St. Mary's Church

As Vigo Park is extended closer to the Church and the Museum there is an opportunity to create a much stronger public realm which reflects the quality of the historic buildings in this area of the town centre, and the cultural activities already being undertaken.

A new entrance space is proposed on the western approach which creates a strong arrival into the church from the Well-being Quarter.

A public lighting strategy should be considered to reinforce this, and extended to other important civic and cultural buildings in the town.

The opportunity should be taken to work with the Church to create a more flexible space in the grounds which can support appropriate community and cultural events. This principle should also be extended to the Cemetery which is a large and valuable green space. Community gardens, edible planting and 'adoption' of untended plots can create a stronger civic and educational role for the Church and the Cemetery.



# Chester Cathedral

Using the building, the cathedral grounds and other historic spaces for indoor and outdoor cinema.



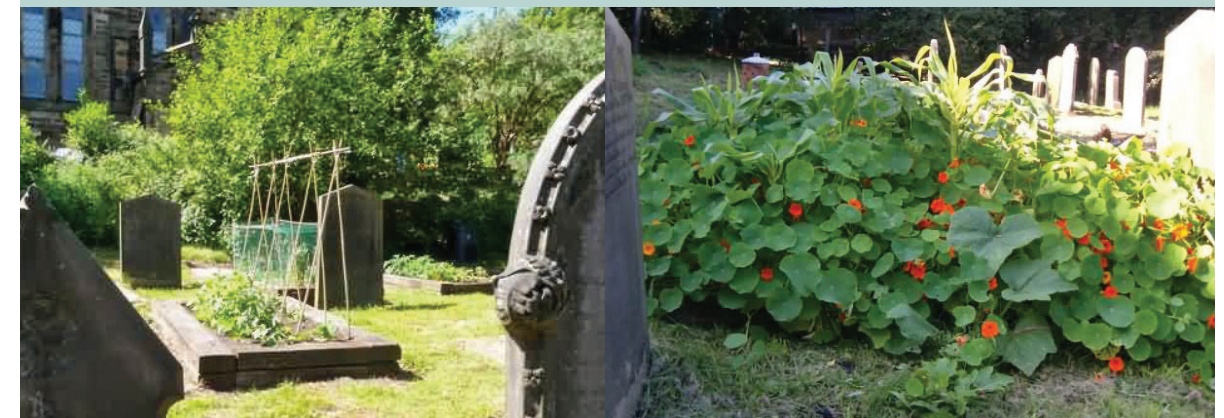
# Salisbury Cathedral

The Sarum Lights festival promotes visits to the cathedral and the city centre.



# Todmorden Cemetery

The Incredible Edible Todmorden project has extended into the church cemetery.





# Sprat & Winkle Square

There is an opportunity for a more urban riverfront space, midway along the river corridor between the Well-being Quarter and Town Mills. It is located close to the bus station, and is positioned on the alignment of the new east-west connection from the High Street, through the Chantry Centre, to the River Anton.

The design of the space needs to reflect the ecological survey of the river and the topographical survey. Ideally this would be the location for a harder landscaped edge to the river, with steps down to enable closer access.

In the longer term it is anticipated that a permanent mixed-use edge should be created through the redevelopment, or built extension to, the Chantry Centre car park, possibly alongside reconfiguration of the bus station and the Lidl store/car park.

In the shorter term, the space can be animated through 'pop-up' cafés and restaurants. 'Box Park' style container units are increasingly popular in city centre locations. Alternatively bespoke units could be designed or adapted by local artists or creative businesses. The designs could be coordinated with the town trail to give a more distinctive Andover identity.

A similar 'pop-up' approach to the landscaping may also be appropriate, particularly in front of the bus station and Chantry Centre car park. This will enable an appropriate riverfront environment to be created at relatively low cost, whilst maintaining flexibility for longer term redevelopment.



**Box On The Docks Pop-Up, Salford**



**Container cafes, Christchurch NZ**



# Chantry Square

Chantry Square should be a modern, vibrant and independent space. It should provide a transition from the historic 'permanence' and tradition of the High Street and Guildhall to the more contemporary qualities of the lanes.

It should be a venue for showcasing the best of the area's local food producers, creative businesses. It should provide opportunities for 'curated' markets that will attract new visitors to the town, and for street food that will attract students from Andover College and office workers at lunchtimes and the evening.

It should provide flexible space for pop-up stalls. It should provide an event space, acting as an outdoor extension to the theatre and other cultural, music or creative activities that surround it. The focus should be on hard landscaping but with enough planting to provide shade and shelter.

The west facing edge of the square will be suitable for cafés and restaurants, and spill out space should be available for those businesses. The east facing edge should incorporate locally designed public art and seating that encourages play, increases dwell times and draws visitors towards the local creative businesses. Balconies for offices and apartments provide life and overlooking at all times of the day and evening.

## Case Study - Frome Independent:

Founded by a Frome-based entrepreneur, The Frome Independent is an award winning, destination street market, where Frome's high street is re-claimed once a month to showcase the best independent craftspeople, designers, makers, food producers and vintage traders in the South West. Its initial aim was to bring footfall to the independent shops of Frome's streets.

The Frome Independent strives to be 'more than a market', incorporating live music, DJs, street performance, workshops and children's activities on market days and running our Night School workshops and supper clubs in between markets.

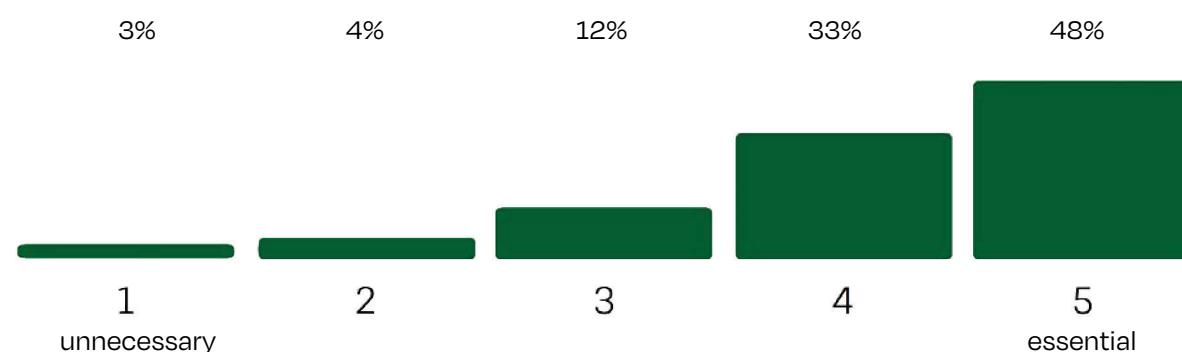
The market is a free event for visitors and has quickly grown to be one of the most significant elements in the region's calendar attracting over 80,000 visits each year.

The Frome Independent itself is non-profit making, but the event helps generate an estimated 2.5 million in revenue for its traders and Frome's independent retailers and hospitality businesses.

## Survey Response

Over 90% of survey respondents said it was important to provide space for independent businesses and 'pop-up' retailing. Around half said it was essential.

FLEXIBLE SPACE FOR INDEPENDENT TRADERS - 4.2 average rating





# Guildhall at the heart

The Spatial Framework gives the Guildhall greater civic prominence and increases the amount of public space around it. This gives it greater civic prominence and allows greater flexibility for markets, concerts, events and spill-out activities.

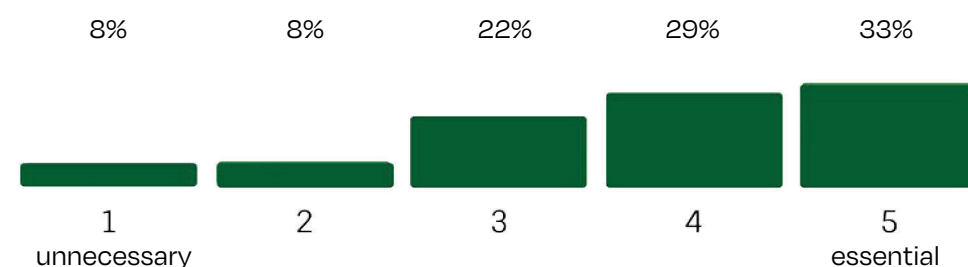
The public survey highlighted that the Guildhall is one of Andover's most loved most underutilised assets. It occupies a strategic civic position at the centre of the High Street, and whilst its function as a restaurant is valuable, it could do more to animate and activate this area of the town.

Public suggestions for its long-term use included arts and music events, fairs and markets, community and education as well as civic uses. The scale and aesthetic qualities of the Guildhall, alongside its public ownership, gives it the potential to be the 'crown jewel' of Andover town centre.

## Survey Response

84% of survey respondents said it was important to find a civic or community role for the Guildhall.

FINDING A CIVIC OR COMMUNITY ROLE FOR THE GUILDHALL  
- 3.8 average rating



## Case Study - Altrincham Market Hall

Altrincham is one of the original market towns. It's charter dates back to 1290. Altrincham Market, is now at the heart of the re-invention of the town to make it 'the' modern market town.

Altrincham's original Market House has been converted into a permanent foodie hub, home to 6 food kitchens, a coffee shop, a chocolatier, a wine shop and a bar that serves up the best of British craft beers.

At weekends The Market House hosts outdoor themed markets covering regional food producers, vintage fashion and furniture, home house & garden and contemporary craft.

In 2010, the town had one of the worst shop vacancy rates in the country. The market re-development has helped bring the town centre back from a 25% vacancy rate in 2014 to 10% today and now turns over £5m a year.





## Case Study - Hebden Bridge Town Hall

The Grade II listed Town Hall, Hebden Bridge is one of a handful of community-owned Town Halls in the UK and is a symbol of what a community can do when it pulls together with a common ambition and vision. In 2008 the Hebden Bridge Community Association was formed. Through an innovating Asset Transfer Scheme, the community association acquired the council offices from Calderdale Council on a 125 year lease. The vision was to transform, what was at the time, a barely used building falling into disrepair into a state-of-the-art centre for community and creative enterprise - putting it back at the centre of the town's civic life as the Town Hall.

The Town Hall combines a range of services for local people and crucially, creative businesses that reflect the town's dynamic, independent spirit. Offering a range of office units for businesses, a cafe and one of the largest conferencing and event venues in the Calder Valley. The Town Hall is also fully licensed for weddings and civil partnerships.

