

# EAGLE QUARTER II NEWBURY

---

DESIGN AND ACCESS  
STATEMENT

---

2023

# EAGLE QUARTER II, NEWBURY DESIGN AND ACCESS STATEMENT

Job Number: 20011  
Date of Issue: 18/12/2023  
Purpose of Issue: PLANNING  
Key Personnel: RC, MM  
Reviewed by: MM, SB-W, RR  
Review Date: 15/12/2023

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.

# CONTENTS

1. INTRODUCTION		6. DESIGN PRINCIPLES	
1.1. Executive Summary	6	6.1. Design Concept	108
1.2. Project Team	7	6.2. Masterplan Layers	110
1.3. Newbury through the ages	8	6.3. Proposed Massing Principles	112
2. ASSESSMENT		6.4. Massing Strategy	114
2.1. Site Location	12	6.5. Architectural Approach - Street Facades	116
2.2. Existing Site	14	6.6. Design Development - Streets	118
2.3. Aerial Views of the Site	16	6.7. Bartholomew St - Elevation Development	122
2.4. Existing Site Photos	18	6.8. Taller Buildings - Elevation Development	124
2.5. Access and permeability	20	6.9. Taller Buildings - Facade Composition	126
2.6. Conservation Area and Listed Buildings	22	7. THE PROPOSAL	
2.7. History of Newbury	24	7.1. Overview	130
2.8. Newbury Urban Grain	26	7.2. Streetscape Views	132
2.9. Wider Architectural Context of Newbury	28	7.3. Proposed Ground Floor Layout	140
2.10. Site History	36	7.4. Proposed First Floor Layout	142
2.11. Kennet Centre History	38	7.5. Proposed Typical Upper Floor Layout	144
2.12. Historical Urban Grain	40	7.6. Separation Distances & Aspect	146
2.13. The Kennet Shopping Centre Today	42	7.7. Communal Amenity	148
2.14. Newbury Character Analysis	44	7.8. Retail Provision	156
2.15. Bartholomew Street History	54	7.9. Design Quality Criteria	158
2.16. Industrial Heritage	56	7.10. Townscape Assessment Views	160
2.17. Emerging Context	58	8. PROPOSED ELEVATIONS	
2.18. Recently Completed Schemes	60	8.1. Proposed Street Elevations	172
2.19. National Planning Policy	64	8.2. Proposed Materials	174
2.20. Local Planning Policy	66	8.3. Typical Bay Studies	176
3. EVALUATION		8.4. Robert Adam Elevations	186
3.1. Constraints	74	9. RESIDENTIAL QUALITY	
3.2. Opportunities	76	9.1. Residential Layouts	194
3.3. Town Centre Retail: Lessons from the past	80	9.2. Multi- Storey Car Park	206
3.4. Use, Mix and Grain	82	9.3. Accommodation Schedules	208
4. CONSULTATION		10. ACCESS	
4.1. Consultation	86	10.1. Vehicular Access	212
5. SCHEME EVOLUTION		10.2. Pedestrian and Cycle Routes	213
5.1. April 2021 Application	98	10.3. Servicing & Delivery Strategy	214
5.2. August 2021 Application	100	10.4. Refuse Storage and Collection	215
5.3. 2022 Application	102	11. SUSTAINABILITY AND ENERGY	
		11.1. Sustainability Strategy	218
		12. SUMMARY	
		APPENDIX	228

---

EAGLE QUARTER II, NEWBURY  
DESIGN AND ACCESS STATEMENT

---

# 1. INTRODUCTION

1.1. EXECUTIVE SUMMARY

1.1.1 This document has been prepared on behalf of Lochailort Newbury Ltd in support of its proposals to redevelop the Kennet Shopping Centre within the heart of Newbury, in Berkshire.

1.1.2 The existing shopping centre is very much 'of its day', having been built in the 1980's. It is a covered shopping mall who's use has become largely obsolete over time as retail trends have changed, and what is now left in place is a tired and homogenous building which denies the opportunity for natural permeability through the site, and which has had impacts over time on the vibrancy of the streets that surround it. At an architectural level, the shopping centre draws it's inspiration from the large number of centre's being built at the time, and tends towards a generic 'shopping centre' aesthetic rather than having any obvious regard to the historical fabric and patterns of Newbury within which it sits.

1.1.3 The design vision for the project is to create a new mixed use neighbourhood around newly formed streets and spaces that 'stitch' Newbury back together - re connecting direct transport nodes with historical spaces and allows for a more enjoyable, safe, and vibrant pedestrian experience of Newbury.

1.1.4 This design document illustrates the history of Newbury, beginning in the 15th Century when the site was renown across the Europe for the production of high quality cloth, through its subsequent reinventions in the 18th Century where it industrialised, and until the mid 20th Century when it was named 'a manufacturing base for the War effort'.

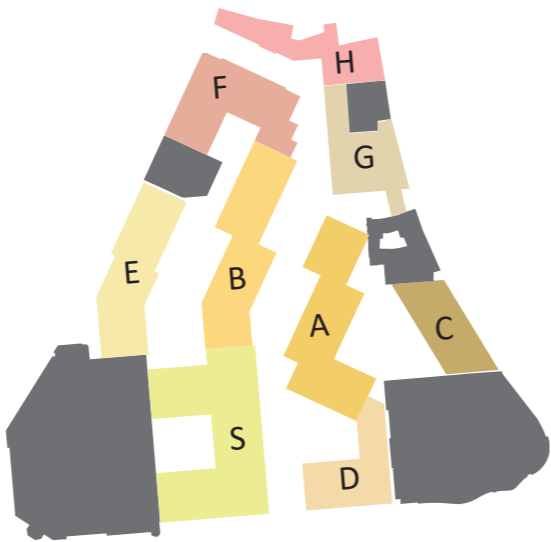
1.1.5 This site in particular sits outside of but adjacent to the historical centre, and we look backwards for clues that we have used to inform the sites patterns and rhythms.

1.1.6 This document is structured for the ease of the reader as follows.

- The existing site - it's history and evolution.
- An analysis of the existing site
- A brief history of Newbury: lessons and observations
- Historical patterns of development
- Planning Policy overview
- Constraints and Opportunities
- Consultation
- Scheme evolution: 2020 - 2023
- Design Principles
- Design Proposals

1.1.7 The planning application is for the redevelopment of the Kennet Centre comprising the partial demolition of the existing buildings on site and the development of new residential dwellings (Use Class C3) and residents' ancillary facilities; commercial, business and service floorspace including office (Class E(a,b,c,d,e,f and g)); access, parking and cycle parking, landscaping and open space; sustainable energy installations; associated works, and alterations to the retained Vue Cinema and multi- storey car park.

1.1.8 For greater depth of understanding around the myriad of technical issues that have been considered in the development of these proposals, please refer to the various specialist reports that accompany the planning submission.



