

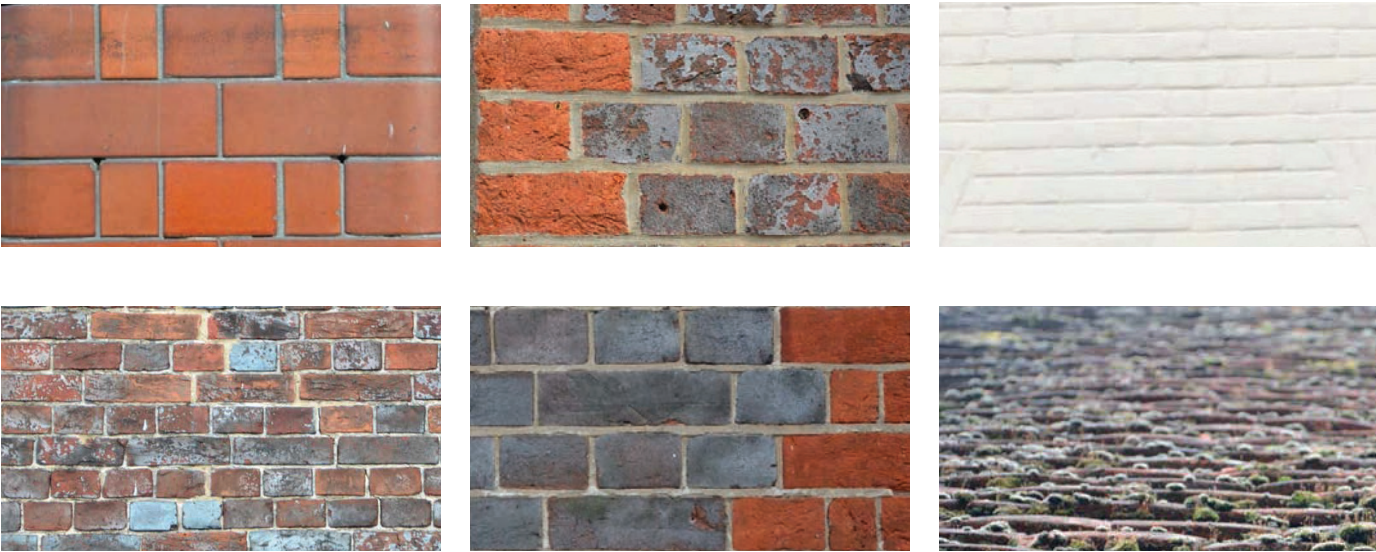
2.14. NEWBURY CHARACTER ANALYSIS

STREET FRONTAGE

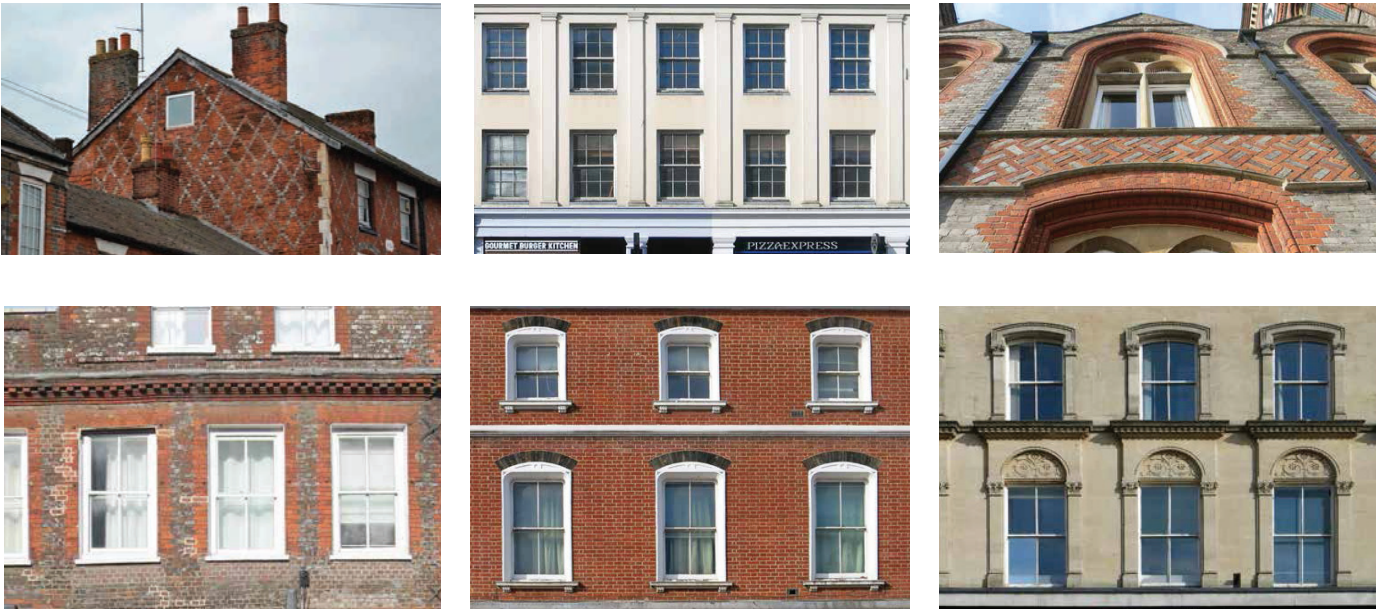
2.14.1 Analysing the existing street frontages, we can establish a set of characteristics and design principles defining the distinct architectural character of the area.

