

# 4. Area Masterplans

## Key contents:

River Corridor

Well-being Quarter

Anton-Vigo Green Link

Western Ave and Eastern Ave

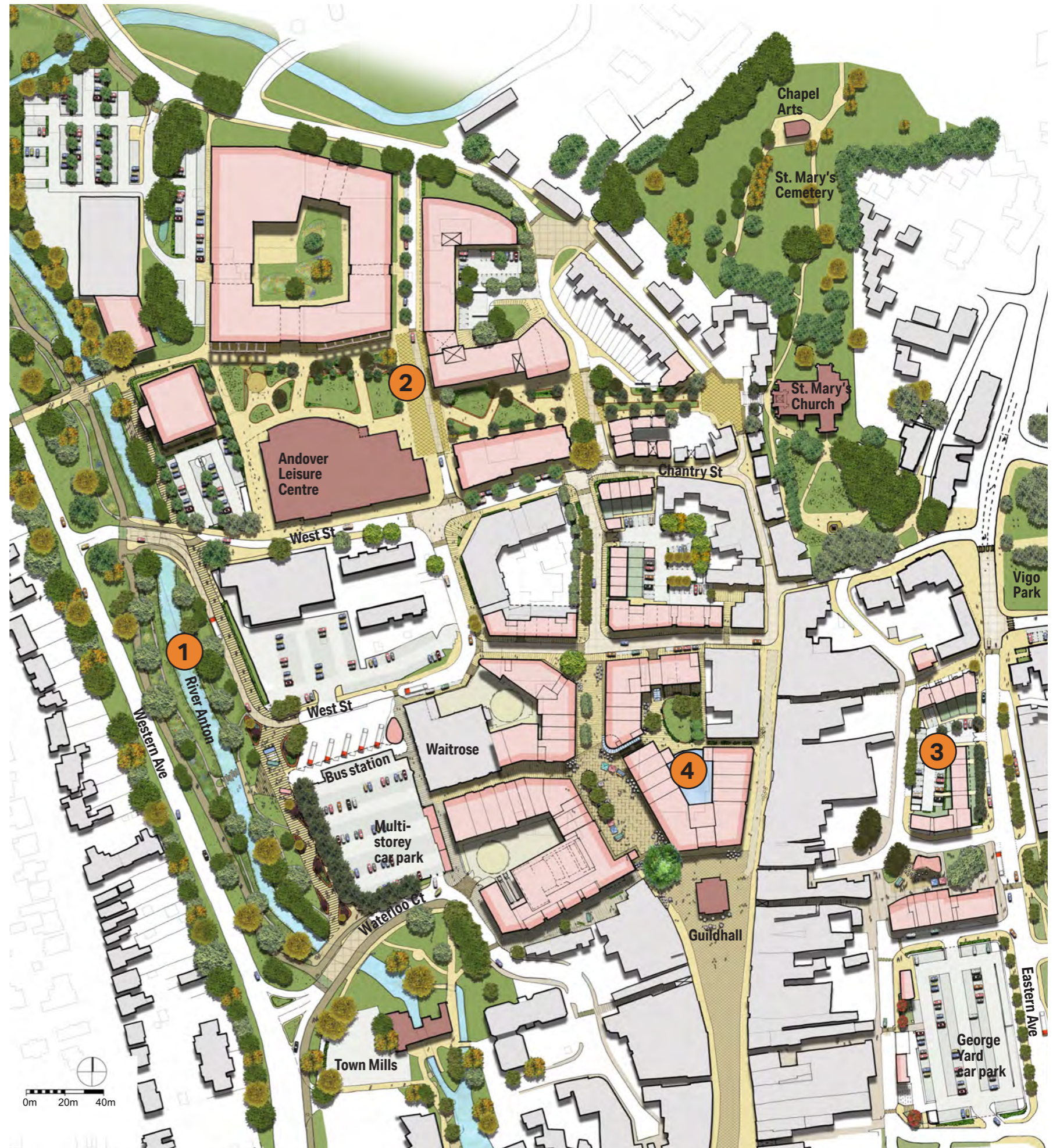
Chantry Centre



**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.



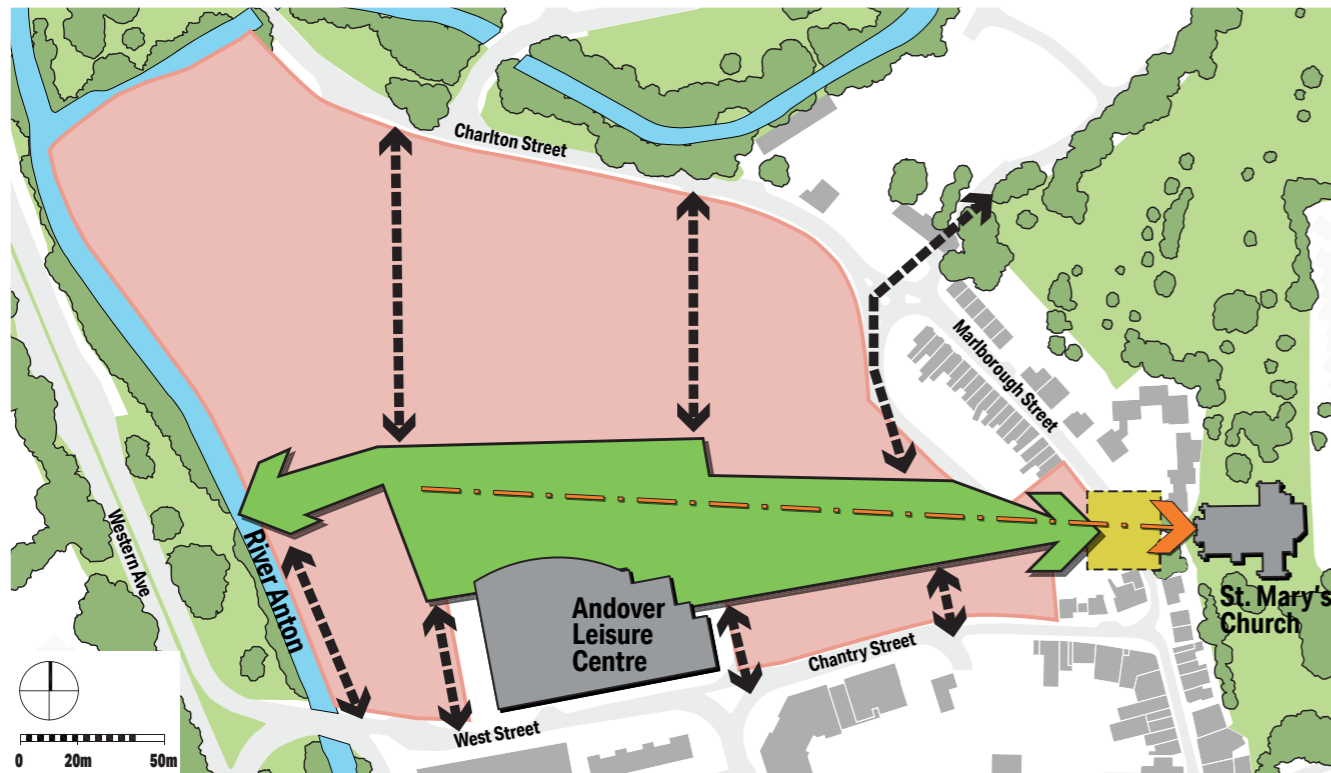
- 1 Approx 150 car parking spaces for College
- 2 New campus for Andover College and extension to skills centre
- 3 Removal of underpass improves arrival from rail station
- 4 Improved & new north/south routes
- 5 New 75,000 sq ft office space for Simplyhealth with ground floor complementary health uses.