Proposed Development - Block Plan

1.2. PROJECT TEAM

Applicant	Lochailort Newbury Ltd
Architect	ColladoCollins
Architect	Robert Adam Architectural Consultancy
Energy & Sustainability	Environmental Economic Ltd
Landscape & Public Realm	Fabrik
Heritage	Montagu Evans
Visual Representations	AVR London
Transport	Waterman Group
Cost Management	Colliers
Viability	Rapleys
Fire Consultants	BB7 Fire Safety Services
Daylight	Point 2 Surveyors Ltd
Structural Engineering, Flood Risk & Drainage	Robert Bird Group
Ecology	Ecological Planning & Research

LOCHAILORT

ColladoCollins Architects

ROBERT ADAM

ENVIRONMENT ECONOMICS

fabrik

MONTAGU EVANS

AVR LONDON

Waterman

Colliers

RAPLEYS

BB7 FIRE SAFETY SERVICES

POINT

RobertBirdGroup

EPR

# 1.3. NEWBURY THROUGH THE AGES

1.3.1 Since its formation in 1086, Newbury has developed and succeeded in large part as a result of its ability to respond to external circumstances and opportunities. Originally a small market town located on the Kennet, and by the 12<sup>th</sup> Century a major toll road, Newbury has always enjoyed success that comes from its location and proximity to the river, and later, through the introduction of the railway. Its Royal ascent was granted by King Edward IV, son of the Duke of York who owned Newbury during the tumultuous War of the Roses. The town continued to grow in wealth and by the 15<sup>th</sup> century and well into the 16<sup>th</sup> century, had established itself as a major European centre in the wool and cloth industry, creating yarns and exporting these across the continent. In 1611, alongside the Royal Charter, the Council was established and a Guildhall built in Market Place, the centre of the trading community.

1.3.2 By the 17<sup>th</sup> century, the English Civil War resulted in the decline of the cloth trade in Newbury and its relocation to Yorkshire. Ever enterprising, in 1723 the Kennet was strengthened through Newbury with deeper excavations and bank work such that it became an inland port which heralded the next transformational stage for Newbury's ongoing development. The river allowed industry to flourish and by 1790 the first large engineering works was established by William Plenty – known as The Eagle Iron Works, in the middle of what is now the Kennet Shopping Centre. By 1830 a further 5 foundries had taken root in Newbury and industrial enterprise continued well into the mid 19<sup>th</sup> century, with Vickers Armstrong one of the last manufacturing businesses to establish here, making key parts for the Spitfire and Hurricane aeroplanes in support of the war effort.

1.3.3 A consequence of the rapid industrialisation of Newbury was the provision of public houses – with 75 opening in this period, leading to the social reformers and temperance movement slowly closing a good many of them down.

1.3.4 Like many similar towns in Britain, Newbury suffered an industrial decline from the late 19<sup>th</sup> century onwards. The next major development saw the arrival of the

Kennet Centre in 1967 which was completed some 13 years later in 1980.

1.3.5 The reason for spending a moment to describe Newbury's journey from 1086 to the current day is to allow us to observe its constant knack for re-invention. Its ability to move with the times and to maintain its vibrancy and attractiveness by understanding how social and economic change, so often a challenge, might be seen as an opportunity. We are now at a point of change as a result of the structural change in shopping and living, and how technology is driving new ways of working, eating, communicating and living.

1.3.6 The Kennet Centre sits at the heart of Newbury and right in the middle of all of the history sketched above. Indeed Eagle iron Works was located in the middle of this site.

1.3.7 Our design proposals re-establish the streets and spaces that once allowed and fostered this melee of activity and industry. The uses that we propose include employment spaces for new small and medium sized enterprises, shops and cafes aimed at local and independent operators, supporting the next generation of Newbury's entrepreneurs. The living accommodation is aimed at those who want to live in town not out-of-town and to enjoy (and to contribute to) all of the economic, social and cultural benefits that Newbury has to offer. The residents will bring life into the heart of Newbury and will be a positive part of the next period of Newbury's constant reinvention, very much in the spirit of all that has gone before.



Figure 1. Proposed Development - Masterplan

---

EAGLE QUARTER II, NEWBURY  
DESIGN AND ACCESS STATEMENT

## 2. ASSESSMENT

---

2.1. SITE LOCATION

2.1.1 Newbury is a market town in the county of Berkshire. The area plays a key role as administrative headquarters of West Berkshire and spans the River Kennet and the Kennet and Avon Canal. Newbury lies on the edge of the Berkshire Downs; part of the North Wessex Downs Area of outstanding natural beauty, 3 miles (5 km) north of the Hampshire-Berkshire county boundary.

The town centre includes the 15th century St Nicolas Church, along with several 17th and 18th century listed buildings.

2.1.2 The local economy is closely related to the eastern M4 corridor which serves as a direct link to London.



Figure 1. Newbury location



Figure 2. Local area context - aerial view looking north

2.2. EXISTING SITE

2.2.1 The application site is located in the centre of Newbury and is approximately 2.2 hectares in size, with the southern edge defined by Market Street, the eastern edge by Cheap Street/ Market Place, and the western edge by Bartholomew Street. On the north edge, the site boundary adjoins dense historic built form fronting Bartholomew Street, Market Place and Mansion House Street. This part of the site contains a large percentage of listed buildings, including Grade II Listed Newbury Town Hall.

2.2.2 Most of the site is occupied by the Kennet Centre, a largely disused shopping centre build in the 1970s-80s. A VUE cinema is located on the south-east corner and a multistorey car park on the south-west corner, accessed off Bartholomew Street.

2.2.3 The site boundary excludes several existing buildings located within the triangular site: Grade II listed pubs Catherine Wheel Inn and The Newbury (former Bricklayers Arms), 33-34 Cheap Street, and 11-15 Market Place.

2.2.4 The site lies within the a few minutes walking distance of Newbury railway station, and has excellent transport links. The green open spaces of Victoria Park and the Kennet River are located within a 5-10 minute walk of the site.

2.2.5 The nature of the existing development on site is largely internally facing and impenetrable when closed. It turns its back on the outlying streets, and in combination with the cinema and multi-storey car park, has had a 'deadening' effect on this large part of the town centre.

