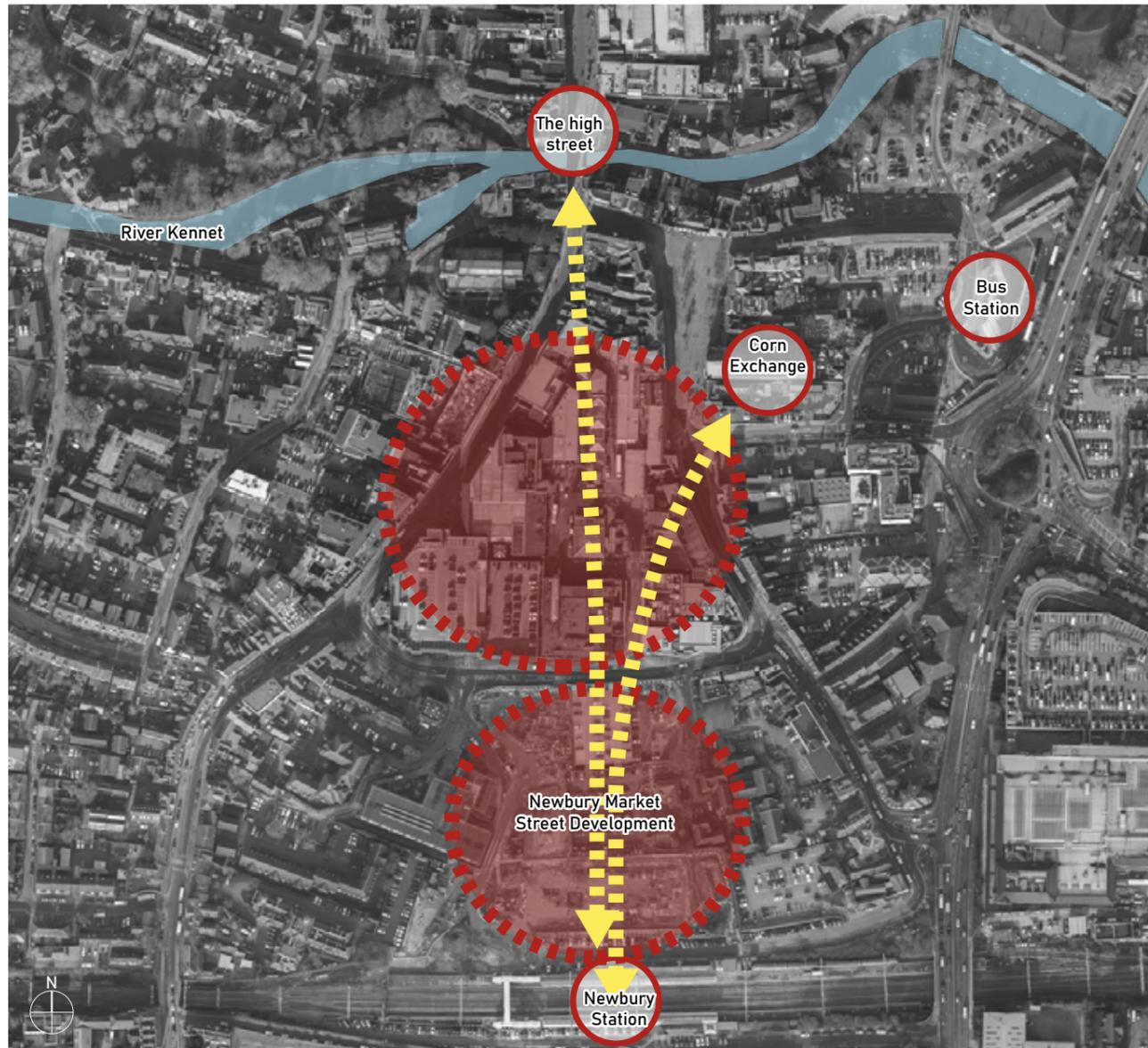


2.2. RECONNECTING NEWBURY

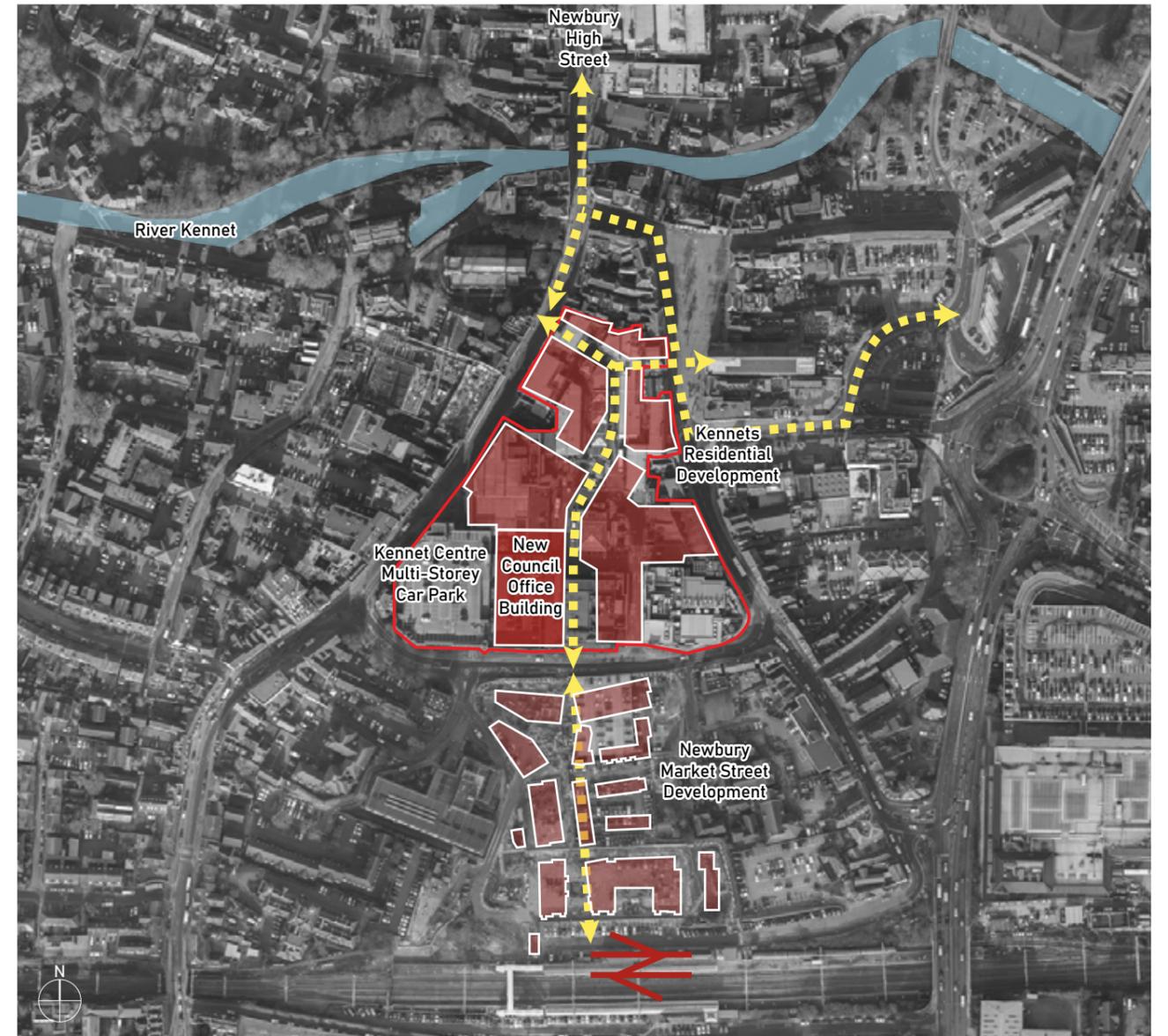
The emerging context to the north of Newbury Station, Newbury Market Street Development, offers the opportunity to create a pedestrian link between Newbury Station and the Kennet Centre site. Our proposal suggests extending this route further north to connect to River Kennet, a route which does not currently exist