- 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

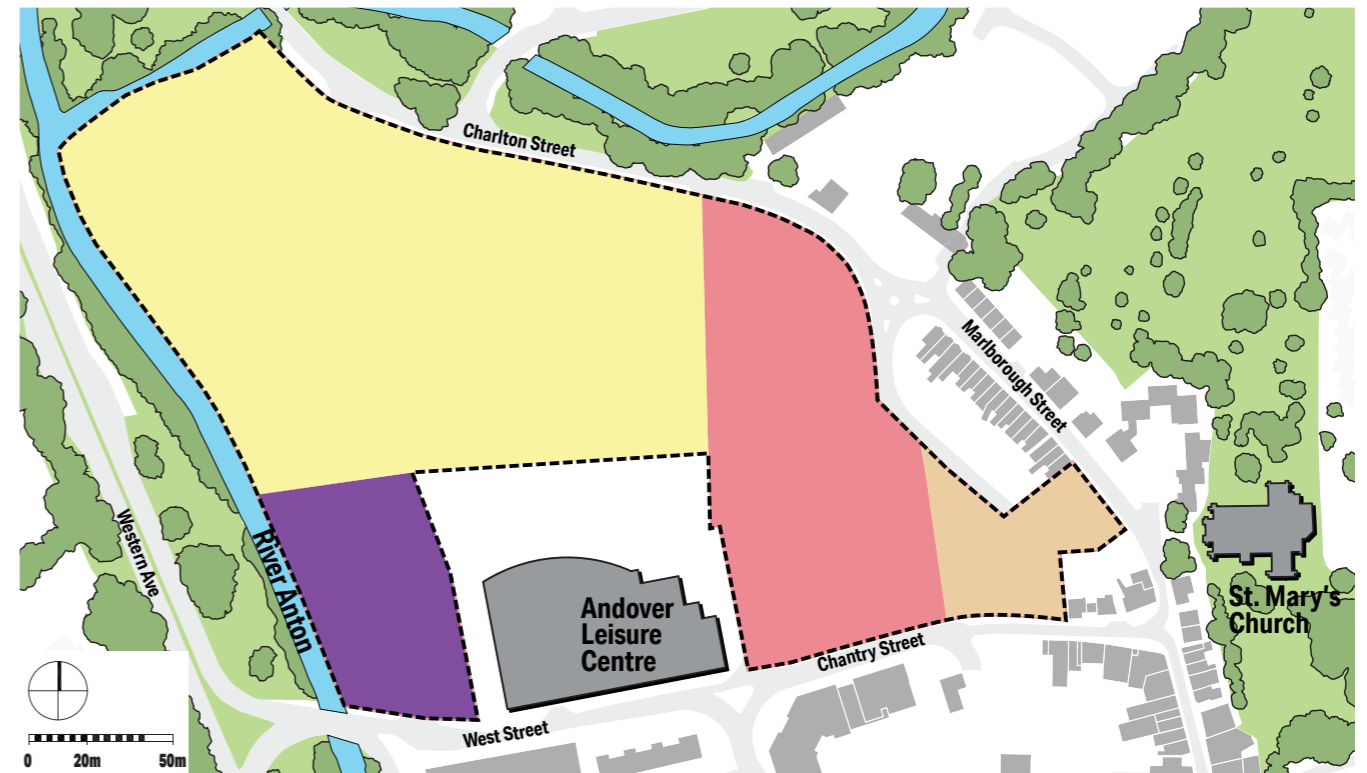


## Connections

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.

