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*A VISION FOR FLEET*

## THE AIM

High Streets across Britain are under threat as the way we live makes change inevitable.

Community leadership will be the difference between towns that prosper and those that decay. Competition from other local towns is strong and Fleet needs a stronger sense of identity to prosper. A vision is a way of achieving this.

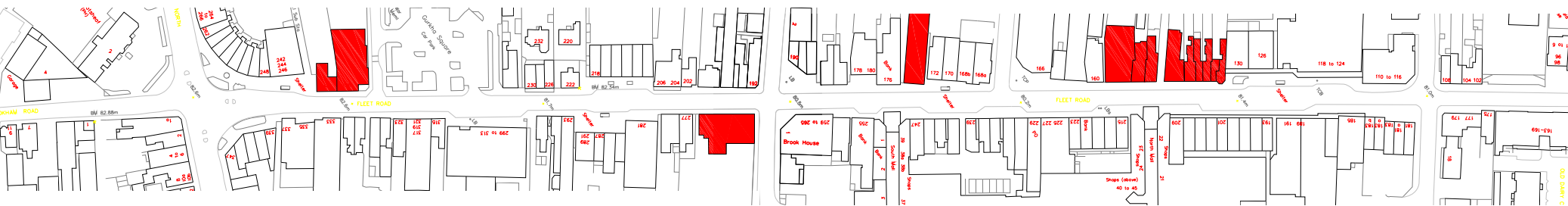
High quality public spaces can attract usage by the local community and attract visitors from elsewhere.