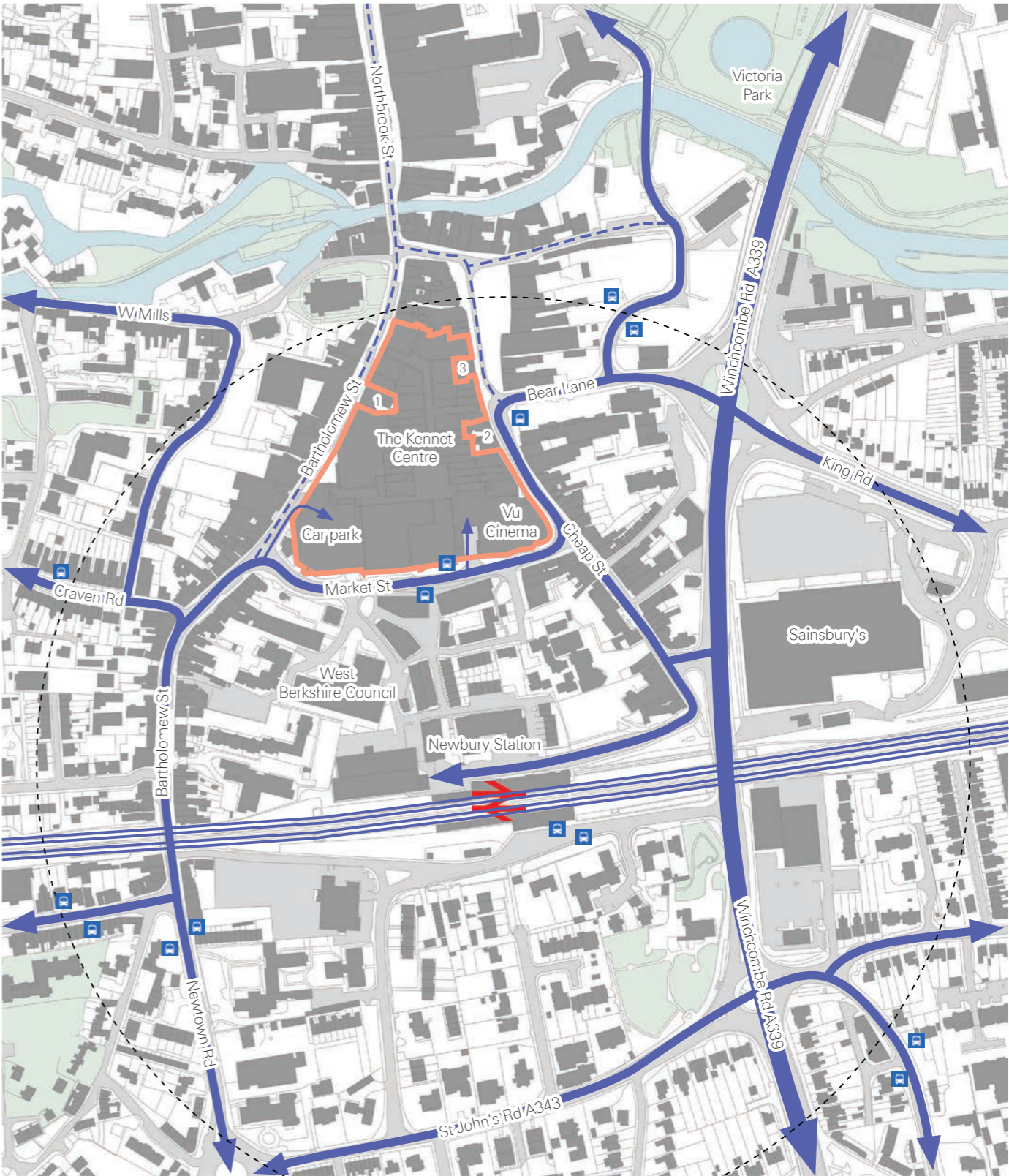
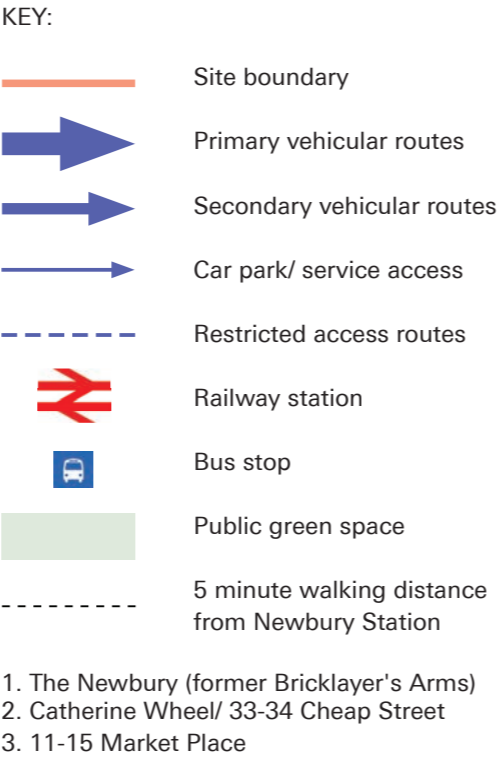


