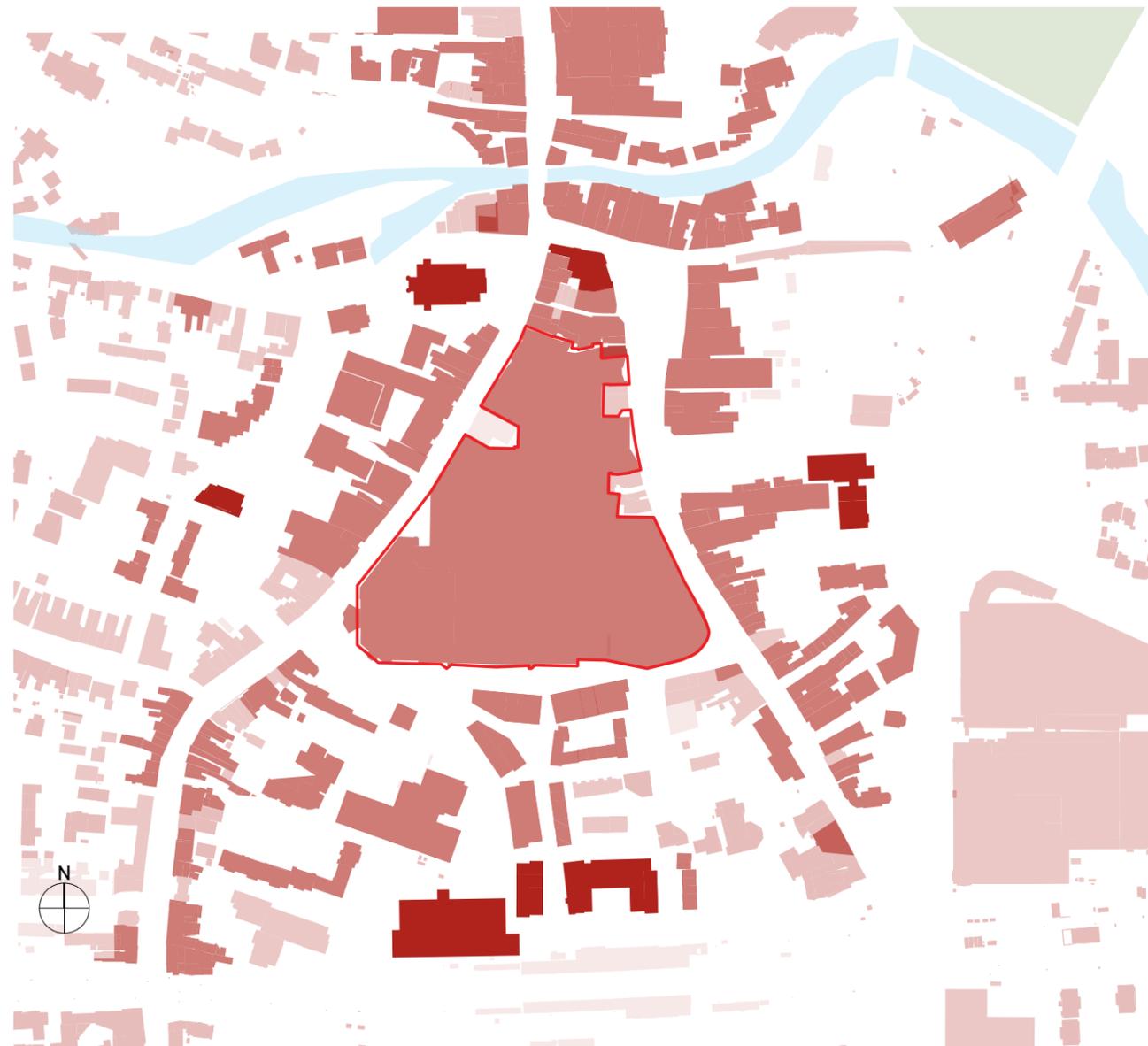


## BUILDING HEIGHTS

Most of the buildings surrounding the site are low in height residential houses and large, low-rise commercial buildings. In the Town Centre there are taller residential, commercial, and mixed use buildings.

### Key

- 1-2 Floors
- 3-4 Floors
- 5+ Floors



Map showing existing building heights



Newbury Town Hall



Parkway Shopping Centre (11 storeys)



British Telecom, Bear Lane



St Nicolas Church



Sterling Industrial Estate (8 storeys)

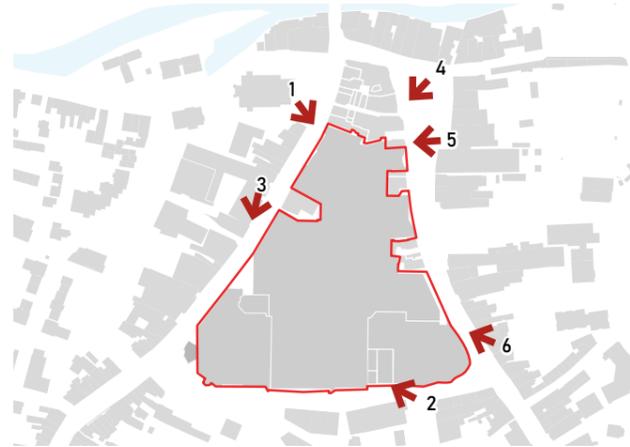
## 2.3. EXISTING SITE

### EXISTING PERMEABILITY

The Kennet Shopping Centre, was built in the 1970s. It rises to a maximum of four storeys, with the Vue Cinema located on the south-east corner of the site and a multistorey car park on the south-west corner.