Gurkha Square can provide an enhanced role. Residential development can be effective in promoting the Day and Night Economies.

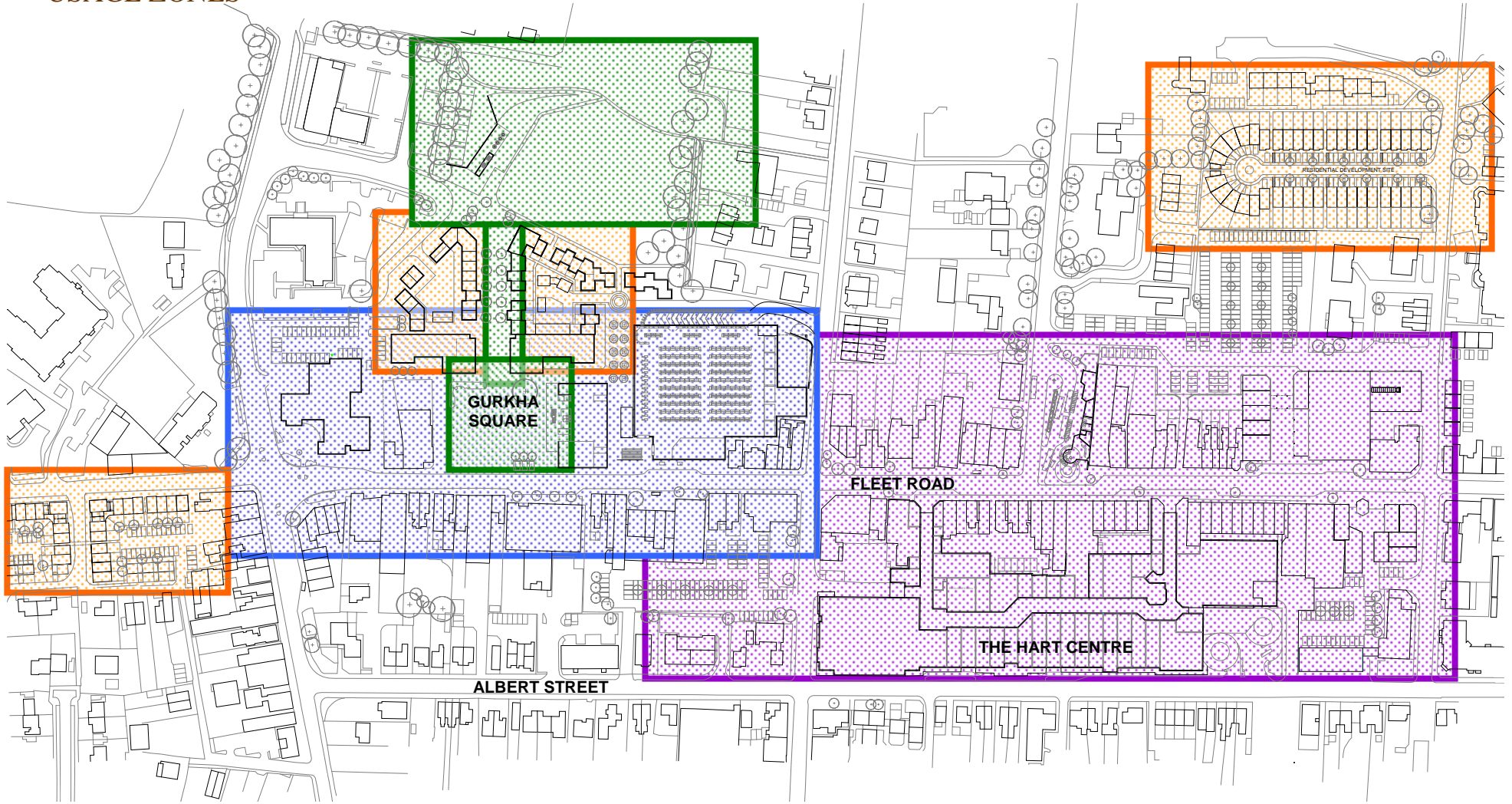
For the success of this *Vision*, it is essential that you take ownership. Fleet needs to develop a quality environment where the improved visitor experience will encourage shoppers to stay longer. Quality and not quantity is seen as the Key Driver to community engagement and a sustainable future.