Figure 3. Existing site diagram

## 2.3. AERIAL VIEWS OF THE SITE



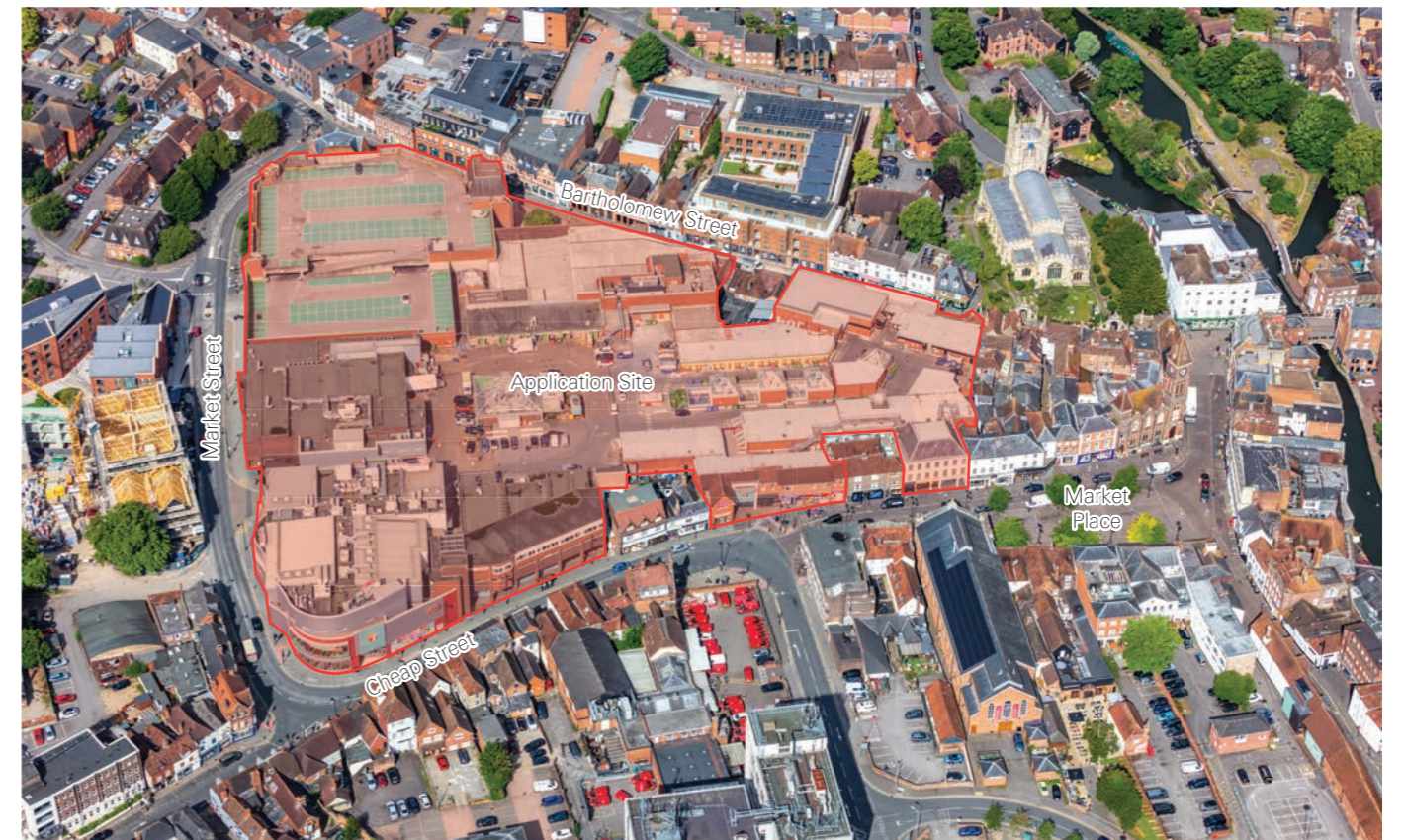
1. Aerial view of site looking north



3. Aerial view of site looking south



2. Aerial view of site looking east



4. Aerial view of site looking west

## 2.4. EXISTING SITE PHOTOS



1. Car park viewed from Market Street



2. Market Street



3. Vue cinema



4. Cheap Street south



5. Kennet Centre entrance



6. Kennet Centre internal view



7. The Catherine Wheel pub



8. Market Place



1. Car park viewed from Bartholomew Street



2. Kennet Centre entrance



3. Bartholomew Street south



4. The Newbury



5. Kennet Centre main entrance



6. The Globe



7. Bartholomew Street north



8. Town Hall



9. St Nicolas Church

2.5. ACCESS AND PERMEABILITY

2.5.1 The Kennet Shopping Centre was built in the late 1970s and 1980s. It occupies most of the development site and rises to a maximum of four storeys, with the Vue Cinema located on the south-east corner of the site and a multi- storey car park on the south-west corner.

2.5.2 Currently, the site is not permeable, with no open public routes. The shopping complex is a collage of fronts with retail uses opening up to the main internal spaces. The shops are currently largely vacant. As is typical of this type of 'anywhere' development, the main public orientation of the retail mall is internal with much of the outer facing facades offering very little by way of quality for the streetscape of Newbury.

2.5.3 The application site is surrounded mostly by retail, office and residential buildings and streets of moderate width.

2.5.4. The pages illustrate the largely 'dead' facades on the outer edges of the Kennet Centre.

2.5.5 Illustration 5 on this page shows a modern day replication of a Georgian building, unfortunately undermined by the disconnect between elevation and section, as seen with the floors running across windows.

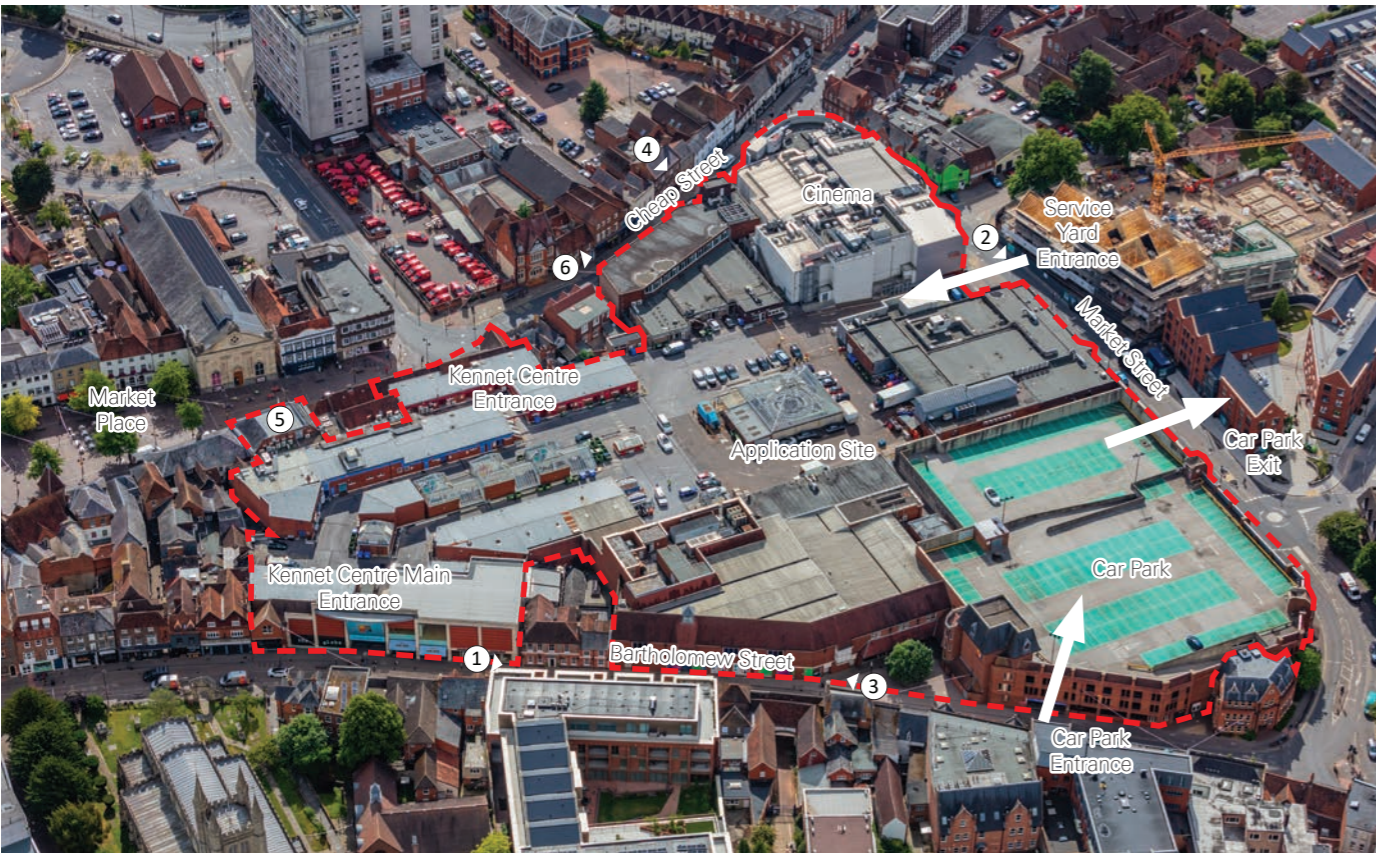


Figure 4. Aerial view of site looking South-East



1. Bartholomew Street



2. Market Street - Service Yard entrance



3. Bartholomew Street



4. Cheap Street - The Arcade Alley entrance



5. Market Place



6. Cheap Street

2.6. CONSERVATION AREA AND LISTED BUILDINGS

2.6.1 Newbury has an abundance of Statutorily Listed Buildings, some of which are illustrated here. The Newbury Town Centre Conservation area is a large Conservation Area covering most of the town centre.



3. The Newbury Grade II



6. The Corn Exchange Grade II



9. St Nicolas Church Grade I



1. 28 Bartholomew St Grade II\*



4. 27 Market Place Grade II



7. Catherine Wheel Inn Grade II



10. Town Hall Grade II



2. 16 Bartholomew St Grade II



5. 21-25 Market Place Grade II



8. 33-34 Cheap St Grade II



11. Newbury Post Office Grade II

2.6.2 It is notable that the more recent and less historically sensitive buildings and spaces radiate northwards and south from the station, which appeared in Newbury at the end of the 19th Century. Prior to this, the area around the station comprised of open space and cattle markets.