2.14.2 These principles can be used to develop a scheme that will respect and enhance the existing context.

MATERIALS



BRICK DETAILING



EXISTING STREET FRONTAGES - NORTHBROOK STREET



WINDOWS



FACADE DETAIL

2.14.3 Many of the Newbury's historical facades are visually broken down by the use of horizontal and vertical banding of different colour or material. Very often the banding is used to express the ground floor, forming a solid base to the building. Other, more subtle detailing is used to express window surrounds and lintels and to emphasise upper floor divisions.

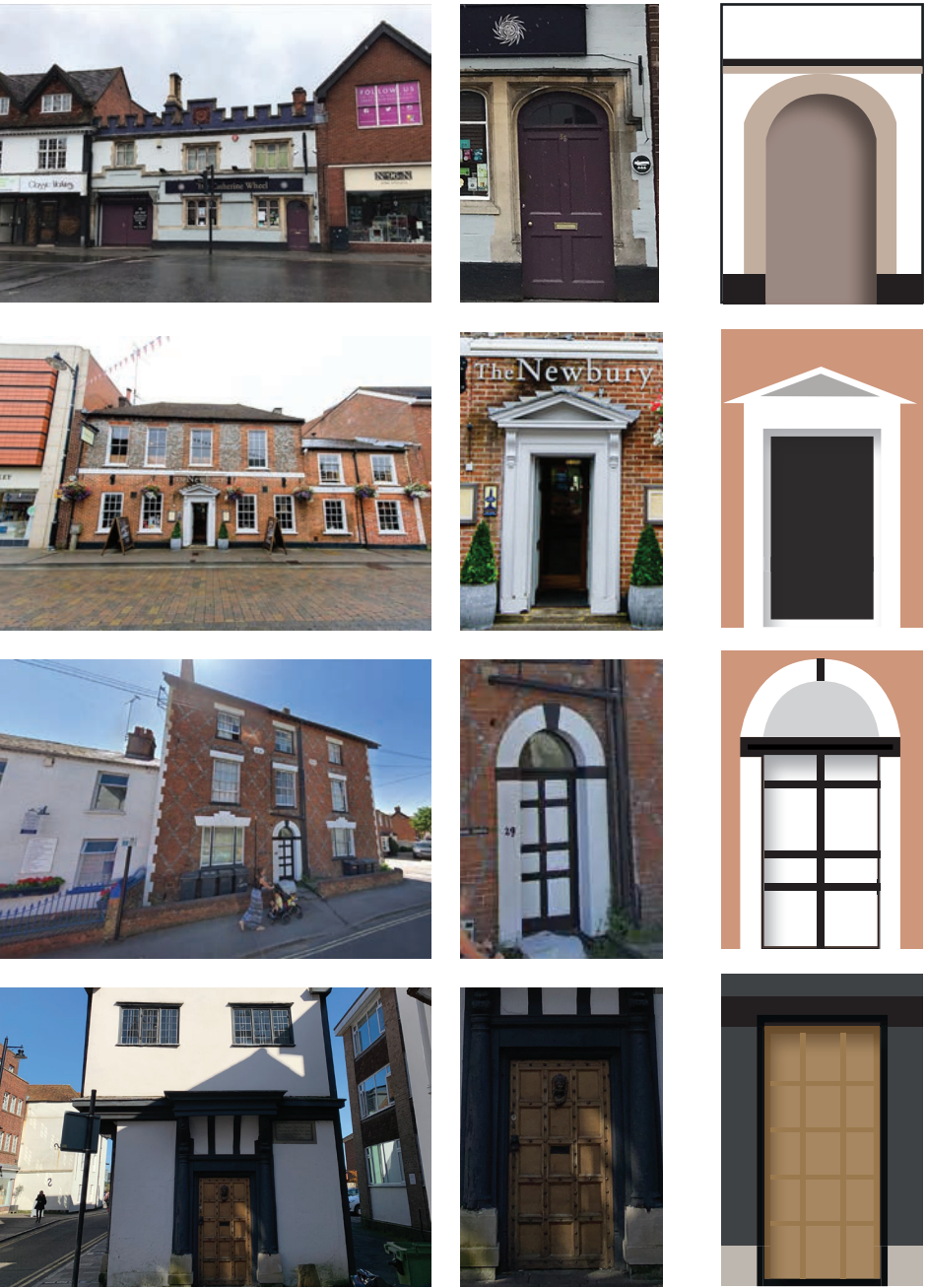
2.14.4 The analysis below shows existing colour palette/ facade detail patterns based on the some of the historical buildings located around the site.



