

Andover Town Centre Masterplan Update

Paul Jackson – Head of Planning and Building

Andover Vision's Town Centre ambitions

Our town centre is really important to us and its future offer will play a major part in how people view Andover as a place to live and spend time. However, expectations of what people want from the town centre continue to evolve. For example, people are increasingly using alternative retail methods, rather than solely using the high street for shopping. Andover, therefore, needs to be a town centre that thinks outside the box and adapts to change. We need to work together to have ...**An Andover town centre that offers a unique experience and showcases its retail, leisure and heritage offer from day into evening.**

Our big ideas for the next 20 years:

- To be creative in developing the future retail, leisure and residential offer for the town centre.
- To continually improve the appearance and environment of Andover town centre.
- Andover to become renowned for having a fantastic range of markets throughout the year.
- To strengthen and grow Andover's evening and night-time economy through a range of events, shopping, food and an improved cultural and heritage offer.
- Create and promote a strong brand for Andover as a place to visit and spend time.

Explore Andover's future market offer



Enhance the town's appearance



Andover's High Street as a place for events

What will success look like?

- The town will be a retail and leisure destination with a unique brand, offering an enjoyable experience for residents and visitors from morning to night.
- The town centre will be a place of entertainment and festivals, including family and community events.
- The economic health of the town centre will improve.

Andover said:
"Andover's town centre should be a focal point. We care deeply about the town centre, but feel it has great potential to be a destination for families and others to enjoy."

...An Andover town centre that offers a unique experience and showcases its retail, leisure and heritage offer from day into evening.





Growing the potential of **Town Centres**

to adapt and be attractive, vibrant and prosperous places





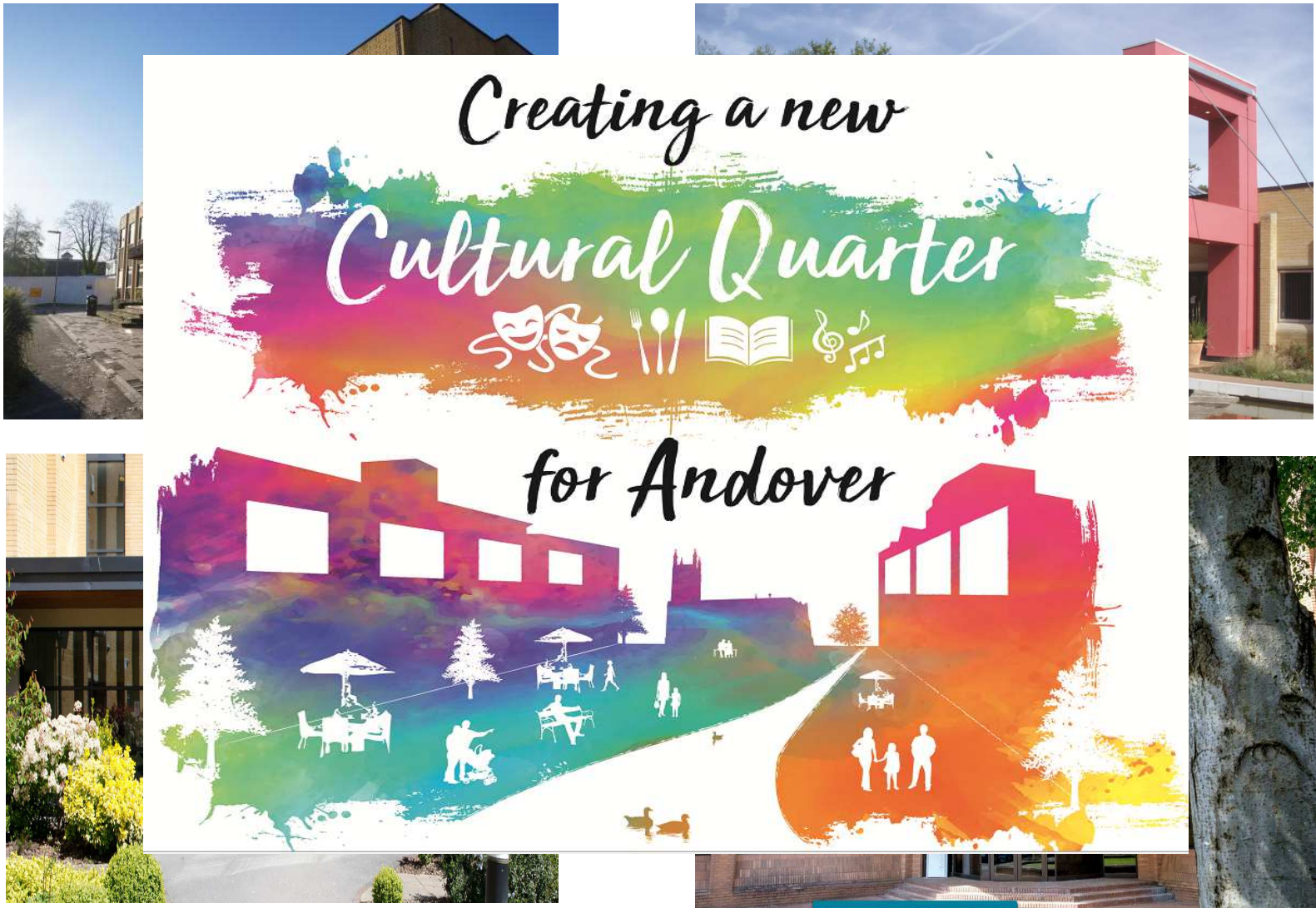
Great things tend to have small beginnings...

