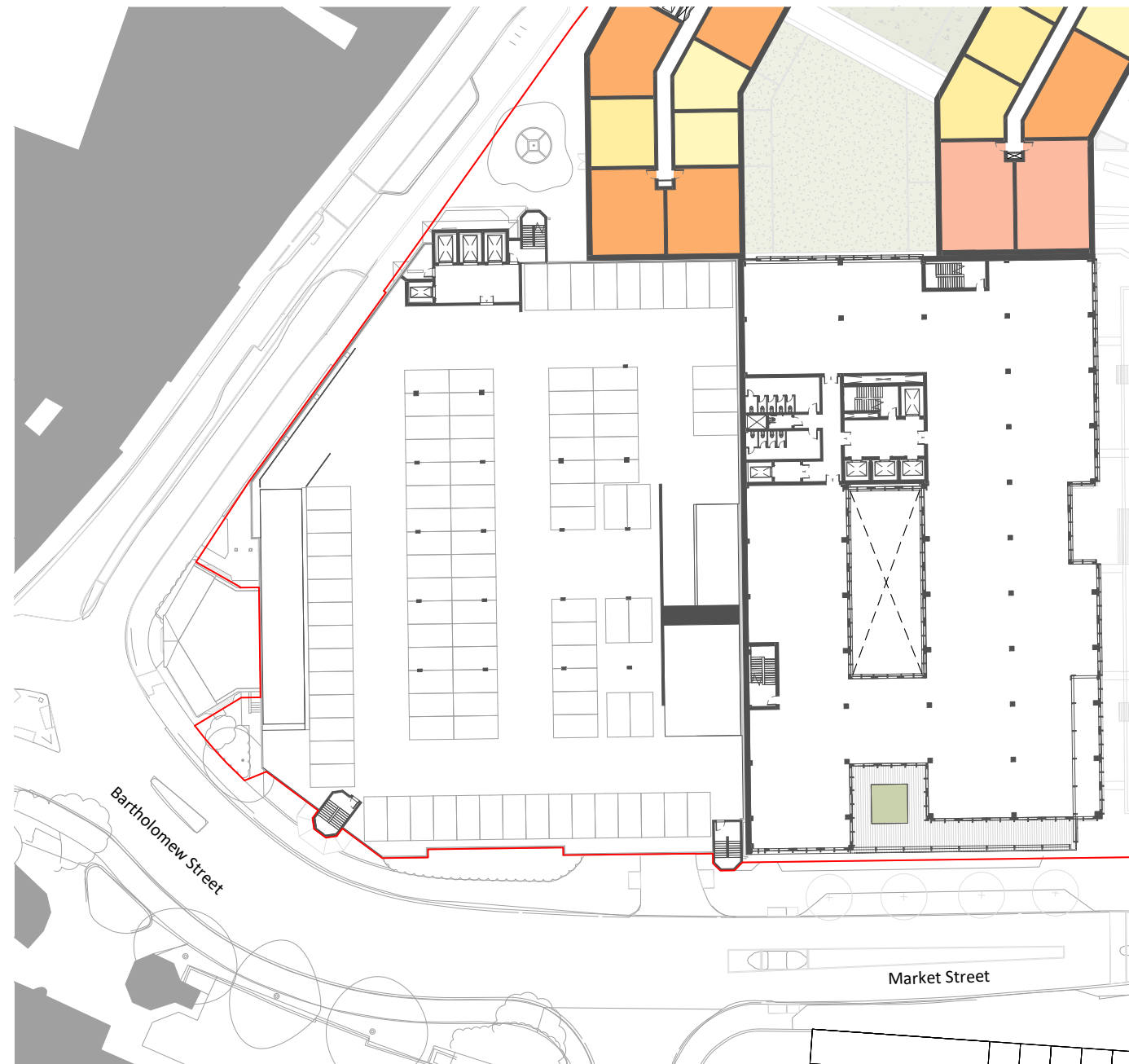


5.7. REPURPOSING EXISTING CAR PARK

On the south-west corner of the site, the existing multi-storey car park will have a 2 storey extension.

The re-development of The Kennet Centre removes 66 existing park spaces from the site. By extending the multi-storey car park we are adding 157 spaces. This produces a net increase of 91 spaces to the existing area.

CAR PARK FORTH FLOOR PLAN



CAR PARK FIFTH FLOOR PLAN



5.8. STREET VIEWS

VIEW 1

View 1 shows the scheme from neighbouring Market Street Development.



View key



View 1 - View from Market Street Development entrance

VIEWS 2 AND 3

View 2 show the scheme from Market Street looking north through Eagle Square and up Eagle Walk.

View 3 looks north from Eagle Square up Eagle Walk.



View key



View 2 - View from Market Street



View 3 - View from office entrance towards Eagle Walk

VIEW 4

View 4 shows Eagle Square looking east from the office entrance.



View key



View 4 - View of Eagle Square

VIEWS 5 AND 6

Views 5 and 6 show views of the scheme along Eagle Walk.



View key



View 5 - View from Eagle Way looking north



View 6 - View from Eagle Way looking north

VIEW 7

View 7 looks north up Eagle Walk, showing views of the Newbury Town Hall.



View key



View 7 - View from Eagle Walk towards Newbury Town Hall

VIEWS 8 AND 9

View 8 shows the scheme along Eagle Walk. View 9 shows the scheme from St Nicolas Church looking south down Bartholomew Street.



View key



View 8 - View from Eagle Walk towards Newbury Town Hall



View 9 - View from St Nicolas Church along Bartholomew Street

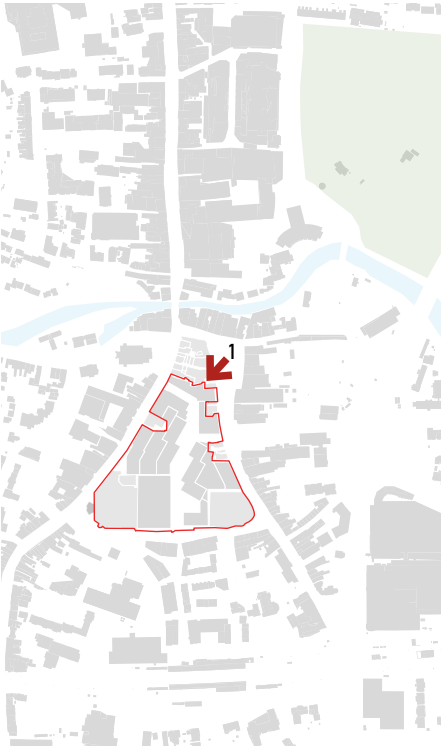
5.9. TOWNSCAPE VIEWS

The images on the following pages illustrate the proposed scheme from several key locations within the surrounding townscape. For further details refer to a separate Townscape & Heritage Assessment prepared by Montague Evans.

VIEW 1

View from Market Place.

Looking south-west from Market Place you can see the roofscape of the proposed scheme. In the foreground to the right, you can also see the Newbury Town Hall.