ENTRANCES

2.14.4 Newbury has a variety of entrance and porch types reflecting its rich history.

2.14.5 Four major distinctive entrances can be highlighted as shown in the following photos and diagrams.



LOCAL BRICK

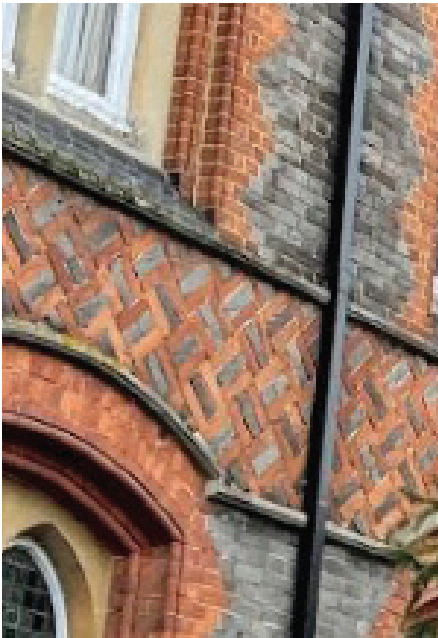
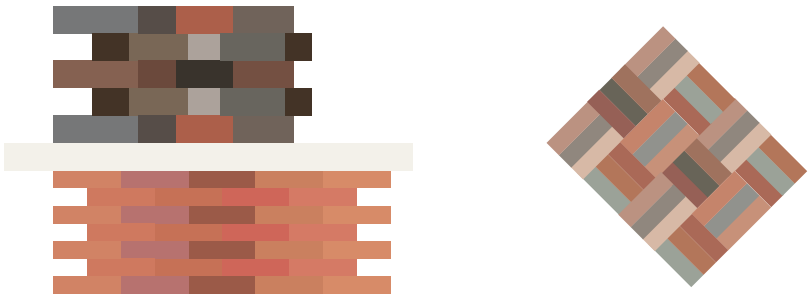
2.14.6 As can be seen on the previous pages there are a number of different brick colours within the town centre area. Shades of red, buff, grey and blue bricks can be seen on many of the historic buildings around the site as well as the neighbouring listed buildings.

2.14.7 Most of the buildings surrounding the site make use of at least two brick colours, either as a pattern on the facades, brickwork detailing to the window reveals, quoining or as a layering effect differentiating the ground floor from the upper floors.