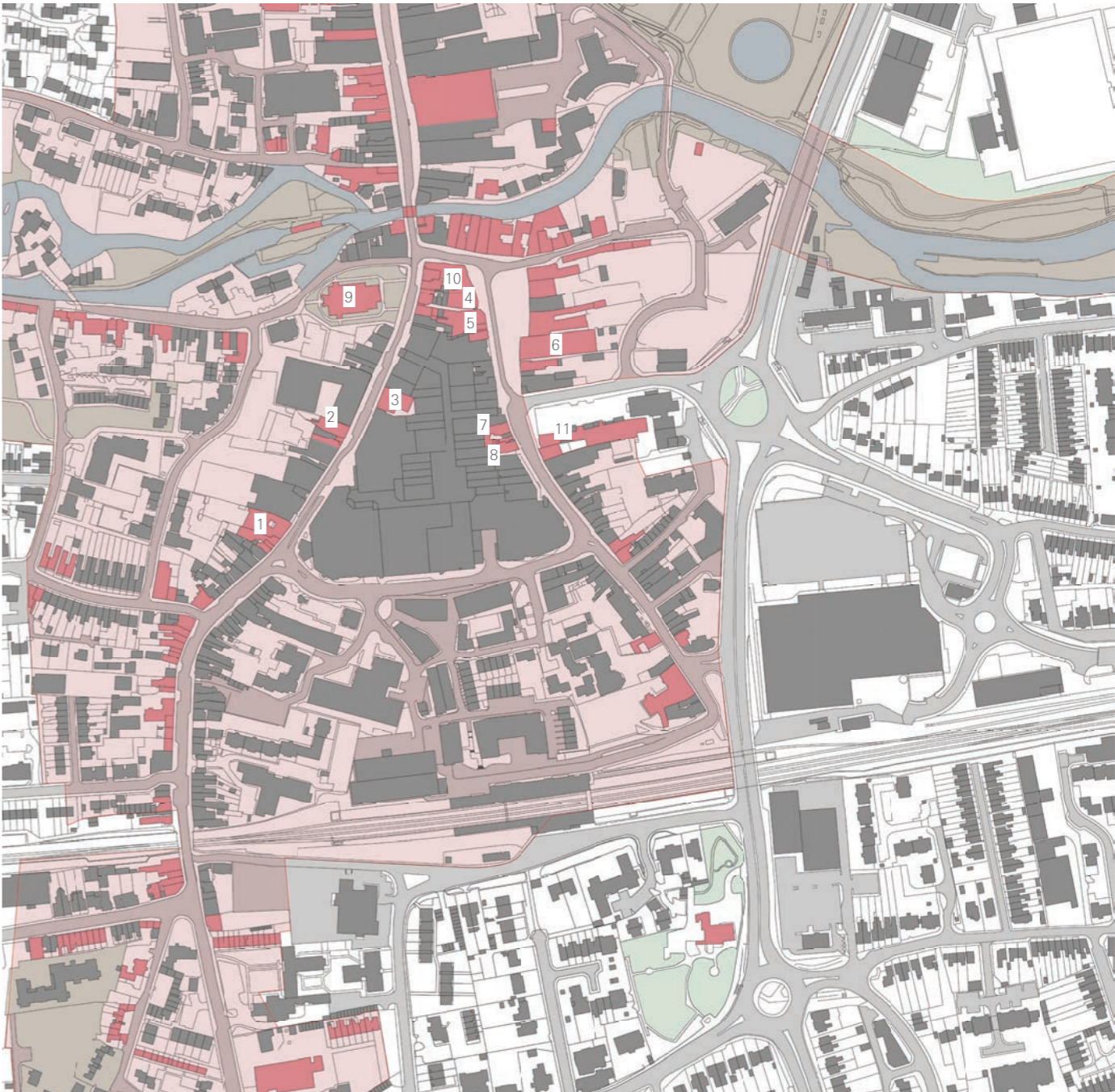


Figure 5. Map of Conservation area and key listed buildings

## 2.7. HISTORY OF NEWBURY

2.7.1 Newbury is a market town in Berkshire that dates back to the 11<sup>th</sup> century. The town centre is located around the old Market Place which dates back to when the town was formed. 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.

2.7.2 By the 12<sup>th</sup> century, the town was recorded to have 22 households.

2.7.3 The town has a rich history, having experienced pandemics, the Black Death affecting a third of its population in the 14<sup>th</sup> century, the War of the Roses, and the Civil War.

2.7.4 During the 19<sup>th</sup> 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 the peak, the design of a 'Pulling and Sail' lifeboat built at the Eagle Works factory which used to sit on the application site. When the Great Western Railway (GWR) opened a railway line in 1847, business was diverted from the canal. In 1852, GWR bought the canal for one fifth of its construction cost.

2.7.5 The Railway company did not carry out 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 second world war as a safer transport route for goods. After the war, the canal was transferred to the British Transport Commission. In the latter part of the 20<sup>th</sup> century the canal was restored and re-opened.

2.7.6 The application site sits between the river and canal which is located to the north, and the railways, located to the south.

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



Figure 6. Historical photograph of the Catherine Wheel Pub



Figure 7. Market day in the Market Place at Newbury. December 1935

## 2.8. NEWBURY URBAN GRAIN

2.8.1 Buildings within the town centre vary in age, quality and architectural styles, creating a varied and interesting townscape. They principally date from the 17<sup>th</sup> to the 20<sup>th</sup> centuries.

2.8.2 To the north of the town centre, Georgian and Victorian buildings are characterised by finer grain blocks on smaller plots, reflecting the historic burgage plot layout of the medieval town.

2.8.3 During the industrial periods in the 19<sup>th</sup> and 20<sup>th</sup> centuries, and particularly after the arrival of the railway, development for industry and commerce around the area of the station produced larger buildings on larger plots, removing the tight urban grain, and becomes more functional in aesthetic and nature.

2.8.4 This change to a coarser grain continued after bomb damage during the Second World War and subsequent development in the latter part of the 20<sup>th</sup> century.

2.8.5 This pattern of urban grain of the area is emphasised in the diagram shown on the opposite page, demonstrating the transitional position of the site within the surrounding context.

2.8.6 Buildings to the north of the town centre and surrounding streets to the east and west of the site are predominantly between two and four storeys high, and are mostly built from brick with older structures being built with a timber frame. The majority of the buildings are formed of commercial premises at ground floor, with residential or office space above.

2.8.7 By contrast the site itself and the area to the south is characterised by coarser grain of larger building footprints. Buildings are three to four (commercial) storeys high and are of brick/concrete/panel facades with none of the finer detailing of the earlier buildings.