View key



Existing view 1 - View from Market Place



Proposed Vview 1 - View from Market Place

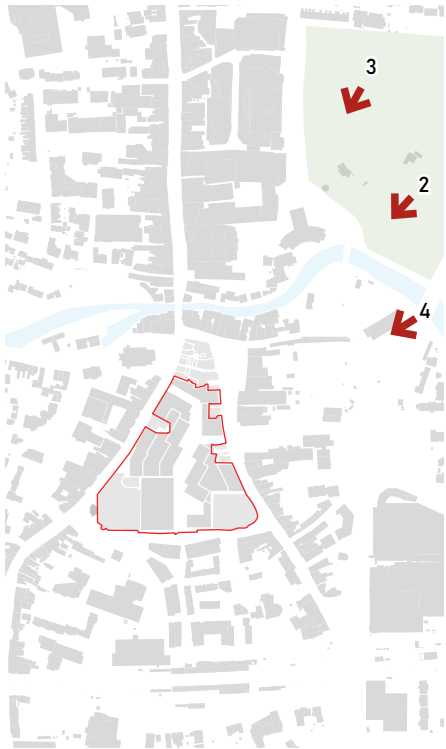
VIEWS 2, 3 AND 4

Views 2 and 3 from Victoria Park.

Looking south-west from Victoria Park, you can see how the proposed building sits within the wider context and its impact on Victoria Park.

View 4 from A339 Bridge over The River Kennet.

This view shows the scheme within its wider context from the A339. The A339 is a busy route into/skirting the town.



View key



Existing view 2 - Victoria Park (East)



Proposed view 2 - Victoria Park (East)



Existing view 3 - Victoria Park (West)



Existing view 4 - A339 Bridge over The River Kennet



Proposed view 3 - Victoria Park (West)

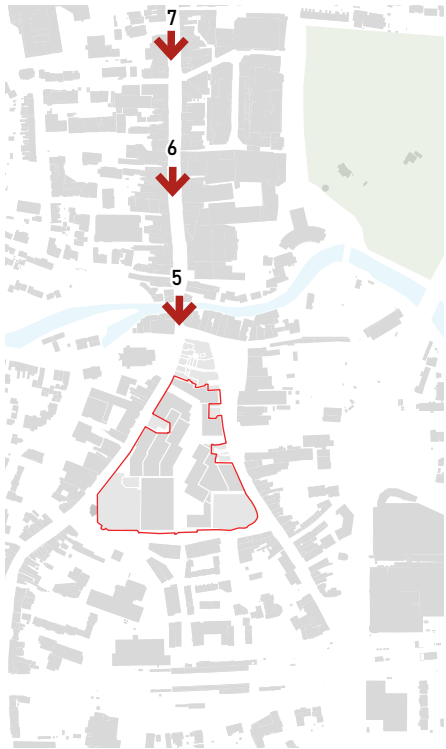


Proposed view 4 - A339 Bridge over The River Kennet

VIEW 5, 6 AND 7

Views from Newbury High Street.

Views 5, 6 and 7 show views of the scheme as you travel north up Newbury High Street.



View key



Existing view 5 - View from High Street Bridge



Proposed view 5 - View from High Street Bridge



Existing view 6 - View from High Street (Middle)



Existing view 7 - View from High Street (Clockhouse)



Proposed view 6 - View from High Street (Middle)

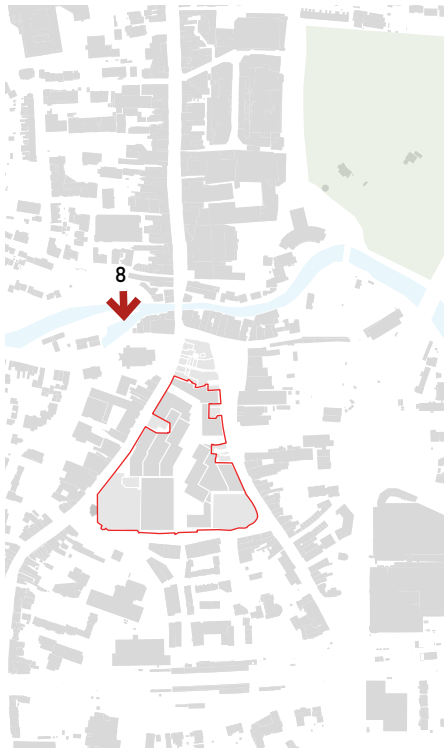


Proposed view 7 - View from High Street (Clockhouse)

VIEW 8

View from The Kennet River.

View 8 assess the schemes impact on users of the canal towpath.



View key



Existing view 8 - View from Newbury Lock (North Side)

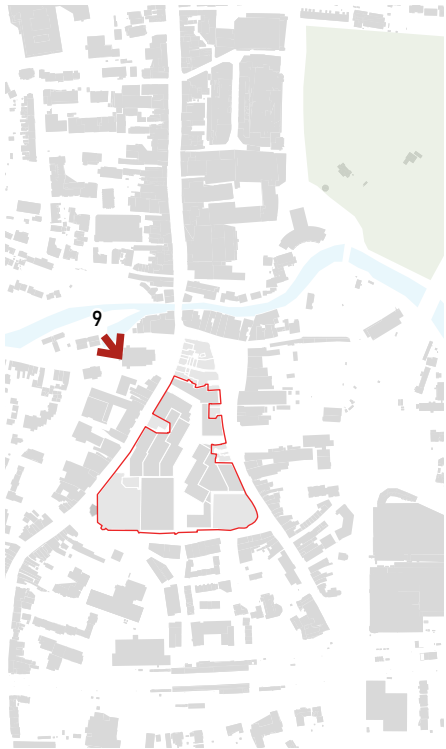


Proposed view 8 - View from Newbury Lock (North Side)

VIEW 9

View from The Kennet River.

View 9 assess the schemes impact on users of the canal towpath.



View key



Existing view 9 - Newbury Lock (Middle)

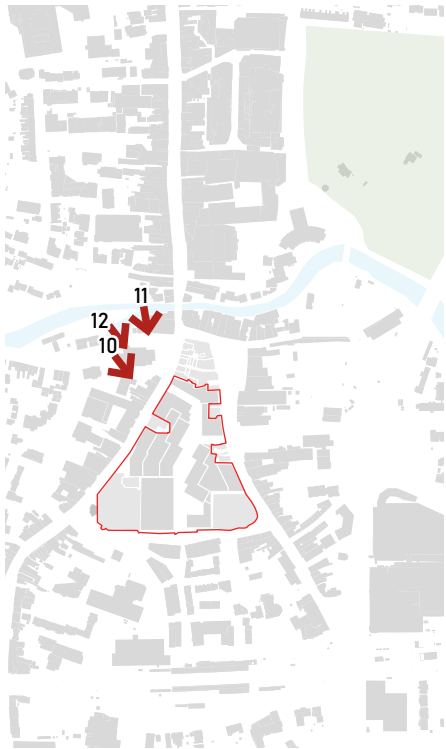


Proposed view 9 - Newbury Lock (Middle)

VIEWS 10, 11 AND 12

Views from St Nicolas Church.

Views 10, 11 and 12 assess the schemes impact on St Nicolas Church, a prominent landmark in the area.



View key



Existing view 10 - View of St Nicolas Church from North-East



Proposed view 10 - View of St Nicolas church From North-East



Existing view 11 - View of St Nicolas Church from north across The River Kennet



Existing view 12 - View of St Nicolas Church from north-east across The River Kennet



Proposed view 11 - View of St Nicolas Church from north across The River Kennet



Proposed View 12 - View of St Nicolas Church from north-east across The River Kennet

5.10. DAYLIGHT / SUNLIGHT

The following visuals illustrate the daylight / sunlight impact of the proposed scheme.