2.14.8 Complementary materials are used alongside the brickwork generally in the form of stone or concrete banding, lintels and window sills, but there are also examples of render and clay tiles which are used on fewer facades.

2.14.9 The more modern developments have followed this vernacular in their choice of brick palette and accompanying details such as concrete or stone lintels, patterned window reveals and special shaped brick details.

2.14.10 The existing Kennet Centre uses a combination of stone cladding with glass, metal and terracotta cladding.



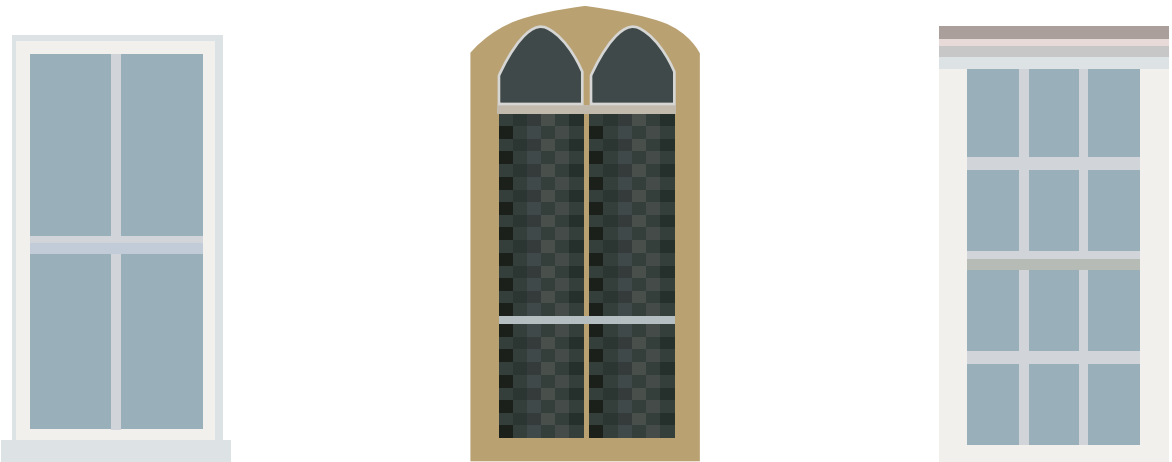
WINDOW CHARACTER

2.14.11 The existing windows seen in the surrounding context are predominantly Georgian and Victorian in character with tall, slender openings subdivided into smaller panes of glass.

2.14.12 The majority of historical buildings have opening sash windows while some of the older buildings such as the Town Hall and the Corn Exchange have fixed windows with smaller hinged opening sections.