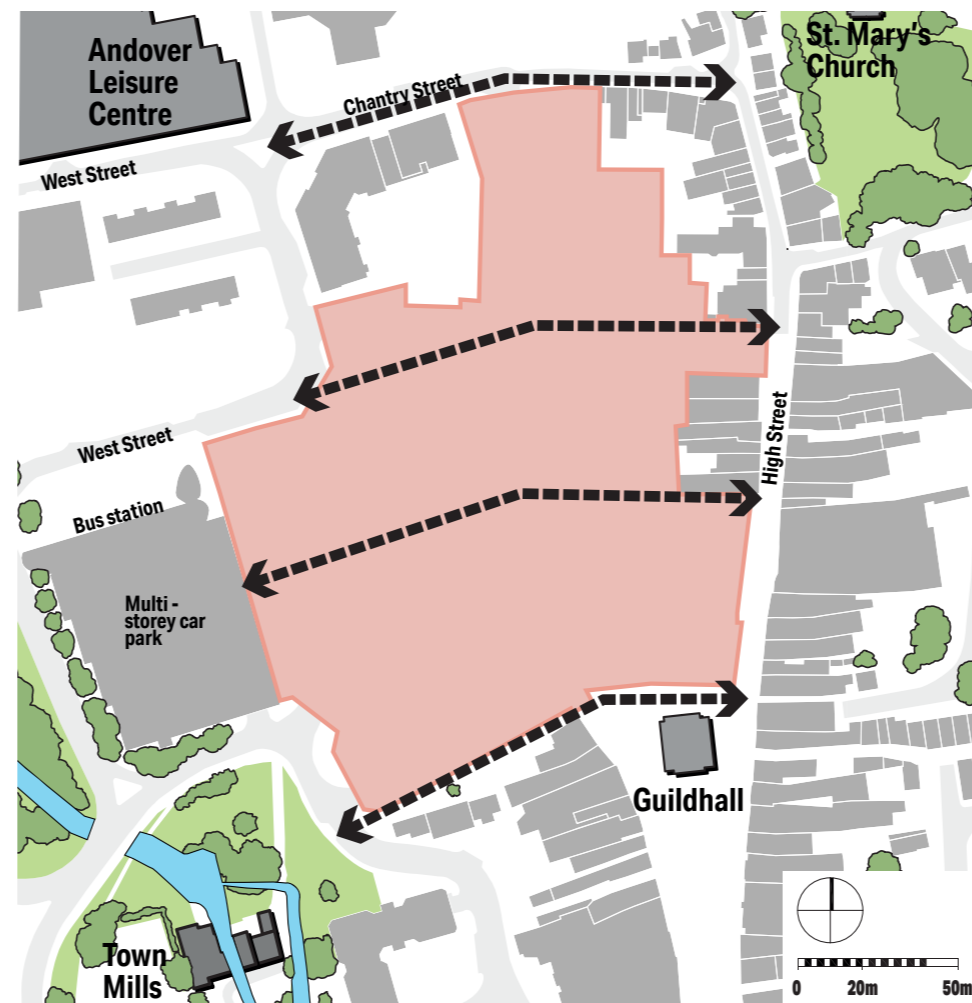
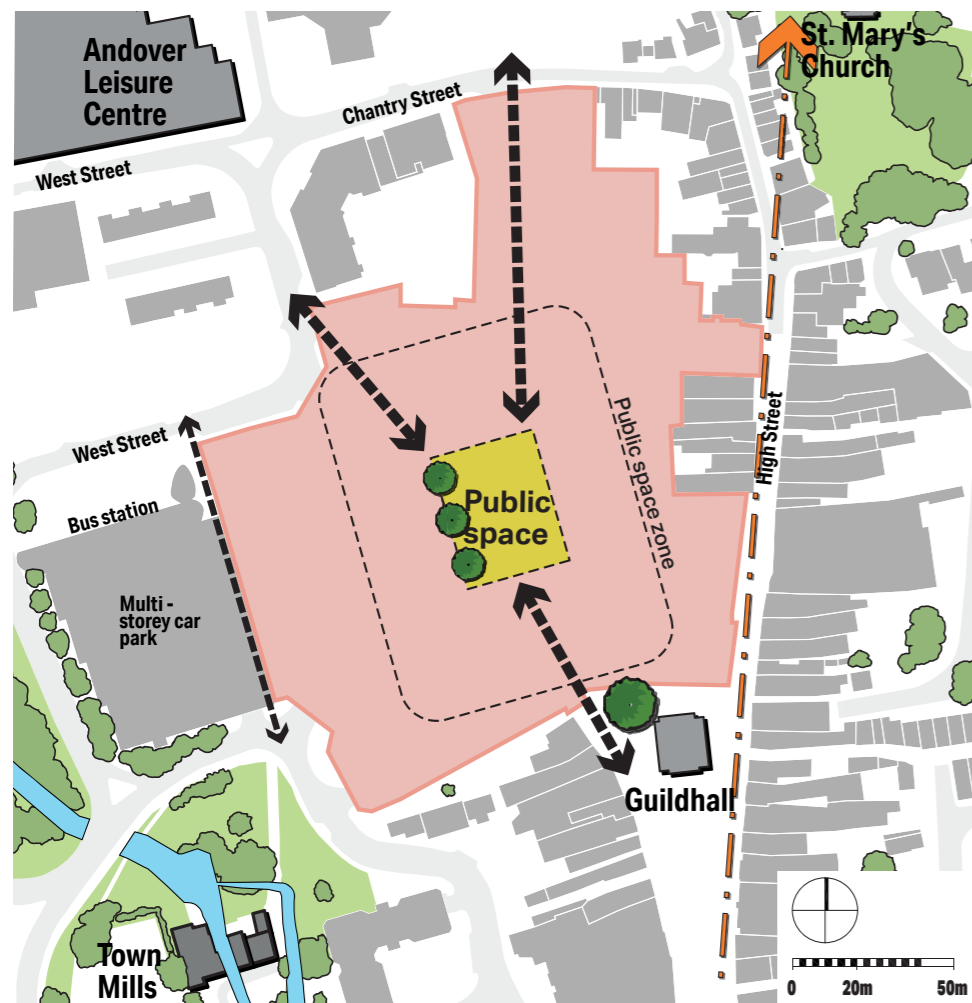
**Specific proposals include:**