9:00 am



10:00 am



11:00 am



12:00 pm



1:00 pm



2:00 pm



3:00 pm



4:00 pm

5.11. SUMMARY OF SCHEME BENEFITS

1. New streets, spaces and connections, linking the town centre and railway station.
2. Urban greening plus quality bespoke public realm.
3. Urban renewal and revitalisation, restoring lost vitality.
4. New homes, shops, offices, and independent artisan retailers.
5. Putting the heart back in Newbury.



View key



View from Eagle Way looking west to Bartholomew Street and St Nicolas Church

EAGLE QUARTER, NEWBURY
PRE-APPLICATION DOCUMENT

6. APPENDIX

6.1. SUSTAINABILITY STRATEGY

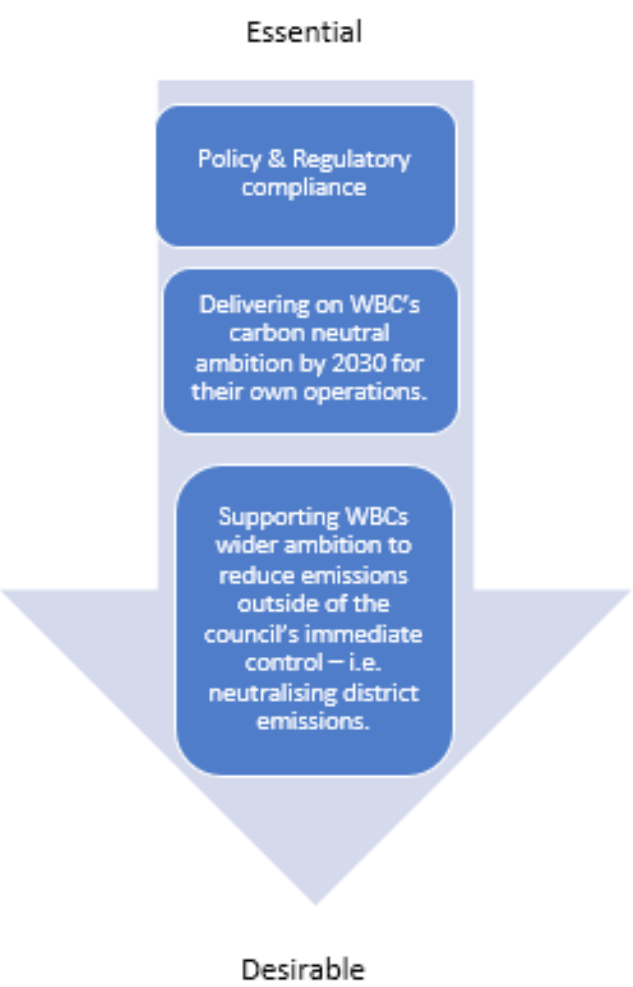
Eagle Quarter offers a unique opportunity to deliver an energy efficient and sustainable development in the heart of Newbury, which support the aspirations of West Berkshire Council and provides a flagship for the town. From the outset the scheme has sought to address sustainability principles in a fully inclusive and iterative design approach.

Why?

Policy CS15 of the adopted Core Strategy relates to the use of sustainable construction & energy efficiency techniques. This requires that major development should achieve at least BREEAM Excellent, with 20% of the developments regulated and unregulated energy demands being met through on-site renewable energy, or offsite sources via private connection.

The development will meet these as a minimum, however opportunities to exceed these requirements are being explored, subject to viability and feasibility.

West Berkshire Council (WBC) has declared a climate emergency and seeks to attain carbon neutrality by 2030. WBC’s target of neutrality aims to reduce and cap annual total, before the application of local energy generation, carbon offsetting and carbon sequestration projects to neutralise the remaining emissions. WBC commits that its own operations will be completely carbon neutral by 2030. Low & zero carbon energy, in combination with energy efficient and passive building design measures will be a key way in which the council can meet this commitment within its property assets. Our philosophy towards energy and sustainability can support this.



Our Energy Philosophy

The design of buildings within the Eagle Quarter follows a simple hierarchy. We want to:

- Use less energy
- Supply what energy we do need efficiently
- Generate what we can through renewable technologies.

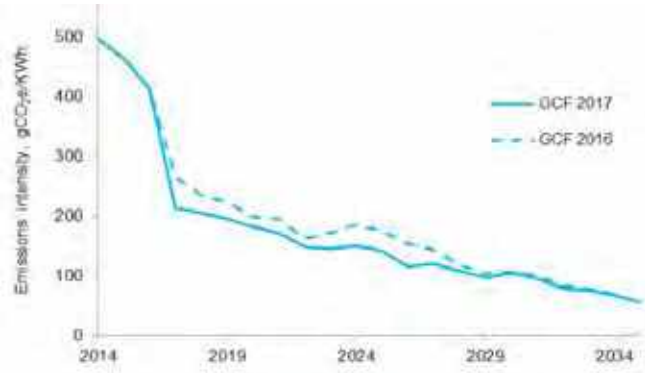
A fundamental principle is that the development should not use gas systems for heating. The movement towards efficient electrical heating systems will benefit local air quality and importantly be able to exploit progressive decarbonisation of the national grid. By the mid-2030s the carbon footprint of an all-electric scheme will be significantly lower than if using gas systems. An Energy Statement will be submitted with the planning application which demonstrates how carbon emission savings would be achieved based on the latest grid emission factors as prescribed by the Building Research Establishment (SAP 10).

Using electric systems on their own however can be expensive for occupiers. In order to ensure that residents and tenants pay a fair price for heating and hot water, the development is exploring the use of heat pumps. Our preferred solution, subject to further viability and feasibility testing is to utilise a ground heat pump array, albeit that air source heat pump solutions are also being considered.

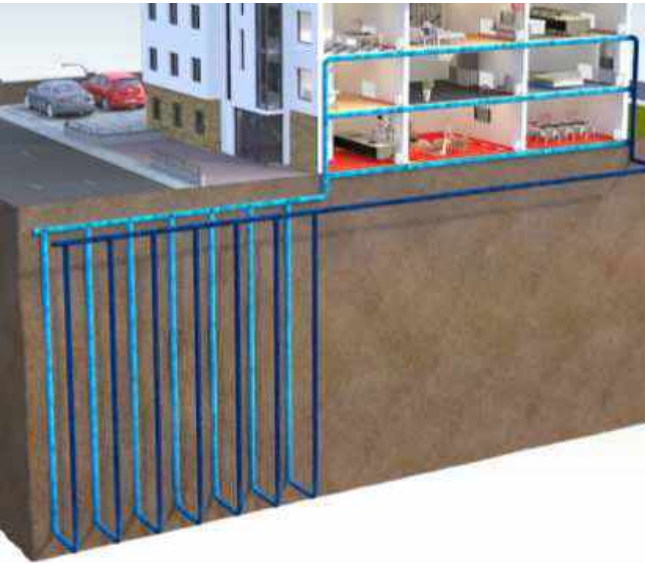
Heat pump solutions will be applied to both the office and the build to rent apartments. The applicant is also exploring the integration of photovoltaics panels connected to the office scheme to further reduce emissions. The development is aspiring reach EPC A ratings for all domestic and non domestic units on site.

Our Sustainability Philosophy

The buildings will be designed to a high standard of sustainability and water efficiency. Non-domestic uses will be assessed against the Building Research Establishment Environmental Assessment Method (BREEAM), where a rating of Excellent will be delivered for the office building as a minimum, albeit that the highest possible rating will be sought. Other non-domestic uses on site will also be considered against the BREEAM standard, although flexibility for future tenants may mean that BREEAM Very Good is attained for these uses.