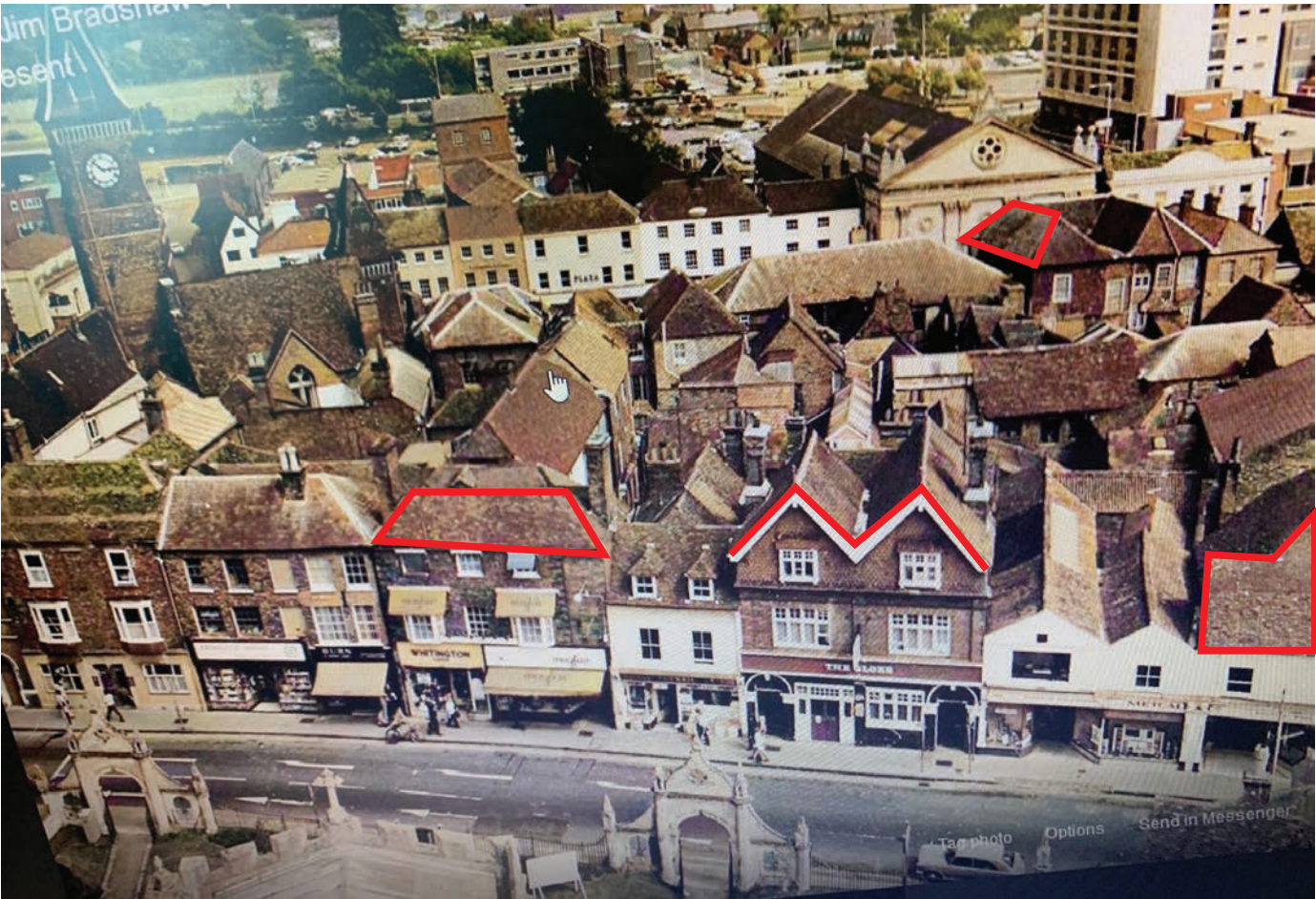
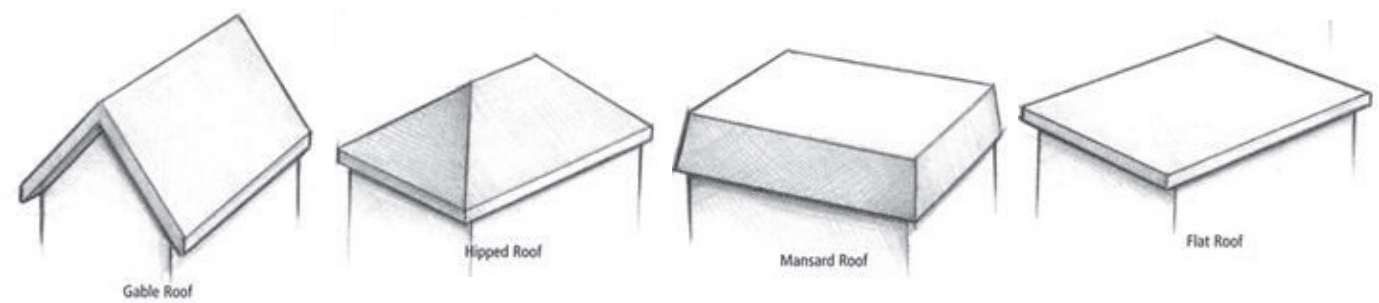
2.14.13 Generally the windows on the top floor of buildings with an upper level of more than 2 storeys are slightly shorter in height as is common in the Georgian architectural style.

2.14.14 The pattern of existing windows is predominantly symmetrical, but with slightly different heights and proportions. This is evidence of the town being developed over many decades and adds to the character and charm of the area.



ROOFSCAPE

2.14.15 There is an eclectic mix of roofscapes that all aid in creating the character of Newbury. Roof types such as Gable, Hipped, Mansard and Flat are featured along some of the historic streets of Newbury, notably Bartholomew Street pictured below.