Currently, the site is not very permeable, with no open public routes. The complex is a collage of fronts with retail uses opening up to the main streets. The shops are currently occupied by various retailers.

The application site is surrounded mostly by small, retail and residential buildings separated by streets with a moderate width.



Aerial view of site looking South-East



1. Bartholomew Street



2. Market Street - Car park entrance



3. Bartholomew Street



4. Cheap Street - The Arcade Alley entrance



5. Cheap Street



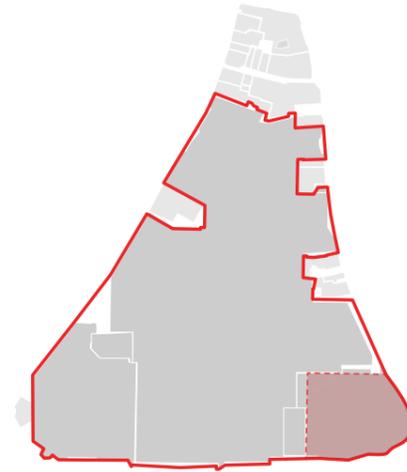
6. Cheap Street

## EXISTING SITE ANALYSIS

### Site Boundary

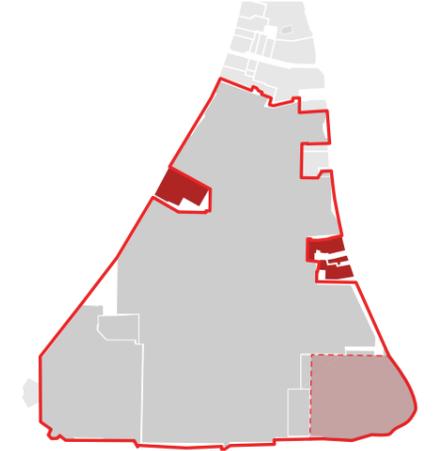
Bartholomew street runs parallel with the A339, crossing the town north to south and is the main connection from the application site to the town centre. Cheap Street is partially closed to traffic on the north side, where Market Place is located in front of the Corn Exchange building. The square serves leisure and cultural purposes, extending the town centre to the south.

-  Site Boundary
-  Potential Future Phase



### Listed Buildings

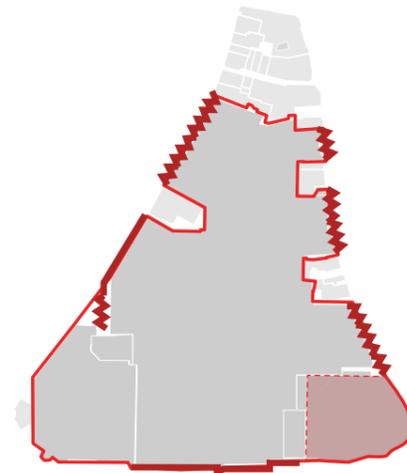
Two listed buildings sit between site boundaries. These 2 storey buildings are part of the local character of Newbury.



### Existing Facade Edges

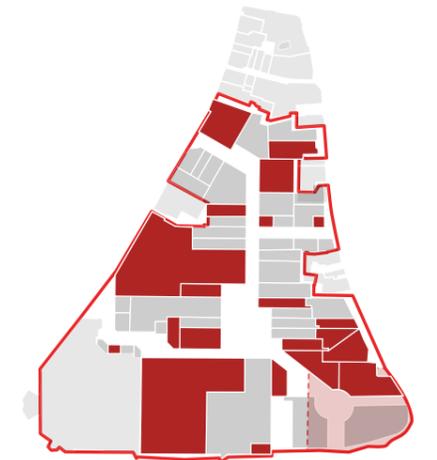
The existing buildings offer potential for significant active frontage along the east and north-west edges of the site. However, currently not all frontages are utilised as units lay vacant. The west edge offers limited amount of active frontage.

-  Active Edge
-  Solid Edge



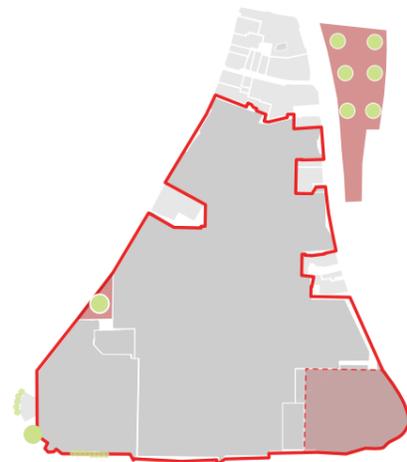
### Current Retail Vacancies

Presently The Kennet Centre has 21 vacant units.



### Existing Public Realm and Landscaping

The site offers a small amount of public realm, by the west entrance. There is little landscaping within the immediate surroundings, with Market Place to the north-east of the site offering the only large open space for public use.



### Access

Pedestrian access into the site is from all edges. Through the existing site is a central corridor connecting Cheap Street to Bartholomew Street.