Source: BEIS Updated Energy and Emissions Projections (April 2019). GCF (Grid Carbon Factor) Estimates



Example of a Ground Source Heat Pump Array



Example of an Air Source Heat Pump Condenser

ColladoCollins Architects

10 Local Authority HTVIA submission document, 29th July 2020

BUILT HERITAGE, TOWNSCAPE AND VISUAL IMPACT ASSESSMENT: PRE-APPLICATION REPORT

KENNET CENTRE, NEWBURY

JULY 2020



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1.0 INTRODUCTION

KENNET CENTRE, NEWBURY

INTRODUCTION

- 1.1 Montagu Evans has been instructed by Lochailort Newbury Limited to provide (built) heritage, townscape and visual consultancy services relating to emerging proposals the Kennet Centre, Newbury (the 'Site')

SITE DESCRIPTION AND THE PROPOSED DEVELOPMENT

- 1.2 The Site is located in the West Berkshire Council (the 'Council'). **Figure 1.1** outlines the boundary of the Site. An aerial view of the Site from Google Earth is provided at **Figure 1.2**.
- 1.3 The existing Site is principally formed of the Kennet Centre, a large block which dates back to the 1970s, and has been subject to later additions and alterations. The shopping centre contains a mix of retail, leisure and restaurant uses, along with a multi storey car park. The interior of the centre of is typical of a modern shopping mall. The building is typical of shopping centres from this time and is of little architectural merit and actively detracts from the character and appearance of the surrounding area. The building makes a negative contribution to the Conservation Area in which it is located and detracts from the ability to appreciate the significance of a number of listed buildings.
- 1.4 Therefore there is a significant opportunity to enhance the contribution that the site makes to various heritage assets and their settings, which is a matter which should be given significant weight in the determination process.
- 1.5 The proposals involve the redevelopment of the existing site to create a new vibrant mixed-use, residential-led development. The proposals comprise a number of buildings ranging in height from two to eleven storeys and provides new residential units ranging from studios to 3 bedroom apartments. The scheme is designed as a multi-family rental scheme with an indoor and outdoor amenity provision. In addition to the residential element, the proposed masterplan also includes an office building, two storey extension to the existing car park (MSCP) and extensive new public realm, including a new square and connections through the site which in part reflect the historic character of the site.

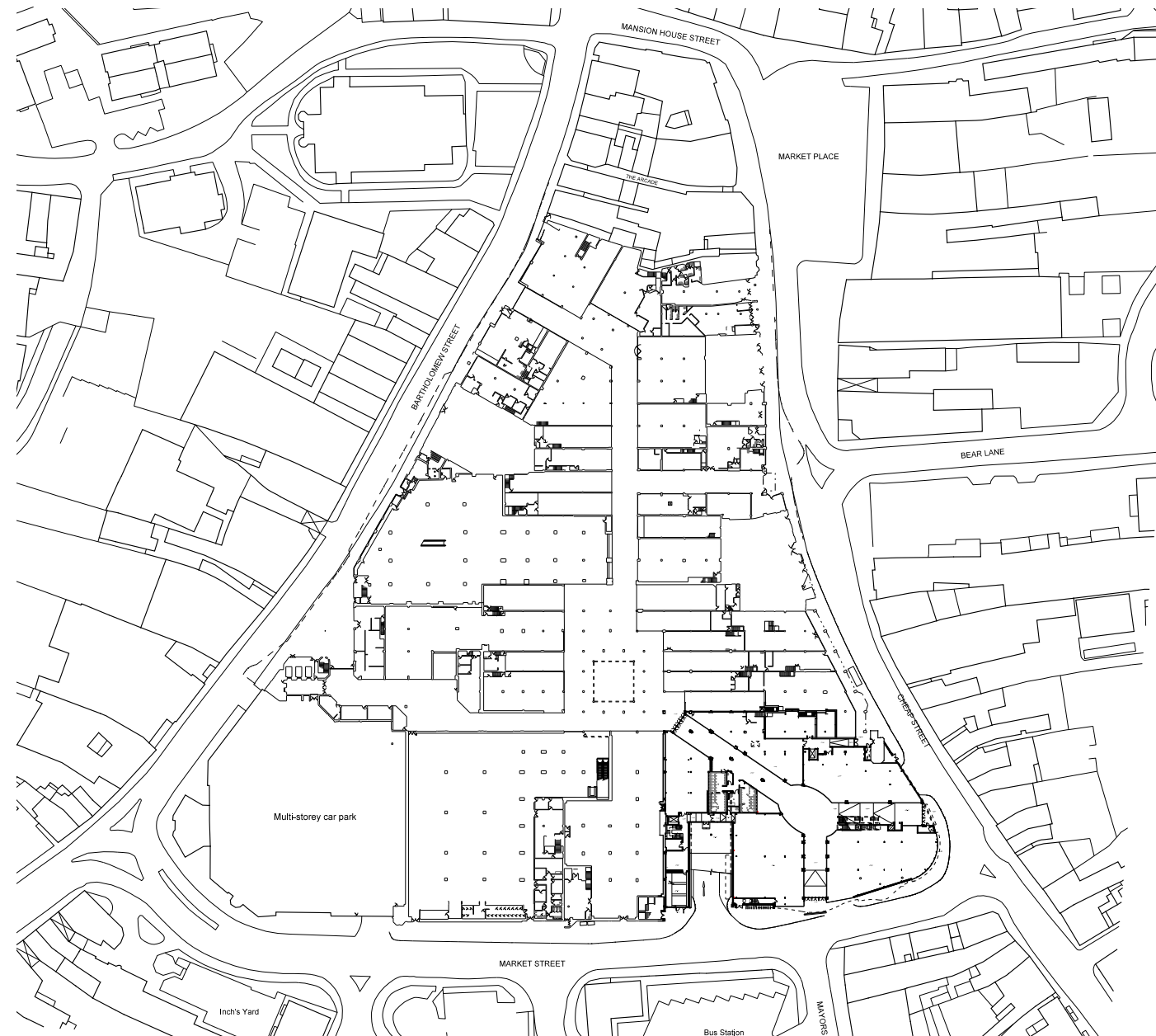


Figure 1.1 Site Plan. Source: Collado Collins Architects



Figure 1.2 Aerial View. Source: Lochailort Investments

PURPOSE OF THE PRE-APPLICATION ANALYSIS

- 1.6 This report has been prepared to inform pre-application discussions with the Council relating to heritage, townscape and visual impact matters.
- 1.7 The purpose of this pre-application report is to assist West Berkshire Council in its consideration of the emerging proposals in light of relevant national and local planning policy and guidance, and material considerations. This report outlines and explains how policy, guidance and material considerations have been taken into account in the formulation of the emerging proposals.
- 1.8 This Pre-application Heritage and Design Statement forms part of a suite of documents submitted at pre-application stage and should be read in conjunction with the initial plans, prepared by Collado Collins Architects.