*"The Hebden Bridge Arts Festival moved into the Town Hall 3 years ago and it is the perfect home for us. The Town Hall operates so brilliantly and organically as a community hub - both as a venue and a community connector. There is no event too big or too small for this can do organisation. Everyone is catered for - literally in the wonderfully friendly cafe - and in the diverse array of events on offer. Drop in on any day of the week and there will be something going on, coming up, or people that you know. Business of event, leisure or pleasure, it really is the heart of the local community and has the community at its heart." Helen Meller, Director, Hebden Bridge*



# 4. Area Masterplans

## Key contents:

River Corridor

Well-being Quarter

Anton-Vigo Green Link

Western Ave and Eastern Ave

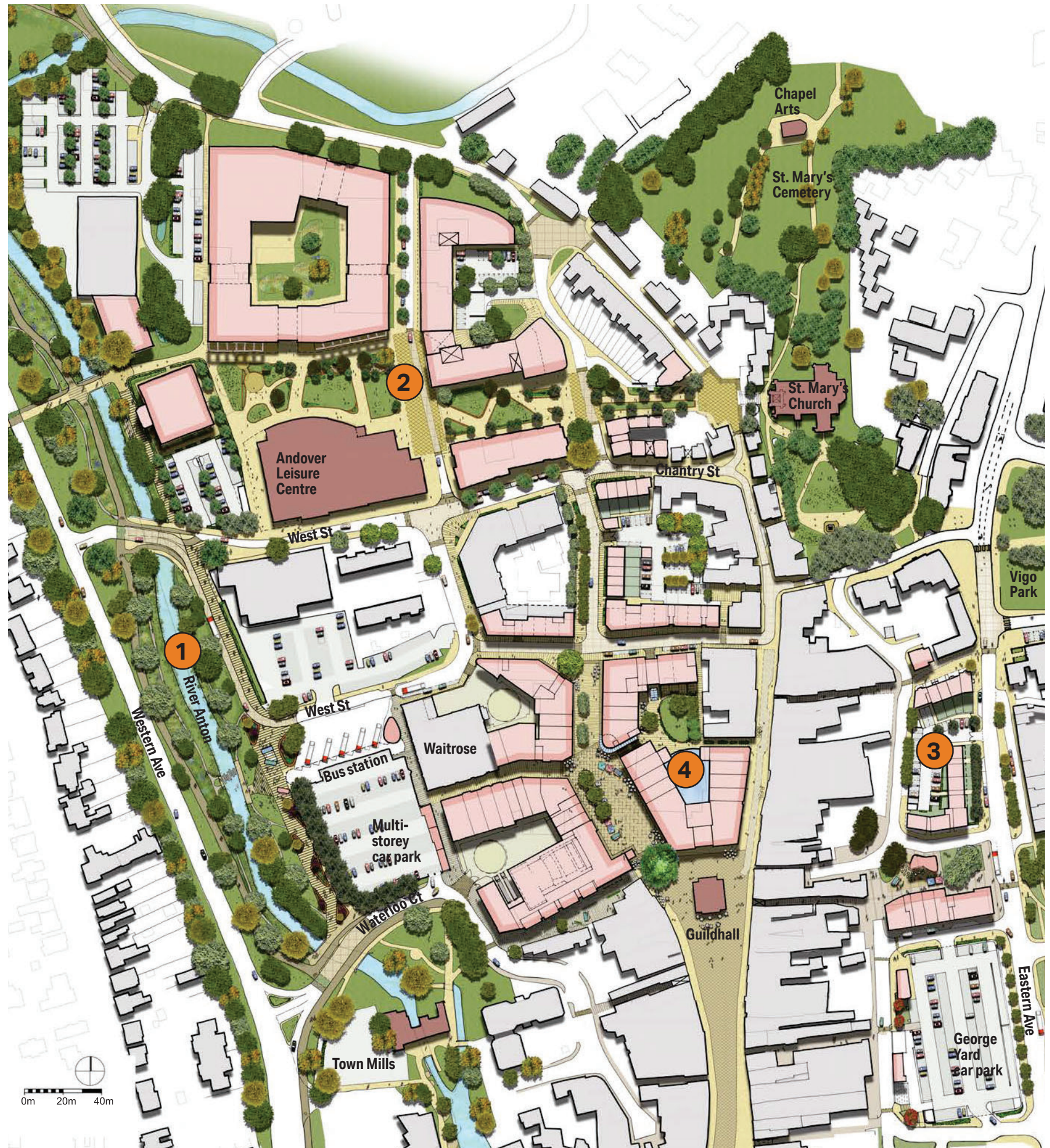
Chantry Centre



Illustrative masterplans have been prepared for four priority areas within the town centre. The masterplans are intended to illustrate one way in which the Spatial Framework could be delivered, and allow for considerable flexibility subject to compliance with some core urban design principles.

The four priority areas are:

- 1 Western Avenue / River Anton
- 2 Well-being Quarter / Anton to Vigo
- 3 Eastern Ave / Vigo Park
- 4 Chantry Centre / Historic Core





# River Anton & Western Ave

A new riverfront corridor of nearly 500m will transform the western edge of the town centre, stimulating higher quality investment across Andover.

## **Walking and cycling**

Reconfiguring Western Avenue, removing unnecessary lanes, will open up public access to the river. A green 'trailway' with footpaths and cycle lanes will greet visitors from the rail station and connect Andover College to Town Mills. Bespoke signage should indicate routes and timings to the Guildhall, High Street, Town Mills, Vigo Park and other key destinations.

The design of the trailway will promote awareness and understanding of the ecological value of the river and an awareness of the former Sprat & Winkle rail line. It should encourage informal recreation and play, including seating and picnic areas.

## **Remove the underpass**

Reducing speeds along Western Avenue allows the existing underpass to be replaced with 'at grade' pedestrian and cycle crossing, improving the quality of arrival and removing the potential for anti-social behaviour. Signalised crossings could be appropriate subject to discussions with the County Council following the completion of the traffic modelling.

## **Hotel**

The former Magistrate's Court site provides flexibility for a variety of uses. A new hotel, or residential and mixed use scheme, could be provided for the town centre, prominently visible from Western Avenue, accessible from the rail station and bus station and with a west facing cafe/bar/restaurant at ground floor spilling out onto the riverfront.

Alternatively the site provides a potential location for the new theatre, new leisure facilities for the town centre, improved facilities for Andover College, up to 4,000sqm of offices. The existing car park is shown retained for a mix of hotel and public car parking, subject to advice from the Environment Agency.

## **Cafés and restaurants**

A second public space is provided close to the bus station, providing opportunities for cafés, restaurants and bars close to the town centre. Steps give access to the river and create a place for local people to gather. It is anticipated that temporary structures and landscaping would initially be provided, giving an opportunity for innovative and bespoke design.

## **Town Mills**

The trail will lead directly to Town Mills and the improved public space. Improved pedestrian and cycle crossings can connect the trailway into the gardens and onto Bridge Street and the river corridor to the south.

## **Access to bus station and car parks**

Access for buses and other vehicles is maintained into West Street, with a bus only exit route along the riverfront. The space will provide an attractive waiting area for bus users. Access to the Chantry Centre car park is maintained. Visitors entering the Chantry Centre car park will get views of the trail north and south.

## **Longer term regeneration**

In the short term, there are no proposals to change Lidl or the Chantry Centre car park. In the longer term this new west facing riverfront can stimulate high quality mixed-use redevelopment, attracting new businesses and new homes to the town centre.



- 1 Removal of underpass to create more attractive arrival from rail station for pedestrians and cyclists.
- 2 Magistrate's Court site provides prominent location for new hotel or residential, with cafe/restaurant at ground floor.
- 3 Improved path for National cycle route 246 along Western edge of River with new footpaths along both sides of river.
- 4 Natural river corridor with benches and picnic areas.
- 5 Route retains access for both buses and vehicles in a traffic calmed environment.
- 6 Opportunities for new public space on the river.
- 7 The Chantry Centre car park is retained. In the longer term new apartments and cafés could create a vibrant river frontage.
- 8 Improved pedestrian and cycle crossings to the improved public space at Town Mills
- 9 Potential to provide additional pedestrian crossing of River to improve pedestrian connectivity







Reducing the scale of the Western Gyratory opens up the River Anton as a natural corridor for walking and cycling, linking to the enhanced public space at Town Mills.





Close to the bus station, a new public space can provide public access to the river with the opportunity for 'pop-up' cafes and bars.



# Well-Being Quarter / Anton to Vigo

**This area of the town will showcase Andover's commitment to improving physical and mental health.**

## **Andover College**

A modern campus for Andover College would help it retain and attract students. Increasing heights and densities would enable it to consolidate into a smaller campus and potentially free up land for additional offices and housing in the town centre. The illustrative layout for the new college buildings shows capacity for up to 180,000 sq ft (gross floorspace) over three floors. A secure courtyard space is created for the students and staff within the core of the building. Students would also have access to the new green space created between the college and the Leisure Centre.

Additional floorspace could also be created by an extension to the existing Skills Centre, creating a more positive frontage to the footpath and arrival into the town centre from the rail station. Around 150 car parking spaces are provided within the College campus. These spaces are located between the new campus and the skills centre and are accessed from Charlton Road. The spaces would be available to the public in the evening and weekends to help serve the Leisure Centre. The car park and pedestrian route has however been designed so that the College can limit public access during the day, if required for student safeguarding reasons.

## **Simplyhealth**

The Spatial Framework shows two potential locations for a new Simplyhealth building. This reflects the need to maximise flexibility for the company whilst its floorspace requirements in Andover are still being finalised. One of these options is within a redeveloped Chantry Centre, and the other is within the Well-being Quarter. The illustrative masterplan shows potential for up to 75,000sqft (gross office floorspace) over 3 storeys. Health related uses at ground floor such as physiotherapists and chiropodists alongside the Leisure Centre would support the concept of a 'Well-being' Quarter and the 'Green Link'.

Should Simplyhealth require less floorspace, then the building is designed with the flexibility to be subdivided for alternative occupiers, or for residential use. Should Simplyhealth relocate to the Chantry Centre then this site could be redeveloped for residential use, with some active uses at ground floor.

## **Magistrate's Court**

In the short term, the Magistrate's Court site provides useful car parking for the Leisure Centre and the town centre. In the longer term it has the potential to provide around 4,000sqm floorspace in a four-storey gateway building, fronting the river and Western Avenue.

The illustrative masterplan shows the potential for a new hotel but the site provides flexibility within the masterplan for different scenarios.

The three key scenarios are:

1. The Simplyhealth office need to be developed before there is funding to redevelop the whole of the existing college campus. In this case the sixth form block could be relocated to the Magistrate's Court site.
2. A new theatre cannot be delivered as part of a redeveloped Chantry Centre (the preferred location). In this case the Magistrate's Court could be an option, with café at ground floor fronting the River Anton welcoming visitors from the rail station.
3. A residential led scheme with active ground floor.

If the Magistrate's Court site is not needed for either of these uses, then it can be redeveloped for a variety of different uses, including hotel, leisure or a mixed-use building with residential at upper levels. It is anticipated that the car park would remain, and that development would be limited to replacement of the existing building footprint.