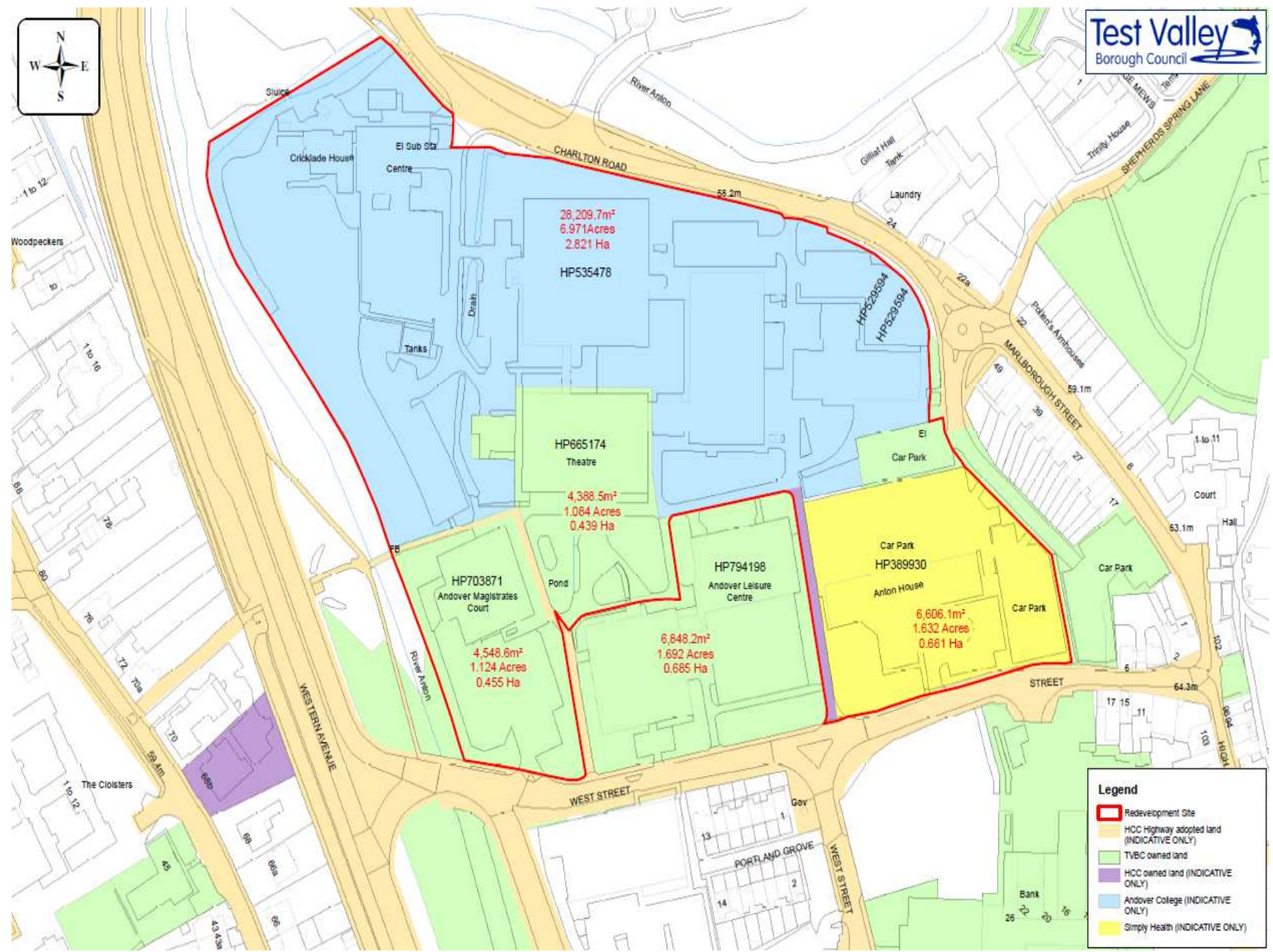








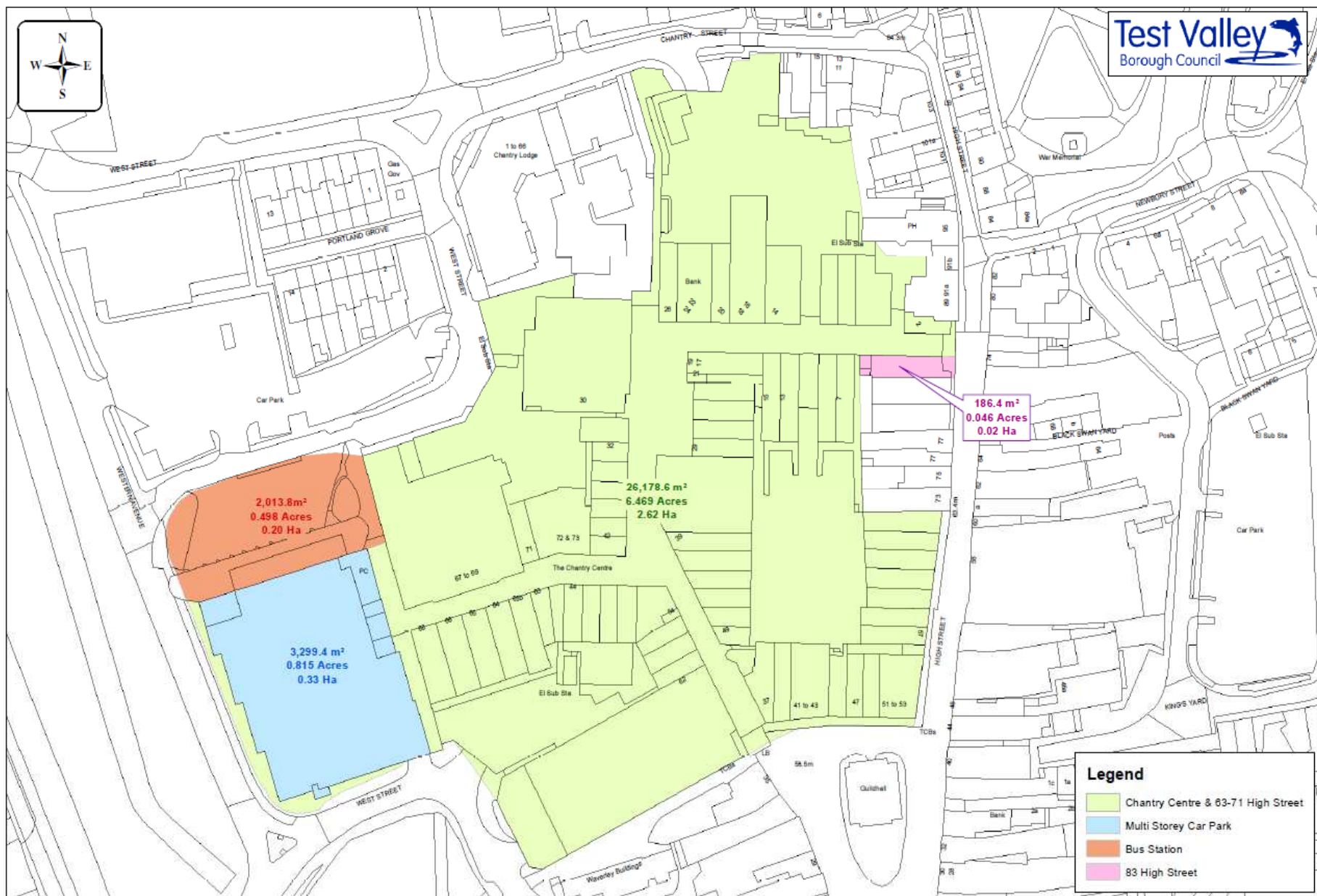




Legend

- Redevelopment Site
- HCC Highway adopted land (INDICATIVE ONLY)
- TVBC owned land
- HCC owned land (INDICATIVE ONLY)