New Link Strategy

Key

- Proposed Schemes
- Key Developments Areas
- Key Points of Interest
- Site Boundary
- Route Link
- Newbury Train Station



Linking Market Street Development with ColladoCollins Indicative Scheme

2.3. RESTORING VIBRANCY

MARKET PLACE MEWS

A precedent project which illustrates restoration of vibrancy is Market Place Mews. Situated in the centre of Henley-on-Thames, this mixed use scheme comprises 16,000 sqft of retail around an existing mews and proposed new public space. Above the retail units are 14 new apartments planned around landscaped courtyard gardens. The buildings restore the lost urban grain of the old burgage plots with a series of clay tiled roofs running perpendicular to the High Street, and present an urban edge to the existing car park.

A new public open space is created in the heart of the scheme. The facade treatment gives expression to the individual apartments which are clad in black, ship-lap timber similar to the adjacent Grade I listed barn, with cantilevered glass boxes containing the living areas. The planning negotiations involved a close and successful working relationship with English Heritage.



PRECEDENT IMAGES



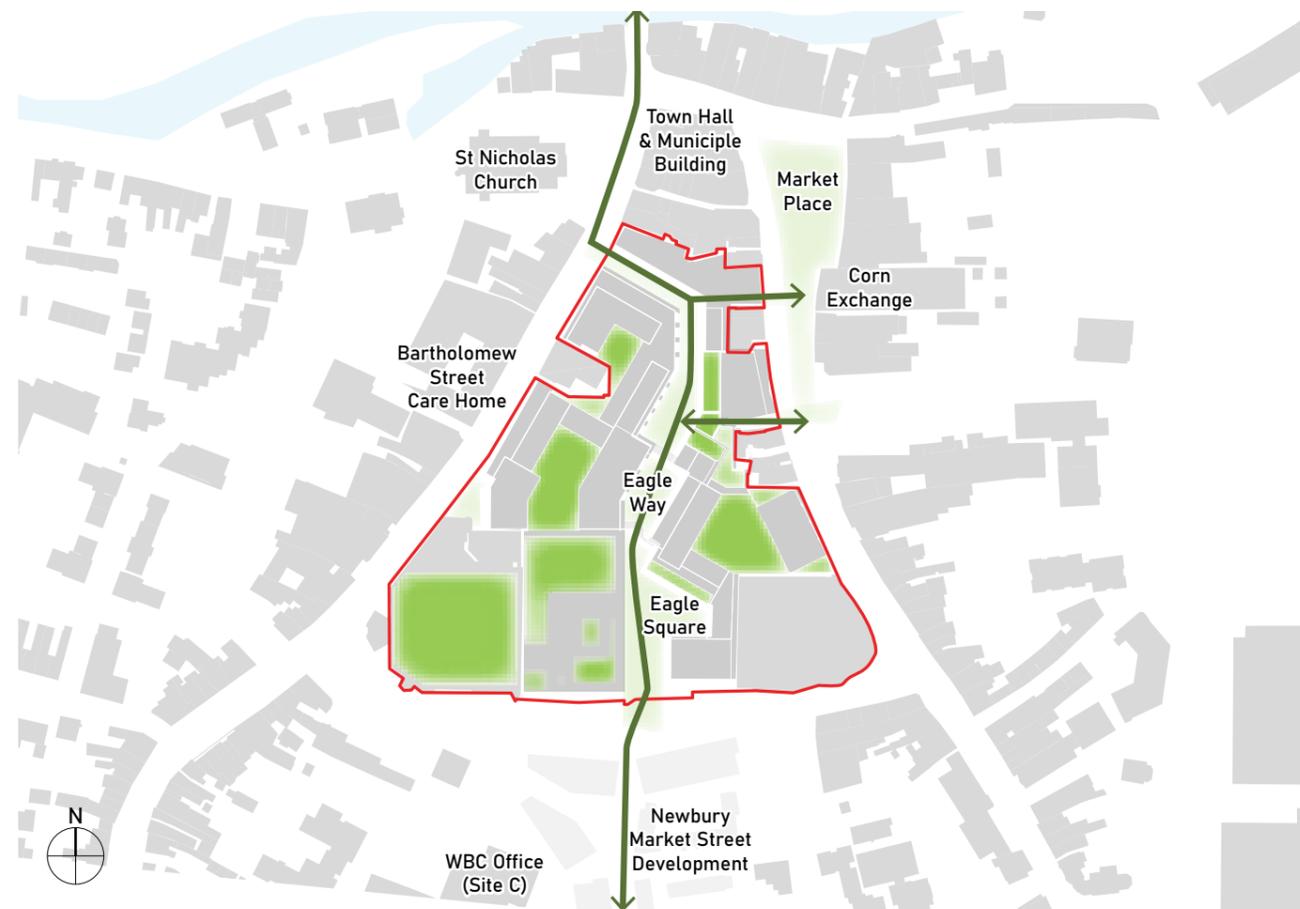
2.4. GREEN NEWBURY TOWN CENTRE

EAGLE WAY

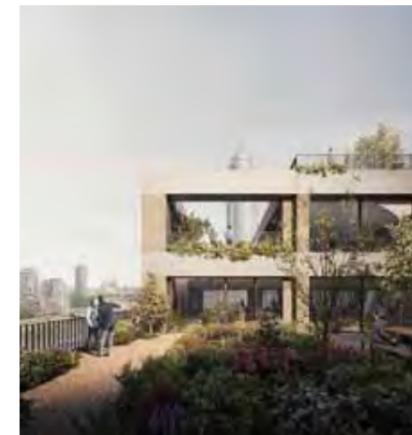
A green route through The Kennet Centre, named Eagle Place after the Eagle Ironworks company which historically lived on the site, will connect Newbury Station, Market Street to Newbury High Street. This will create a new green town centre,