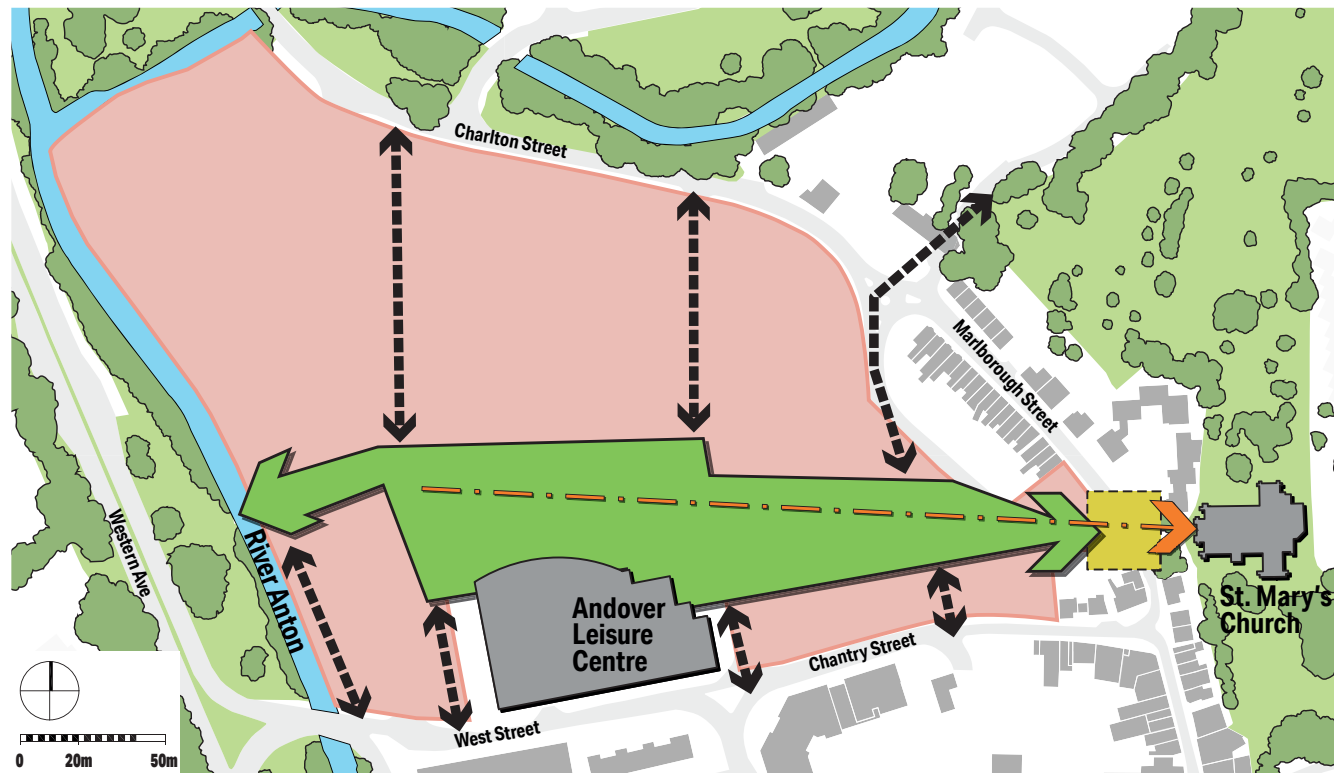
- 1 Approx 150 car parking spaces for College
- 2 New campus for Andover College and extension to skills centre
- 3 Removal of underpass improves arrival from rail station
- 4 Improved & new north/south routes
- 5 New 75,000 sq ft office space for Simplyhealth with ground floor complementary health uses.

- 6 Potential to screen existing dwellings and front new space
- 7 Green spine provides an additional green space for Andover and improves vista to St. Mary's Church
- 8 Potential location for Hotel with ground floor active uses such as a restaurant or cafe.
- 9 Town centre housing.





# Design Principles

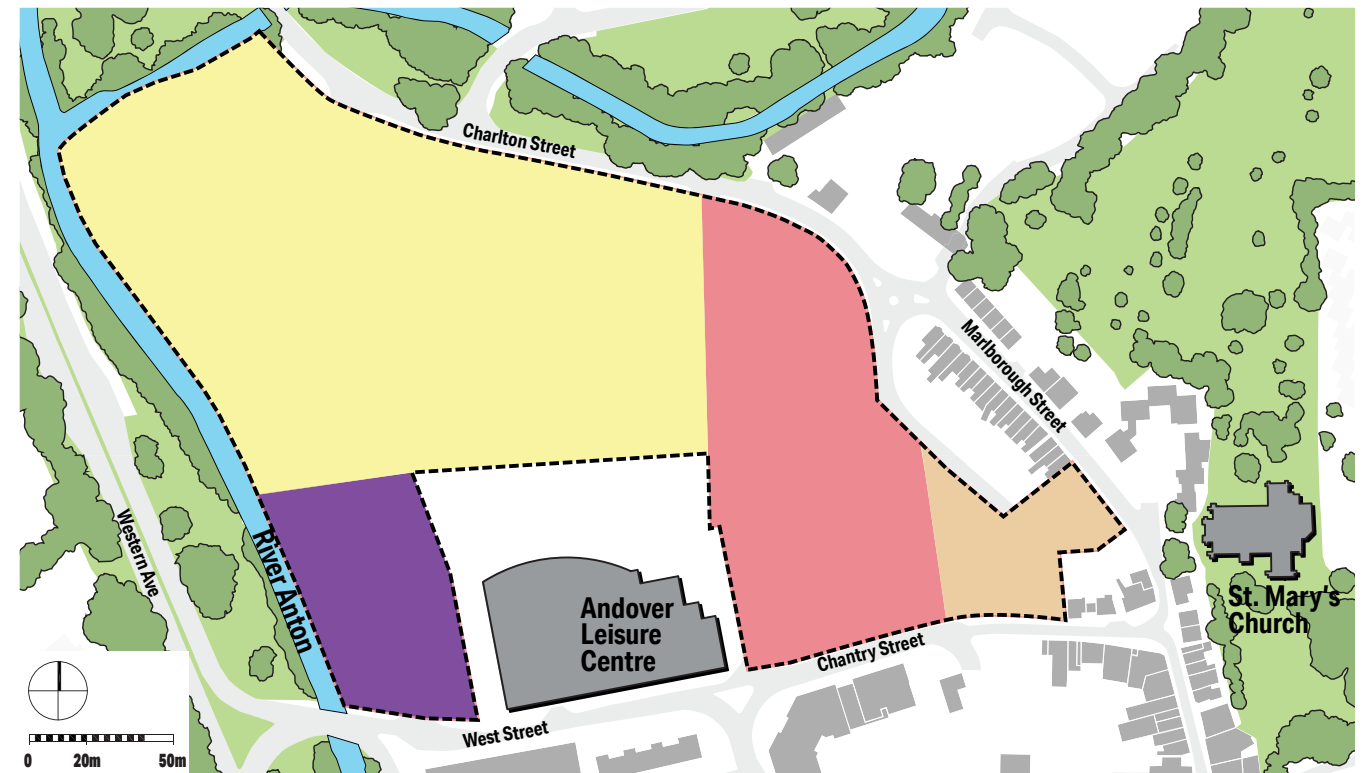


## Connections

Redevelopment of Anton House enables a strong physical and visual connection to be created between the College/Leisure Centre and St. Mary's Church. This should be maintained as a pedestrian route through the area. The entrance to the Church steps should be designed as an enhanced public space. Redevelopment of the Magistrate's Court site must maintain a public route along the river.

Redevelopment of the College campus should maintain north-south connections between this green route and Charlton Road/Marlborough Street. The precise location and alignment of these routes can be determined through the detailed masterplanning of the College campus. It is recognised that, for student safeguarding purposes, at certain times the College may require one of these routes not to be accessible as a public through route.

The north-south links from Charlton Road will allow vehicular access to the College campus and other development. It may be acceptable for one of these routes to connect to West Street but it must facilitate easy crossing of the street by pedestrians.



## Land use

The majority of the site is currently occupied by Andover College. A large area is still identified for the College's new campus. Although the campus will be reduced in size, the precise area required is yet to be determined. If the area is reduced it is expected that it will be concentrated to the west, maintaining links with the existing Skills Centre.

A central area of land, focused on Anton House and the Sixth form block, has been identified as a possible new office for Simplyhealth. If this is not required the site could be suitable for other commercial uses or for residential with the opportunity for some commercial or community uses at ground floor. The eastern edge is considered more appropriate for residential use, closer to the Church and the existing housing on Marlborough Street.

The Magistrate's Court site provides flexibility for a range of possible uses, including education, hotel, leisure and office. Residential could be acceptable subject to discussions with the Environment Agency. Built development may need to be kept to the existing building footprint.





### Frontages

It is essential that active building frontages are created to Charlton Road/Marlborough Street in the north, and to West Street/Chantry Street to the south. These are important arrival points into the town centre, linking to attractive historic streets. The precise location and set back of the buildings from the street can be agreed at the detailed design stage but they must provide good natural surveillance of the streets to encourage walking and cycling at all times of the day.

Building frontages should be created to the river and to the east-west green route through the Well-being Quarter. The location of these buildings could vary and the frontages are not therefore indicated on the plan.



### Building Heights

The core of the Well-being Quarter presents an opportunity for high density development at up to 5 storeys and the central space should be large enough to support heights to create an appropriate scale of enclosure. It is important however that a range of storey heights are provided to create visual interest to the roofline and break up the massing of the buildings.

Closer to the Church and the residential properties on Marlborough Street, development should return to a similar scale of 2-3 storeys. In the north-western corner of the College campus, closer to the river development should also be of 2-3 storeys.

Generally, redevelopment of the Magistrate's Court site should be no more than 4-storeys. There is considered to be the opportunity for a taller, landmark element to the building, announcing arrival into the town centre from the station and Western Avenue. The position of this taller element should not obstruct any views to the Church.



## Well-being Quarter / Anton to Vigo



The new 'College Green', part of the Anton-Vigo green link, is a space for study, for exercise and for relaxation, bringing physical and mental health benefits. The new public space is surrounded by the new Andover College Campus, the Leisure Centre, office and residential uses and with views to St. Mary's Church.





A more intimate public space, with new offices and housing, creates a stronger civic approach to St. Mary's Church and an enhanced setting for the building.



# Vigo Park & Eastern Ave

The illustrative masterplan has the following key objectives:

- Restoring the civic qualities of East Street
- Completing the Anton-Vigo green link
- Enhancing Union Street and the historic lanes
- Improving connections between communities and the town centre

## **East Street**

The masterplan proposes new built frontage and tree planting along Eastern Avenue to restore the 'town centre' qualities of the street and enhance the setting of the existing listed buildings.

Replacing the roundabout with T-junctions enables the underpass to be removed and 'at-grade' crossings to be created for pedestrians and cyclists.

## **Anton to Vigo**

Extending Vigo Park will significantly improve the connection to Newbury Street and complete the 'Anton to Vigo' green link.

An enhanced public space will improve the setting of the historic area of Newbury Street, including the Museum and the Church, announcing the arrival into the core of the town centre. The improved physical and visual connection will encourage joint events with the Church, the theatre or the town centre.