## BUILDINGS OF QUALITY AND TOWNSCAPE SIGNIFICANCE

The character of the high street is rooted in its comparatively recent origins and its linear plan. It suffers from a lack of quality buildings or public spaces and consequently the value of the few limited examples is heightened. Our visual approach to the masterplan is to strengthen the established character through the introduction of similarly scaled, traditionally styled, buildings and to identify existing buildings of note that can knit together the existing fabric with the larger scaled well designed developments necessary to promote economic growth in the town centre.



# USAGE ZONES



Core Retail

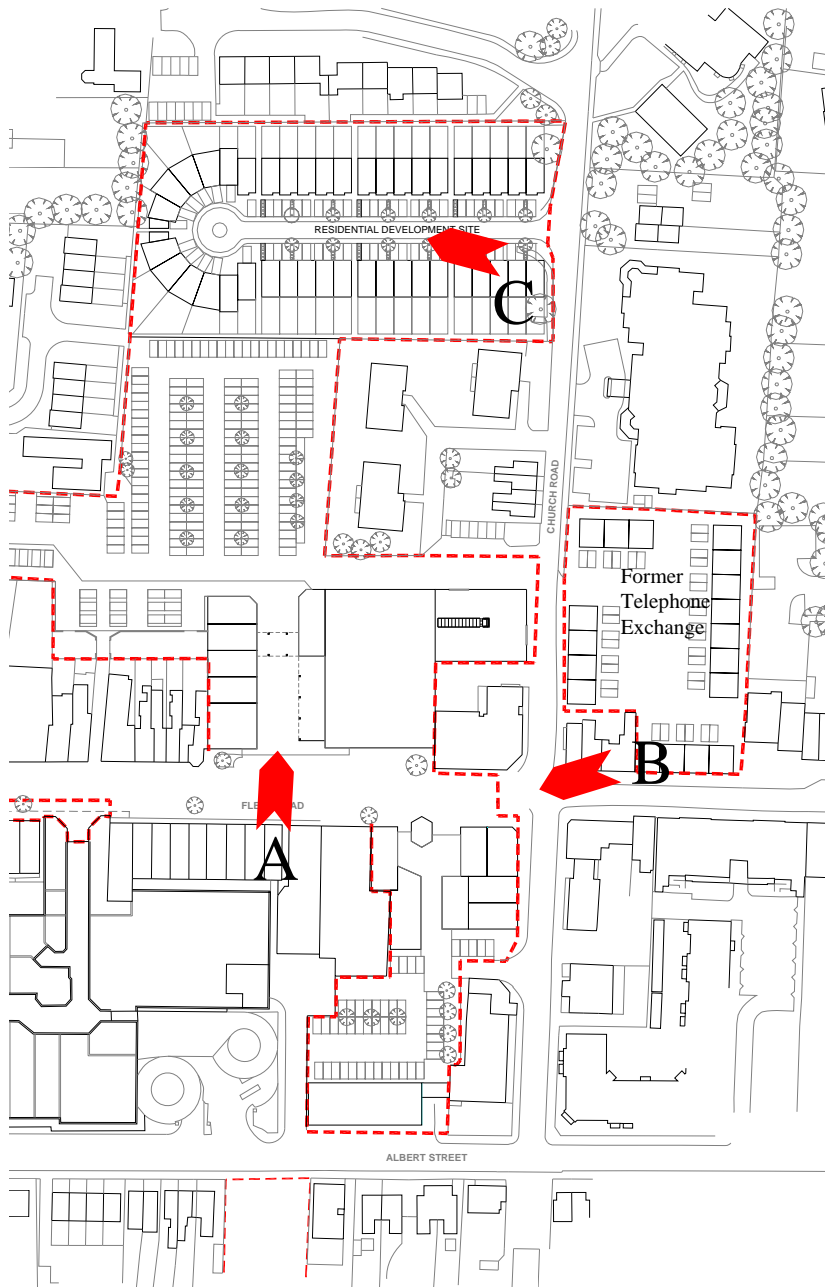
Evening Economy

Residential

Public Space

## IDEAS PUT FORWARD FOR DISCUSSION

In the following pages we look in a little more detail, at the High Street experience and some ideas for the future. They are presented in sequence from Church Road in the east to St. James Road in the west. It is important to note that the images presented do not represent building designs but simply an ambience to be sought in future development proposals.



### NEW RETAIL - Existing Sainsburys and M+S stores

New retail 'yard' with walk through to a large parking area. Sainsbury store re-facaded in vernacular style to produce a more humane ambience.



### NEW RETAIL - Corner of Church Road

In the Victorian style, to strengthen the original character and scale of early Fleet. Gate posts mark entrance to possible pedestrian priority area and projecting Market Square structure signals the retail walk through.