- Andover College (INDICATIVE ONLY)
- Simply Health (INDICATIVE ONLY)





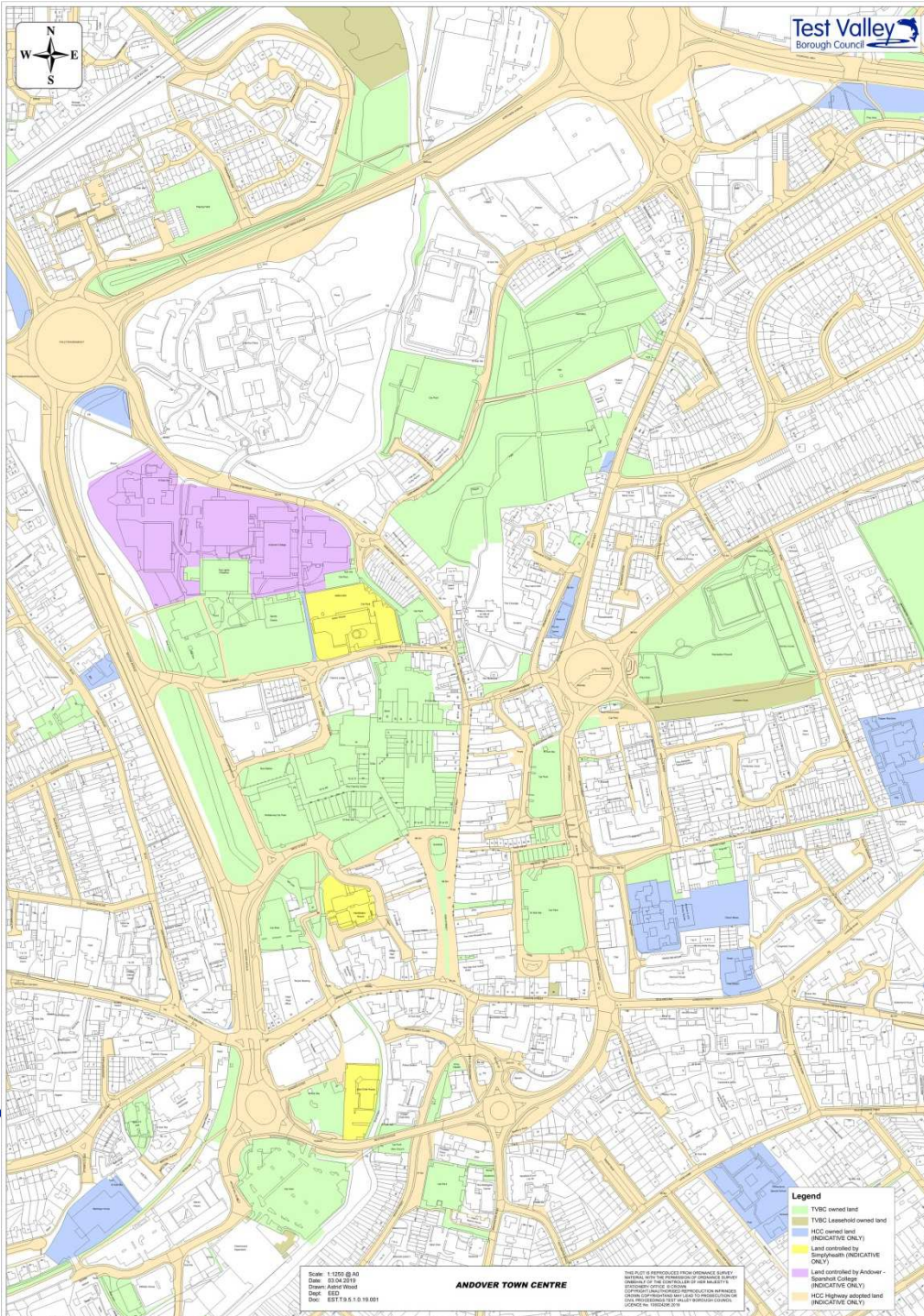
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**Chantry Centre, West Street,
 Andover, Hampshire, SP10 1QP
 - Areas -**