Architecturally less sensitive



Architecturally sensitive

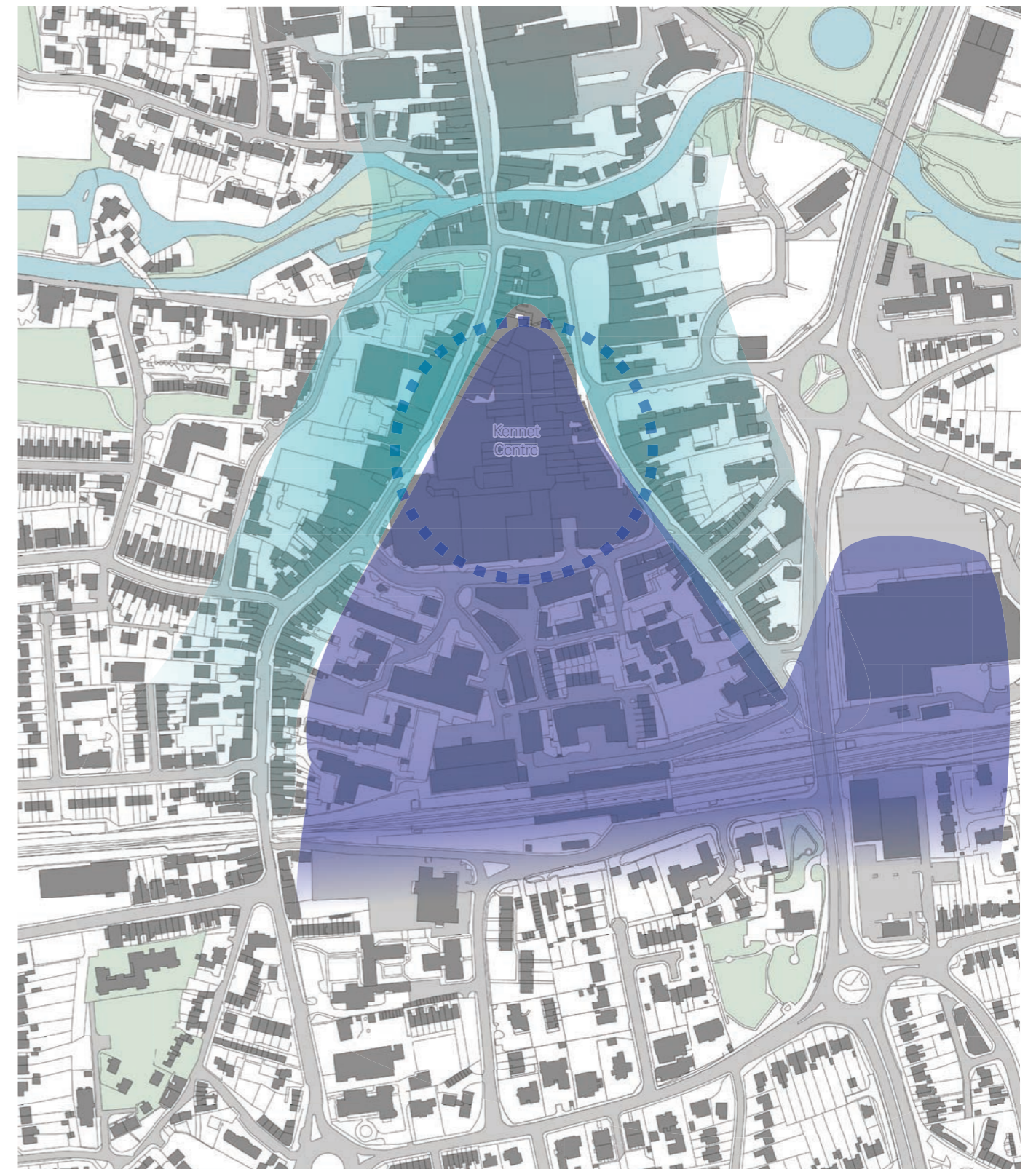


Figure 8. Figure-Ground map of Newbury

## 2.9. WIDER ARCHITECTURAL CONTEXT OF NEWBURY

### HISTORICAL MARKET TOWN

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

2.9.2 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.

2.9.3 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.



1. The Corn Exchange



5. Newbury Clock Tower



6. West Berkshire Museum



7. The Hatchet Inn Market Place



2. The Newbury PH



4. Newbury Town Hall



8. Newbury Lock



9. The Watermill Theatre



3. St Nicolas Church



10. Residence on The Kennet River



11. Newbury Railway Station

TRADITIONAL BUILDINGS

2.9.4 Buildings within the Conservation Area are built from a range of materials and reflect different architectural styles. Many of the buildings from the Medieval period to the seventeenth century use timber framing. From the seventeenth century onwards most buildings within the town centre are evident as being built from brick, specifically red brick.

2.9.5 Stone detailing and features, along with stucco, render and colour wash have been used in many buildings for decoration. Roofing materials vary within the Conservation Area, with a mix of slate and plain clay tiles being used.

ALLEYWAYS

2.9.6 Historic alleyways are present in the town centre: historic rights of way reflecting the pattern of development during the medieval period following burgage plots lines.



1. Cheap Street



2. The Globe Inn



3. 17 Bartholomew St



4. The Catherine Wheel Pub



PUBLIC SPACES

2.9.7 Newbury town centre has a number of high quality and interesting public spaces which are an important feature of the town centre.

2.9.8 Good quality hard landscaping combined with varied architectural typology and street lighting create welcoming, safe and enjoyable places for residents and visitors.

2.9.9 Contrasting with the urban open space of Market Place is the open green area around the River Kennet and the lanes that cut through the historic building plots of the medieval town

2.9.10 Significantly, the Kennet Centre prevents ease of movement between these spaces in its current form. Re- connecting these spaces is a major driver for the new design proposals.



1. Market Place



2. Bartholomew Street



5. Mansion House St



6. Bartholomew Street



3. Newbury Town Hall and Market Place



4. Corn Exchange and Market Place



7. The banks of the river



8. Marsh Lane

NEWBURY CONTEMPORARY DEVELOPMENT

2.9.10 Development in the latter decades of the 20<sup>th</sup> century have quite often failed to respond to the local and regional context of Newbury.

2.9.11 From the construction of the telephone exchange, the Kennet Centre in the 1970s, though to the development of the Parkway shopping centre, the buildings have been at best mediocre, often of poor architectural quality and could, from their appearance, be located in almost any town in England.

2.9.12 These buildings make little effort to assimilate themselves into Newbury, but are at the same time significant in their presence and impact. These buildings demonstrate that lower rise buildings (Vue Cinema) can have a greater detrimental impact on a town than taller more elegant ones, such as the Town Hall.



1. Vue Cinema on the corner of Market St and Cheap St



2. Council Offices



5. Parkway residential development



5. Travelodge Hotel



3. Bartholomew st car park



4. Premier Inn and Travelodge hotels



7. Telephone Exchange



8. Council Offices

2.10. SITE HISTORY

2.10.1 Historically the site has been home to small and large scale industries including cloth making and marine iron works, and the area between Bartholomew Street, Cheap Street and Market Place was one of the earliest occupied areas of the medieval town of Newbury.