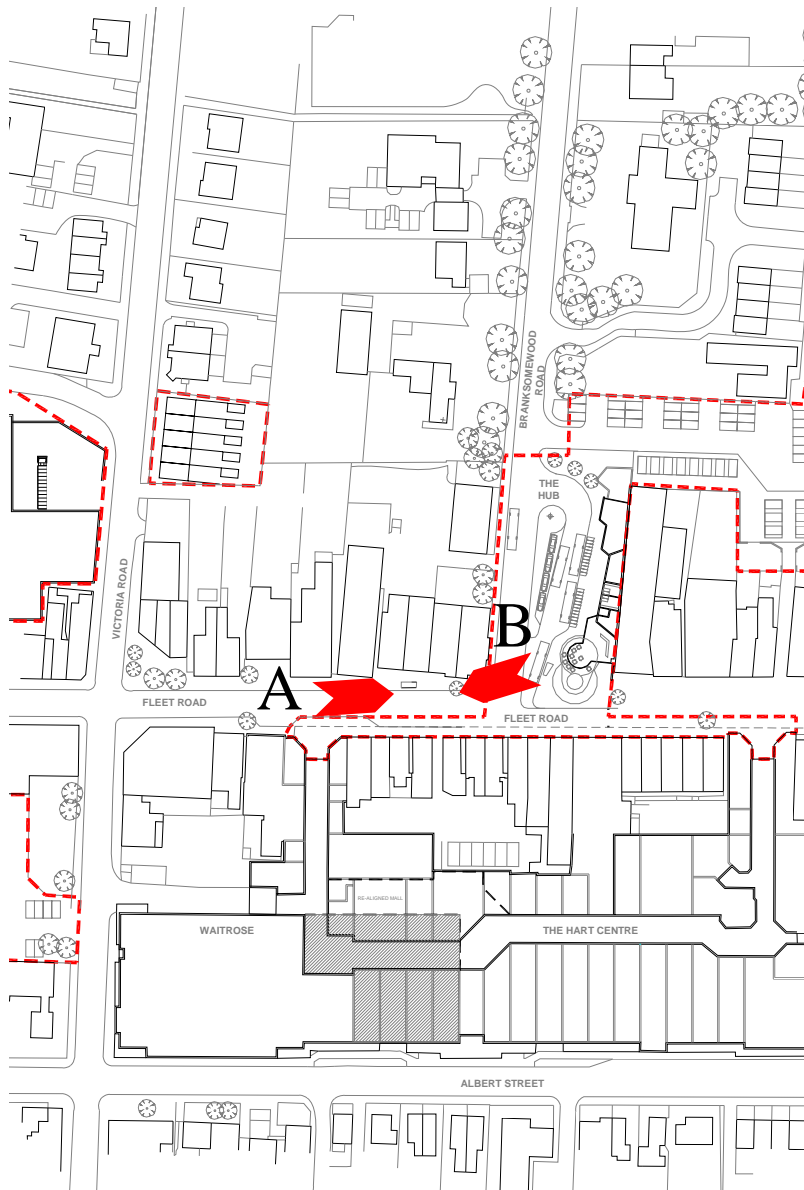


### CHURCH ROAD HOUSING

Housing developments using traditional forms to complement All Saints Church, Fleet's only nationally Listed Building.

**HIGH STREET.** Treatment of the High Street itself will be subject to further consideration of traffic needs but at this stage we envisage a pedestrian priority area with limitations on traffic usage that may include traffic type, time management and/or direction of flow.

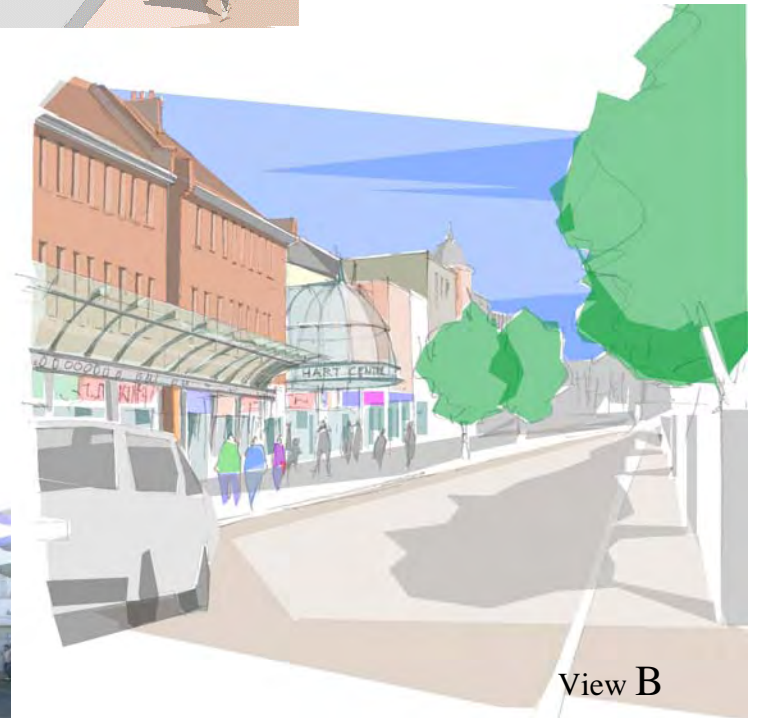
**TELEPHONE EXCHANGE.** A new centre for small businesses is suggested to replace the existing Telephone Exchange - Subject to feasibility.