Legend

- Chantry Centre & 63-71 High Street
- Multi Storey Car Park
- Bus Station
- 83 High Street

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For Councils,
 it's all about
deliverability

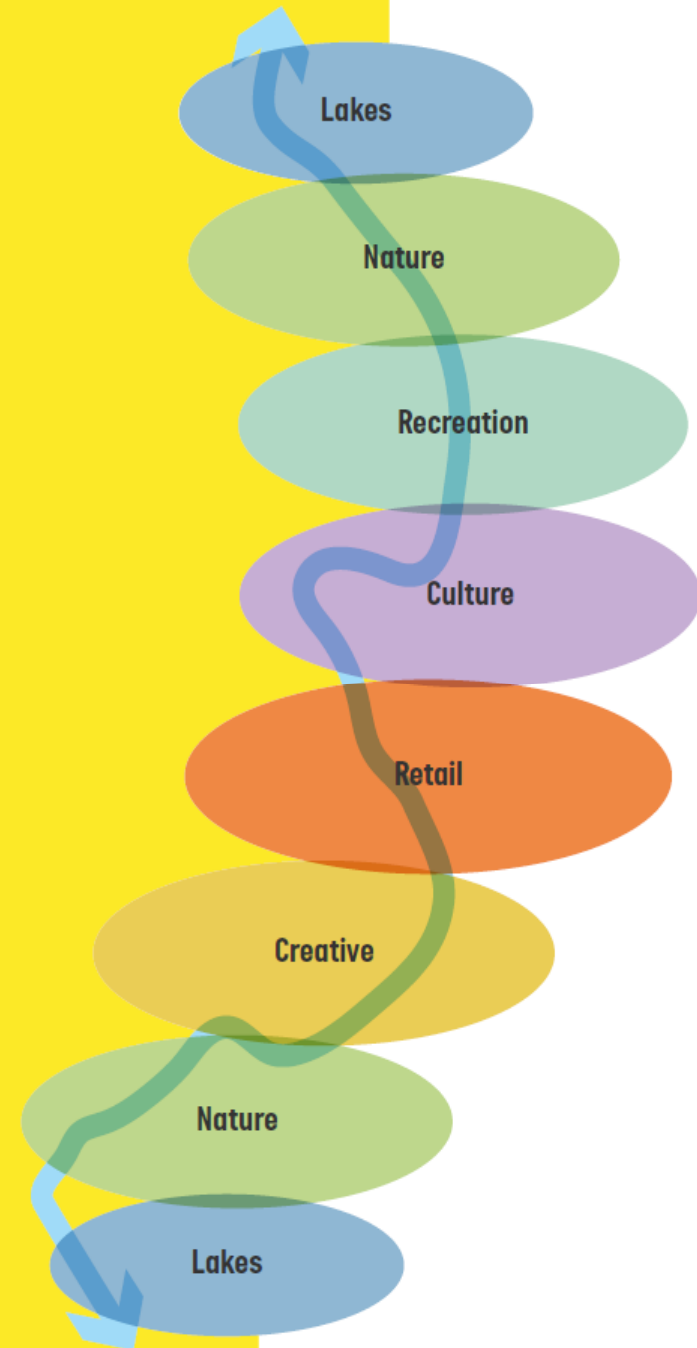
Masterplan

- Agreed at Council in March 2019 that we would adopt a masterplan approach for the rejuvenation of Andover Town Centre following the purchase of the Chantry Centre
- Launch a procurement exercise to appoint a consultant urban designer/master planners – April 2019
- Deadline 24 May 2019
- Brief required:
 - Public/stakeholder engagement
 - Production of a masterplan for Andover Town Centre
 - Complete the plan by April 2020
 - Plan must be deliverable

Response to Invitation to Tender

- 85 expressions of interest
- 29 tenders submitted
- Walking tours of the town centre
- 26 interviews:
 - ½ hour presentation
 - ½ hour questions
- 2 declined to present and 1 withdrew
- Interviews completed 12 June 2019
- Standstill period ended midnight Monday

Andover Masterplan Project Response to Tender May 2019



HEMINGWAY DESIGN

HemingwayDesign is a **multi-disciplinary design agency** led by two generations of the Hemingway family and a wider team of talented designers.

We are known for our brave creative thinking and method for delivering **positive and socially-responsible design**.

We employ a multi-faceted approach across our projects on culture-led regeneration, affordable housing, urban design, interiors, placemaking and events, exhibition design, brand, visual design and uniform – and we do it all in a **community-focused** and **ethically minded** way.

Design
is about
improving
the things
that matter
in life

NEW masterplanning

A specialist, independent, masterplanning team.

Masterplanning is a **specialism**, not an optional extra.

Independence provides control. Control over where we work and with whom we work.

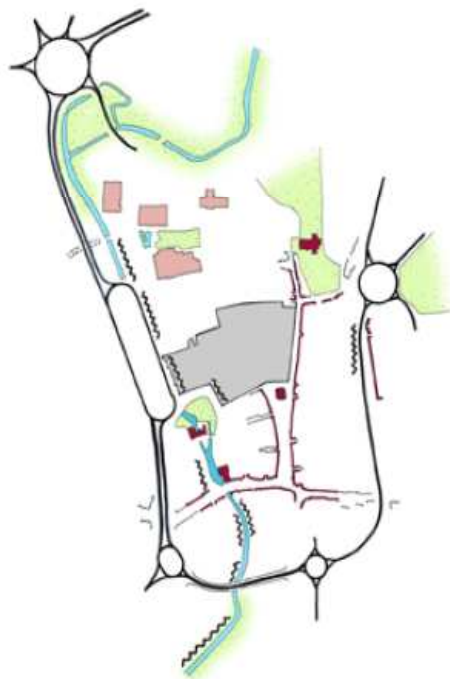
Masterplanning is a **team** process but needs vision and leadership.