Historical roofscapes - Bartholomew Street

2.14.16 Bartholomew Street pictured below displays how multiple roof types can work together in creating a harmonised street frontage with varying character.



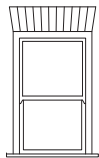
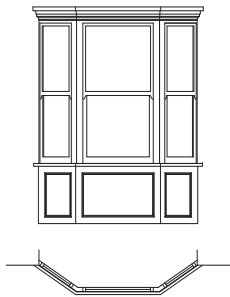
EXISTING DETAIL ANALYSIS

2.14.17 Newbury has a wealth of historic architectural detail from which to draw inspiration and a selection of these are presented here.

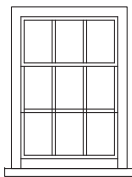
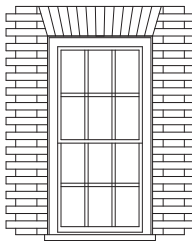
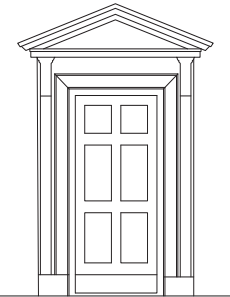
2.14.18 It is not the intention to produce exact copies of these details. The proposed design will use similar principles of wall to window ratios, window proportions, depth of reveals and cills and so on to ensure that the proposals harmonise with the existing town centre buildings.



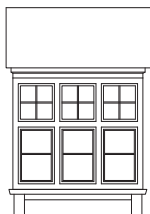
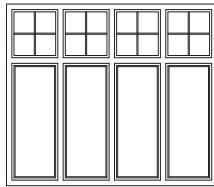
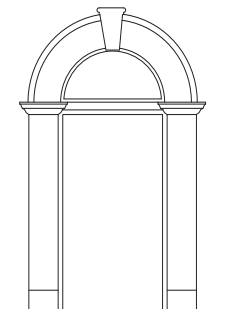
154 Bartholomew Street



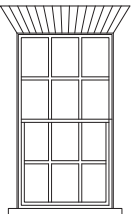
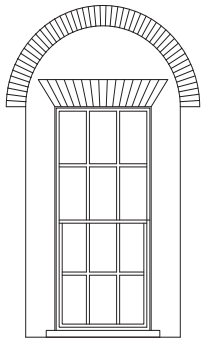
Bricklayers Arms / The Newbury, Bartholomew Street



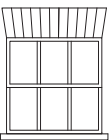
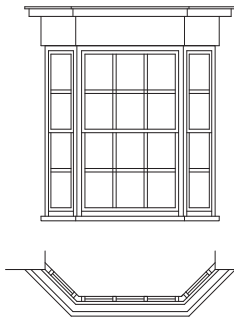
The Globe Inn Bartholomew Street



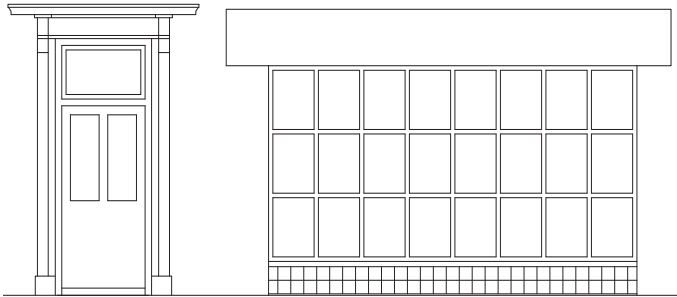
1 Northbrook Street



150-151 Bartholomew Street



16-17 Bartholomew Street



2.15. BARTHOLOMEW STREET HISTORY

2.15.1 This series of elevations is to demonstrate visually, the impact that the construction of the Kennet Centre had on the surrounding streets and how that can be redressed, taking Bartholomew Street and a typical example.

1). This elevation shows how the Kennet Centre sits within what remains of the historic buildings and how the fine rhythm that they create is broken by the monolithic, predominantly horizontal facades of the Kennet Centre.

2). Historical images of bartholomew showing what was lost to WW2 bombing and during the construction of the Kennet Centre.