## **Black Swan Yard**

New buildings on this surface car park can create a much more appropriate street frontage, enhancing the setting of the listed

buildings opposite. New homes and businesses will bring added vibrancy to the town centre, particularly in the evening. The proposals improve the quality of connections between Vigo Park/East Street and the town centre, and strengthen the lanes that connect the northern end of the High Street.

## **Union Street**

New shops and a new public space will announce the entrance to Union Street and enhance the qualities of this important lane connection to the High Street. The new space makes a focal point of the existing mature trees and removal of the underpass will improve the pedestrian connections.

## **George Yard car park**

Additional parking spaces are provided for this popular town centre car park. A landscaped deck will provide around 150 spaces and more than make up for the reduction in car parking at Black Swan Yard. A high quality pedestrian exit, with possible new retail kiosks, would enhance the connection to George Yard lane and the southern end of the High Street.



- ① Removing the roundabout and underpass completes the Anton-Vigo green link
- ② Extension of Vigo Park making it feel more connected to the town centre
- ③ New homes and businesses on Black Swan Yard front the listed buildings on East Street
- ④ New shops and businesses and a new public space enhance the quality of Union Street.
- ⑤ Removing underpasses improves connections to local communities
- ⑥ Tree planting along Eastern Avenue
- ⑦ A landscaped deck increases capacity at George Yard car park
- ⑧ Improved public realm will help to enhance the character of the lanes





# Chantry Centre Masterplan

It is important to understand that the illustrative masterplan shows one possible way of delivering the objectives of the Vision and Spatial Framework established in Stage 1. Delivery of the Chantry Centre repurposing and redevelopment will require commercial support from appropriate development partners and/or the public sector generally, and the masterplan will need to evolve and respond to further input from the market and development partners. It will also need to be able to respond to a rapidly changing retail and leisure market, to a changing office occupier market and identifying and creating a new in town living environment, and to any more detailed studies into the preferred location and design for the Lights Theatre. The masterplan and the Spatial Framework are flexible enough to be able to do this.

## **Shops, cafés, restaurants and community uses**

The illustrative masterplan provides approximately 100,000sqft of 'flexible' floorspace at street level. This floorspace is suitable for a range of retail, leisure, community or other commercial uses. In this context it reflects Government's new "flexible" Use Class E (Commercial, business, and services). It can be arranged to provide larger units for national retailers but importantly is flexible enough to be designed to accommodate the varying needs of independent businesses. It can accommodate health hubs, and other community uses needed to revitalise town centres.

It is anticipated that the focus for new retail and leisure floorspace will be around the new square, the Guildhall/High Street and the new theatre. The masterplan shows Waitrose retained in its existing location but is flexible enough to accommodate a larger store should their requirements change. It also retains the two adjacent units including Waterstones.

## **A new theatre**

Provision has been made for a possible town centre location for a new 400 seat theatre. A prominent civic location is provided, fronting the new square and close to the Guildhall. To maximise long term flexibility for the theatre provision is made for community space, for café/restaurant at ground floor facing the new square, and for co-location with a new library. Operationally a covered loading area is provided which is easily accessible from Western Avenue. To maximise long term flexibility the location is capable of accommodating a slightly larger auditorium if considered appropriate and potentially a fly-tower.

## **Office and business space**

75,000sqft of office floorspace is provided within the illustrative masterplan, with a mix of 3 and 4 storeys above ground floor retail, leisure or service uses. It provides a high profile 'civic' location overlooking the Guildhall and the new square.

The office building could be a possible long term location for Simplyhealth, with Grade A office space capable of meeting their high sustainability standards. It has limited on-site parking but is easily accessible from a range of town centre car parks and the bus station. It is recognised however that the scale of Simplyhealth's office requirements could change and the masterplan is flexible enough to adapt to this. Should Simplyhealth's floorspace requirements reduce, the building can be subdivided to accommodate additional occupiers, managed workspace for smaller businesses or provide additional residential floorspace.

## **Town centre living**

The masterplan includes town houses and apartments to bring a variety of opportunities for town centre living. Balconies and terraces bring life to all streets and provide overlooking in the evening. It is important that apartments and offices have attractive and separate entrances from the ground floor uses.

## **Car parking and servicing**

The existing multi-storey car park is retained and improvements have been made by TVBC during the course of this study. The parking studies indicate that there is capacity within the car park to continue to provide space for the office occupiers and residents (at upper levels) without compromising the need for accessible shopper parking.

The feedback from the soft market testing exercise was that putting a 'skin' of development on the car park to front the river (as shown in the Spatial Framework) would potentially constrain the ability to redevelop it in the longer term. This is not therefore included in the masterplan but it should be a longer term objective to secure this active frontage.

Most new businesses are able to be serviced from the street. Rear servicing is maintained for existing High Street businesses.



The redevelopment of the Chantry Centre proposes a more integrated street network, and a more diverse mix of uses, including workspace, homes, community and cultural activities.

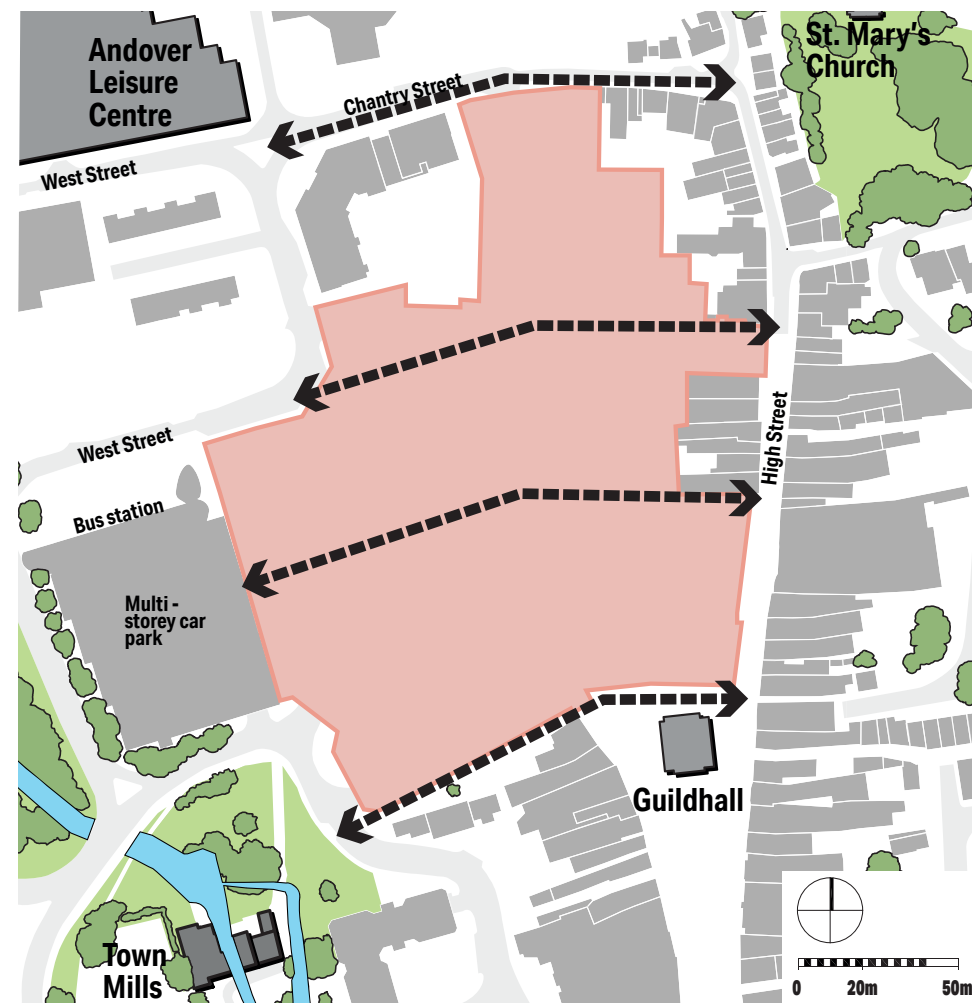
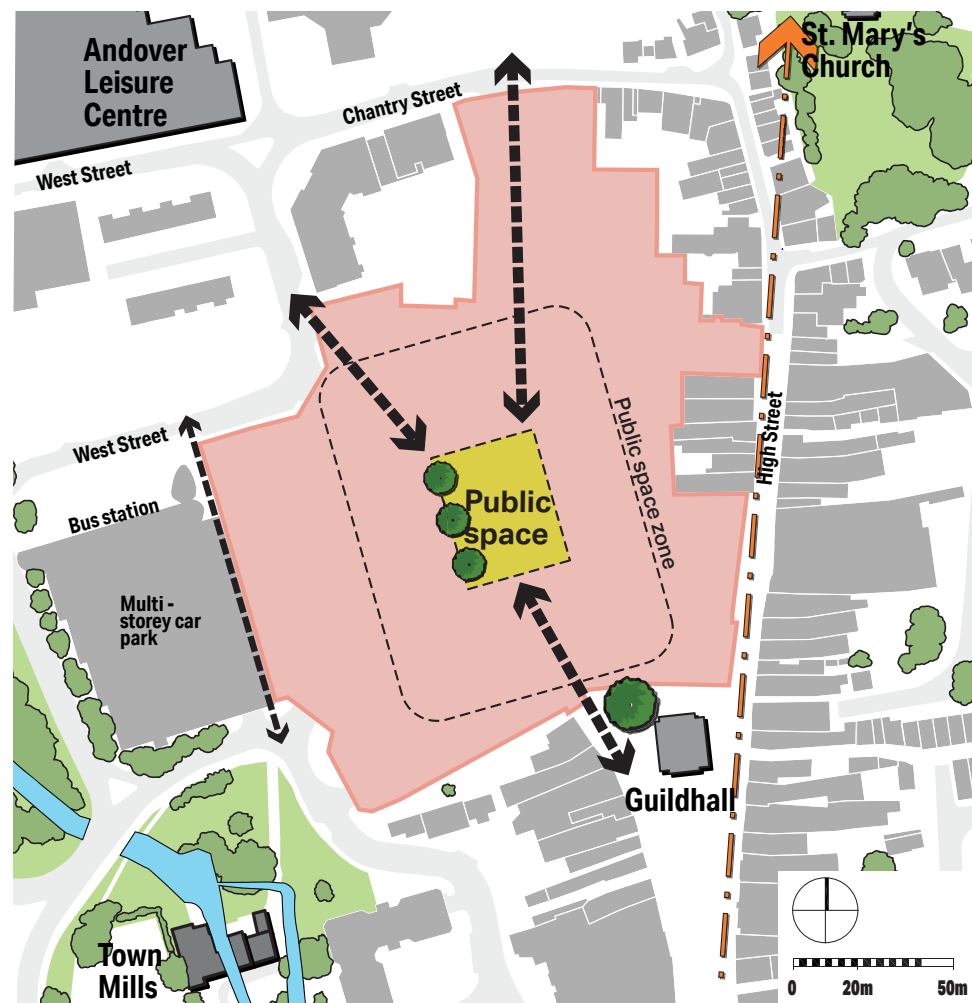
**Specific proposals include:**

- ① Better east-west connections, between the River Anton, the Bus Station and the High Street, and between the Guildhall and Town Mills
- ② Stronger north-south connections to the Leisure Centre and Andover College and opportunities for town houses.
- ③ Retaining important 'anchors' such as Waitrose
- ④ Flexible space for independent and 'pop-up' businesses
- ⑤ A possible new location for an improved Lights Theatre
- ⑥ A new public space for events, street food and markets
- ⑦ A larger space and improved setting for the Guildhall
- ⑧ Reducing the visual impact of service yards
- ⑨ Maintaining servicing for High Street businesses
- ⑩ Office and residential uses at upper levels
- ⑪ New lanes and courtyards creating interesting pedestrian routes to explore





# Design Principles



## Key north-south connections

- Extent of Chantry Centre redevelopment area
- Potential key north-south connections
- Public space Approx 30m x 60m
- Building line to be pulled back to improve view to St. Mary's Church
- Retain key tree and opportunity to incorporate trees into new public space

## Key east-west connections

- Extent of Chantry Centre redevelopment area
- Potential key east-west connections

### North-south connections

A street based approach is essential, with improved north-south connectivity. There are different alignments that could be created for these north-south routes but they must link the Guildhall to Chantry Street, West Street and the Well-being Quarter proposals.