View A

**THE HUB** - A new meeting place for people of all ages.

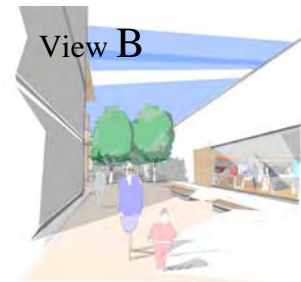
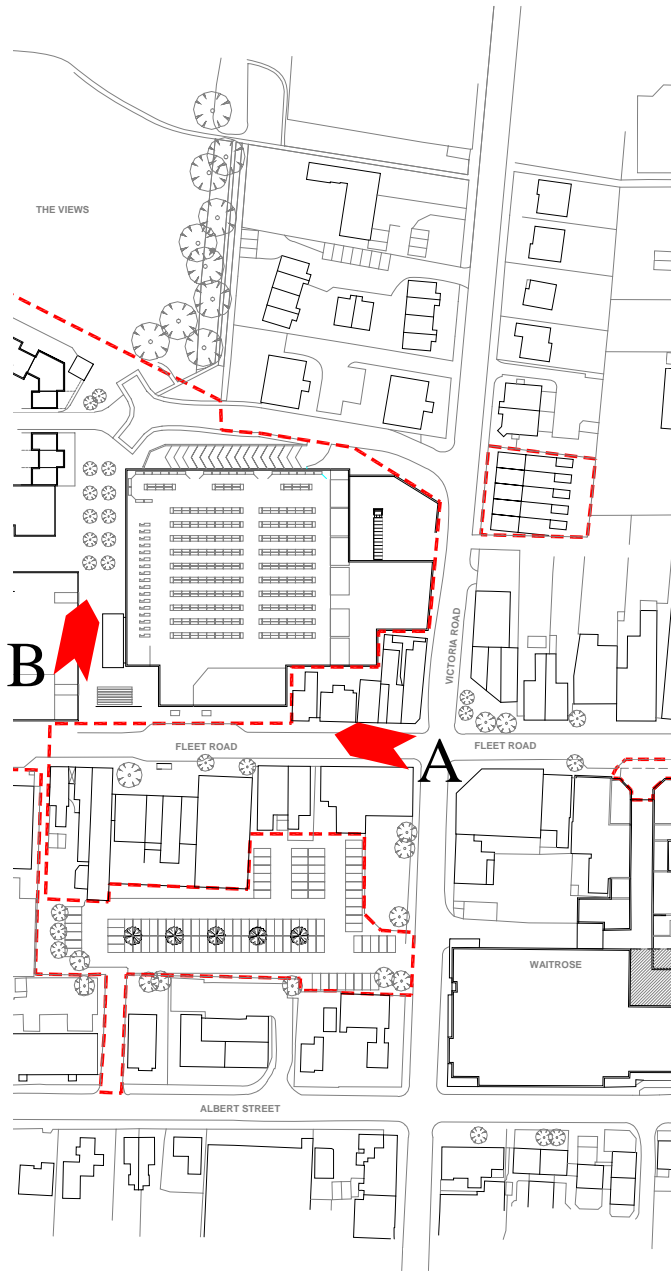
It includes a coffee shop, entertainment space, old peoples club, youth room, bus stand and WCs.



View B



**THE HART CENTRE** - A new facelift to the High Street façade could replace the existing porticos which need modernisation. A glass canopy is provided to create a protected link between the two entrances and the potential for the expansion of the Waitrose Store is being considered.