3). Shows how the fine grain and rhythm of buildings replacing the Kennet Centre can recreate and continue the street scene which has been lost, without the need to replicate those lost buildings.



1. Bartholomew Street east highlighting remaining historical frontages and car park building



2. Historical images showing Bartholomew Street before the construction of the Kennet Centre



3. Bartholomew Street east showing re-creation of the pre-Kennet Centre facades based on the historical research: sizes of the original building frontages follow historical street pattern

2.16. INDUSTRIAL HERITAGE

2.16.1 With an industrial history as home to Plenty's Eagle Iron Works, precedent can also be drawn from contextual and existing Victorian industrial architecture. Through these precedents various design cues can be taken such as varieties in forms, façade articulation and a low key muted classicism; the use of arches, an implied order and hierarchy in the buildings.

2.16.2 In addition, by looking at the site's history, the design can reflect the historic plot pattern in the manner and roofscape. The façade articulation can also reflect the historic burgage plot pattern of the site and the prevailing character as a whole. At the north end of Bartholomew Street, there is a much variety in the buildings: colour, fenestration design and alignment, some gables, some pitched roofs and dormer windows.

2.16.3 Both in Newbury and in industrial buildings, detailing around the windows and horizontal banding are commonplace. In industrial architecture, there is also a prevalence of the use of logos and names on the buildings. This principle of naming can be used to establish the new branding of a site such as Eagle Quarter II bringing a contemporary interpretation of historic industrial forms whilst still reflecting the new intended residential use.

2.16.4 Though the precedent images of industrial buildings shown here are/were not located in Newbury, they can still be regarded as typical of 19th century industrial architecture in England which, with the exception of the use of particular local materials in some places (for instance stone in Yorkshire and stock yellow bricks in London) would have been typical in West Berkshire too.

2.16.5 If scale is required to be considered as a part of the new proposals, it is best located in the southern portion of the site, where historical patterns provide precedent, and where the visual relationship with the more sensitive buildings (see page 27) can be most successfully handled.