(BUILT) HERITAGE, TOWNSCAPE AND VISUAL IMPACT ASSESSMENT

- 1.9

This pre-application report will be developed into a (Built) Heritage, Townscape and Visual Impact Assessment (HTVIA) submitted as part of an application for planning permission. That HTVIA will provide an assessment of the impact of the proposed development on heritage, townscape and visual receptors.
- 1.10

In Summary, the proposed development results in various enhancements to the Newbury Conservation Area itself:

 - Replacing blank frontages at ground floor with animated and active commercial uses, particularly on the streets on the perimeter of the site;
 - The introduction of those uses themselves enhance the character of this part of the conservation area, and reflect the historic pattern of residential and commercial uses which was lost with the first development of the Kennet Centre;
 - Introducing a fenestration pattern at upper floors that better reflects the historic streetscape;
 - Introducing a varied roofline around the perimeter of the site that better reflects the historic development of this part of the conservation area;
 - The removal of large blank blocks generally and the introduction of a development that better reflects the historic grain of this part of the conservation area.
 - The use of appropriate materials;
 - A development pattern that introduces permeability to the site that allows a visitor to see into and out of the site, including hitherto inaccessible views of the town hall tower.
- 1.11

Similar benefits arise in relation to the settings of various listed buildings within the town centre, especially those in closest proximity to the Kennet Centre.
- 1.12

In townscape terms, the development both reflects and enhances the character of this part of Newbury. It wil form an attractive addition to the townscape with high architectural design qualities. The development will open up the currently opaque site with a series of openings, yards and passages running through the site, including a new civic square to the south of the site.
- 1.13

The central part of the development takes it cue from the industrial heritage of this part of Newbury. The former Eagle Works which used to occupy the site were demolished to make way for the existing centre. The works themselves were historically significant and this past heritage is reflected in the naming of the development and an architectural approach which reflects the Victorian approach to factories and buildings such as breweries in their form, rhythm, materiality and detailing. The development therefore will be locally distinctive and embedded within the local context.

2.0 METHODOLOGY

KENNET CENTRE, NEWBURY

METHODOLOGY

2.1 The method is the product of legislation, policy and best practice guidance.

STUDY AREA

2.2 The core study area for the Pre-Application Analysis comprises a 500m radius from the boundary of the Site.

2.3 The study area assumes development of a tall building on the Site and the potential for inter-visibility over distance. It is informed by the anticipated extent of visibility from a height of approximately 1.5m (eye level) above the ground. There will be areas within the study area where visibility is not possible e.g. due to interposing development.

2.4 In accordance with best practice guidance, the emphasis must be on a reasonable approach which is proportionate to the proposals.

ASSESSMENT PROCESS FRAMEWORK HERITAGE

2.5 The term 'heritage asset' is used within this assessment to describe both designated (e.g. Listed Buildings, Registered Park and Garden, Registered Battlefield or Conservation Area) or non-designated (identified by the local authority e.g. building of townscape merit etc) assets. For the purposes of this HTVIA, built heritage receptors do not include archaeological remains.

2.6 Paragraph 189 of the National Planning Policy Framework (2019) states:
In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.

2.7 'Significance' (for heritage policy) is defined in the NPPF (Annex 2) as:
the value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting.

2.8 This is reaffirmed by Historic Environment Good Practice Advice in Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment (2015).

2.9 It is commonly agreed that Grade I and II* buildings are of "exceptional" and "particularly important" interest; therefore these are generally afforded a higher heritage value. This differentiation is best summarised by the drafting of paragraph 189 of the NPPF, which states that the *"level of detail (to describe the significance of heritage assets) should be proportionate to the assets' importance"*; thus, a grading is appropriate. We have given due and proportionate regard to all heritage assets assessed.

2.10 Where a proposal may have an effect on the surroundings in which the heritage asset is experienced, a qualitative assessment is made of whether, how and to what degree setting contributes to the significance of heritage assets. Setting is defined in the NPPF as:
the surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.

2.11 The assessment of setting is informed by the check-list of potential attributes outlined by the Historic England guidance document Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (2017) (hereafter "GPA3: Setting").

2.12 GPA3: Setting identifies five steps towards assessing the implications of development proposals which may affect the setting of heritage assets (it is consistent with other guidance):
a. Identify the assets affected
b. Assessing the contribution setting makes to significance
c. Assessing the effect of the proposed development
d. Maximising enhancement and minimising harm
e. Making and documenting the decision and monitoring outcomes

2.13 Part e is incumbent on the decision maker, through the provision of conditions.

TOWNSCAPE AND VISUAL

2.14 The framework for assessment of townscape and visual impact has been prepared using the Guidelines for Landscape and Visual Impact Assessment, Third Edition (Landscape Institute and Institute of Environmental Management and Assessment, 2013) ('GLVIA3'). Regard has also been given to the methodology set out in An Approach to Landscape Character Assessment (2014) prepared by Natural England.

2.15 The two components of TVIA are:
1. Assessment of townscape effects: assessing effects on the townscape as a resource in its own right; and
2. Assessment of visual effects: assessing effects on specific views and on the general visual amenity experienced by people.

TOWNSCAPE

2.16 Townscape is the *"built-up area, including the buildings, the relationships between them, the different types of urban open spaces, including green spaces, and the relationship between buildings and open spaces"*, as defined in GLVIA3.

2.17 An initial assessment defined distinct and recognisable patterns of elements, or characteristics that make one area different from another, rather than better or worse. This process, defined as townscape character assessment, is the process of identifying and describing variation in the character of townscape.

2.18 The assessment was informed by both field survey and desk based research of secondary sources, with reference to existing character assessments where applicable. The assessment allowed the description of character types and their key characteristics. Townscape is identified and assessed according to character, appearance and function.

2.19 The objective of identifying the existing context is to provide an understanding of the townscape in the area that may be affected – its constituent elements, its character and the way this varies spatially, its geographic extent, its history, its condition, the way the townscape is experienced and the value attached to it.

VISUAL

- 2.20 Visual impact assessment relates to how people will be affected by changes in views and visual amenity at different places, including publicly accessible locations. Visual receptors are always people (although usually visual receptors are defined according to use e.g. residential, business, road, footpath etc.), rather than landscape features.
- 2.21 The aim of the visual baseline is to establish the area in which the development may be visible, the different groups of people who may experience views of the development, the places where they will be affected and the nature of the views and visual amenity at those points.
- 2.22 The baseline study identifies individuals and/or defined groups of people within the area who will be affected by changes in the views, 'visual receptors'. The following visual receptors are identified by GLVIA3 as being likely to be the most susceptible to change:
- Residents at home;
 - People, whether residents or visitors, who are engaged in outdoor recreation, including use of public rights of way, whose attention or interest is likely to be focused on the landscape and on particular views;
 - Visitors to heritage assets, or to other attractions, where views of the surroundings are an important contributor to the experience;
 - Communities where views contribute to the landscape setting enjoyed by residents in the area.
- 2.23 Assessment viewpoints were identified based on a comprehensive review of the surrounding area, including the following criteria:
- Townscape character;
 - Where the development may be prominent;
 - Be visible from concentrations of residential areas;
 - Open spaces (parkland, publicly accessible space);
 - Potentially sensitive receptors (such as schools);
 - Heritage receptors;
 - Accessibility to the public;
 - The viewing direction, distance and elevation;
 - Townscape and transport nodes.

3.0

LEGISLATION AND PLANNING POLICY

KENNET CENTRE, NEWBURY

LEGISLATION AND PLANNING POLICY

3.1 This section sets out the planning policy context for the redevelopment of the Site, including national and local guidance.