NEW reflects our culture and our principles. Always fresh. Always bespoke. Always inclusive. Always learning. Always improving.

leading
creative
strategic
listening
challenging
responsive
bespoke
committed
robust
delivering

Initial Thoughts

From what we see, Andover's leadership has the will and the means not just to repair its historic fabric but to create bold, new initiatives and a vibrant, forward-looking market town. A significant part of this process should be to stimulate and excite the wider public across diverse communities, all political spectrums and the public sector. Our team is excited both by the significant potential of Andover and by the commitment of the Council to delivering this potential.



Issues & barriers



Public ownership



Potential structure

Healthy

A healthy town means good access to a range of health facilities. It means a town that promotes walking and cycling and good air quality. It means ensuring the recreation fields and green spaces are easily accessible and well maintained. It means promoting local, affordable, healthy food. It means access to nature, the river and areas of ecological value. Above all it means a sociable town, where the streets and spaces encourage interaction between all sections of the community.

Connected

People need to feel physically, socially and emotionally connected to their town. The sense of arrival into Andover needs to be much stronger. Enhancing the quality of car parks and the pedestrian connections to the town centre, improving wider pedestrian and cycle routes, particularly to the rail station, integrating the bus station more effectively and addressing the perception that at the moment the town is bypassed will all be priorities for the movement strategy.

The study also needs to create a local cultural and social connection between residents, businesses and the town, a sense of belonging to Andover and of pride in the town. This can encourage businesses and landowners for example to see a civic responsibility in how their properties address the river. The study must recognise that the masterplanning engagement process is an important part of building this connection and a long term partnership between the town and its people.

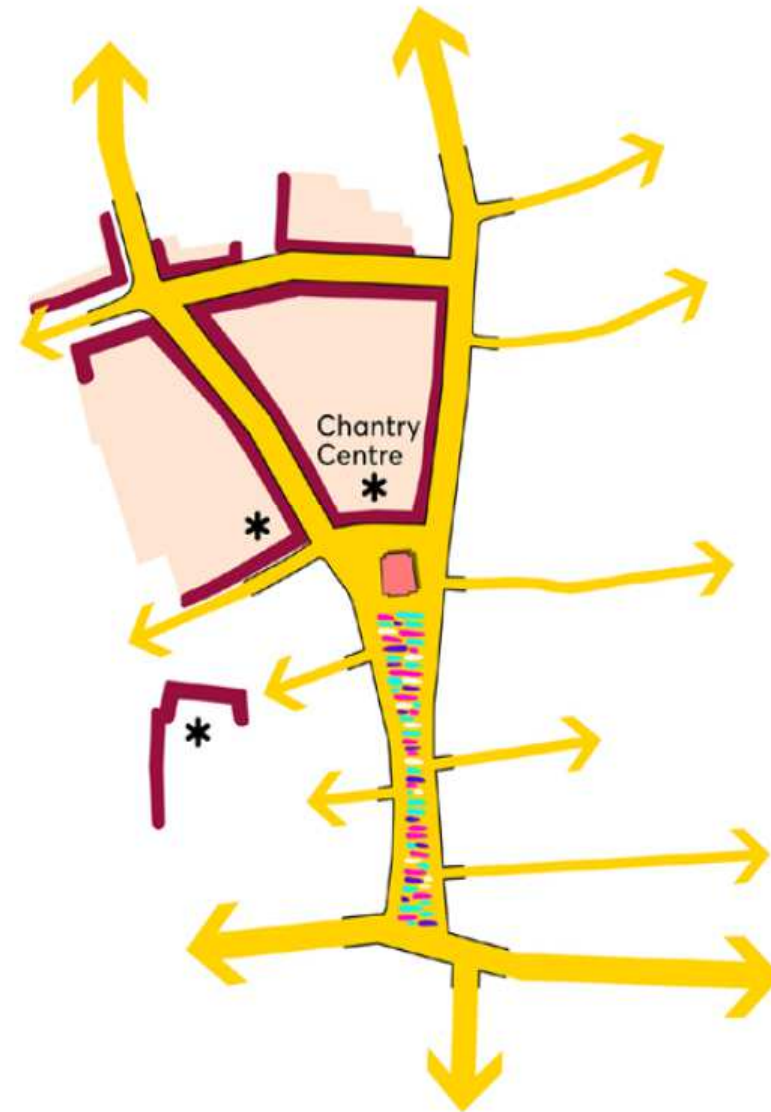


The study needs to take the 'big ideas' set out in the Andover vision, the development framework provided by the masterplan and translate them into a comprehensive and deliverable Action Plan. This will need to include an appropriate blend of immediate improvements, medium term proposals and more ambitious 'transformational' projects.

1. Historic Core

The opportunity exists to re-establish the historic network of streets and lanes, strengthening east-west and north-south connections, connecting the Guildhall and Market Square to the river corridor and the cultural quarter and placing them firmly at the focus of town centre activity.

The Chantry Centre and the Council's ownership is the key to restoring an integrated and connected street network within the town centre. Targeted internal remodelling of the centre could open up a strong north-west route from the Guildhall, reflecting the historic street pattern shown in the adjacent plan from 1896. Reinstating this pedestrian link would connect important new and historic destinations, the market square, the bus station and the leisure centre. It would create a stronger pedestrian flow through the Chantry Centre and help to attract new businesses.