Key

-  New Green Route
-  Public Green Space
-  Terrace Green Space



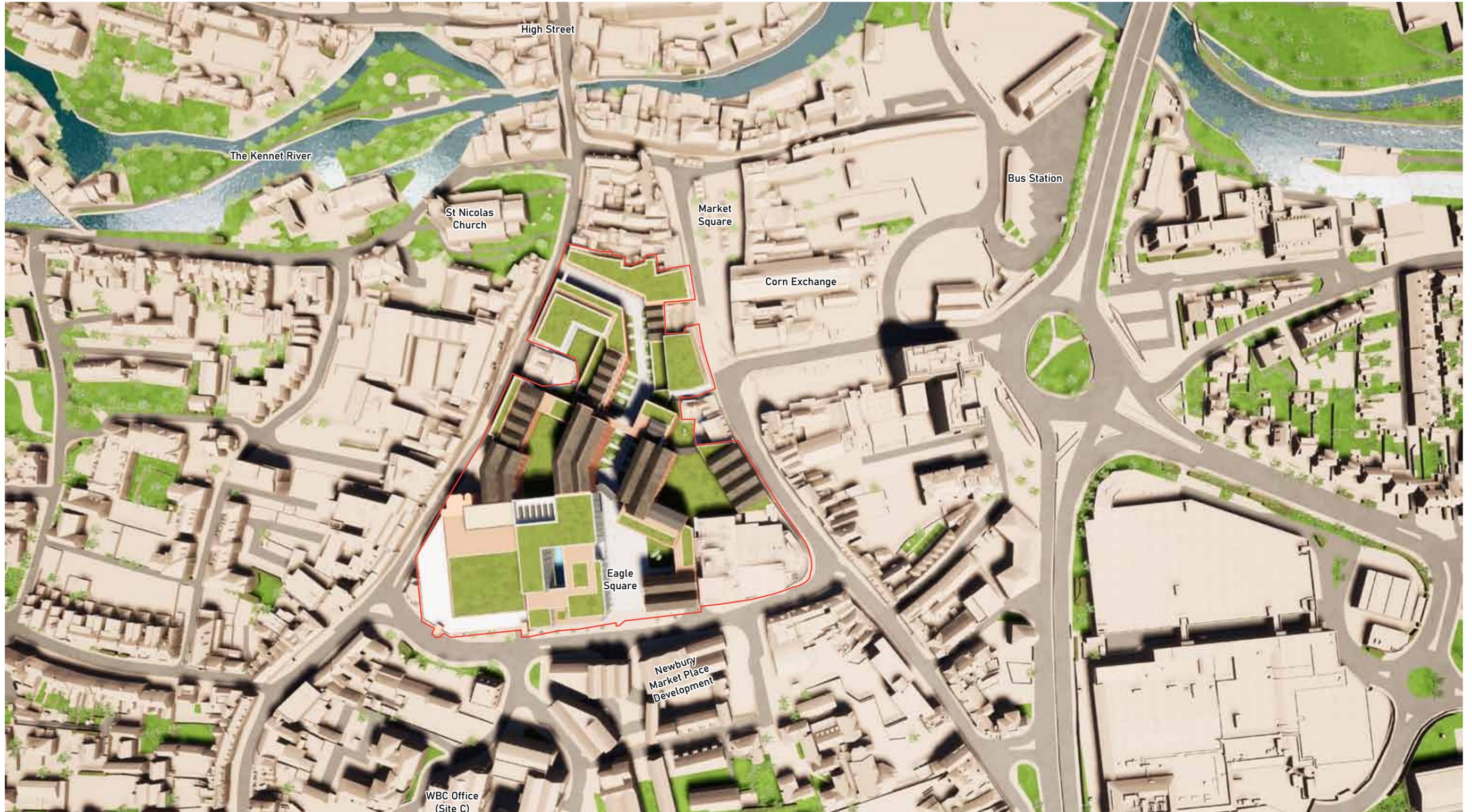
PRECEDENT IMAGES



EAGLE QUARTER, NEWBURY
LEADERS PRESENTATION

3. PRELIMINARY SCHEME

AERIAL PLAN VIEW



VIEW FROM ENTRANCE NEWBURY MARKET STREET DEVELOPMENT



VIEW FROM MARKET STREET



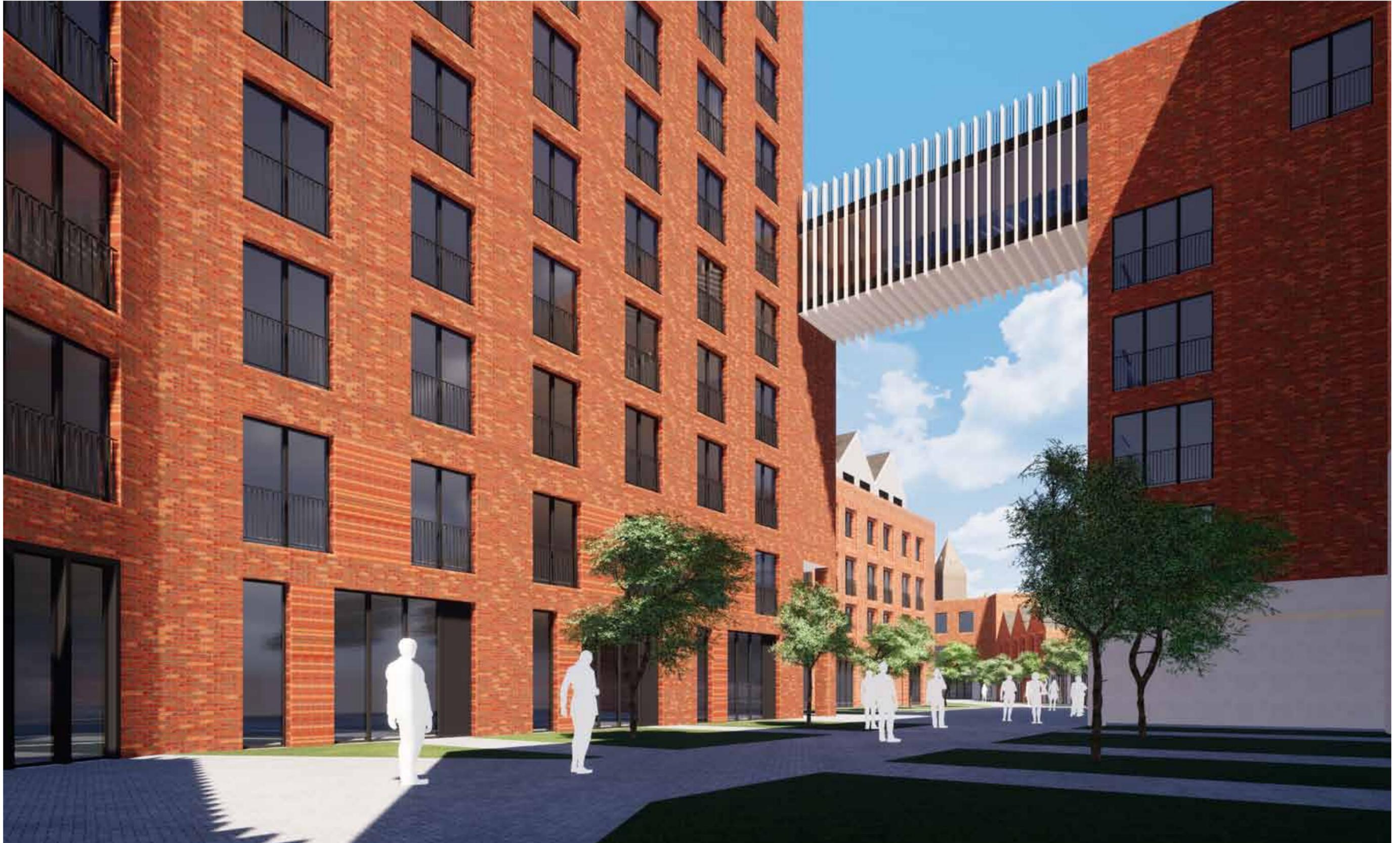
VIEW OF OFFICE ENTRANCE FROM EAGLE SQUARE