- 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.

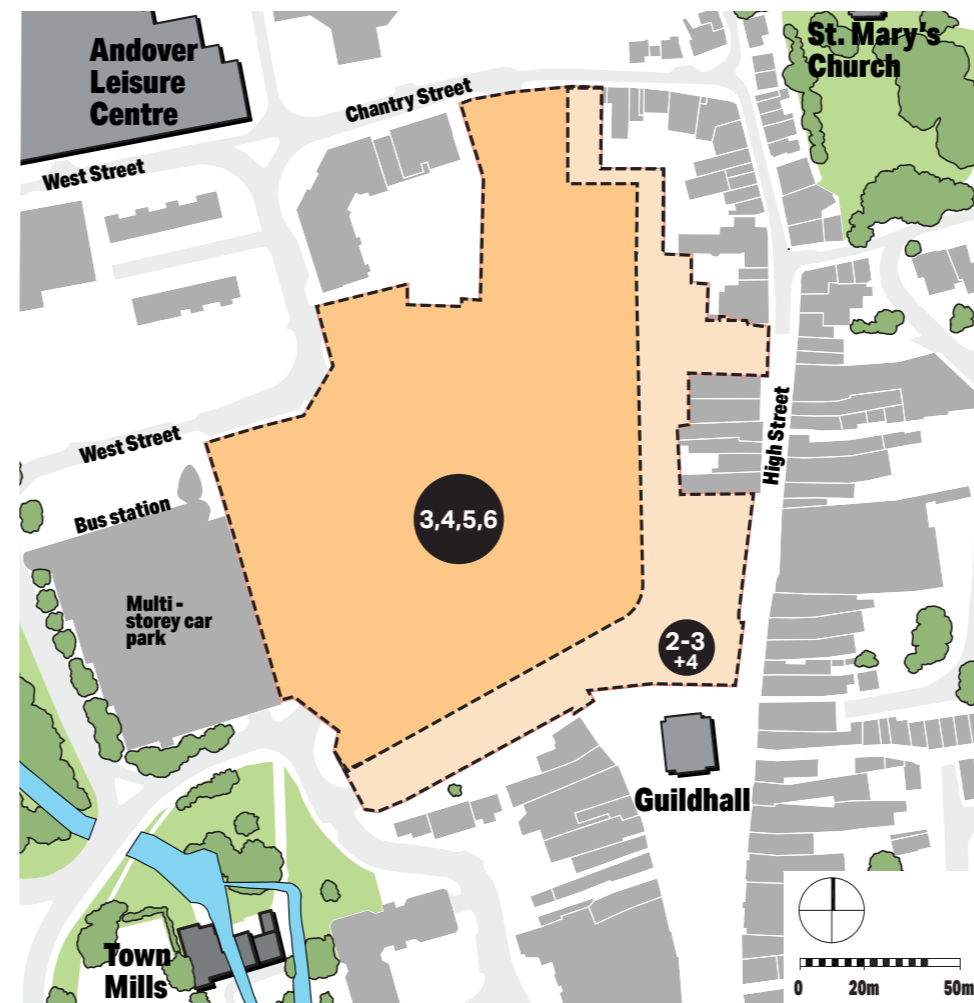
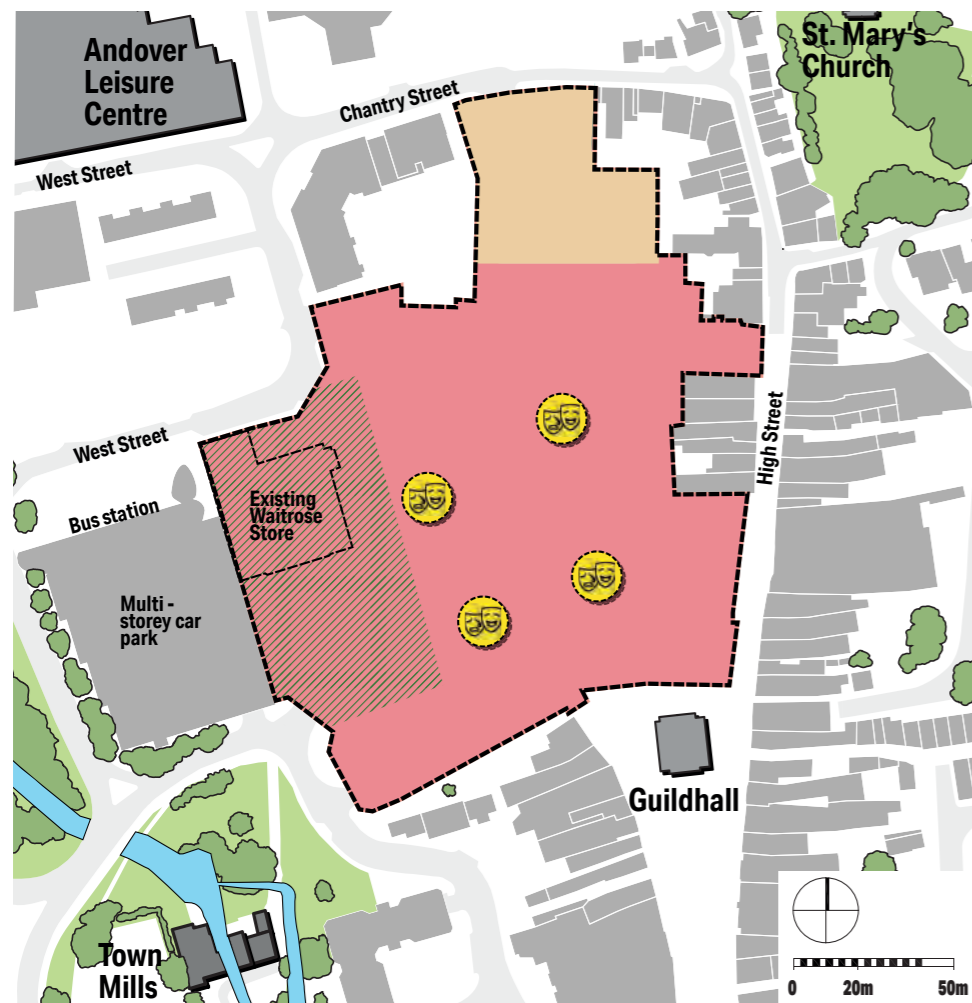
A new space must be created at the centre of the new development. A broad area is shown within which the precise location can be determined once more detailed masterplanning has established the preferred street alignment and mix of uses. Visual connections between the Guildhall and Church should be enhanced. 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.