LEGISLATION

PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS ACT) 1990

3.2 The Site is located within the Newbury Town Centre Conservation Area. Section 72 of the Planning (LBCA) Act 1990 states:
In the exercise, with respect to any buildings or other land in a conservation area, special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

3.3 There are also many highly graded heritage assets in the immediate and wider area and the Proposed Development has the potential to impact their setting. Section 66 of the Planning (LBCA) Act 1990 states
In considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

DEVELOPMENT PLAN

3.4 Section 38(6) of the Planning and Compulsory Purchase Act 2004 stipulates that where in making any determination under the Planning Acts, regard is to be had to the development plan, and the determination must be made in accordance with that plan unless material considerations indicate otherwise. The following documents form the statutory development plan.

DEVELOPMENT PLAN POLICY	KEY PROVISIONS
The West Berkshire Core Strategy (2006 – 2026)	Area Delivery Plan Policy 2 (Newbury) Policy CS14 (Design Principles) Policy CS18 (Green Infrastructure) Policy CS19 (Historic Environment and Landscape Character)

Table 3.1 Development Plan Policy

NATIONAL POLICY

NATIONAL POLICY	KEY PROVISIONS
National Planning Policy Framework (NPPF) 2019	Chapter 12 (Achieving well-designed places) <ul style="list-style-type: none">• Paragraph 127• Paragraph 128• Paragraph 129• Paragraph 130• Paragraph 131 Chapter 16 (Conserving and enhancing the historic environment) <ul style="list-style-type: none">• Paragraph 185• Paragraph 189• Paragraph 193• Paragraph 196• Paragraph 197

Table 3.2 National Planning Policy

MATERIAL CONSIDERATION

3.5 In addition to legislation and policy, the assessment will take into consideration relevant planning guidance and any material considerations, including:

- National Planning Practice Guidance (online);
- National Design Guide (2019);
- Guidelines for Landscape and Visual Impact Assessment Third Edition (GLVIA) (2013);
- An Approach to Landscape Character Assessment (2014);
- Visual Representation of Development Proposals Technical Guidance Note (2019);
- Historic England, Historic Environment Good Practice Advice in Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment (2015)
- Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (2017);
- Tall Buildings: Historic England Advice Note 4 (2015);
- Newbury Historic Character Study (2006);
- Newbury Town Design Statement (2017);
- Quality Design – West Berkshire SPD (2006);
- Market Street Planning and Design Brief SPD (2005);
- Newbury Vision 2026 (2014); and
- Newbury Town Plan 2019 – 2036 (2018).

POLICY DISCUSSION

HERITAGE CONSIDERATIONS

- 3.6
- Section 66(1) of the 1990 Act require the decision-making authority to have regard to the desirability of preserving or enhancing the special interest of a listed building and its setting. Additionally, the NPPF restates that great weight which is attached to conservation. This has been clarified in recent Court of Appeal judgments.
- 3.7
- When considering the proposals, the Council has a statutory duty under Section 72(1) of the 1990 Act to consider the desirability of preserving or enhancing the character or appearance of a Conservation Area through the exercise of its planning powers.
- 3.8
- As such, considerable planning weight is attached to proposals which harm the significance of a listed building or a Conservation Area. Equally, works which preserve, enhance or better reveal significance attract particular weight in the planning balance. This is reflected in the guidance set out in the NPPF at paragraph 193 which states that great weight should be accorded to the conservation of designated heritage assets. .
- 3.9
- We have assessed the Site and its contribution to the Newbury Town Centre Conservation Area and have come to the view that the replacement of the current building would not harm the overall character and appearance of the Conservation Area, or harm the significance of nearby designated and non-designated heritage assets, when the design of the replacement building is correctly factored in. We consider the Proposed Development to demonstrate high-quality design, which positively responds to its immediate and wider context. The proposed development enhances the appreciation of the immediate local context of the conservation area, and the settings of a number of listed buildings.

4.0

HISTORIC BACKGROUND: NEWBURY

KENNET CENTRE, NEWBURY

HISTORIC BACKGROUND: NEWBURY

THE FOUNDING OF NEWBURY TOWN IN THE LATER MEDIEVAL PERIOD (AD 1066-1550)

4.1 Newbury's name is thought to be as a result of its foundation as a new borough, "Neoburiae", in the 11th century, following the assumption of power in England by the Normans in 1066. In 1086 the Domesday book noted the borough as consisting of 22 households, land for 12 ploughs, 2 mills, woodland for 25 pigs, 27 acres of meadow, 11 villeins (villagers, resident unfree peasants tied to the landowner as farmhands), 11 bordars (smallholders, unfree peasants with less land than villeins) and 51 enclosures (i.e. private estates) producing 70s 7d per year. The settlement had around 1,500 inhabitants. In 1086 the Lord and Tenant-in-Chief of Newbury was Arnulf of Hesdin. A popular twice-weekly market and once-yearly fair was held in the town.¹

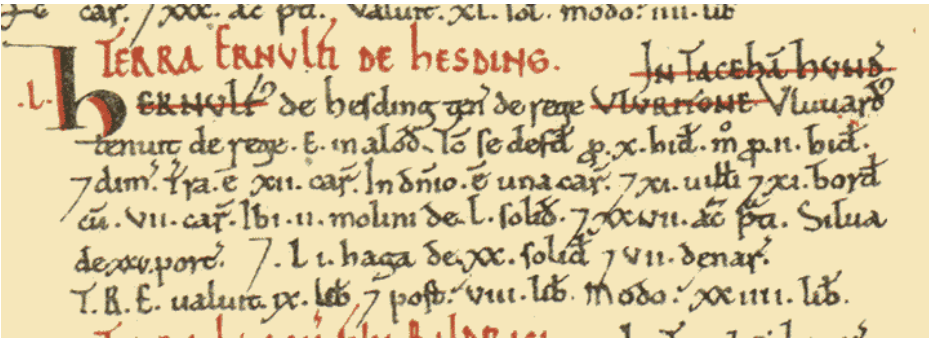


Figure 4.1 Newbury's entry in the Domesday Book

- 4.2 The ownership of the manor changed hands frequently in the medieval period, being exchanged between the Salisbury, Hasintings, Bohun and Ferrers families, and the Crown. It was eventually granted by the Crown to the corporation of Newbury in 1627.²
- 4.3 Newbury had doubled in size by the 12th century and became a reasonably significant settlement, sitting on a major toll road route. ³ So significant that King Stephen (1092/6–1154) is said to have besieged the castle at Newbury for five months, though the location of this castle is still unknown (possibly on Hamstead Marshall, destroyed c.13th century).⁴
- 4.4 During this medieval period the focal point of the town was probably a timber bridge across the River Kennet. The inverted Y-shaped plan of the town was established in this early period of its history and can be seen on all known historic maps: two roads from the south (one from Winchester/ Andover and one from Kingsclere/Basingstoke) join at the south and on the opposite side of the river is the single Northbrook Street, leading north to intersect with the major road from London to Bristol.⁵
- 4.5 By the early 13th century Newbury boasted a relatively large market (larger than that in existence today), corn mill and fulling mill, all signs of prosperity.⁶ The main industry was the production of wool, as well as leather tanning.
- 4.6 The town may have begun to decline in status the later part of the 13th century, though there is evidence of recovery from the late-14th century onwards.
- 4.7 During the English Wars of the Roses (1455–1485) Newbury was the property of the Duke of York. The town was captured by the Earl of Wiltshire in 1460 and he executed many of the Yorkist-supporting residents of the town. The Duke of York's son later became King Edward IV and Newbury later became a Royal Borough. Newbury also acted as a meeting place for the followers of the Duke of Buckingham in 1483 when he rose against King Richard III.