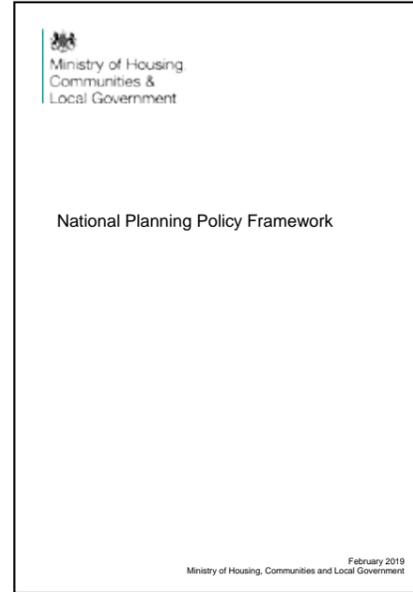
Vehicular access is from the south and west, both leading directly to car parking; to the multi-storey car park on the west or roof parking to the south.

-  Pedestrian Route
-  Vehicular Route
-  Pedestrian Access
-  Vehicular Access

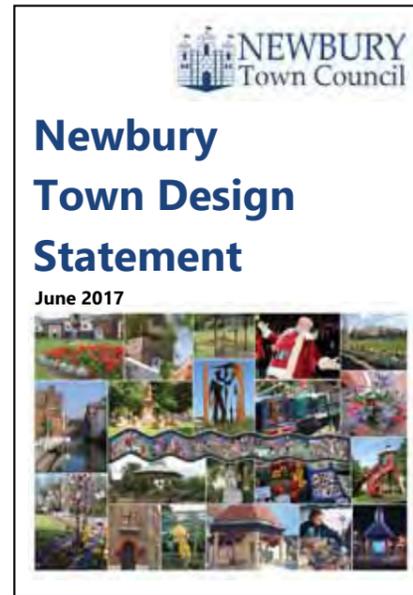


## 2.4. LOCAL PLANNING POLICY

The design proposals have been developed in accordance with the national, regional and local policy guidance.



National Planning Policy Framework (March 2012)



Newbury Town Design Statement (June 2017)

## WEST BERKSHIRE CORE STRATEGY DEVELOPMENT PLAN DOCUMENT (DPD)

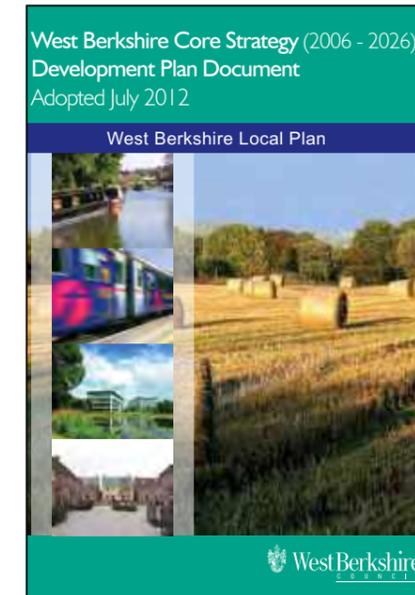
The Core Strategy is a development plan document which sets out an overall planning strategy until 2026. It explains the councils vision for the area and how to deliver it.

### Spatial Strategy

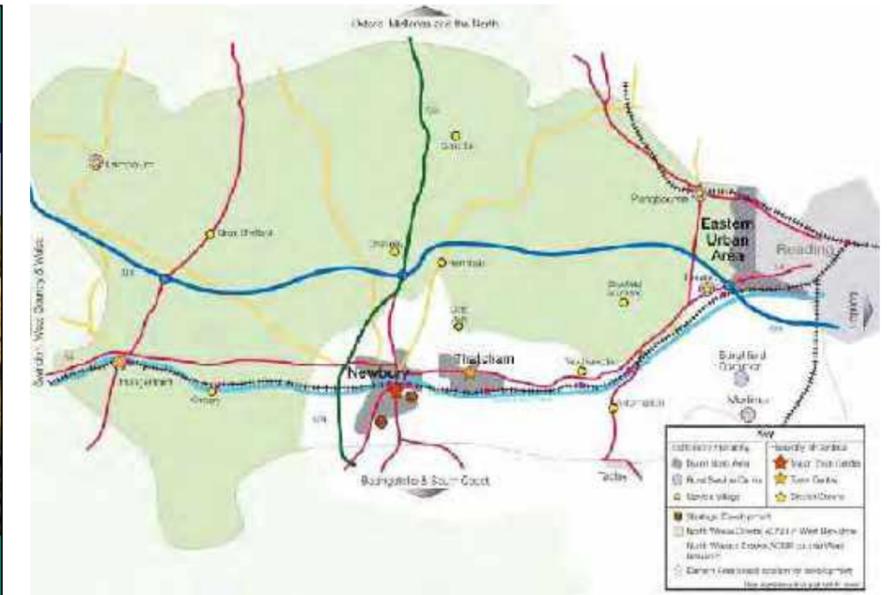
Core strategy spatial policies are divided by geographical area to reflect varying area characteristics. Newbury's Spatial Strategy outlines the following:

- Newbury will retain its traditional market town heritage whilst undergoing infrastructure improvements and development and renewal of commercial uses and housing, to create a vibrant 21st century centre.
- Newbury will continue to fulfil its key role as the administrative centre and major town centre for the District, with a wide range of retail, employment, leisure and community services and facilities.
- It will be the main focus for housing growth over the period with new housing development, supporting the vitality of the town centre and accompanied by enhanced services, facilities and infrastructure, as outlined in the Infrastructure Delivery Plan (IDP).