Historic Core

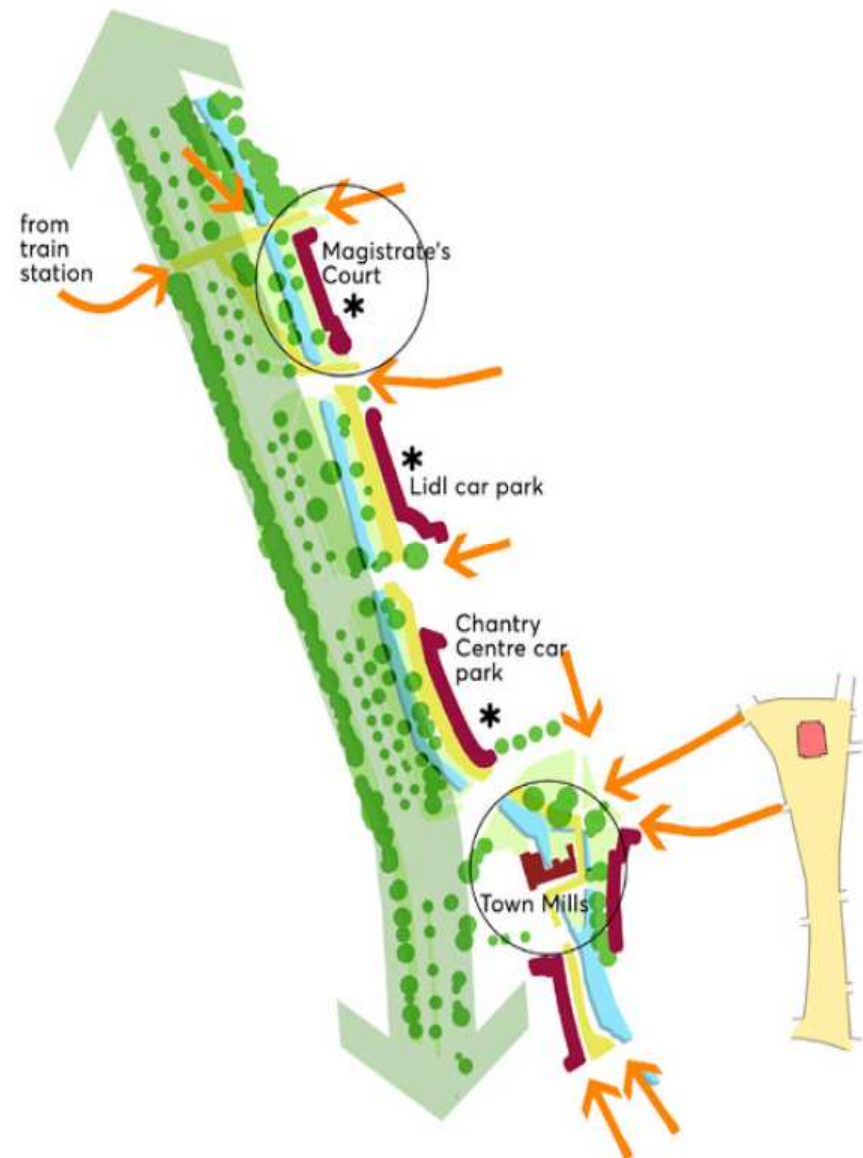
3. Western Avenue Arrival (Handover the Ring Road!)

For the level of traffic (below 15,000 vehicles per day), Western Avenue is significantly overengineered, and given the ownership of HCC it is a major opportunity area for the town. Reducing the scale of the road could improve facilities for pedestrians and cyclists, remove underpasses, open up the river corridor as a recreational route and release public sector land for valuable commercial and residential development.

The Town Mills project will significantly enhance the quality and enjoyment of the River Anton along the western edge of the town centre. We believe there is a major opportunity to continue this strategy and to open up the river corridor between Town Mills and the Magistrate's Court site.

Following the example of the Town Mills enhancement, the opportunity could be taken to explore accessing West Street, the bus station area and the Chantry Centre car park via T-junctions rather than the major gyratory which currently exists. Removing the eastern arm of the gyratory would provide scope for opening up the River Anton in this area as a major feature and provide space for development to positively front the river corridor.

Providing additional space along this corridor creates the opportunity to 'skin' the western edge of the Chantry Centre car park. This west facing elevation, overlooking the river, could include residential at upper floors and opportunities for leisure uses at ground floor.



Western Avenue

Examples

"NEW masterplanning bring creative thinking, a commitment to stakeholder engagement and an ability to unlock development value."

David Warburton - Head of Area, Homes England



Gloucester was the first Heritage Urban Regeneration Company. Our award winning Masterplan Framework and Action Plan was focused on an integrated network of streets and spaces connecting historic destinations, the water and the railway station. It brought retail, cultural, education and housing investment to the city centre and the docks and provided a strategy for revitalising outdated shopping floorspace.



Our masterplan for **Slough Town centre** highlighted the opportunity to remove the barrier that the A4 roundabout created between the retail core, the bus and rail station and the wider community. Our masterplan created a modern mixed-use street, significantly reduced infrastructure costs of earlier schemes by over £30m and secured funding from HCA (now Homes England). Alongside office, retail, housing and education investment, it has led directly to enhancements to the rail station, a new bus station and a new library & cultural venue.