POST-MEDIEVAL PERIOD (AD 1550-1900)

- 4.8 In the 15th and 16th centuries Newbury grew in size and wealth as a result of successful activities in the wool and cloth trade. The town was given a royal charter, a council was established and a Guildhall was built in 1611 in Market Place.
- 4.9 It is reported that the prosperous Newbury Winchcombe family, including cloth magnate, "Jack of Newbury" (John Winchcombe, 1489–1557), was producing cloth for export on an industrial scale in local mills and weaving workshops in the 16th century (he also lived at the house standing today at 24 Northbrook Street). Another wealthy cloth merchant, Thomas Dolman, also established a business in Newbury and built Shaw House. Many more weaving magnates established themselves in the town in this period and ever increasing numbers of labourers to undertake the work.
- 4.10 In 1556, during the reign of Queen Mary I, three Protestants (Julius Palmer, Thomas Askew and John Gwin) were accused of heresy, tried in St Nicolas church, and convicted, burned at the stake on Enborne Road (known as the Newbury Martyrs).
- 4.11 The town seems to have expanded northwards in this period, as well as to the west where many mills were now located.
- 4.12 A good number of medieval buildings in the centre of the town were rebuilt or refronted at this time,⁷ many of which survive today. The Norman parish church of Newbury, St Nicolas, was almost entirely rebuilt in this period (Grade I listed).
- 4.13 By the late-17th century Newbury had lost much of its wealth as a result of the collapse of the local cloth trade and the disruption of the English Civil War (1642–1651). Gradually Newbury's mills began to close, the last of them, Greenham Mill, the most progressive, in 1817.

1 Newbury History, *History of Newbury*, available at <http://www.newburyhistory.co.uk/>

2 Victoria County History, *A History of the County of Berkshire*, volume 4, London, 1924, p.137.
3 Newbury.net, *History of Newbury*, available at <http://www.newbury.net/history.htm>
4 Oxford Archaeology for West Berkshire Council Heritage Service "Newbury Historic Character Study", *Assessment Report*, October 2005.
5 West Berkshire Council / West Berkshire Archaeology service, *Historic Newbury, Fit for the Future: The Newbury Historic Character Study*, 2006, available at <https://info.westberks.gov.uk/CHttpHandler.ashx?id=9097&p=0>
6 Astill, G., *Historic Towns in Berkshire: an archaeological appraisal*, 1978, p.49–57.

7 Ibid.



Figure 4.2 West Mills in Newbury, a painting by Allan c.1905



Figure 4.4 St Nicolas Church, the main parish church of Newbury, rebuilt in the 16th century



Figure 4.5 Bridge over the River Kennet at Newbury, 1904



Figure 4.3 The swing bridge at West Mills c.1910

- 4.14 Two battles of the Civil War took place in the Newbury area: the First Battle of Newbury at Wash Common in 1643 and the Second Battle of Newbury at Speen in 1644. Both locations are around 2 miles from Newbury town centre. Donnington Castle lies just north of the town centre and was a Royalist stronghold in this period.
- 4.15 Many almshouses were built by wealthy individuals to assist the town's unfortunate citizens in a time of economic difficulty and high taxes: for example at St Bartholomew's Hospital, in West Mills, on Newton Road, and Northcroft Lane.⁸
- 4.16 The rise in popularity of the nearby town of Bath (60 miles distant) as a holiday destination for the wealthy in the 18th century allowed for a partial recovery of Newbury's fortunes. Situated half way between London and Bath, Newbury was a convenient resting point in the middle of the two day journey. This activity encouraged the establishment of a large number of coaching houses in the town and outskirts in the 18th century. Theatres also thrived at this time.
- 4.17 The first town hall for Newbury was built in 1742 and the wooden bridge over the River Kennet was replaced in 1772 by the stone one in place today. West of the bridge is Newbury Lock.

⁸ Ibid.

SEE APPENDIX 1 FOR MAP OF 1761 (FIGURE 1)

- 4.18 By 1723 a route was created down the River Kennet, running through Newbury town centre, towards Reading (The Kennet Navigation). In 1794 work was begun on the creation of the section of the Kennet and Avon Canal that would extend the route to Bath. This provided a transport route via water from London to Bristol, passing through Newbury. It was completed in 1810.
- 4.19 By 1801 the population of the town was 4,725.
- 4.20 In 1811, the famous Newbury Coat was made. This was a result of a conversation at a dinner party between Mr John Coxeter, a cloth manufacturer and owner of Greenham Mill in Newbury, and Sir John Throckmorton of Buckland House in Faringdon. Sir John laid a wager of thousand guineas that Mr Coxeter could not "take the coat off his back, reduce it to wool, and turn it back into a coat again in twenty-four hours". Mr Coxeter was successful and in just thirteen hours and 20 minutes he presented Sir John the finished coat. The next day Sir John stood on a platform wearing the coat in front of a large crowd, reportedly of over 5,000 people.

- 4.21 On the east side of the town centre a basin and wharves were established to accommodate the increased trade in goods. Frequently Barley from Newbury was transported on barges for malting. Newbury's main industries at this point were malting, brick making and leather tanning.
- 4.22 By the mid-19th century the cloth industry had largely moved to Yorkshire and Lancashire, and only sackcloth and sails were being made in Newbury.⁹
- 4.23 The new London to Bath line of the Great Western Railway, established in 1841, did not pass through Newbury. This new transport system severely reduced trade and travel via the canal network and via road, so adversely affecting Newbury's prosperity. The town at this point fell back on its other outputs in agriculture and horse-racing.
- 4.24 It wasn't until 1847 that the Berks and Hants Railway opened a branch line connecting Newbury to Reading and Hungerford and a Railway Station was built at Newbury. Newbury was an important junction on the Didcot, Newbury and Southampton Railway (DN&SR). In 1882 the line was extended to Didcot, and to Lambourn in 1898. By 1890 Newbury was an important station and junction.
- 4.25 Newbury remained predominantly a market town, but many other industries were active here in the 19th century: the town had iron foundries and brick making, silk and paper manufacture, and brewing also took place. A corn exchange was built in 1862 and cattle market established in 1873 (replaced in 1968 by a multi-storey car park, which in turn was replaced by the bus station in c 1988/89).
- 4.26 The focus of the town Centre in this period was the Market Square, medieval Cloth Hall and adjoining half-timbered granary, as well as the 17th and 18th buildings of the town centre (many of which survive today and are listed).
- 4.27 Other improvements in this period included gas street lighting (1825), a local newspaper (1867), a network of sewers and drains, mains water supply (1875) and Newbury Hospital (1885).



Figure 4.6 Newbury Wharf, a painting by Victor Corden (1860-1939)



Figure 4.7 Newbury's Market Square in 1890 (Source: Oxfordshire Country Council Collection)

SEE APPENDIX 1 FOR ORDNANCE SURVEY MAP OF 1887 AND 1895 (FIGURES 2 AND 3)

- 4.28 By 1887 the Ordnance Survey map shows timber yards and malthouses around Newbury's wharf area, along with brewery and tan yards in the Park Way area. Along the west side of Bartholomew Street were several malthouses and some large breweries (including West Mills Brewery and Phoenix Brewery). Another brewery lay south of Pelican Lane. A number of engineering joinery companies were also established by now, among them Eagle Works and Elliott's Moulding and Joinery Company Ltd.
- 4.29 Some social reforms were implemented in Newbury in the 19th century aiming to tackle the problems caused by an increase in the town's population. This included the creation of more schools and the clearance of slum areas of the town. The Newbury Union Workhouse built to house the poor in 1834 (later becoming Sandleford Hospital).¹⁰ By the late 19th century the town had around 75 pubs, many of which were closed down in the flowing decades as a result of lobbying by supporters of the Temperance movement.¹¹

⁹ Newbury.net, *History of Newbury*, available at <http://www.newbury.net/history.htm>

¹⁰ Ibid.