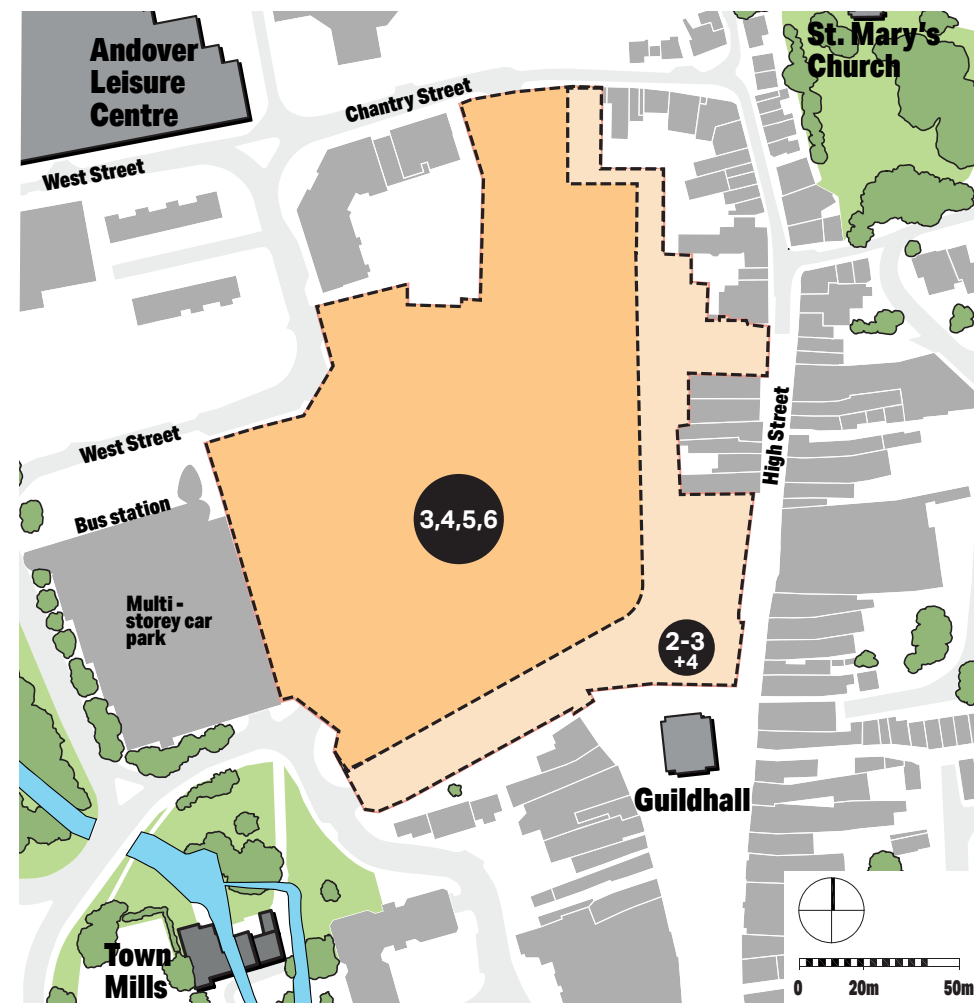
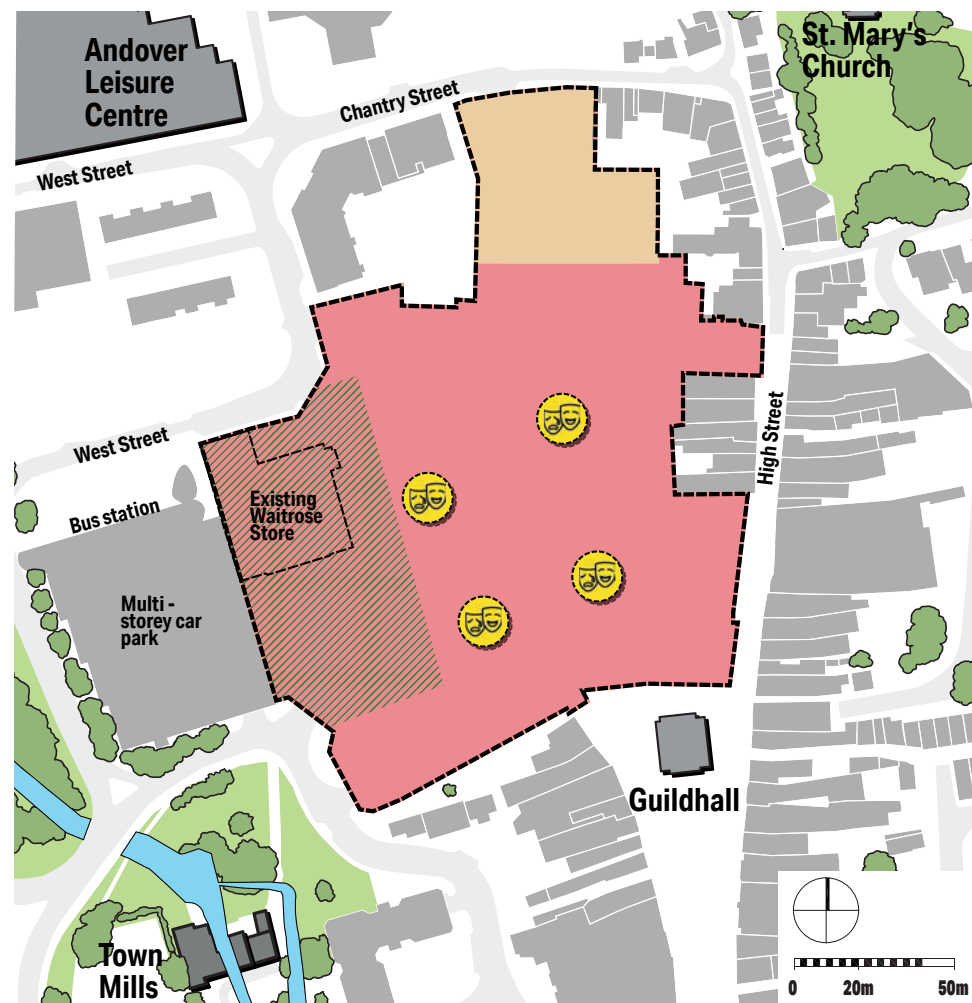
A new space must be created at the centre of the new development. A broad area is shown within which the precise location can be determined once more detailed masterplanning has established the preferred street alignment and mix of uses. Visual connections between the Guildhall and Church should be enhanced. The existing building line of the Chantry Centre should be pulled back to ensure this.

### East-west connections

A series of east-west connections should be made to improve pedestrian permeability between the High Street, and key destinations such as Town Mills, Chantry Centre car park, bus station and the River Anton. Key connections are shown on the diagram but the precise alignment can be determined through detailed masterplanning.

The final development should also develop new 'lanes' through the centre, increasing permeability and reflecting the character of the historic core. In particular, opportunities should be taken to increase connectivity with the Angel Inn.





**Key land use**

- Mixed use active ground floor uses with predominately residential, office or community at upper levels
- Predominately residential
- Zone to incorporate Waitrose store in existing location or in new purpose built store with links to multi-storey car park
- Potential to locate theatre / cultural use on public space to take advantage of spill out space

**Key building heights**

- 3,4,5,6 Area to incorporate a mix of building heights including 3,4,5 & 6 to create a varied and interesting roof line
- 2-3  
+4 Predominately 2-3 stories with opportunity for some 4 storey
- Sensitive building height zone that needs to take into account surrounding listed buildings

**Land use**

The majority of the site should have flexible space at ground floor, capable of accommodating retail, leisure, cultural, community or other 'lively' uses that will encourage people to visit the town centre. At upper levels the site should provide for residential, office, cultural or community uses.

A variety of locations could be appropriate for the relocated theatre and other creative uses, but it should front the new public space.

The northern area of the site, leading to Chantry Street, is expected to predominantly residential with opportunities for town houses. All new homes should have access to outdoor amenity space.

**Building Heights**

The majority of the site is considered capable of accommodating development of up to six storeys without impacting on the character of the historic core, views to the Church or the setting of the Guildhall. It should however provide a mix of 3-6 storey development to avoid replicating the monotonous form of the Chantry Centre and to create an interesting and varied roofscape and streetscene.

The southern and eastern edges need more careful development to reflect proximity to the High Street and Conservation Area. It should be a mix of 2-3 storey development but elements of 4-storey are likely to be acceptable subject to more detailed consideration of the setting of the Guildhall and views to St. Mary's Church. Again, it should be built out with a mix of storey heights.



# Chantry Centre Masterplan



An enhanced public space, and a more connected street network, puts the Guildhall firmly at the civic heart of a revitalised town centre.





A new street and a new public space, fronted by the new Lights Theatre, arts and community venues, independent shops, restaurants and bars and with offices and apartments at upper levels. It is a prime location for markets, music, theatre, street food, festivals and events.



# 5. Action Plan

**This section outlines some of the key actions necessary to help deliver the illustrative masterplans and bring wider improvements to the town centre.**



### **A proactive approach**

Before the financial crash of 2007/08 major mixed use town centre development schemes tended to be funded on the expectation of continued commercial (in particular retail) expansion and rental growth, against which institutional investors were prepared to loan the necessary financial resources.

Other than in the most “prime” towns and cities this funding model has largely broken down. Indeed, many major mixed use town centre development projects now struggle for viability, as retail in particular has faced the sequential challenges of out of town retail centres, the growth of internet/online sales, and now the impact of Covid 19.

These structural changes have led to the recognition that town centres must offer a much wider and attractive mix of uses/events if they are to survive and prosper.