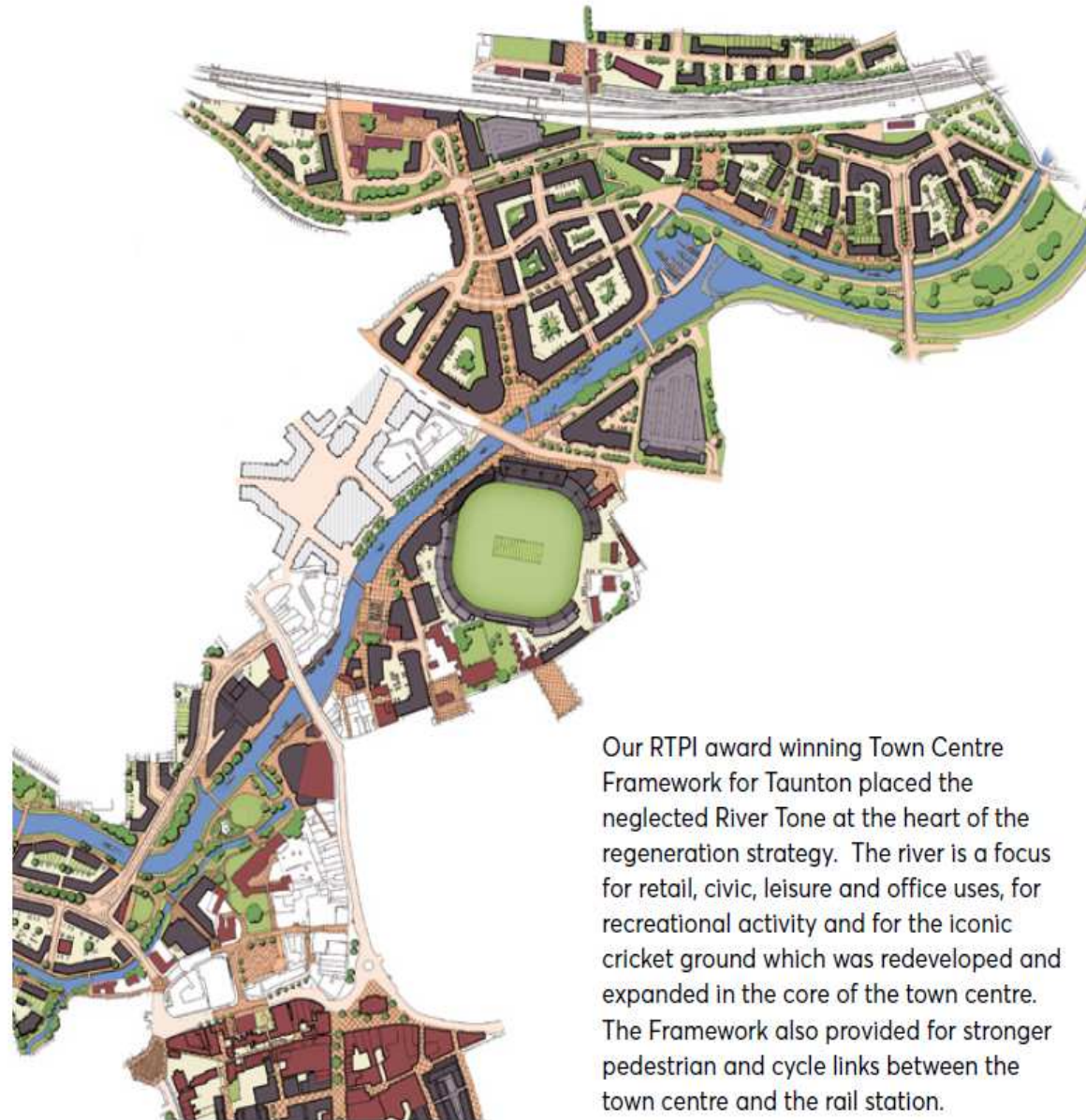
Our **Poole** town centre strategy secured £14m of funding for a new lifting bridge across the harbour, opening up significant development opportunities for retail, leisure, residential and employment.

In **Swindon** town centre our masterplan removed a major roundabout and replaced it with a series of mixed-use streets and spaces connecting the core retail area to the rail station. The Kimmerfields scheme is being taken forward by the Council and plans include a new theatre and treating the dual carriageway as a 'bus boulevard'.



We prepared a Spatial Framework and Action Plan for **Bath City Centre**, with Ernst & Young which revealed significant potential for growth and redefined the economic potential of the city centre and western riverside. In **Bath Riverside** we were asked to review proposals from Crest Nicholson for HCA funding. We significantly reduced infrastructure costs by creating a flexible network of streets and secured HCA investment of £10m.

Andy Ward was lead designer at **Birmingham City Council** when it was one of the first cities to take a strategic 'framework' approach to mixed-use regeneration (1992-1999). He provided strategic design direction to developers, architects and politicians for redevelopment of Bull Ring, Brindley Place and the Jewellery Quarter.