**ENHANCED FOOD SHOPPING -**  
 Previous retail studies have established the need for a new large food store in Fleet.

A location west of Victoria Road would link The Hart Centre with Gurkha Square to consolidate the main shopping area - It would need car parking on the roof which could be hidden from street level views.

A glass screen wall, scaled to the eaves of adjacent buildings would create a modern intervention into the established street scene and allow internal views of colour and activity.

Additional public parking is proposed south of Fleet Road to off set the loss of the Victoria Road car park.



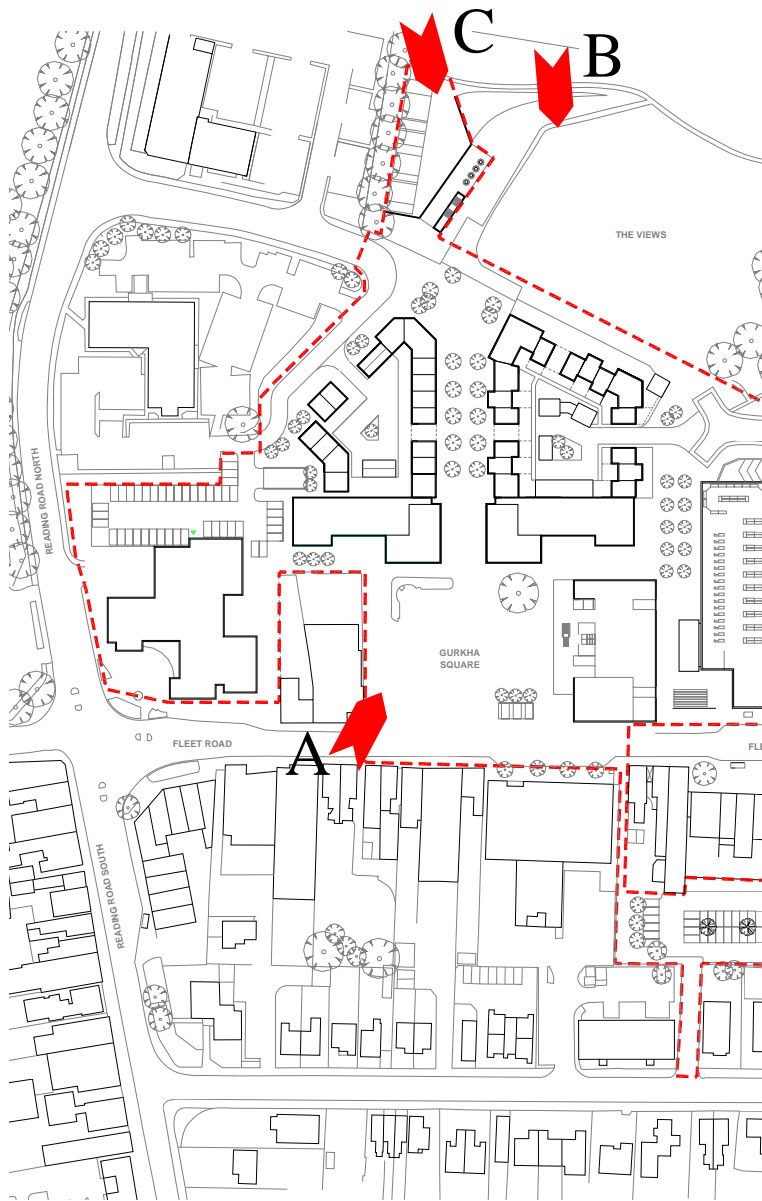
Alternative sites for the food store are put forward for consideration



Victoria Road Site



Alternative sites considered



View A

**GURKHA SQUARE** - Traffic could be removed from the square to give the space back to the townspeople. It would create a social space with fountains, art works, a play area and external dining spaces.