Test Valley Borough Council recognised the need for change early and has adopted a proactive approach to regenerating its town centres in Andover and Romsey. In Andover, the Council has funded the new Leisure Centre and acquired the Magistrates Court. As noted above, TVBC acquired the Chantry Centre in 2019, not as a commercial Investment proposition, but to gain control of an asset considered critical to the regeneration of the whole town centre.

Funding of major regeneration proposals therefore now requires a more creative, multi sourced and phased approach. The Council will assess the viability of key masterplan projects and proposals on their merits and against their importance to the overall regeneration of the town centre.

If there is a viability gap that needs to be bridged, the Council will consider a range of options. These might include:

- TVBC “kick starting” and/or supporting regeneration projects;
- Engaging with other public sector agencies - TVBC is already working with One Public Estate (OPE) and the Enterprise M3 LEP in Andover;
- Exploring the use of Government town centre and infrastructure programmes; and
- Working proactively with private sector developer/investors on

regeneration sites.

### **A partnership approach**

The masterplan requires the provision of a range of physical, social and environmental infrastructure. This will include maintaining appropriate car parking provision, potential calming of existing highways, narrowing of carriage ways, public realm works, and community uses including cultural, education and health to meet the needs of an increased town centre population and greater numbers attracted from the Andover catchment area.

In this context TVBC recognises the importance of continuing engagement with statutory bodies, such as the highways authority Hampshire County Council and the utility providers at early stages in the development of any proposals associated with any planning application(s).

As with most town centres, Andover comprises a great many individual private and larger corporate and public land-ownerships. However, Andover is notable in that the majority of land within the masterplan area is owned by four main parties:

- TVBC – the largest town centre landowner, including the freeholder of the Chantry Centre, Magistrates Court, Lights Theatre, Leisure Centre and surface car parks.
- Hampshire County Council - own large areas of highway land which need to be reconfigured to deliver the masterplan objectives.
- Andover College – College buildings and land to the north of the town centre;
- Simplyhealth – the health insurance company being the owner-occupier of three office sites, including its largest (Anton House) adjacent to Andover college.

TVBC, Andover College and Simplyhealth have taken a “joined up” approach in discussing regeneration projects in the town centre, most notably the Well-being Quarter. This dialogue has continued through the masterplan, though it should be noted there is no formal relationship or agreement between the three parties.

A major benefit of this land ownership pattern is that the development proposals set out in the masterplan do not require major site assembly for project implementation. This is a significant plus as site assembly can be a time consuming and costly exercise.



# Andover Ring Road

Transformation of Eastern Avenue and Western Avenue is essential to release the full potential of the town centre. Reducing the scale of these roads is a prerequisite for improving connections to the railway station, opening up the river corridor and for creating the Anton- to-Vigo link. It is key to improving walking and cycling connections into the town centre, improving health, air quality and addressing the climate change emergency. It is therefore a priority project.

In the longer term consideration should also be given to reducing the scale of the Borden Gates roundabout, and to improve pedestrian connections to Bridge Street and London Road.

## 1. Traffic modelling

Traffic modelling is currently being undertaken by Hampshire County Council to verify the feasibility of reducing the scale of the carriageway on Western Avenue, removal of the gyratory and introduction of new junctions. The modelling is also assessing whether there are wider implications of replacing the 'Vigo Park' roundabout on Eastern Avenue as described in the Spatial Framework and Illustrative Masterplan.

## 2. Topographical and utility surveys

Once the traffic modelling feasibility is completed, topographical and utility surveys will be needed of the area to enable engineering drawings and infrastructure costs to be assessed. Topographical surveys will also need to be undertaken to enable a design to be prepared for removal of the underpass from the station and creation of an at-grade signalised crossing, and for removal of underpasses on Eastern Avenue.

The surveys should cover the whole of East Street/Eastern Avenue, including the surface car parks.

## 3. Engineering drawings

When the survey work is available and the modelling work complete, more detailed street and junction design will be needed to provide an estimate of infrastructure costs and to confirm the amount of land that will be released for green space alongside the river, and for extension of Vigo Park.

## 4. Car parking

Decking of George Yard car park will increase parking capacity of the town centre, and give flexibility for reduction of car parking in other areas. In particular, it will create the capacity to reduce car parking on Black Swan Yard and provide additional retail space, community space and apartments. Modular decking of the car park is relatively sustainable and cost effective and could be removed in the future should the demand for car parking change. It could therefore be considered as an early project.

The feasibility and cost of adding a modular deck to Shepherd's Spring Lane car park should also be investigated.



## Case Study - Heart of Slough

NEW Masterplanning prepared a comprehensive masterplan for the Heart of Slough. The most complex element was the restructuring of the main A4 town centre roundabout to create an urban junction, remove underpasses, release additional land for development, enhance the setting of key buildings and improve pedestrian and cycle connections from the bus and railway stations. This required close cooperation with the highway/engineering consultants, the bus operating company and with the transport officers. The innovative replacement bus station is operational and the new cultural centre / library, locally known as the Curve, opened in September 2016.



New cultural and community building for Heart of Slough



Modular decked car parks provide an efficient way to increase capacity in the town centre



Heart of Slough - Removal of the roundabout



Modular decked car park



# River Anton

The short-medium term Action Plan for the river corridor focuses on restructuring Western Avenue and opening up access to the river. In the longer term, transformation of the Western Gyrotory and the river corridor should significantly improve commercial values and stimulate mixed-use development along the eastern edge of the river and enhance the quality of development which should come forward.

There are four strands to delivering the enhanced river corridor:

1. Western Avenue remodelling;
2. River Anton environmental survey;
3. Trailway design;
4. Development opportunities;

## 1. Western Avenue remodelling

Traffic modelling is currently being undertaken by Hampshire County Council as noted in the Ring Road Action Plan. A topographical survey will also need to be undertaken to enable detailed engineering drawings and costings to be prepared.

## 2. River Anton environmental survey

The masterplan seeks to enhance public awareness of the River Anton, but only proposes limited areas of public access to the river itself. The priority is to enhance the natural river environment and its ecological value. In order to ensure this, a full ecological and topographical survey should be undertaken. This will identify those sensitive areas where public access should be avoided, and those areas where closer access to the water is acceptable without compromising ecological and flooding objectives.

## 3. Trailway design

It is important that the local community is involved in the design of the trailway, including the ecological habitat, planting strategies, the cycle and footpath design, picnic areas, seating and public art.

Once the traffic modelling and river surveys have been undertaken and a clear baseline is in place, a strategy needs to be established for engaging local environmental, cycling and creative groups as well as local schools.

The trailway design also needs to consider opportunities to improve connections along the river north and south of the masterplan area. Particular focus could be given to the area between the College and Shepherds Spring car park, and from Bridge Street to Asda and the cinema.

## 4. Development opportunities

The development opportunities identified on the eastern edge of the river are generally longer term. The Magistrate's Court site is likely to come forward first, and needs to be coordinated with the development of the remainder of the 'Well-being Quarter'. The river corridor survey needs to consider the extent to which development of the Magistrate's Court site can encourage access to the water in this location.

In the longer term, as travel patterns, shopping patterns and car ownership continues to change, the river corridor needs to have regard to potential redevelopment of the Chantry Centre car park, the Bus Station and the Lidl car park. The treatment of the public realm along the river edge needs to have regard in particular to the fact that there will be more active uses, whether commercial or residential, fronting the river when the Chantry Centre car park is redeveloped.

In the short term it is suggested that a limited 'Box Park' style container approach is taken to providing cafés and restaurants along the eastern edge of the riverfront. A 'pop-up' approach to landscaping and treatment of the public realm could also be taken along this edge pending the longer term redevelopment of the Chantry Centre car park.





## Todmorden Public Art Trail →

A small scale regeneration project opening up access to the canal, creating new walkway links, and with improved paths, seating areas and planting. Public art installations reflect the town's heritage and fruit and vegetable planting reinforce the Incredible Edible Todmorden Green Route.



## ← River Marden, Calne Town Centre

As part of the regeneration of Calne town centre access to the river was improved by re-meandering it, as it had previously been straightened, and using stone, gravel and planting to create a more natural channel. This has seen a huge improvement in public access and amenity value, developed a focal point for the town, and has also reduced the risk of flooding.





# Well-being Quarter, Anton - Vigo

There are three key redevelopment sites and four key stakeholders within the Well-being Quarter:

1. Andover College;
2. Simplyhealth (Anton House);
3. Test Valley Borough Council (Former Magistrate's Court).
4. St. Mary's Church

All three sites and all four stakeholders need to continue to work together to secure a coordinated approach to the redevelopment of this area. TVBC's role in managing the Leisure Centre and nearby car parks is also an important factor in the success of the area.

## 1. Andover College campus

Continued discussions with the College and the Local Enterprise Partnership will be needed regarding the precise operational requirements of the College, the timing of the requirements, potential phasing of the development and the funding opportunities available.

One of the value generating mechanisms could be release of development land through consolidation of the College Campus. This could be released for office development (potentially for Simplyhealth), or a mix of workspace, leisure or residential development.

The priority should therefore be to assist the College in establishing a clear forecast of its long term floorspace requirements, translating this into a more detailed masterplan and establishing an agreed long term boundary for the College campus.

## 2. Anton House

Simplyhealth's review of building and space requirements is a key input to the Action Plan. Once this is concluded the Council needs to agree with Simplyhealth their preferred location and floorspace needs. This is essential before the masterplan approach for the Well-being Quarter can be finalised.

## 3. Former Magistrate's Court

Whilst redevelopment of the Magistrate's Court site is a priority, there are a number of studies which need to be concluded before the correct use can be identified, In the short term the site is also providing useful car parking for the popular Leisure Centre. The Magistrate's Court site lies within the floodplain which potentially limits future development to the existing footprint of the building and may limit the opportunities for residential development on the site. Maintaining a dialogue with the Environment Agency regarding the planning and environmental constraints on future development is therefore essential.

The site provides important flexibility for phasing the future redevelopment of the College Campus and Anton House. If necessary it could provide a location for new College facilities and relocation of the Sixth Form block to allow for the redevelopment of Anton House and a new office building for Simplyhealth.

If necessary it could provide an attractive riverfront location for a new theatre/ cultural venue. Whilst the preferred location for the new theatre would be closer to the town centre until the precise brief and location is agreed, the Magistrate's Court should still be considered as an option. If there is a need to expand the facilities provided by the Leisure Centre, then this would be a convenient and appropriate site. TVBC and Places Leisure should therefore consider whether this is a likely requirement for the Well-being Quarter.

The Magistrate's Court site could also be suitable site for a new town centre hotel, fronting the improved riverfront and close to the rail station and Chantry Centre car park. Demand for such a use could be investigated but it is likely to be premature until the requirements of the College, Simplyhealth, the Lights Theatre and the Leisure Centre have all been considered. Lastly the Magistrates Court site could also be an attractive residential development opportunity, subject to engagement with the Environment Agency on flood risk issues.