- Newbury's accessibility in terms of access to rail and strategic road networks will mean that it remains a key focus for business investment and development. Additional employment opportunities will reduce the need for out-commuting and provide job opportunities for existing and new residents.
- Newbury will build on its existing strengths and historic legacy to reinforce its distinct identity and differentiate its shopping centre from other town centres in the region. The Newbury 2025 Vision will continue to be implemented, with its emphasis on enhancing the different 'Quarters' of the town centre.
- Tourism will play a bigger part in the town's economy. Improvements to the racecourse and the extended recreational role of the Kennet and Avon Canal, combined with the regeneration of the town centre and the established arts and cultural attractions, raising the town's profile and increasing vitality and vibrancy of the town centre.
- Open spaces will be better linked to improve access for pedestrians and cyclists within the town and to improve public access to countryside on the fringes of town.



West Berkshire Core Strategy Development Plan Document (2006-2026)



West Berkshire Core Strategy Key Diagram from West Berkshire Core Strategy Development Plan Document (2006-2026)

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EAGLE QUARTER, NEWBURY  
PRE-APPLICATION DOCUMENT

## 3. EVALUATION

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### 3.1. CONSTRAINTS

#### Site Dimensions

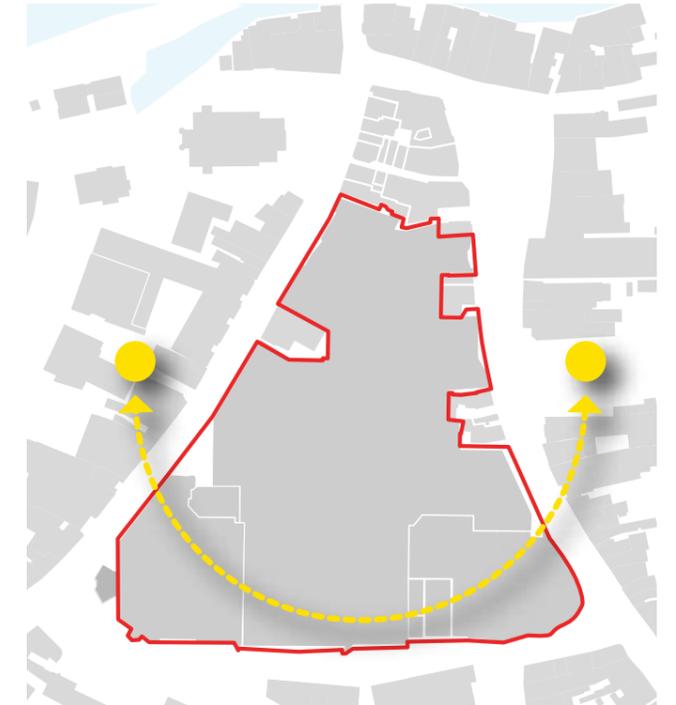
The application site boundary is approximately trapezoidal in shape, with the longest edge measuring 188m. The site measures an area of 2.19 ha (5.4 ac).

A network of buildings along a shared green space would provide an improved layout to the current closed footprint.



#### Daylight, Sunlight, Overshadowing

The site is exposed to sunlight and little or no overshadowing from the south.

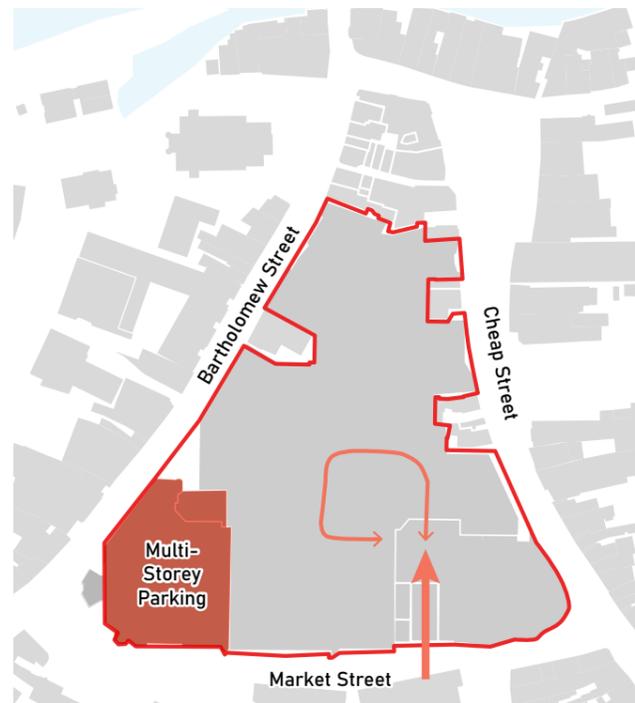


#### Access

The site is bounded on three edges, north by Market Street, east by Cheap Street and west by Bartholomew Street.