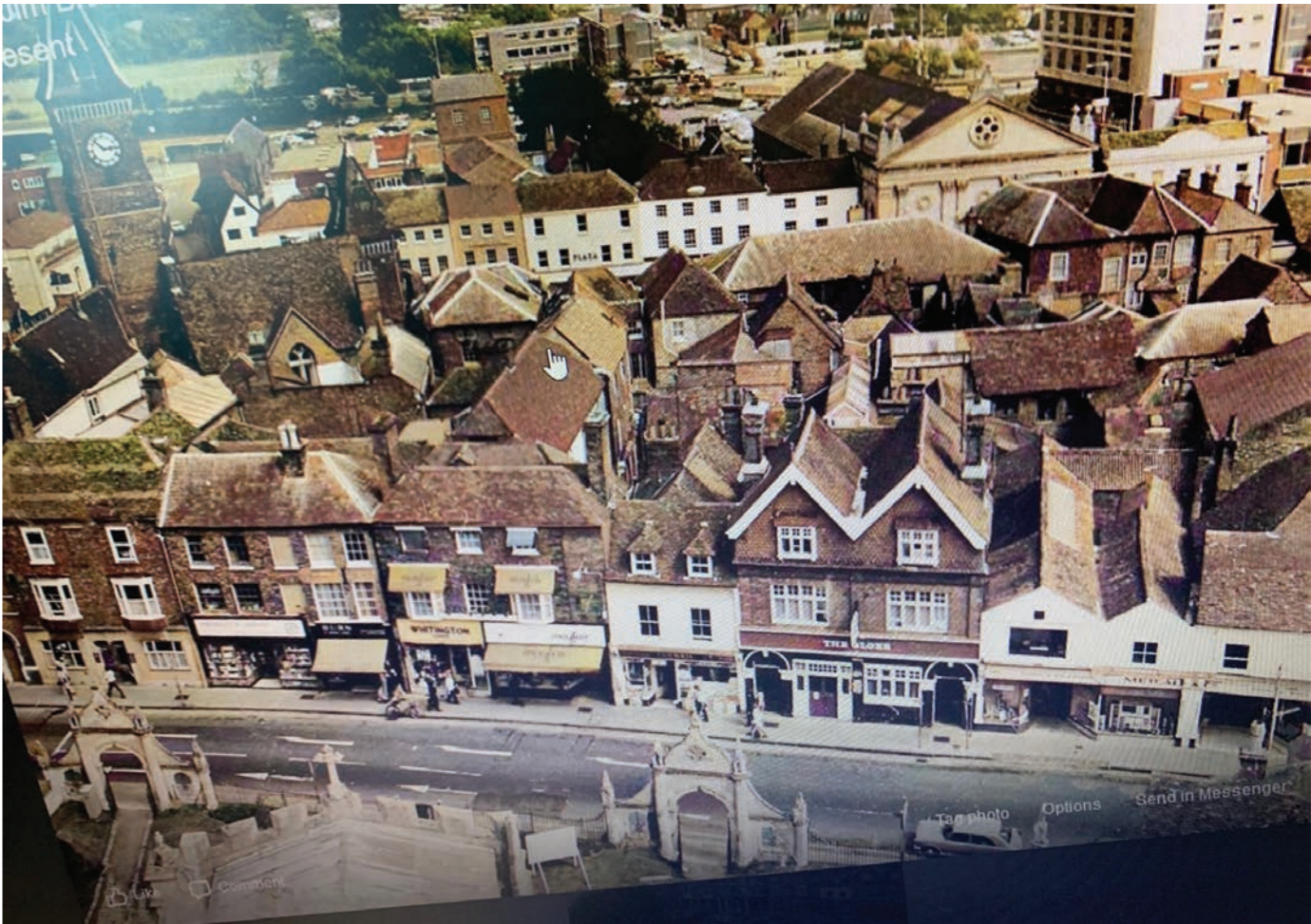
2.10.2 The site has always been an important part of the history of Newbury. As early as the 15<sup>th</sup> century this site was renowned across Europe for the production and manufacture of high quality twill-backed cloths. The Winchcombe family from 1465 to 1533 were known as clothiers par excellence, with their clothing being highly sought after all across Europe. Of particular note was the manufacture of ‘Kersey’s’ 1 yard by 16 yard pieces of fabric dyed in rich tones using woad, a yellow flowered plant grown in Britain that produced high quality dye.

2.10.3 Towards the end of the 18<sup>th</sup> century, the site became Plenty’s Eagle Iron Works, an engineering works founded by William Plenty who went on to design and build steam engines and boilers used on ships including the Royal Navy. Industrial use of the site continues into the late 19<sup>th</sup> century.

2.10.4 During the WW2, industrial sites in Newbury worked to support war effort, producing parts for Spitfire and Hurricane aeroplanes. The town centre was bombed in 1943, with historical buildings including St. Bartholomew’s Almshouses, St. John’s Church destroyed in the bombing.



1. Historical site map



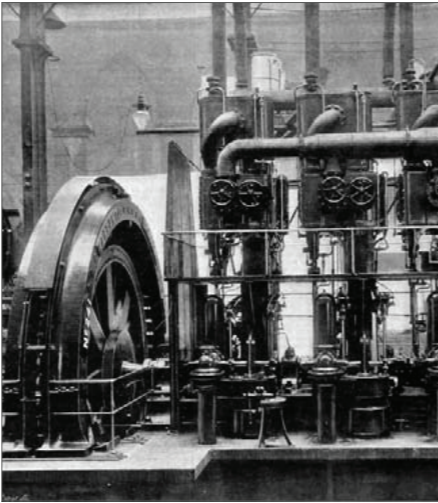
1. Historical roofscapes - Bartholomew Street



2. Dying cloth on Cheap Street



3. Kersey twill cloth



4. Eagle Iron Works advertising poster



5. Woad seeds



6. Entrance to Plenty's Eagle Iron Works



2. WW2 Newbury town centre bomb damage, Circa 1940



3. Circa 1980, Market Place, Cheap Street



4. WW2 Bombing, Bartholomew Street, Circa 1940



5. Circa 1930, Cheap Street

# 2.11. KENNET CENTRE HISTORY

2.11.1 The next major change to the site occurred between 1960 and 1982 when the Kennet Shopping Centre was conceived, designed and developed, effectively clearing away much of the historical grain and character from this site.

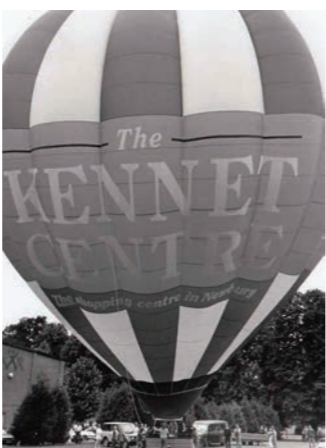
2.11.2 In the 1960s, an initial scheme to construct a new shopping centre on the area between Bartholomew Street, Cheap Street and Market Place in Newbury town centre was proposed, to be completed in several phases. By 1974 the first stage of the work to create a supermarket, bank and around 20 other shops was complete. In 1982, work on phase II of the scheme began. This aimed to double the size of the existing shopping centre (renamed the Kennet Centre) and to create covered walking areas.

2.11.3 In 1984, plans were approved by the local authority for a new bus station, Sainsbury's supermarket, a new department store and a new car park, to create a total of 55 shops on a 5 acre site. The new shops were completed in the summer of 1985.

2.11.4 A number of older buildings along the street frontages were retained, mainly towards the north but over the central and southern part of the site, the tight urban grain with alleyways passing through was destroyed and the monolithic shopping centre created the internal, inward looking environment on the site today.



1. c 1978 - Area between Cheap St and Bartholomew St, with buildings demolished prior to the start of the final phase of the shopping centre.