VIEW FROM OFFICE ENTRANCE TOWARDS
TOWN HALL & MUNICIPAL BUILDING



VIEW FROM EAGLE WAY TOWARDS TOWN HALL & MUNICIPAL BUILDING



VIEW FROM EAGLE WAY TOWARDS TOWN HALL & MUNICIPAL BUILDING



09 Local Authority preapplication submission pack, 29th July 2020

EAGLE QUARTER, NEWBURY



PRE-APPLICATION DOCUMENT

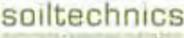
JULY 2020

LOCHAILORT

ColladoCollins Architects

EAGLE QUARTER, NEWBURY
PRE-APPLICATION DOCUMENT

PROJECT TEAM

Applicant	Lochailort Newbury Ltd	
Architect	Collado Collins	
Sustainability	Envision	
Landscape & Public Realm	Fabrik	
Fire Consultant	BB7	
Daylight / Sunlight Consultant	2 Point	
Cost Management & Party Walls	Paragon	
Retail Property Advisor	Rivington Hark	
Residential Property Advisor	CBRE	
Commercial Property Advisor	Hollis Hockley	
Heritage	Montague Evans	
Highways, noise and air quality	Stuart Michael Associates	
Structural Engineering & Drainage	Robert Bird Group	
Geotechnical Engineer	soiltechnics	

CONTENTS

EAGLE QUARTER, NEWBURY PRE-APPLICATION DOCUMENT

Job Number: 20011
Date of Issue: 28/07/20
Purpose of Issue: Pre-Application Meeting
Key Personnel: AF
Reviewed by: LK
Review Date: 28/07/20

1.	INTRODUCTION	
2.	ASSESSMENT	
2.1.	Strategic Context.....	12
2.2.	Local Context.....	20
2.3.	Existing Site.....	34
2.4.	Local Planning Policy.....	38
3.	EVALUATION	
3.1.	Constraints.....	42
3.2.	Opportunities.....	44
4.	DESIGN DEVELOPMENT	
4.1.	Massing Development.....	52
4.2.	Elevation Treatment.....	54
5.	DESIGN PROPOSAL	
5.1.	Overview.....	60
5.2.	Landscape Strategy.....	62
5.3.	Floor Plans.....	86
5.4.	Residential Floor Plans.....	88
5.5.	Office Floor Plans.....	92
5.6.	Retirement Scheme Floor Plans.....	93
5.7.	Repurposing Existing Car Park.....	94
5.8.	Street Views.....	96
5.9.	Townscape Views.....	108
5.10.	Daylight / Sunlight.....	126
5.11.	Summary Of Scheme Benefits.....	128
6.	APPENDIX	
6.1.	Sustainability Strategy.....	132

This document has been prepared by ColladoCollins Architects.

This document (including any enclosures and attachments) has been prepared for the exclusive use and benefit of the addressee(s) and solely for the purpose for which it is provided. In the absence of prior written consent, no part of this document should be reproduced, distributed or communicated to any third party. ColladoCollins Architects does not accept any liability if this document is used for any purpose other than that for which it is intended, nor to any third party in respect of this document.