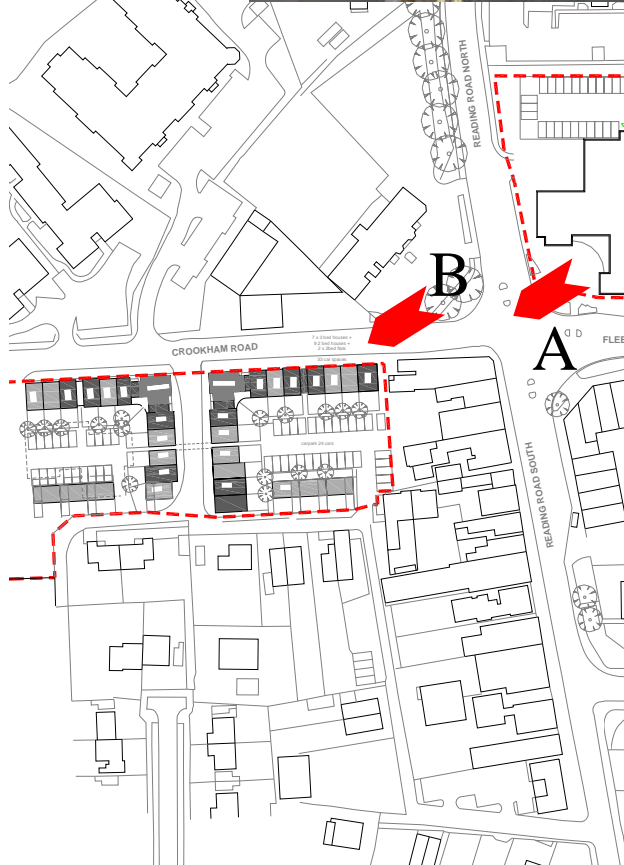
A residential development of appropriate scale with leisure uses such as restaurant and fitness club, could front the north side of the square. A new Civic Building, incorporating a new library, could occupy the east side allowing the Council to operate in a more cost effective and sustainable way. The residential element to the north of the square would look out on 'The Views' and a new avenue could link the park with the town centre. The existing roller park could be relocated within the park and possibly link to a new Youth Facility Room. In the long term a new apartment building could address the Oatsheaf Junction to create a new entrance to the High Street.