2. c 1985 Kennet Centre opening celebrations



3. c 1985 Kennet Centre entrance



4. c 1970s Bear Lane to Cheap Street, before the building of the Kennet Centre



5. Inside the Kennet Centre 1985



1. An aerial view of Newbury, Kennet Centre site, before the building of the Kennet Centre in the 1970s

2.12. HISTORICAL URBAN GRAIN

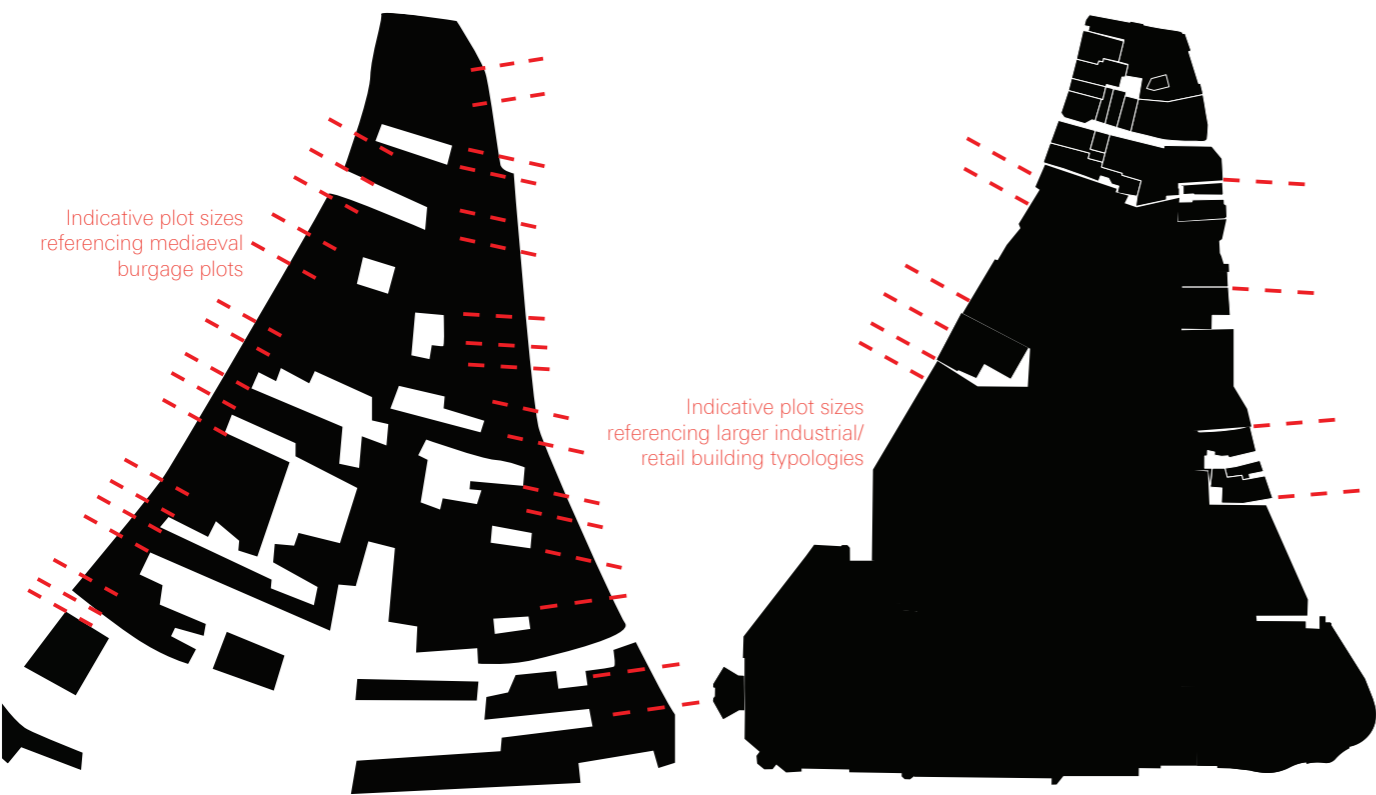


Figure ground diagram 1888-1913

Figure ground diagram - 2020



1970s Aerial view



1888-1913

2.12.1 Many historic buildings within the site (marked red on the photos below), including buildings fronting the streets, were demolished in the 20th century to make way for the future Kennet Centre.



1. Cheap St 1969-70



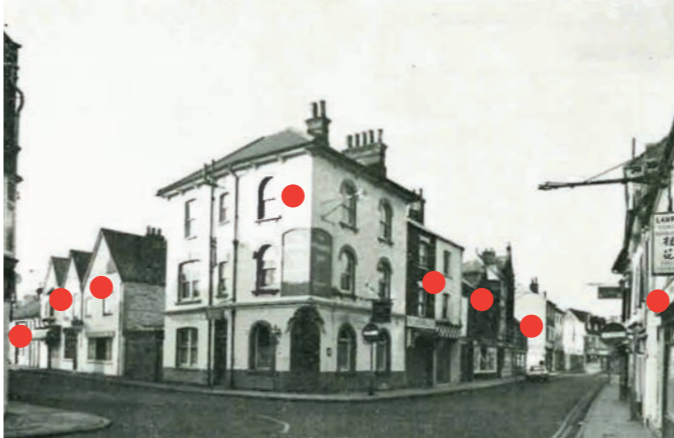
2. Bartholomew Street



3. Market Street/ Bartholomew Street corner



4. Bartholomew Street



5. Cheap St and Market St corner



6. Bartholomew Street

2.13. THE KENNET SHOPPING CENTRE TODAY

2.13.1 With the changing landscape of the retail sector and with the physical limitations and dated appearance of the Kennet Centre, it has been suffering a decline in recent years. Whilst it was possible to attract some interim interest, the long term prospects for regenerating this centre in its current form are limited as there is little or no interest in this type of retail space.

2.13.2 The interior is well maintained but, without the activation of occupied shopfronts, looks neglected and forgotten.

2.13.3 The exterior facades, due to the nature of the upper floor uses within present disappointingly blank and monolithic facades to the streetscape.



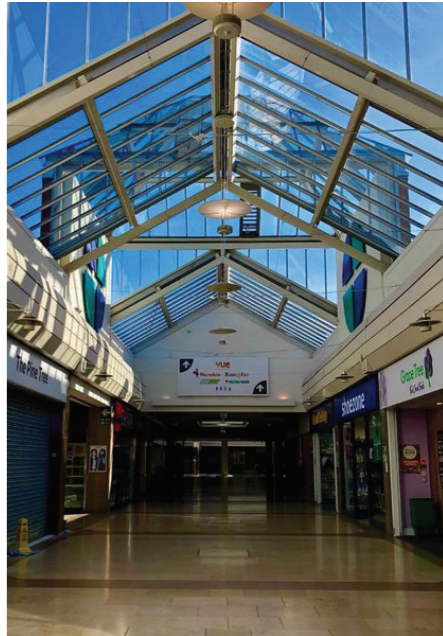
1. Mall interior view



1. Entrance from Cheap Street



2. Cheap Street entrance



3. Covered interior mall



2. Bartholomew St elevation looking south



3. Bartholomew St elevation



4. The existing upper level service yard with views to the Town Hall clock tower



4. Bartholomew St elevation looking north



4. Bartholomew St elevation looking north



5. Mall interior view



6. Mall interior view