1. INTRODUCTION

EAGLE QUARTER, NEWBURY
PRE-APPLICATION DOCUMENT

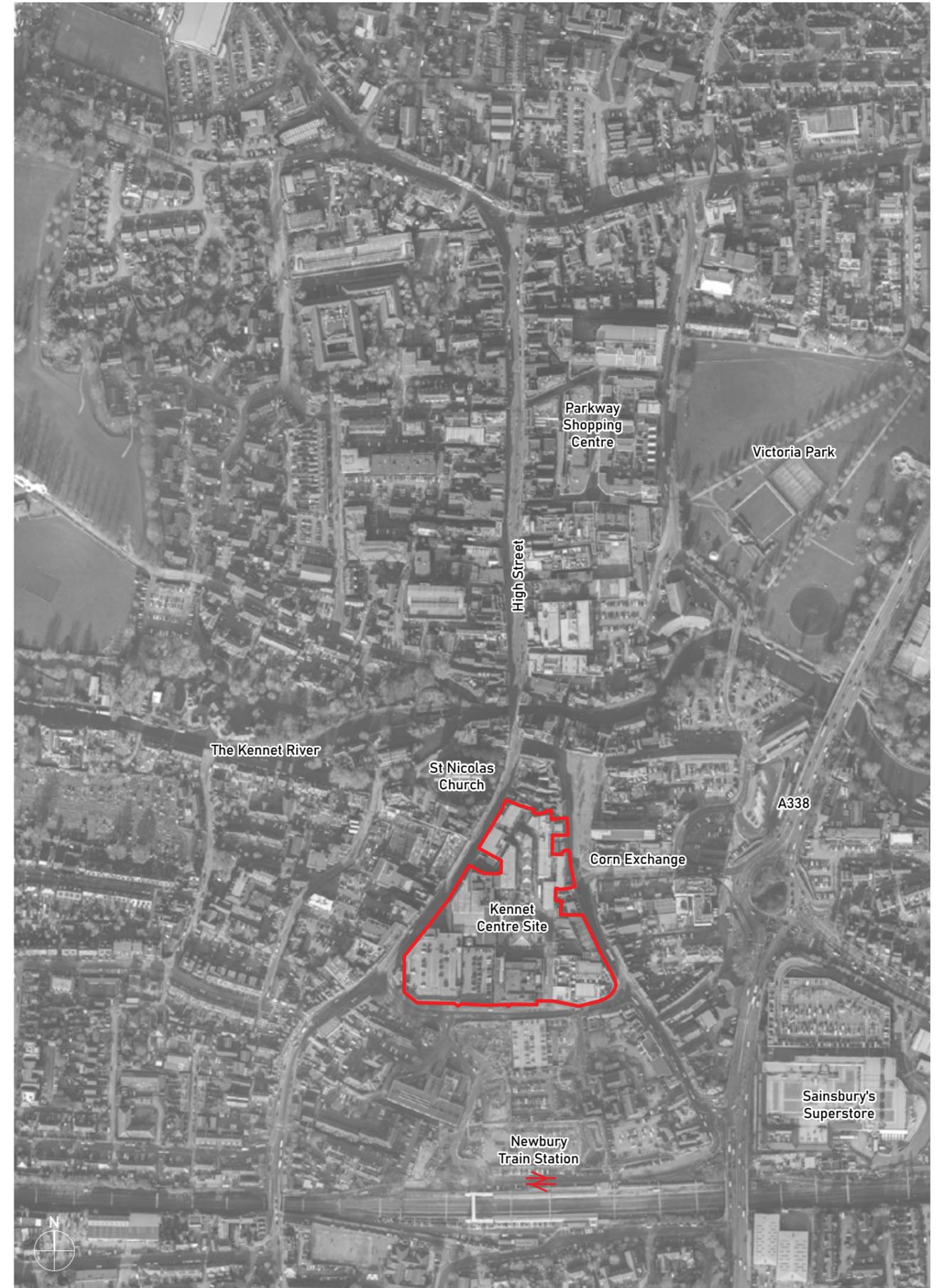
INTRODUCTION

This document has been prepared on behalf of Lochailort Newbury Ltd in support of a Pre-Application Meeting for the redevelopment of the Kennet Shopping centre site in Newbury, Berkshire.

Our vision is to create a new mixed use neighbourhood which facilitates urban renewal. The townscape, connectivity, mix of uses and vitality of this part of the town centre calls for a comprehensive approach to the redevelopment of the impermeable, dated and largely redundant area between the railway station and the High Street. Neighbouring redevelopments have made a start on this and the mixed-use redevelopment of the Kennet Centre will be the next major milestone. Looking at this opportunity strategically, a carefully-designed mixed-use town centre regeneration scheme is the best use of the site.



Aerial view of existing site looking east



Local area context - Aerial view

EAGLE QUARTER, NEWBURY
PRE-APPLICATION DOCUMENT

2. ASSESSMENT

2.1. STRATEGIC CONTEXT

TOWN CENTRE AND EMERGING DEVELOPMENTS

As an area currently undergoing change, there are a number of places identified as opportunity sites, as well as sites currently in varying phases of development or redevelopment.

Opportunity Sites

- 01 WBC Market Street offices
- 02 WBC West Street offices
- 03 WBC Strawberry Hill Offices
- 04 Former Beyer offices and car park
- 05 West Street car park
- 06 Telephone exchange
- 07 Sorting office

Sites Under Construction

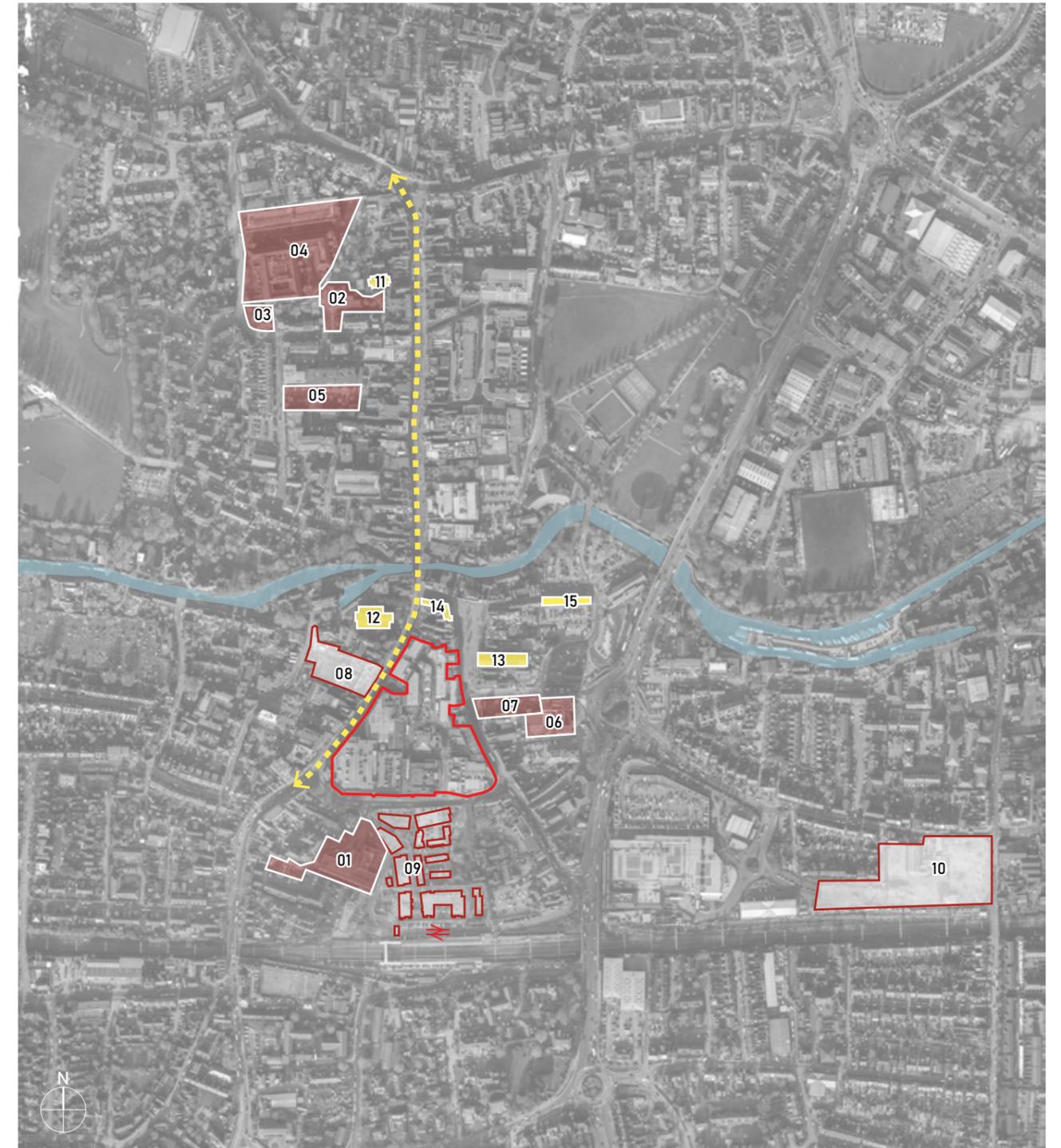
- 08 Bartholomew Street Care Home
- 09 Market Street Development
- 10 Stirling Cables site

Cultural Buildings

- 11 Methodist Church
- 12 St Nicolas Church
- 13 Corn Exchange
- 14 Newbury Town Hall
- 15 West Berkshire Museum

Key

- Opportunity Sites
- Sites Under Construction
- Cultural Buildings
- The Kennet River
- High Street
- Site Boundary
- Newbury Train Station



