

# OPPORTUNITIES

# EAGLE QUARTER.

The emerging Market Street development offers the opportunity to create a pedestrian link between Newbury Station and the Kennet Centre site. Our proposal extends this route further north to connect to Market Place, Bartholomew Street and Northbrook Street.

Newbury has a rich history. Being mindful of this there is a clear opportunity for the redevelopment of the Kennet Centre to restore the streets, spaces and connections that are and have always been a key defining characteristic of the town. It is these historical spaces, buildings, routes and streets that create the special character of Newbury and we have used these in our design.

The plan below shows how it is possible to develop this site to create new streets that will reconnect the town to its existing facilities.



Potential routes, places and connections

# PROPOSED SITE LAYOUT

# EAGLE QUARTER.

The townscape, connectivity, mix of uses and vitality of this part of the town centre call for a comprehensive approach to the redevelopment of the impermeable and dated area between the railway station and Market Place.

The scheme will provide a variety of long lasting benefits to the local community including:

-  Around 400 new homes.
-  A new low-carbon headquarters office building or alternatively a new retirement community.
-  A workplace hub / co-working opportunity.
-  Flexible commercial units for artisan and independent retailers.
-  Additional public car parking .
-  A new landscaped pedestrian route named Eagle Walk, connecting Market Street to Bartholomew Street and Cheap Street. A new public square, Eagle Square, is additionally created enhancing the public realm and further connecting the proposal to the emerging Market Street development.



View key



First Floor Plan



Third Floor Plan



Second Floor Plan



Eighth Floor Plan



View from Market Street Development towards Eagle Square

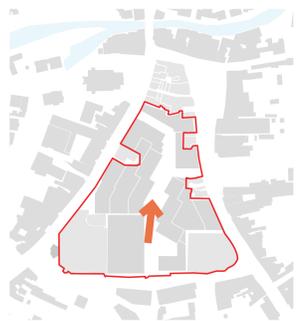
# OUR PROPOSALS

# EAGLE QUARTER.

The key design features use the site's industrial history and existing Newbury character to present a collection of buildings, each unique and with its own character.

With an industrial history, as home to Plenty's Eagle Iron Works, precedent can be drawn from contextual and existing Victorian industrial architecture. Through these precedents various design cues can be picked up, such as variety in forms, façade articulation and a low key muted classicism.

The idea is to design each building as unique and create a distinct sense of place full of character and charm. There are repeating elements throughout the scheme but applied differently, mixing more traditional and contemporary language and detailing to create layers, visual interest and varied character. The inspiration is industrial and detailing such as diamond brick patterns, found locally, are reinterpreted and used throughout the development.



View key



Diamond House - 29-31 Craven Road



Brick detailing - Newbury Town Hall



13-15 Northbrook Street



River residence - The River Kennet



6 Northbrook Street



17 Bartholomew Street



View of looking north from Eagle Place towards Newbury Town Hall

# OUR PROPOSALS

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

Increased permeability and connectivity with the context - both streets and open spaces - will also be a key opportunity for the project.

Bartholomew Street and Cheap Street have shaped the site's urban form and active frontages and the communal focus of Market Place and Market Street to the south have created a rich and lively urban quarter. The proposal aspires to add to this as a mixed use scheme consisting of retail, amenity, work space and residential.

A new sequence of spaces, with a variety of scales and characters, will offer connectivity with the existing context such as Market Place, St Nicolas Church, the new Market Street Development, the existing multi-storey car park and the Vue Cinema. Hierarchy in scale includes potential for a new civic open space at the south of the site, Eagle Square, as well as a series of yards and passages, alongside landscaped podiums and private terraces.



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

View key

Proposed uses



Cafes with outdoor seating



Artisan shops



Proposed adaptable use commercial units along Bartholomew Street and Cloth Court