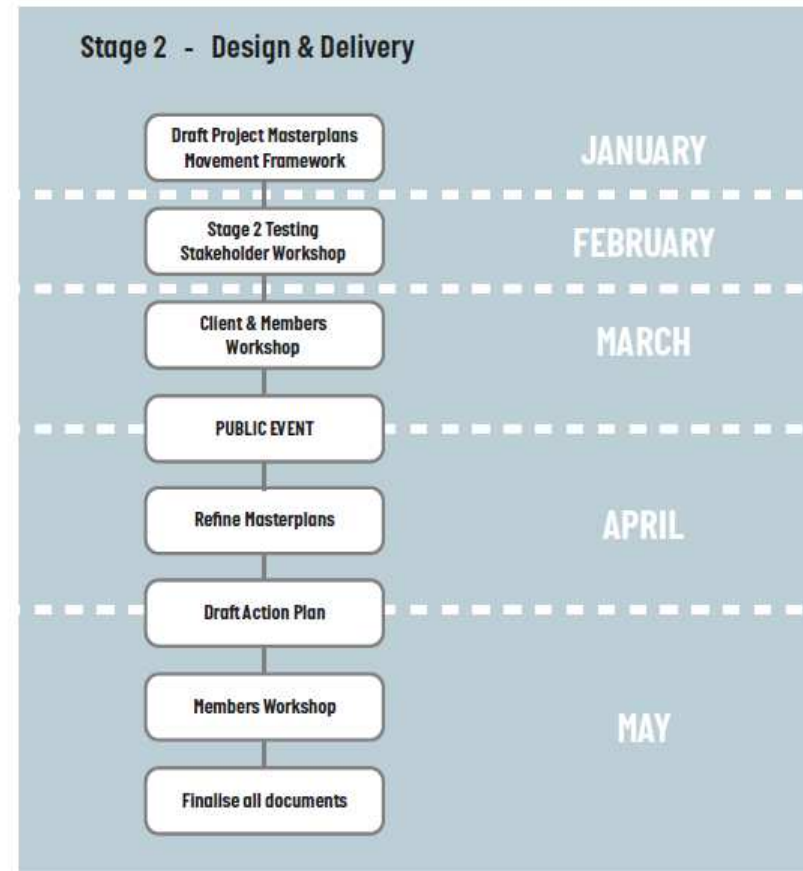
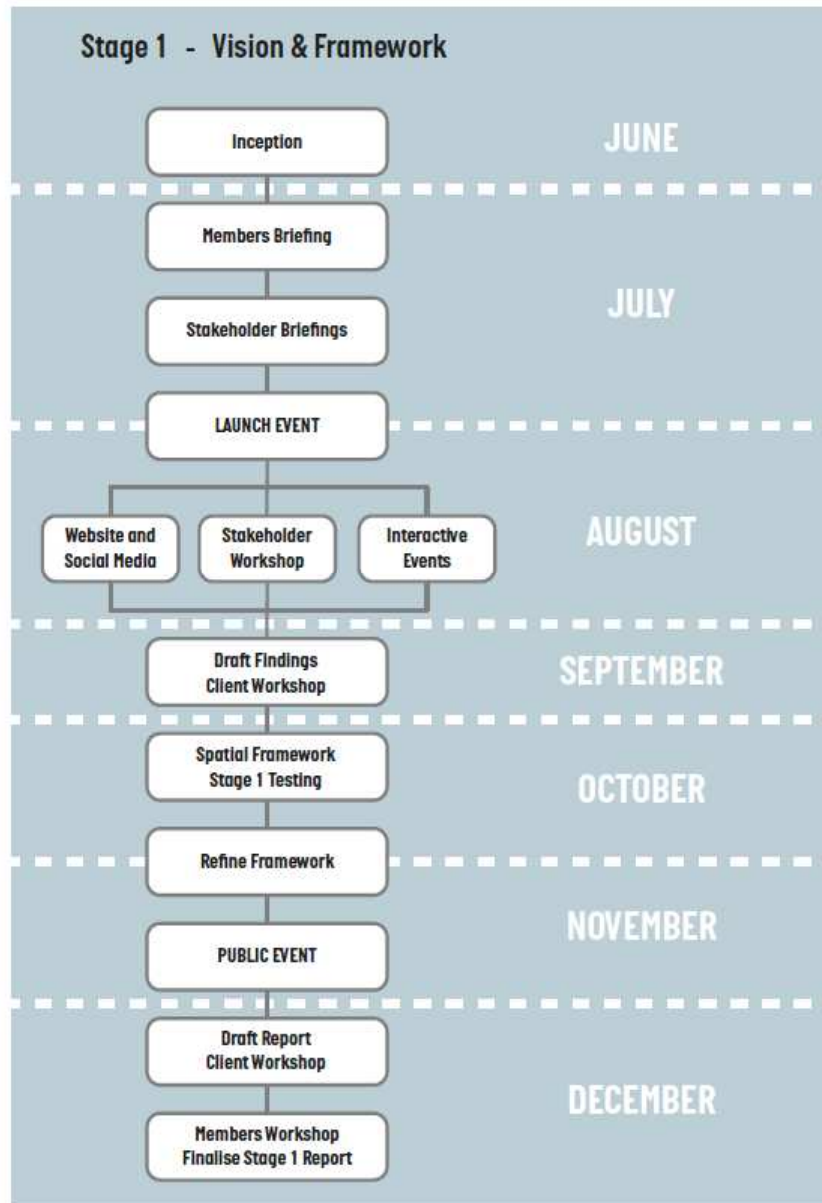
Our RTPI award winning Town Centre Framework for Taunton placed the neglected River Tone at the heart of the regeneration strategy. The river is a focus for retail, civic, leisure and office uses, for recreational activity and for the iconic cricket ground which was redeveloped and expanded in the core of the town centre. The Framework also provided for stronger pedestrian and cycle links between the town centre and the rail station.

We prepared a growth strategy for **Bodmin** and a town centre framework with new retail, leisure, cultural, office and residential uses. The Building a Better Bodmin strategy includes investment in the public realm, £30m investment in Bodmin Jail visitor attraction and a new cinema. Following our proposals to improve streets for pedestrians and cyclists, and to enhance linkages with the Camel Cycling Trail, Bodmin will be designated Cornwall Council's first cycling town.



In **Corsham & Stroud** we worked with local stakeholders to prepare Public Realm Strategies. In Corsham the strategy focused on improving access at both the wider town gateways and the edge of town centre, enhancing connections between key destinations and creating spaces that were people friendly and reflected the historic surroundings. Detailed designs and costings have been developed for a number of key spaces and are being delivered by the town council.

Timetable



Next steps

- Issue contract
- Member introduction evening of 1 July 2019
- Inception meeting with officers TBC

Andover Masterplan Project Response to Tender May 2019