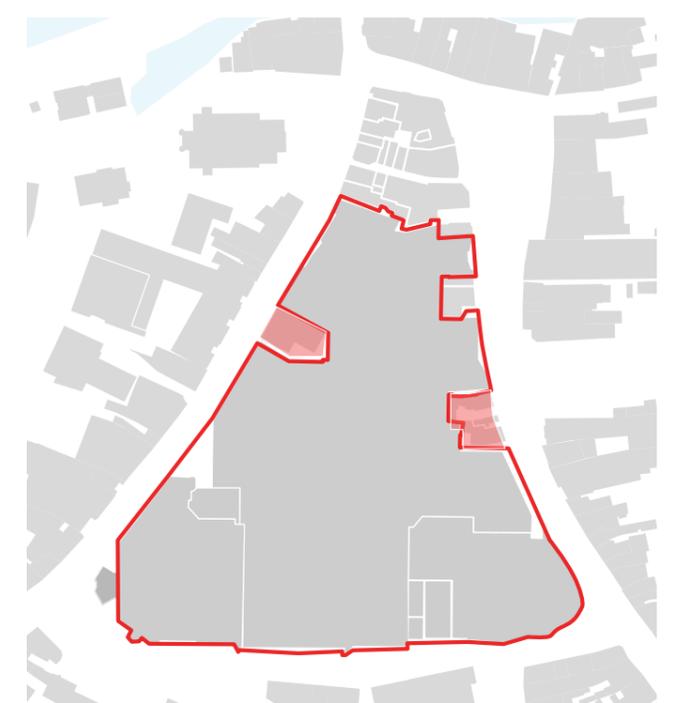
There is only one point of vehicular access/egress located on the south side of the application site, where vehicles enter at grade and access the podium for servicing.

Parking is provided in the designated level parking located on the south of the site. Access to the multi-storey car park is from the south and west.



#### Adjacent Properties

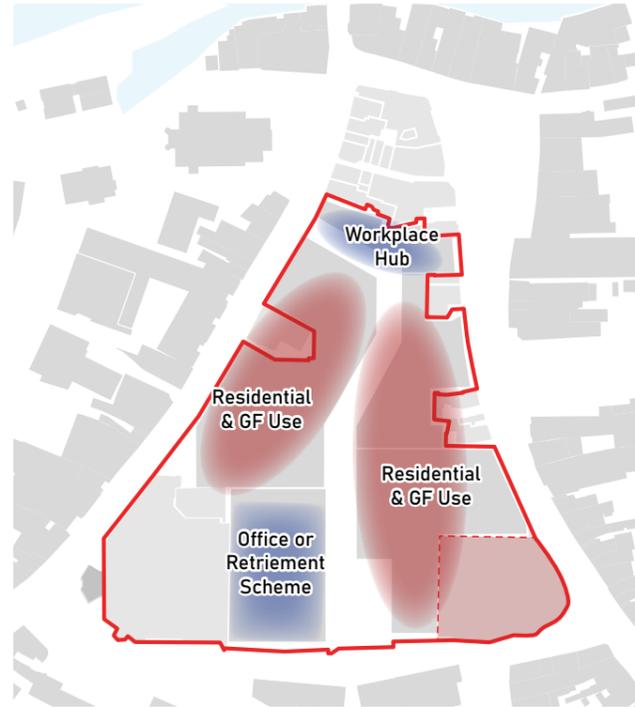
Adjacent to the site, at 33 & 34 Cheap Street and at 21-25 Market Place are two Grade II listed buildings. With the site boundary wrapping around these listed buildings, the party wall edges associated with these properties must be treated sensitively and appropriately.



## 3.2. OPPORTUNITIES

### Mix of Uses

The local context is made up of a mixture of use typologies including commercial, office and residential. There is opportunity to continue this diversity within the scheme by creating a mixed-use residential scheme, with quality amenity and potential for an office space for Newbury Council or retirement scheme.



### Active and Sensitive Edges

There is opportunity to open up and activate the whole frontage along Market Street and Cheap Street. Neighbouring party walls must be treated sensitively, especially those of listed buildings.

- - - Sensitive Edge
- Active Edge

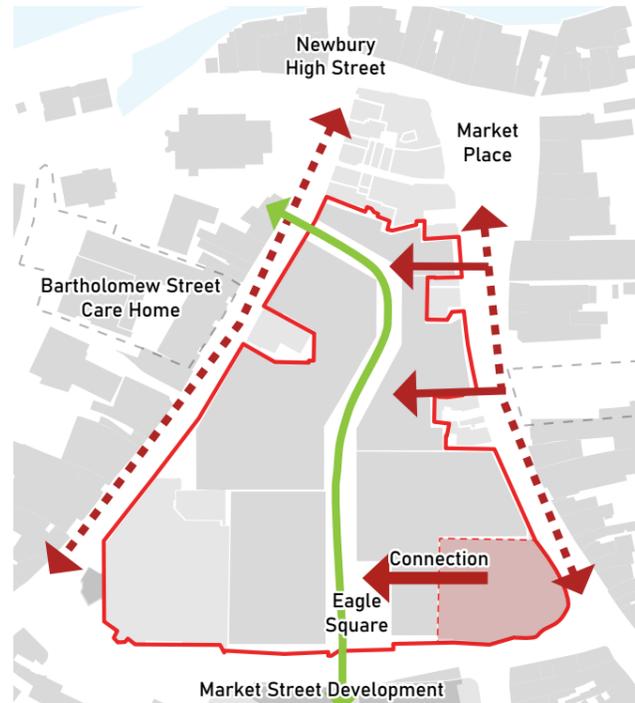


### New Routes and Connections

There is opportunity to open up the site and create routes through. This would coordinate with the council's vision and improve the pedestrian access in the area towards Newbury Station, Newbury High Street and The Kennet River. The opportunity also extends the new link established through the Market Street Development.