¹¹ Ibid.

MODERN PERIOD (AD 1900 - PRESENT)

- 4.30 Only by 1906 was Newbury station connected to the main line of Taunton to Reading (and in to London Paddington).
- 4.31 The town continued to develop steadily in the early 20th century with further industry and building of new housing increasing its size.
- 4.32 An electricity supply was provided to the town from 1904.
- 4.33 Newbury racecourse was built in 1905 (now with its own train station), becoming a major are of activity for the town thereafter. The town once again became a popular venue, for wealthy individuals on race days.
- 4.34 A new town hall was built, and the first museum opened in 1904 (in the Cloth Hall in the Wharf). A public library followed in 1906 (Cheap Street) and cinema in 1910 (Cheap Street). Newbury Railway Station was rebuilt in 1910 and the clock tower (Clock House) was erected in 1929 (in the Broadway). The town also benefitted from improvements in its sewerage system.
- 4.35 In 1920 the first local authority housing was provided in Newbury, in St George's Avenue. In the 1930s the parishes of Speen, Speenhamland and Greenham were incorporated into Newbury borough.
- 4.36 In 1930 the Newbury Brewing Company at 27 Northbrook Street closed, the last Newbury brewery.
- 4.37 In the 1940s the Supermarine Spitfire was manufactured for the RAF by Vickers Armstrong in a building along Turnpike Road (126,000 sq.ft.) This is now Quantel.

SEE APPENDIX 1 FOR ORDNANCE SURVEY MAP OF 1933 (FIGURE 4)

- 4.38 Newbury town was affected by bombing during the Second World War, resulting in many deaths and damage to buildings. On 10 February 1943 over 200 bombs fell on Newbury, 15 people were killed, 41 injured and many houses and other buildings destroyed.
- 4.39 Also during the Second World War the racecourse was requisitioned by the military for mounted troops and prisoners of war, tank testing and munitions inspections. In addition, a large Royal Air Force station was established at Greenham Common, to the south east of Newbury town centre (approximately 3 miles away). The US Air Force bombers and tankers were stationed here in the 1950s until the 1990s.



Figure 4.8 Clock House, Newbury, c.1965



Figure 4.9 Market Square, Newbury, 1970s (Source: Oxfordshire Country Council Collection)

SEE APPENDIX 1 FOR ORDNANCE SURVEY MAP OF 1945-68 (FIGURE 5)

- 4.40 In 1948 Newbury was awarded a coat of arms: this shows Newbury Castle and the River Kennet. A sheaf represents Newbury's long history as an agricultural market town. A teasel similarly recalls the wool industry that was once so important for the town.
- 4.41 In the 1950s the construction of housing estates that had begun in the 19th century now increased rapidly, most notably to the north and south of the town centre.
- 4.42 A lock on the Kennet and Avon canal collapsed in 1950 and the canal was closed until decades later when the waterway was restored.
- 4.43 Newbury College (further and higher education) was also founded on Oxford Road in 1948 on the site of the former Ormonde Hospital. A new police station and crown court was added in Mill Lane in 1965.



Figure 4.10 Newbury's coat of arms

SEE APPENDIX 1 FOR ORDNANCE SURVEY MAP OF 1961 (FIGURE 6)

- 4.44 By the 1980s the town had almost expanded to its current extent. The construction of the A34 was begun in 1950 as a relief road for the town. In 1977 the road was extended northbound to the M4 and a bridge was built over Western Avenue (A4). In 1979 the A339 was extended to the south, to be known locally as the Sandleford link. An extensive industrial area to the east of the new relief road was created at this time.
- 4.45 Newbury District Council was formed in 1974 and new council offices on Market Street completed in 1980 (the council would be later known as West Berkshire Council). Newbury Leisure Centre was opened in 1980, Watermill Theatre in 1967 and the Community Theatre in 1984. An initial scheme to construct a new shopping centre was proposed in 1967; this multi-phased development became known as the Kennet Centre and was completed in the 1980s (for full details see section 3 of this report).
- 4.46 Newbury bypass (A34) was finally completed in 1998 after delays and complications owing to various controversies and protests over the building of the road.
- 4.47 In 1980 the US Air Force began the construction of six nuclear bunkers at Greenham Common, and the site became a US Air Force Cruise Missile base in 1981. In protest at this development peace camps are established around Greenham Common by several pressure groups. 96 operational cruise missiles were delivered to the base in 1983. In 1993 the base was closed, the airfield broken up and Greenham and Crookham Common was returned to use as public heathland.
- 4.48 In 1997 Newbury Retail Park opened along Pinchington Lane, on the former site of Newbury Rugby Club.
- 4.49 In 1998 it was decided that Northbrook Street would be pedestrianized during the day. The same arrangement was made for Bartholomew Street in 2000. Today the northern part of Bartholomew Street, the Market Place and Northbrook Street are all pedestrianised from 10am until 5pm daily.
- 4.50 The company Racal Vodafone (now Vodafone UK) decided to establish headquarters in Newbury in the 1980s. Many other companies of the technology and pharmaceutical sectors joined Vodafone (e.g. Bayer, Quantel, Micro. Focus). In 2002 Vodafone moved into a new £129 million world headquarters with 3,250 employees within a “campus” of seven buildings.

- 4.51 In the early 2000s Newbury College relocated to new premises in Monks Lane and Ormonde House was demolished and the area redeveloped. Sandleford Hospital and Newbury Hospital were also both demolished at this time and the areas redeveloped as housing.
- 4.52 In 2011 the Parkway Shopping Centre opened. It has around 50 shops, cafes and restaurants, 550 car parking spaces and 150 apartments.
- 4.53 Today Newbury has an historic market core, surrounded by “garden suburbs”. The suburbs are a result of the creation of low density development with landscaping schemes implemented in the 2nd half of the 20th century.
- 4.54 Newbury retains many significant historic buildings. Some date to the medieval period, many in the centre of the town are 17th century in date, but by far the most plentiful are those from the 18th and 19th centuries. This includes houses, shops and coaching inns along the principle streets of the town.
- 4.55 Those that are Grade I listed are:
- Parish church of St Nicolas
 - West Berkshire Museum
 - Shaw House (around 2 miles north of the town centre)
 - Donnington Castle (around 2 miles north of the town centre)
 - Those that are grade II* listed include:
 - Bridge over the River Kennet
 - Corn stores
 - Litten Chapel
 - Methodist Chapel
 - Gateway to churchyard, St Nicolas Church
 - St Bartholomew’s Hospital
 - St Mary’s Vicarage
 - St Nicolas House
 - Houses on Northbrook Street (6–12, 24, 42, 91, 92)
 - The Chestnuts
 - Wessex Home
 - 63 Cheap Street
 - 28 Bartholomew Street
 - 5 Wharf Street
 - Donnington Hospital



Figure 4.11 Newbury town centre, showing St Nicolas church and Town Hall, c.1999

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5.0

HISTORIC BACKGROUND: NEWBURY

KENNET CENTRE, NEWBURY