Local area context - Aerial view

CULTURAL BUILDINGS



Newbury Clockhouse



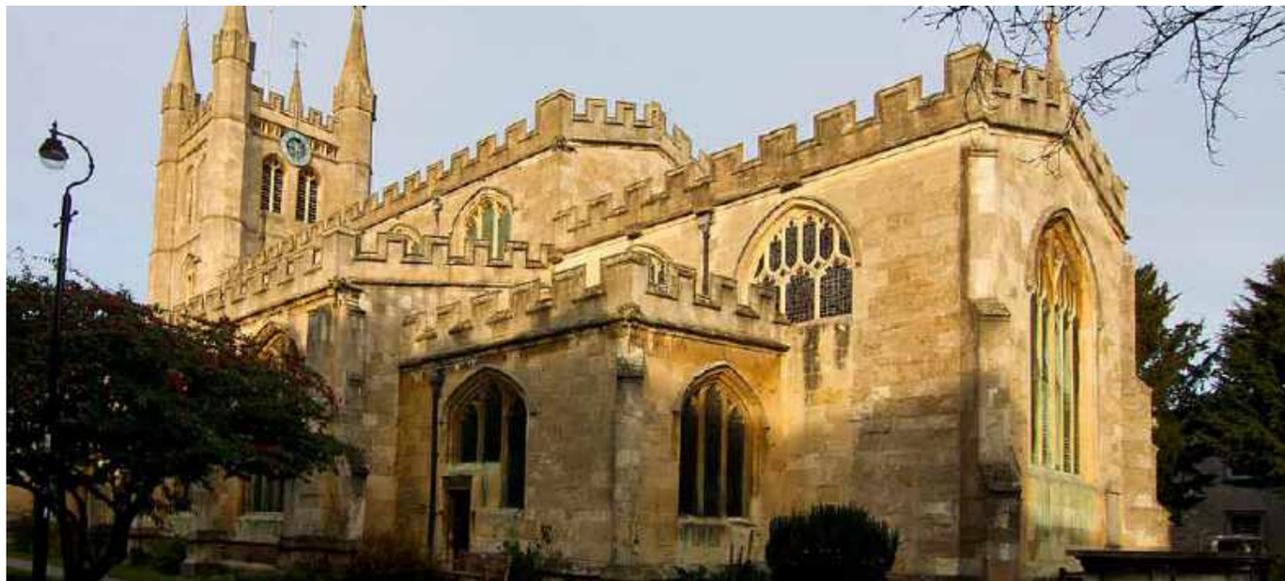
Methodist Church



Newbury Town Hall



West Berkshire Museum



St Nicolas Church



Corn Exchange



The Watermill Theatre

SCHEMES UNDER CONSTRUCTION

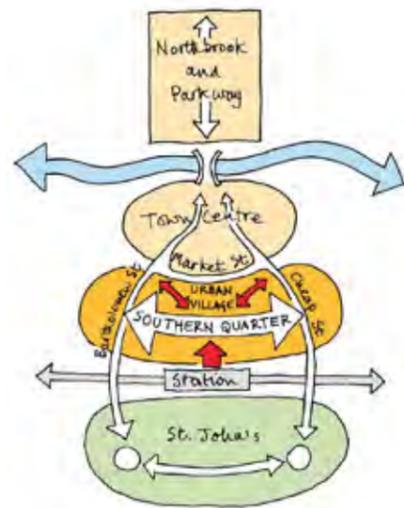
Market Street Development

JTP and Grainger PLC
 Planning application no. 16-00547
 Proposed height up to 6 storeys

With a site area of 2.2 hectares, the site sits between Newbury Railway Station and the town centre. Through addressing key edges such as, Market Street, the Station and the Quaker Meeting House, the scheme responds to its wider context.

As a residential led, mixed-use development, the scheme is made up of 232 private and affordable homes across six apartment blocks and several terraces of houses. Furthermore, at ground level, it includes management offices, residential amenities and commercial units.

Scheme is currently under construction.



Ground Floor Plan and Concept Drawings taken from planning application 16-00547 Design and Access Statement

Aerial view from the South and CGI images taken from planning application 16-00547 Design and Access Statement

Bartholomew Street Care Home

Ayer Chamberlain Gaunt
Planning application no. 18-01827
Proposed height 4 storeys

The application site, approximately 0.33ha in size, currently accommodates a number of tired and under-utilised retail units facing onto Bartholomew Street. Access at Oddfellows Road opens to hard standing car parking. The scheme proposes the demolition and new construction making up the following:

- A new-build residential development of 60 retirement living units, comprising a mix of 1-Bed and 2-Bed accommodation.
- Communal amenity facilities for residents, including a dining room, residents lounge and multi-purpose room.
- Landscaped courtyard & grounds.
- 2 commercial retail units.
- 24 car parking spaces

The scheme is currently under construction.



Street view from Oddfellows Road and CGI Image taken from planning application 18-01827 Design and Access Statement

Sterling Industrial Estate

Jonas Carter and Sutton Griffith
Planning application no. 15-00319
Proposed height up to 8 storeys

Formerly the home of Sterling Cables Ltd and Newbury Town Gas Company, this highly contaminated industrial site is to be developed into commercial spaces within a mainly residential area.

The scheme applies a high density proposal in order to overcome site constraints, whilst still generating a sense of place and identity to this market town location. The design builds steadily from 3 storeys to a single taller element of 8 storeys, exploring a mix of materials, include brick, render and timber cladding.

Furthermore, the scheme hosts a semi-basement car park located below a central communal landscaped garden.

The scheme is currently under construction.



CGI Images taken from planning application 15-00319 Design and Access Statement

2.2. LOCAL CONTEXT

The application site is approximately trapezoidal in shape, with the southern edge defined by Market Street, the eastern edge by Cheap Street, and the western edge by Bartholomew Street. On the north edge, the site meets terraced developments tightly knit into an urban front.

On the western and eastern boundaries, listed buildings 'The Catherine Wheel' and 'The Newbury' neighbour.

Across Market Street, the Market Street Development will provide 230 new homes and a new pedestrian road network.