## 4. St. Mary's Church

The Spatial Framework and public realm strategy set out proposals for enhancing the civic and community role of the Church and its grounds, including the Cemetery. These need to be considered in more detail with the Church and its architects. A coordinated approach to this needs to be taken with Chapel Arts and with the Town Museum to promote the cultural and community significance of the area.



### Other issues

Public car parking has been highlighted during the study as a key issue for this northern area of the town centre, particularly following the reopening of the Leisure Centre. Pressure has eased as the Magistrate's Court car park has been made available for public car parking.

In the longer term, 150 spaces will be available within the College for public use in the evening and weekends, but improved pedestrian routes also need to be provided from both the Chantry Centre car park and Shepherd's Spring Lane. New office and residential development will need to rely on access to spaces within these car parks to avoid the cost of basement car parking or the visual impact of undercroft parking.

Soft market testing with developers and discussions with Simplyhealth suggested that this could be an acceptable approach. Improvements to the Chantry Centre car park have recently been made, and the feasibility of decking Shepherd's Spring car park should also be considered.

## Case Study - Feel Good Club, Manchester

The [Feel Good Club](#) is an organisation set up by two wives, Aimie & Kiera Lawlor-Skillen, with the aim to normalise the conversation around mental health. They are now about to open their first coffee-house in the Northern Quarter, which will have space for events, pop-up galleries featuring local artists, and break out spaces for the local community to connect. The Feel Good Club coffee house will be the first mental health & wellbeing led hospitality venue in the city.

*"During the pandemic it became clear how important socialising is for people and it felt like the perfect time to invest in the Feel Good Club. We have already built a beautiful relationship and our aim together now is to build a community, one building at a time"* [Source](#)

## Case Study - Green Gym, The Conservation Volunteers (TCV)

The Green Gym isn't your typical gym, it is an initiative set up by The Conservation Volunteers to do physical activity whilst making a difference to your local environment. There are currently 11 Green Gym's around London, all of which are free to join. Each session has a warm up and cool down and in between you can pick which task you would like to do depending on your ability.

This initiative has been a great success and The Department of Health recognise the invaluable impact that Green Gyms can have on those who take part, leading to GPs prescribing Green Gym sessions to patients to encourage them to improve their health and wellbeing. By taking part, participants are encouraged to make positive changes to their lifestyle, such as walking and cycling more.





# Lights Theatre

The feasibility report drafted by RPT consulting identifies the potential for Andover to support a larger theatre and supports the relocation of the theatre to a more central location. Soft market testing with potential development partners confirmed general support for the theatre being located within the new Chantry Centre redevelopment as a significant attraction to diversify uses. Additional public funding will be needed to help deliver such a facility.

More detailed feasibility work now needs to be undertaken to enable accurate costings and a business plan to be prepared and a funding strategy put in place. The designs need to be location specific, and need to consider joint location of other community, cultural and leisure services, especially the library. This can also assist with attracting the necessary funding. A comprehensive brief should therefore be agreed for the preferred mix of uses to help inform the development brief.

## What could a re-imagined Theatre offer?

There is the opportunity for the Lights to become a cultural venue for Andover. Locating it adjacent to the new public space brings a civic role to the new square, animates it in the evening and gives a potential outdoor performance space.

### Consider co-locating services

70% of people who come to the high street also go to the dentist, doctor, the opticians or other health related services. Facilities such as libraries, crèches, play spaces and health centres should be part of the offer. The theatre could therefore consider a joint facility with a new town centre library and other community / arts space.

### Gallery Space

A space 'owned' and programmed by occupants of the studios spaces. An informal blank canvas space for artistic and cultural activity to take place. A daytime gallery space that supports community exhibitions and programmes and provides opportunity to contribute to the town's night time economy.

### Cafe/Restaurant/Shops:

The ground floor needs to be much more than a 'foyer'. A cafe/restaurant that addresses and activates the landscaped public square and space for independent retailers should be considered.

### Flexible Events Space

A flexible venue that enhances the financial viability of the Lights Theatre as a space for hire for business meetings, corporate hospitality, parties and public events.

### Creative studios / workspace

Collaborative and flexible workspaces for small businesses, start-ups and young people.

Where businesses get a prominent place to do their work, retailers also receive an increase in footfall during weekday working hours, when traditionally, footfall traffic can be lower. In a recent survey by Colliers, more than two-thirds said that co-working space in a shopping centre would encourage them to visit shops more often. For co-working space near restaurants, the figure was 73%.





Co-working space



Oxfordshire County Library



Big and Tiny - Shop, cafe, crèche & co-working facility



## Apex Theatre, Bury St Edmunds

Located in Bury St Edmunds, West Suffolk, the [Apex Theatre](#) opened in 2010 and has since become an award winning venue known for its acoustic excellence, and home to a diverse programme of live music and events; from classical, pop and jazz concerts to comedy and dance performances.

Owned and managed by West Suffolk County Council, the venue is located in the town centres 'Arc' retail, leisure and residential development, comprising of some 36 shops, cafés and restaurants and residential accommodation.

The venue is home to a 500 seat auditorium, with capacity for 750 standing when the floor seating is removed. Whilst the theatre is primarily designed for live performances, it also hosts a number of community and corporate events, and houses the Apex Gallery and Cafe.

With a range of exhibitions throughout the year, the Apex Gallery features works by emerging and established artists, as well as engaging with West Suffolk's various community art groups, offering them an opportunity to display their work in a professional environment.



# Chantry Centre

The Chantry Centre occupies a central position in Andover town centre future – both literally and figuratively. The Council’s acquisition of the remainder of the freehold in 2019 means the Council now owns the centre (and adjoining multi-storey car park) outright and is the landlord of the retail tenants. Delivering an enhanced and ‘repurposed’ Chantry Centre is a pivotal and catalytic project for the regeneration of the overall town centre.

## Timescales

Repurposing of the Chantry Centre is a major redevelopment project and will take a number of years to implement in full. The most appropriate delivery model needs to be chosen, development partner(s) selected, detailed feasibility, viability and designs worked up, and planning permission obtained before work could begin on site. The likely implementation timescales are between 5 – 10 years and is a multi-million-pound project.

## Viability and Delivery vehicles

Many mixed-use town centre schemes were traditionally brought forward in partnership with a development agreement between public and private sectors. Typically, a local authority would bring its land and commitment and a development partner would bring its development expertise and access to finance.

However, the prospects for significant new private investment in many mixed-use town centre development projects has become much more challenging. Depending upon the nature and content of the eventual Chantry Centre scheme there could well be a viability

gap which needs to be filled. As noted at the beginning of this Action Plan section, the Council will assess a range of ways to bridge any viability gaps.

The Council will therefore consider a range of delivery options for regeneration projects where the Council has a land ownership interest. Options may include:

- Development partner(s) that might bring elements of private sector investment
- Assessing mechanisms to de-risk/make projects more attractive to private sector investment
- Where appropriate disposing of smaller single use sites to release value;
- Working in partnership with other public sector bodies
- Working with external development management team(s) to manage the overall regeneration programme and/or implementation of particular sites/phases
- Council own direct development - using design and build contracts
- Investigating working with Community Trust organisations.

In considering delivery vehicles, one of the main criteria will be assessing the degree of control the Council considers is needed (through its landownership as well as its planning powers), to ensure the resulting regeneration is of the highest sustainable “place making” quality.



### Phasing strategy

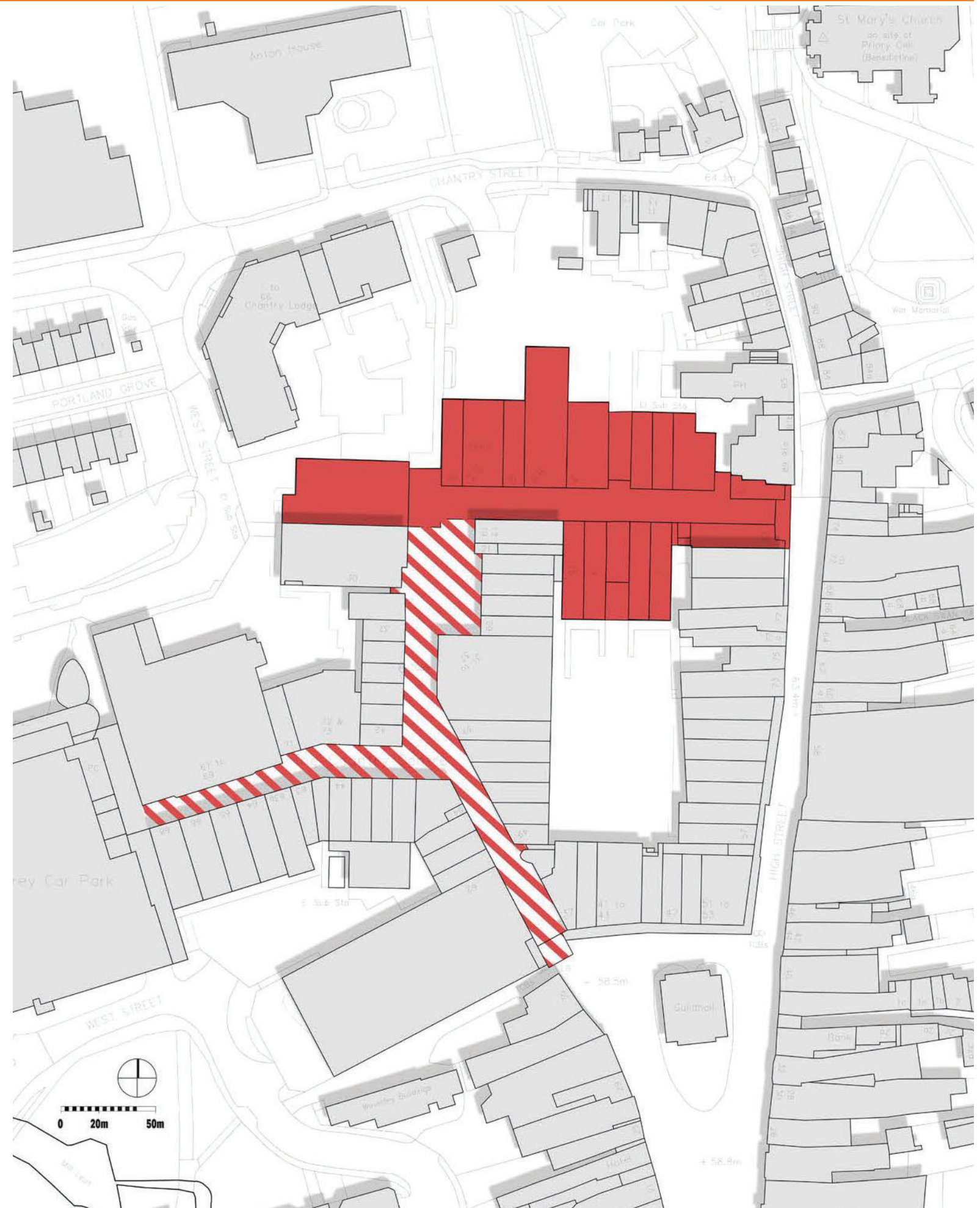
It is anticipated that the Chantry Centre will be delivered in phases. This makes it easier to retain and relocate existing tenants, to minimise impact on the overall town centre and to maintain an income stream. There are a number of different ways of phasing the redevelopment which have been considered and raised during the soft market testing. It is likely that a first phase will involve demolition of the 'ski ramp' entrance from High Street (shown solid red) and removal of the Chantry Centre roof (hatched red).