There is also potential for a route connecting the new public space, Eagle Square, and the existing cinema.

- - - Main Vehicular Route
- Pedestrian Route
- Public Realm Route

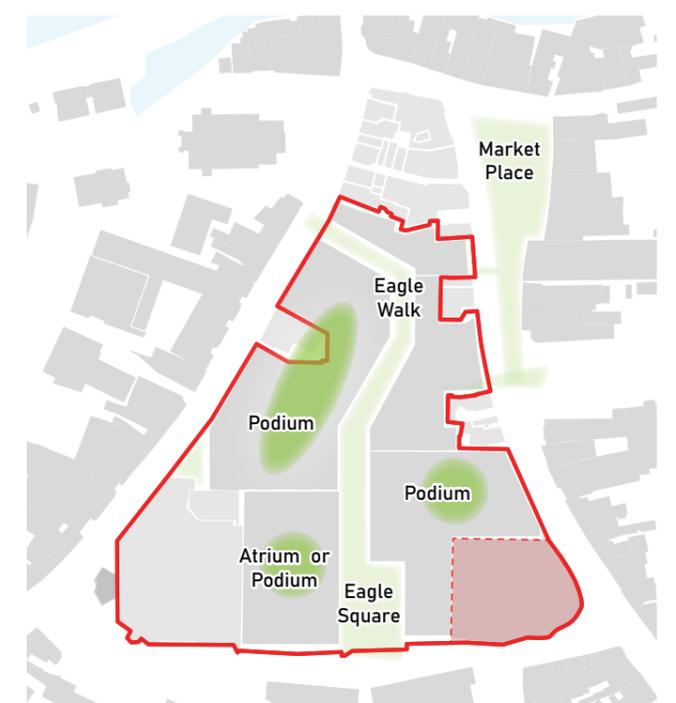
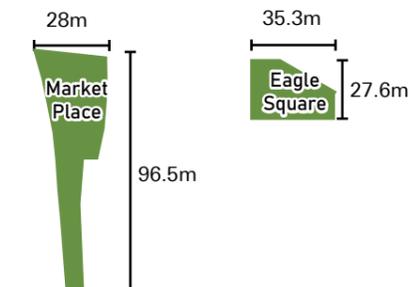


### Landscaping and Public realm

Green spaces can be created along proposed access routes as well as along the Market Street Development boundary. This creates the opportunity of a landscaped pedestrian route from Newbury Station all the way to The Kennet River.

Podiums and roof terraces also provide the opportunity for both private and communal gardens.

Existing Market Place is 1890 sqm and proposed Eagle Square is approximately 840 sqm.



## OPPORTUNITY TO INCREASE USE MIX

There is opportunity to create a more diverse mix use on the application site. This would be complimentary the variety of uses already present in the local area.

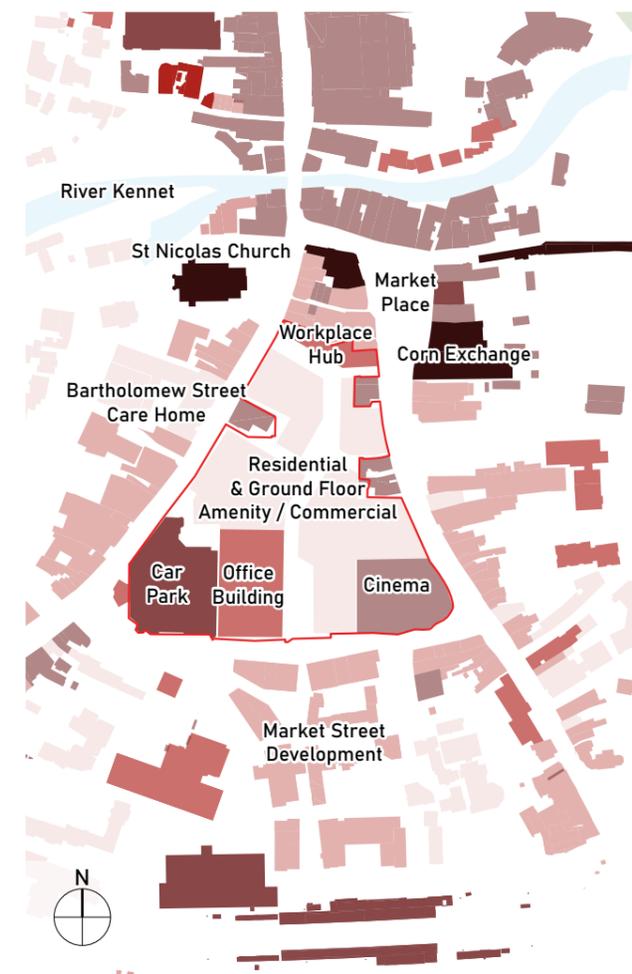
Existing Uses



**Key**

- Landmark
- Parking / Ancillary
- Amenity / Community Facility
- Office
- Commercial
- Residential / Mixed Use
- Residential