View B

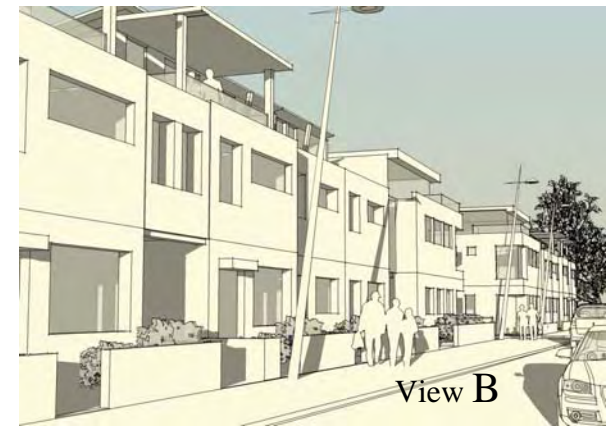


View C



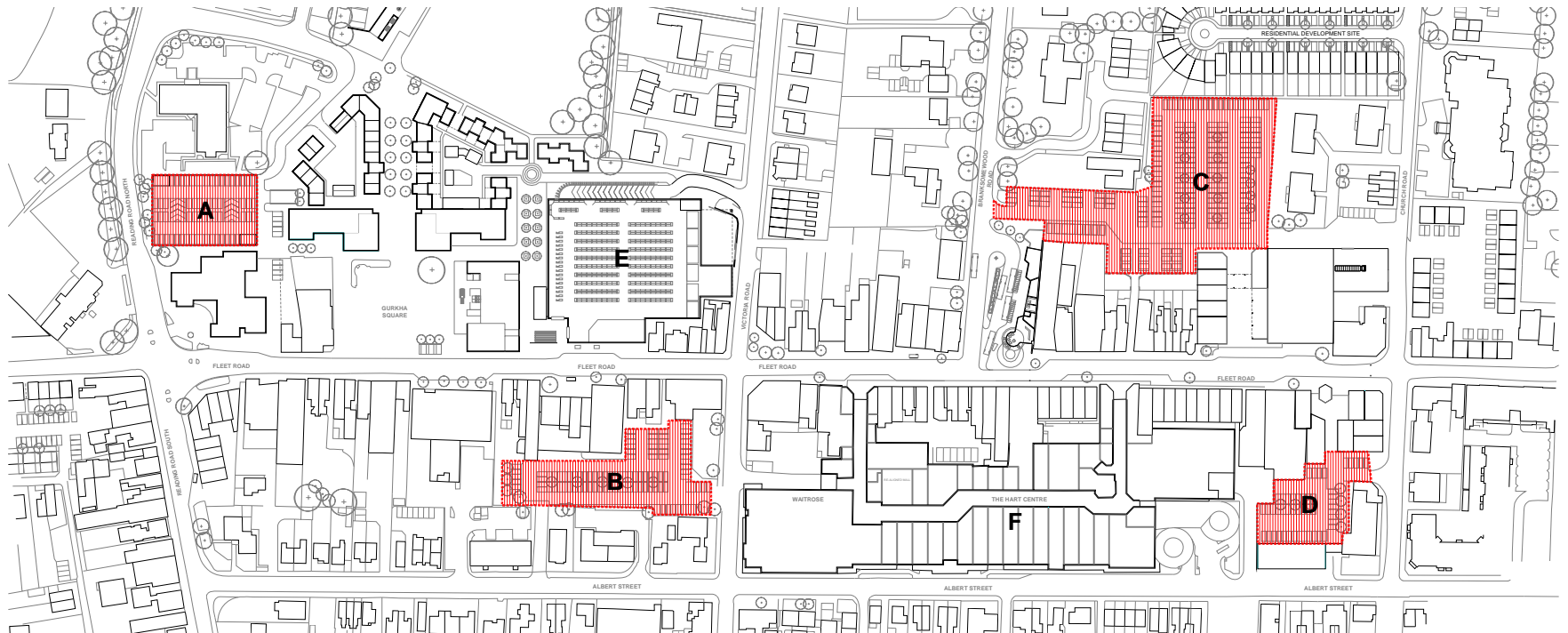
**CROOKHAM/ST JAMES ROAD -**  
 New high density housing could replace the existing vacant semi-derelict commercial and industrial buildings.

The existing Police Station site may be included should a new Police office be included in the proposed Civic Building on Gurkha Square.



## TRAFFIC MANAGEMENT ISSUES - Car Parking

For the foreseeable future good car access will be essential for the viability of the Town Centre, both during the day and at night. Although 330 spaces above the food store (E) could provide an increase in car spaces, even with the loss of Gurkha Square and Victoria Road parking areas, additional parking fronting Reading Road North (A) and to the south of Fleet road (B) could provide further capacity. The car park at Church Road (C) could be amended to improve efficiency and additional parking provided south of Fleet Road (D). Parking above the Hart Centre (F) would be maintained and it is suggested that the possibility of increased long term parking, between the High Street and the station, be investigated.



## TRAFFIC MANAGEMENT ISSUES - Traffic Flow

Other towns have considered and implemented various ideas for improving pedestrian ambience, from full pedestrianisation to traffic sharing, with varying degrees of success.

We believe that the High Street needs a change of emphasis towards the pedestrian user but we envisage only gradual change with in-situ trials to be certain of impact and to keep traders fully involved, prior to full implementation of any alterations.

A VISION, WHEN AGREED WILL ACHIEVE:

- A new vitality for the High Street
- Better facilities to meet your needs
- Attractive public spaces with better access to The Views
  - Flexibility to meet changing transport needs
- A better balance between town centre and out of town shopping



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