### Local Plan policy

The adopted Local Plan contains one site specific policy for Andover town centre. Policy LE14 promotes mixed development (comprising comparison retail floorspace together with offices, housing, leisure uses and car parking) on the George Yard/Black Swan Yard surface car parks which are owned by Test Valley BC.

The masterplan cannot itself propose new planning policies or site allocations. Preparation of a new Local Plan by TVBC is underway, and it is the intention that key aspects of the masterplan will be incorporated into the new Local Plan in due course.

In the meantime, it is the intention of TVBC to adopt aspects of the Masterplan as informal policy guidance and insofar as the Masterplan is a material consideration for development, it will be taken into account and given appropriate weight in development control decisions.





# Managing and curating

Andover town centre must look beyond 'filling spaces, and the term 'shopping centre' is out of date. A unique, neighbourhood-centric, customer-focused approach is needed to create destinations where people are drawn to visit, spend time in and bring their friends. The masterplan proposes space for 'experiences', like cafés/restaurants and theatres, and space for special events that enhance enjoyment of the place. Alongside this, TVBC or its development partner will need to 'curate' the mix of retailers, businesses and cultural activity.

Anchor tenants are still essential, but alongside a new emphasis on temporary, flexible spaces that can accommodate different retail cultural or workspaces overtime and a curated mix of smaller stores that add variety/ diversity. Pop up stores, showroom spaces and smaller retail kiosks can provide customers with a sense of the unexpected. For example, Bikini Mall in Berlin offers space in the heart of the shopping centre for emerging brands and start up businesses.

There has been a recent rise in demand for retailers to host workshops and classes alongside selling their products. For example, a haberdashery store may also teach sewing techniques to different ages whilst florists could host flower arranging workshops to clients.

When shopping, 56% of consumers claimed they wanted a vibrant and engaging environment. This could include learning & making activities within stores. Millennials claimed that 52% of their holiday spending would go on experience related purchases compared to 39% of older customers.

These could include 'instagrammable' spots and unique, one-off products, bringing together retail, dining, events, pop-ups and artist collaborations to create gathering places curated specifically for local the community.

## **Prioritising local businesses**

The priority must be to work with the existing tenants of the Chantry Centre and to avoid unnecessary disruption to their trading. A strategy should be put in place to establish which businesses may wish to

relocate elsewhere in the town centre on a permanent basis and to help facilitate this where possible. Where businesses wish to return to the new 'Chantry Centre', their requirements should help shape the brief for the centre. Ideally the phasing plan may enable businesses to relocate temporarily whilst remaining within the Centre. If this is not possible then in the short/medium term consideration could be given to the creation of temporary 'pop up' space or negotiation of short term leases to occupy existing vacant space elsewhere in the town centre.

TVBC needs to work closely with the BID, local independent retailers and creative businesses to provide an innovative, local and continually 'refreshed' offer in the town centre.

## **Case Study - Fountain Shopping Mall, Stockton-on-Tees**

Stockton-on-Tees was the only town centre in the North East of England to see a positive net change for store openings in 2017.

'Fountain Shopping Mall - Home of the Enterprise Arcade' is a council-supported shopping arcade located in the town centre, that for the past 8 years, has been generating and nurturing new independent businesses.

The 'Enterprise Arcade' has helped those who are unsure how to start in business and given them the skills and confidence they may have lacked. Rent starts at £50 per week for the first six months, then increases to £75 per week after that. The council has also offered grants of up to £5,000 to help businesses refurbish vacant units within the town centre.



# Meanwhile uses

In the short term, while plans are developed for the long term future of the Chantry Centre site, some creative thinking is needed. Multiple vacant units within the Chantry Centre is not only damaging residents and visitors' perceptions of the town centre, but will also potentially discourage new businesses from taking on leases within the centre.

In addition to the 'meanwhile' solutions listed earlier, there is also opportunity for vacant units to be utilised by community groups such as the Men's Shed.

## Meanwhile uses and vacant shop initiatives:

'Meanwhile use' refers to the short-term use of temporarily empty buildings or shop until they can be brought back into commercial use.

Utilising some of Andover's vacant units for the benefit of the local community, for example; meeting spaces, informal training and learning spaces, temporary rehearsal spaces, pop-up shops and exhibitions, can help empower the community and offer a breeding ground for innovative ideas for the town.

## Pop-up and frequent change:

Temporary initiatives can include small to large scale events, pop-up shops, markets and public art pieces.

The operation of a market can significantly increase footfall by between 15-27% compared to locations without markets. However, providing a market is not enough. It needs to be curated to provide the content and product that caters to the taste and expectations of the place it's in.

## Case Study - South Leytonstone pop-up

A pop-up shop [programme](#), funded by the London Borough of Waltham Forest, via New Homes Bonus funding as part of wider South Leytonstone high street regeneration. This six month programme gives free pop-up space for up to four weeks for local start-up businesses to test and develop their business

### What can we learn?

- 100% of surveyed shop customers said they would like to see more projects like this in the area.
- For 5 out of 6 participants, the pop up shop was their first ever space and it gave them the confidence to take the next step for their business.
- 100% of surveyed shop customers said the project helped improve their perception of the area.
- 3 out of 6 participants took further spaces within Waltham Forest as move on spaces.





# Events strategy

## Activations to start to “live” the vision

Post “lockdown” activations of the town centre spaces should happen as soon as possible to encourage people into the town centre. We would suggest that the vision / masterplan is promoted to the wider creative community with clear messaging that the council is encouraging creative entrepreneurs to come forward with ideas for creatively led events / markets that can help promote Andover Town Centre as a progressive, independent and vibrant place.

Examples are:

- Designer maker markets
- Independent growers / food maker markets
- Evening food van sessions
- Book / magazine / record seller markets
- Vintage markets
- All could / should have an element of music / performance
- Outdoor screenings

## Case Study - Orange Pip Market, Middlesbrough

[Orange Pip Market](#) is an artisan food and drink market in the heart of Middlesbrough which hosts the best local and regional food from the area, live music and creative workshops and activities.

The high street was suffering so Middlesbrough Council wanted to readdress the balance, and they felt passionate about bringing a food market back into the heart of the town centre on Baker & Bedford Street.

Since its launch Orange Pip Market has been a great success. It's a firm favourite with locals and tourists, and a place where great food, arts and performance come together to make a unique experience for the town.







## SAMPLE (Spring, Autumn and Christmas) →

SAMPLE (SPRING, AUTUMN and CHRISTMAS) is a seasonal shopping experience on Greenwich Peninsula showcasing the best independent brands London has to offer. While you shop, there'll be live music, street theatre and family-friendly entertainment. Curated by Hemingway Design, SAMPLE champions slow fashion, bringing together fashion, homewares and craft with sustainability always in mind.

Sample is the precursor to The Greenwich Peninsula Design District that is due to open in 2021.

## ← KERB

KERB was founded in 2012 and for a short period of time, remained exclusively at Kings Cross but has since expanded to a range of venues all open at different times of the week. KERB is a community of food entrepreneurs, which has grown and now provides support to new traders by giving them a platform as well as advice in order to expand.





# Events strategy

## Longer term distinct Andover possibilities

Once a programme of pop-up events has been established, the council should work with the community of event producers and sellers to brainstorm the possibility of an annual, regionally (if not nationally) recognised event that “belongs” to Andover and becomes THE place-making event for the town that the majority of the community looks forward to every year, brings the community together, “badges” the town and acts as a major marketing tool.



## Case Study - Lumiere Festival, Durham

The first [Lumiere](#) light festival took place in Durham in 2009, and was originally planned as a one-off, but with the support of Durham County Council and other sponsors, Lumiere has taken place in Durham every other year since then.

The UK's biggest light festival attracted over 240,000 visitors in 2017, which encourages and showcases family friendly installations and emerging artists work.

The festival has grown and in 2016 and 2018 Lumiere London took place, which involved pedestrianising large parts of the city, and saw over one million visitors each time.

## Case Study - Festival Of Making, Blackburn

The [National Festival](#) reinforces Blackburn being a “making town” with the highest proportion of a workforce in manufacturing / making of any town in the UK.

Taking place over two festival days in June, with long-term projects running throughout the year, The National Festival of Making takes over the streets of Blackburn with music, markets, street food, art, performance, tours, talks and above all, an eclectic mix of making experiences for everyone to enjoy.

The headline arts commissioning programme, Art In Manufacturing, has seen us partner with over 20 national and international manufacturers and the Talks Programme presents some of the most recognisable names in fashion, design, art and manufacturing.







## Case Study - First Light Festival, Lowestoft

[First Light festival](#) is a truly unique, 24 hour long multi-arts beach and beach front festival that, as the sun rises, celebrates the UK's 'first light' of day as it touches Britain on the seafront of its most easterly town, Lowestoft.

Taking place Saturday to Sunday around the longest day of the year in June, First Light Festival runs from noon to noon and into the day beyond, with an artistic vision inspired by the 24 hours theme and the tidal cycle: a countdown of significant moments of Sunset, Midnight and Sunrise that are marked with compelling programming!

First Light is an outstanding, original arts event that plays a major role in making Lowestoft a 'must visit' destination, and reinforces the town being Britain's most easterly.



## Case Study - Ludlow Food Festival

In 1995 members of Ludlow and District Chamber of Trade and Commerce decided to start an annual food festival to help boost the business image of Ludlow and the surrounding area.

The main idea was to create a [festival](#), which would both promote the area's small food and drink producers and encourage visitors to explore Ludlow's fascinating shops, restaurants and pubs. Based in the centre of Ludlow, in the market square, the festival has now been running for 25 years and gets visitors to explore Ludlow's specialist shops, restaurants, cafes, and pubs through events and trails throughout the town during the event.

The festival has attracted many famous chefs over the years, as well as over 21,000 visitors, because of the abundance of top quality produce in the area that is showcased.



## Case Study - Festival Of Thrift, Tees Valley

The [Festival Of Thrift](#) is the UK's National Celebration of Sustainable Living, based in the Tees Valley. The Festival is all about building a creative community through sharing skills and ideas for our sustainable future.

Festival of Thrift is a free, week-long programme across the Tees Valley, culminating in a greenfield festival weekend with activities for all the family.

The festival hosts leading and emerging visual and performing artists, demonstrations, talks & workshops in everything from bhangra to blacksmithing as well as ethical food and drink. The festival is delivered by a Community Interest Company, led by Festival Director Stella Hall. It has grown from strength to strength and in the last 7 years it has welcomed over 280k visitors.



Test Valley   
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