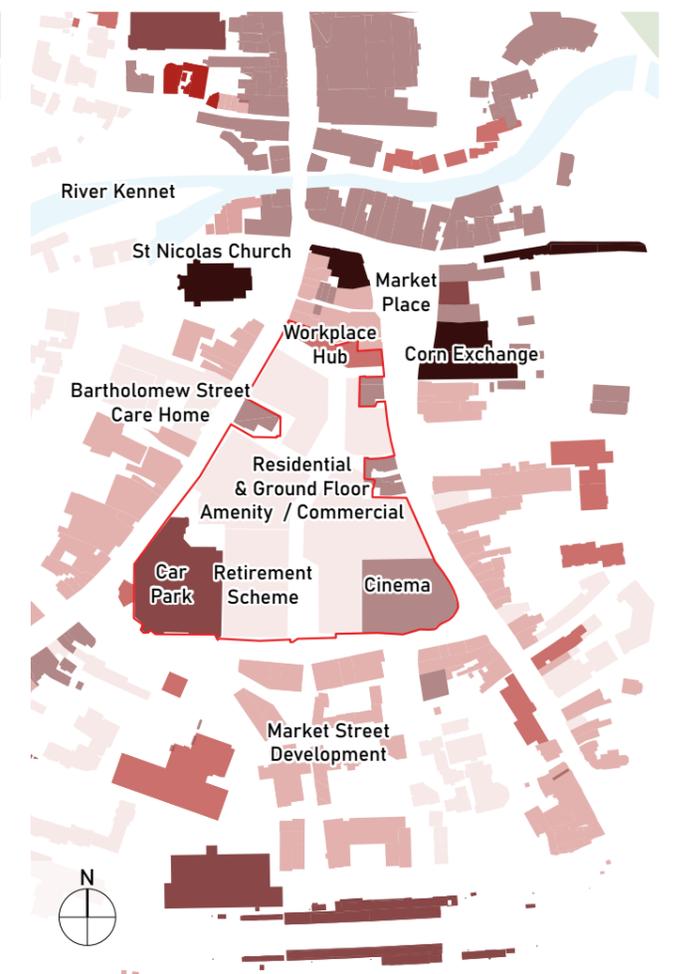
Proposed Uses - Residential and Office Scheme



**Key**

- Landmark
- Parking / Ancillary
- Amenity / Community Facility
- Office
- Commercial
- Residential / Mixed Use
- Residential