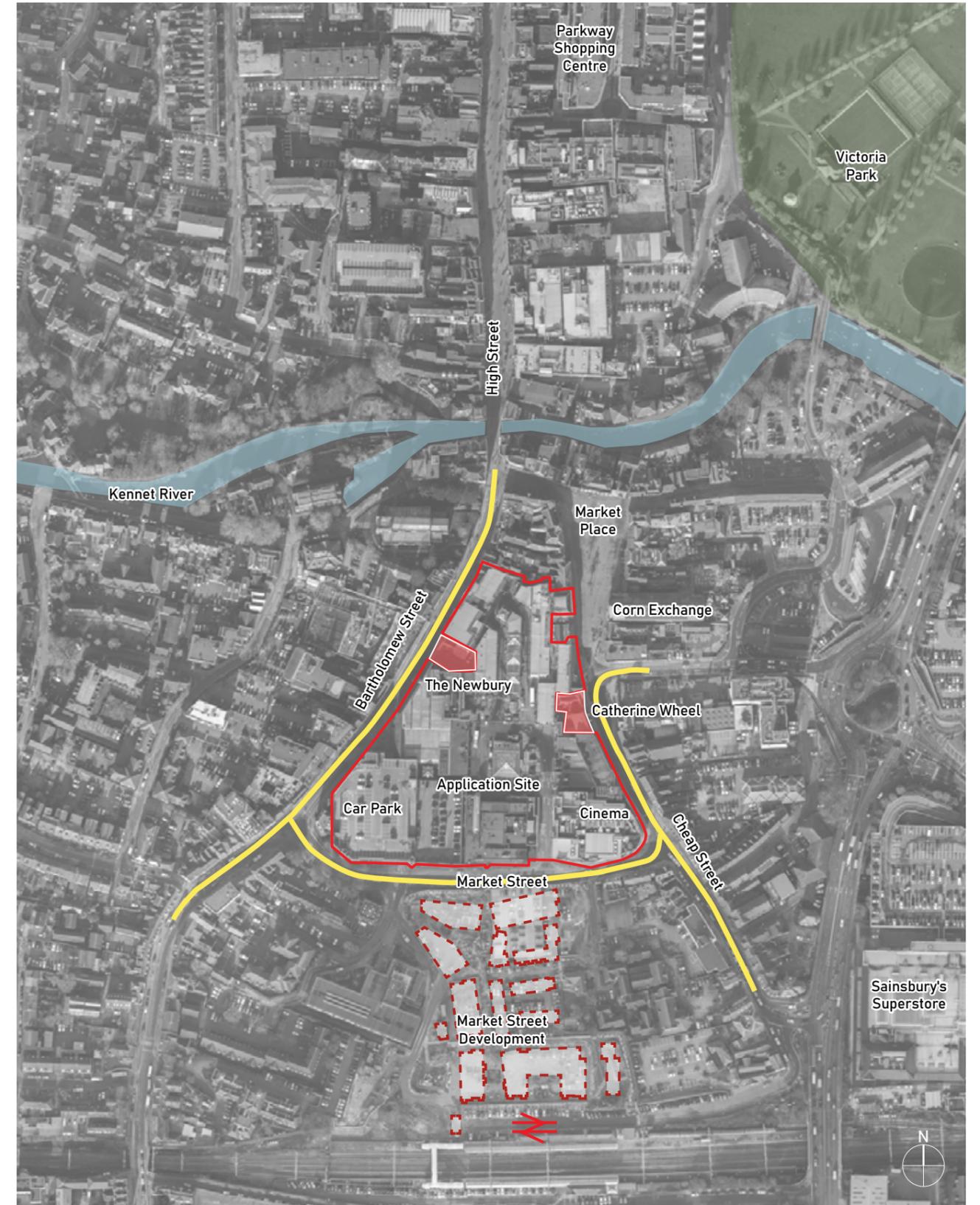
Amongst other existing facilities on site, a VUE cinema is located on the south-east corner and a multi-storey car park on the south-west corner.

Key

- Listed Buildings
- Site Under Construction
- Main Vehicular Roads
- Site Boundary
- Newbury Train Station



Aerial view of site looking north-east



Aerial plan view of site

NEWBURY HISTORY

Newbury is a market town in Berkshire that dates back to the 11th century. The Town centre is located around the old Market Place, which dates back as early as when the town was formed. As stated on the website newburyhistory.co.uk, the earliest recorded mention of Newbury was in the 'Ecclesiastical History of England and Normandy', where the town was mentioned to have been granted permission to hold a fair and a market.

By the 12th century, the town was recorded to have 22 households.

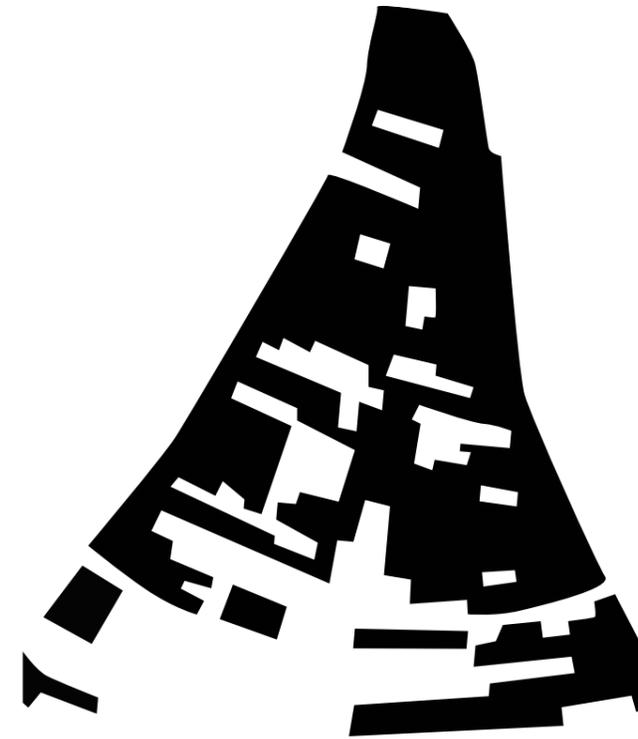
The town has a rich history, having experienced pandemics, the Black Death affecting a third of its population in the 14th century, the War of the Roses, and civil war.

During the 19th century the Kennet and Avon Canal was opened to enable corn transport from Reading to Bristol. The canal brought new opportunities and challenges in the town. This period was marked by innovation, with William Plenty's invention at peak, the design of a 'Pulling and Sail' lifeboat. Due to the Great Western Railway (GWR) opening a railway line in 1847, business was diverted from the canal. In 1852, GWR bought the canal for one fifth of its construction cost.

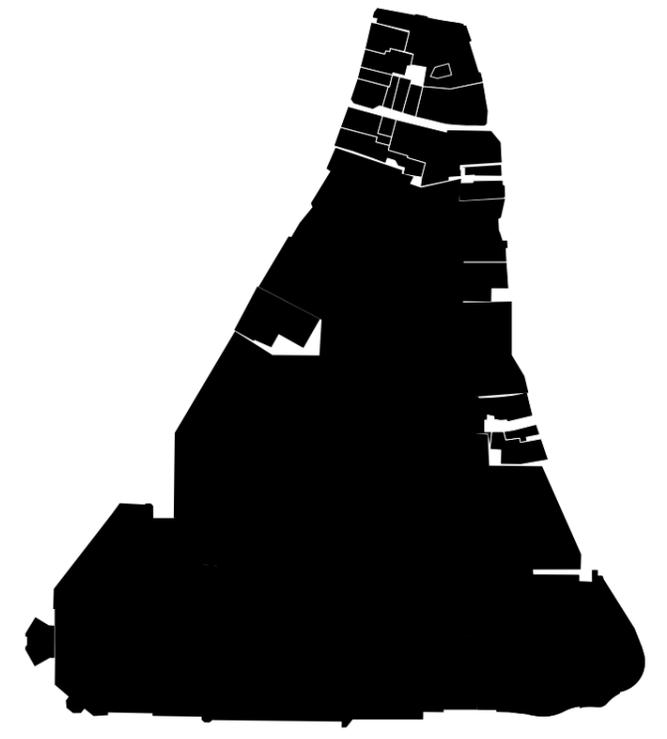
The Railway company did not appoint any improvement works during their ownership and tried to close the canal years later. The closure order was rejected and the canal lived to serve during the war as a safer transport route for goods. After the War, the canal was transferred to the British Transport Commission. In the late 1900s the canal was restored and it re-opened.

