

# 3 Site analysis

In understanding the site and its context an urban design analysis has been undertaken by Savills. This has identified a number of key elements that will need to be considered in taking forward a masterplan for the comprehensive redevelopment of the site.



- |   |   |
|---|---|
|  Vehicular access           |  Existing landscape features |
|  Primary Pedestrian links   |  Important views             |
|  Secondary Pedestrian links |  Historic buildings          |
|  Cycleways                  |  Listed Buildings            |
|  Pedestrian crossings       |   |

## Historic Buildings and Conservation

The Andover Town Centre Conservation Area was extended in 1984 to include the area of the George Yard and Black Swan Car parks. In addition there are a number of Listed Buildings and buildings recognised as of local historic interest adjacent to the site.

This places extra emphasis on the need for high quality design and materials in the town centre to retain its character and appearance.

## Important views

There are a number of key views that we have identified that are important within, and out of, the site. There are opportunities to improve these views and create additional views to assist in legibility of the proposed town centre redevelopment and to recognise key buildings.

## Infrastructure

There is an existing sewer which runs across the George Yard Car Park connecting to the High Street and Eastern Avenue. Three electrical substations are located in the site; one to the north of Black Swan Yard, one adjacent to the Union Street shops and one on the western boundary of George Yard.

## Landscape features

There are a number of key landscape features on the site. The Conservation Area status of the site will support the retention of these features where appropriate.

## Land ownership

The land is principally in the ownership of TVBC and Hampshire County Council (HCC) (Highways). There are a number of buildings in the centre of the site (Union Street) which are subject to leases from the Council, vacant possession of which may affect the timing of any future redevelopment.

Also it may be desirable to bring a number of buildings into the proposed redevelopment which are not in the ownership of the Council.

## Access and movement

There are a number of pedestrian connections from the site to the High Street including the following:

- The rear of the Danebury Hotel (privately owned – permissive access only)
- Adjacent to the George Public House
- Union Street
- Between Nos 40 and 44 High Street
- Between Nos 64 and 66 High Street

At present all of these routes, whilst well used through necessity, are narrow, enclosed and potentially unsafe, poorly lit not overlooked and therefore less desirable. However they reflect the historical street pattern of long, narrow plots interspersed by narrow access-ways.

The Eastern Avenue / East Street corridor is a relatively wide and car dominated environment with a speed limit of 30mph.

There is a bus stop in the centre of the site along Eastern Avenue adjacent to the end of Union Street.

There is currently a cycle route that runs along Eastern Avenue and links with a number of routes identified in the Cycle Strategy.

George Yard (229 spaces) and the Black Swan Yard Car Park (112 spaces) currently provide 341 car parking spaces in total. Black Swan Yard is wholly short stay (2 hours maximum). George Yard has 59 Ultra Short Stay spaces (1 hour maximum) and 170 Medium Stay spaces.

The majority of properties on the eastern side of the High Street, and London Street, are serviced from the rear and currently gain access from George Yard, Black Swan Yard and Kings Yard.

# Draft framework for development

A draft framework for development has been prepared which includes the following key elements.

- 25,700 sqm of new development floorspace including a mix of uses including retail, leisure and residential with a new anchor department store
- A new multi level car park at the southern end of the site which will provide 86 short stay car parking spaces at ground floor with 4 floors of medium/ long stay car parking over (344 spaces). This building will have active frontages and be designed to integrate into the existing area
- A new ultra short stay / short stay surface car park at the northern end of the site to provide 40 spaces
- A new public square which can accommodate a range of uses and activities
- Public realm improvements/ traffic calming to Eastern Avenue / East Street
- New improved community facilities / hub
- Enhanced connections to the High Street from the site and the east
- Retention of the integrity and context of the existing town centre
- Enhanced viability and activity for the existing services / facilities
- Eastern Avenue role changed from being a busy traffic route to that of an attractive vibrant street.
- Integration with adjacent areas of the town centre e.g. Upper High Street