Proposed Uses - Residential and Retirement Scheme

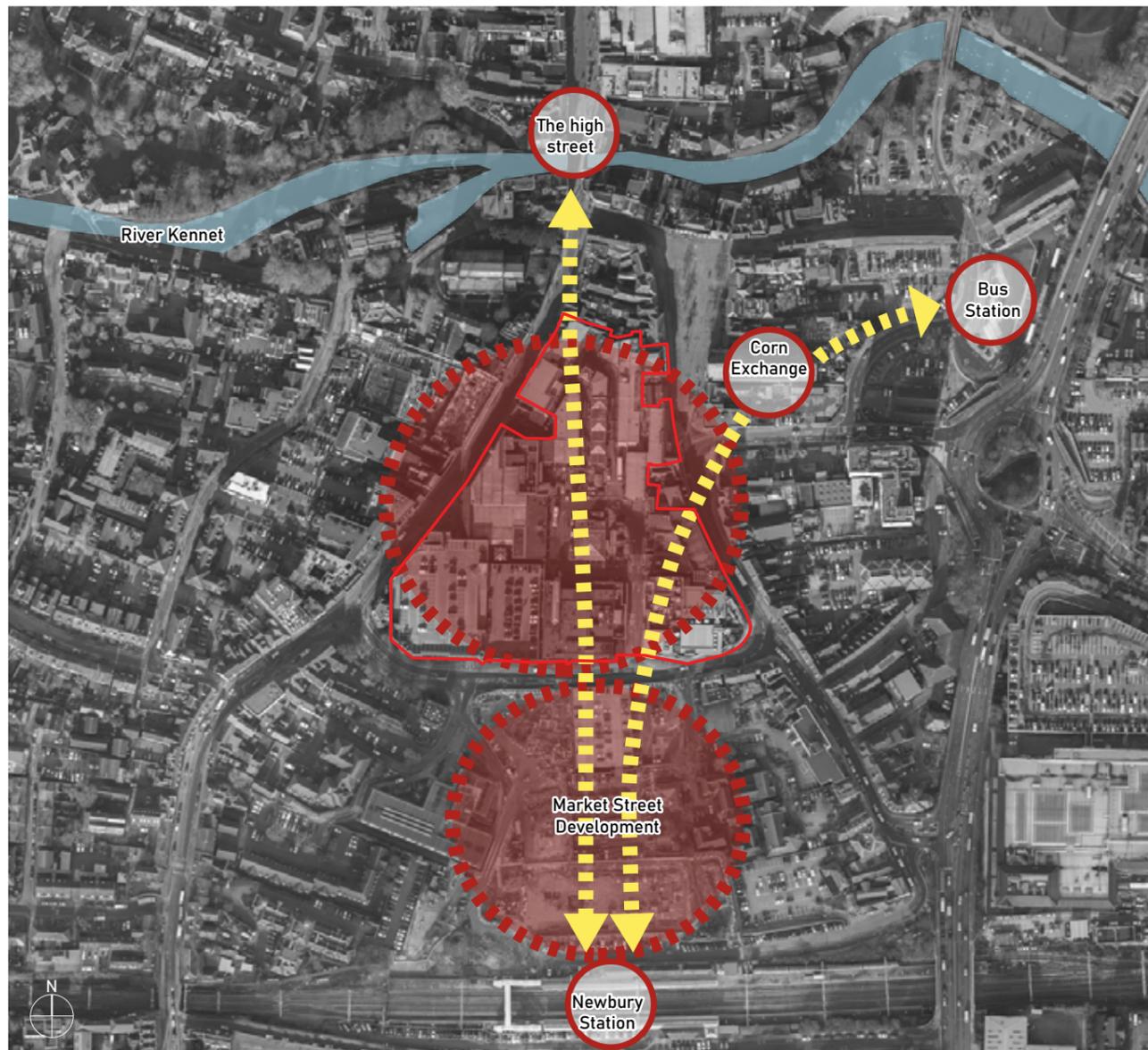


## RECONNECTING NEWBURY

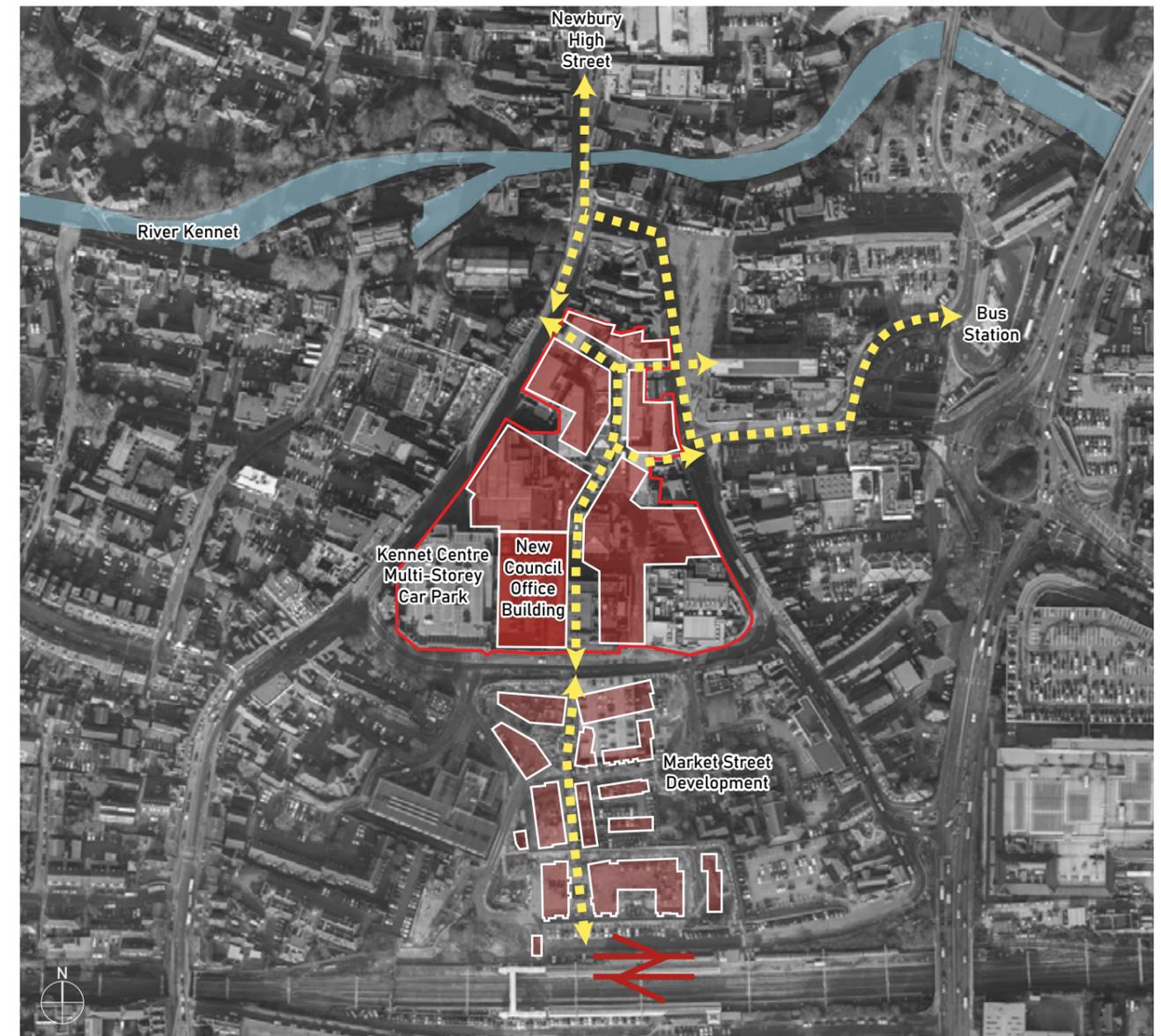
The emerging Market Street Development, offers the opportunity to create a pedestrian link between Newbury Station and The Kennet Centre site. Our proposal suggests extending this route further north to connect to The Kennet River; a route which does not currently exist.

### Key

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



New link strategy



Linking Market Street Development with ColladCollins indicative scheme

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PRE-APPLICATION DOCUMENT

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## 4. DESIGN DEVELOPMENT