The application site sits between the river and canal, located north, and the railways, located south.

North of the town centre, the area appears to have been used for storage and management during the period when goods were transported mainly by boats along The Kennet River and Avon Canal, a time when the Corn Exchange was built. Following the emergence of railway transport in Newbury, the area shifted north, tying up closer with the town centre.



1888-1913 Urban grain



2020 Urban grain



Historical photograph of the Catherine Wheel Pub



1970S Aerial view



1888-1913



Historical roofscapes - Bartholomew Street



1841-1952



WW2 Bombing, Bartholomew Street, C1940



C1980, Market Place, Cheap Street



WW2 Bombing, Bartholomew Street, C1940



C1930, Cheap Street



The River Kennet

NEWBURY CHARACTER

Through reflecting on Newbury's character as a place you can design a proposal which responds directly to it, drawing from its contextual form in a way that feels like a natural step forward of the existing.

A large part of the contextual form is Newbury's architectural character and how it is experienced through the grain and aesthetic of the buildings facing onto the town's public streets and spaces.

While this character ranges across the town, especially during a time of development, the historic core of the town centre generates consistency within the centre of Newbury.



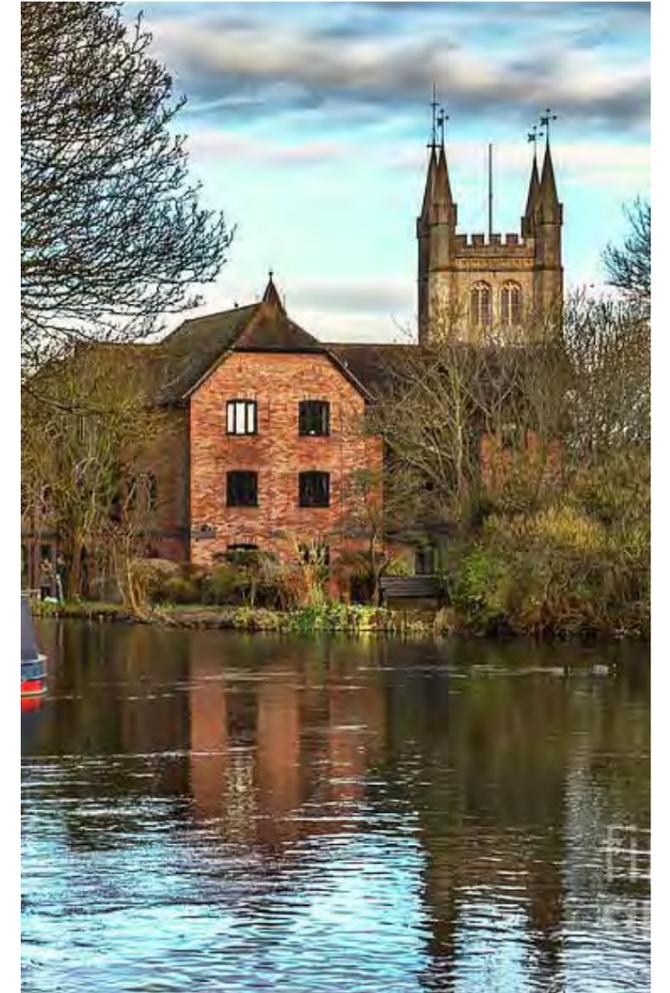
Residence on The Kennet River



Newbury Town Hall



Newbury Clockhouse



Newbury Lock



St Nicolas Church



Lock Stock & Barrel Pub



Marsh Lane



The Kennet River

EXISTING STREET FRONTAGE

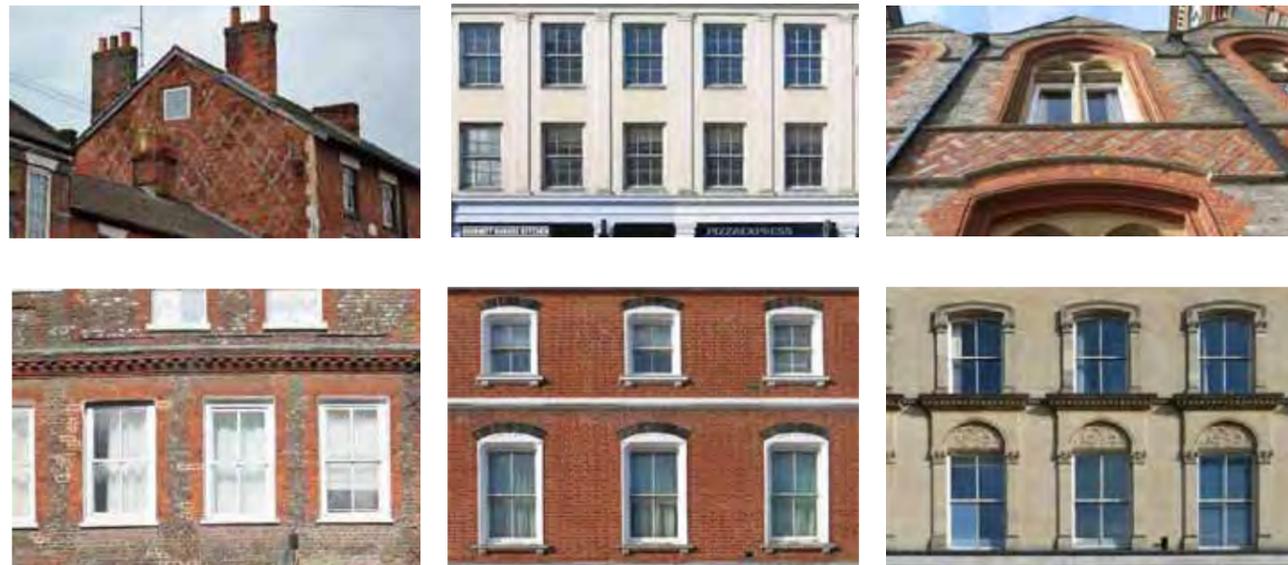
Looking at existing street frontages, there are design principles which resonate throughout Newbury, establishing the character of the area.

These principles, are experienced within the streetscape and can influence design development so to reflect these characteristics.

Materials



Brick Detailing



Existing Street Frontages - Northbrook Street



Windows



URBAN GRAIN

The large footprint of the retail complex contrasts with the old street grain in the immediate surroundings.



Map showing existing grain

EXISTING PUBLIC SPACES



1. St Nicolas Church



2. Corn Exchange



3. Newbury Town Hall and Market Place



4. Corn Exchange and Market Place