1. Entrance to Plenty's Eagle Iron Works, Cheap Street



2. 1970s Aerial view of site



3. Simpson's Brewery, Hertfordshire (1956)



4. Avon Silk Mills, Wiltshire (1956)



5. Pymore Mill, Dorset



6. Long Shop Museum, Leiston



7. Pymore Mill, Dorset



8. The Old Whitbread's Brewery Faversham, Kent 1990

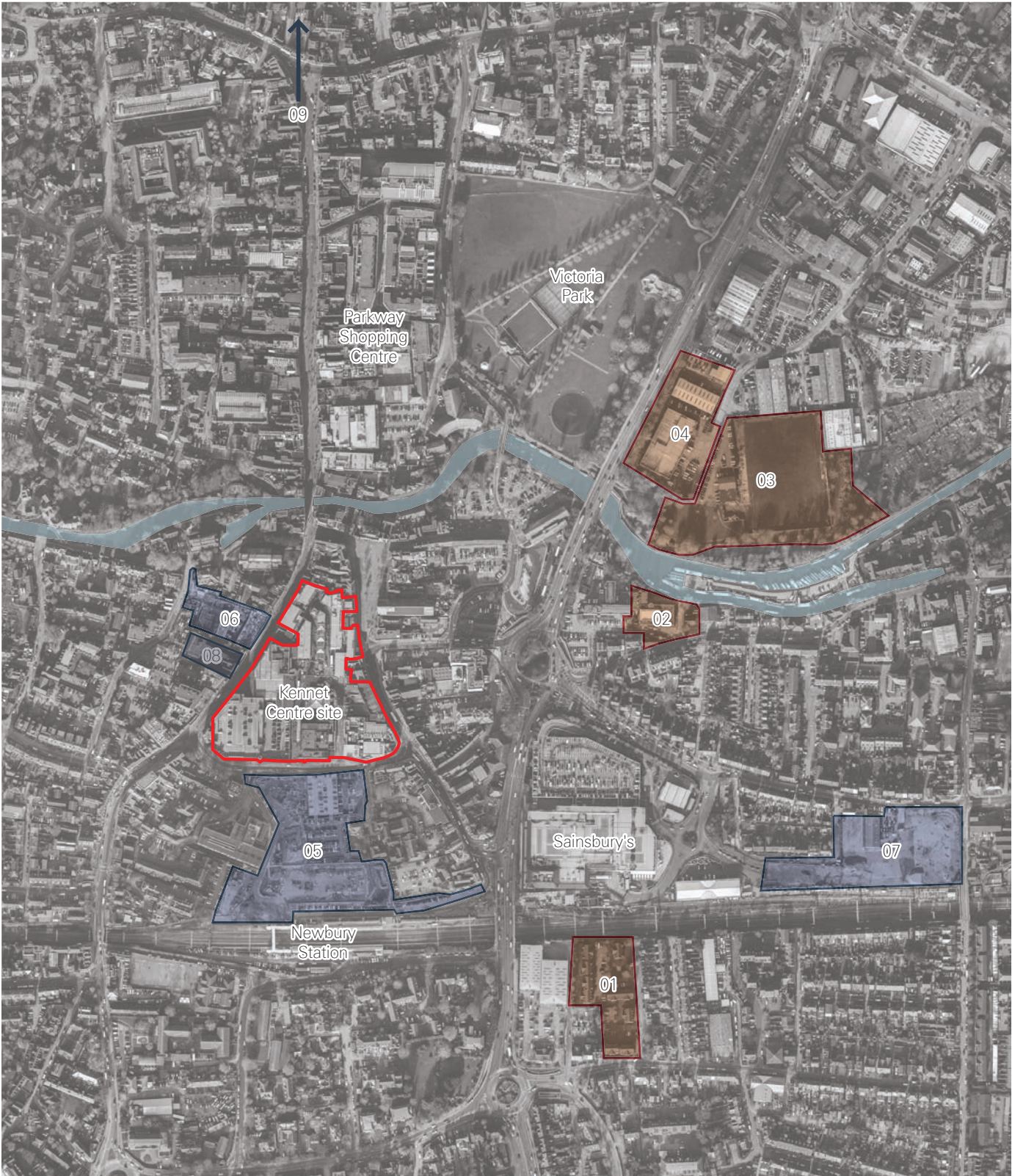
2.17. EMERGING CONTEXT

2.17.1 The emerging context diagram on the opposite page shows current developments within the area, from projects recently submitted for planning to the completed schemes.

2.17.2 Planning Applications Pending Consideration.
(Information taken from West Berkshire Online Planning Map)

- 01: Land Off Queens Road
Erection of 56 no 2 bed flats and construction of access road and associated works.
- 02: Former Newbury Magistrates Court and No. 20 Mill Lane
Erection of 28 no. 1 and 2 bedroom apartments, together with car parking, an ecological enhancement zone, landscaping and associated works
- 03: Newbury Football Club
Renewal and expansion of existing football pitch including artificial pitches; application for outline permission for replacement of clubhouse and stand.
- 04: Newspaper House and Units Q1- 6, Plot Q Faraday Road
Outline permission for demolition of existing Newspaper House and commercial buildings and redevelopment of the site for 71 flats and office accommodation together with parking and associated works.

- 2.17.3 Recently completed schemes:
- 05: Market Street development (Former Newbury Bus Station)
Site clearance, demolition and the erection of 232 dwellings with associated car parking, residents' hub and management office; 816 m² of flexible commercial floor space (Class A1 (retail) / A2 (financial services) / A3 (restaurants and cafes) / A4 (drinking establishments) or B1 (offices)) and a multi- storey car park. Completed in 2022
 - 06: Pearl House, Bartholomew Street
Provision of 60 Residential Units for retirement living. Completed in 2021
 - 07: Sterling Gardens
Demolition of existing buildings and structures, site remediation and the erection of 167 apartments, a new link road, car parking and landscaping. Under Construction in 2022
 - 08: 23/01666/ FULMAJ
Erection of a part four and part 5 storey 68 bed care home (Class C2) with access and parking provisions (Exising office building to be demolished). Pending decision.
 - 09: 18/1904/ PACOU
Prior approval notification for conversion of office to form 191 residential apartments. Status approved.



Local area context - Aerial view

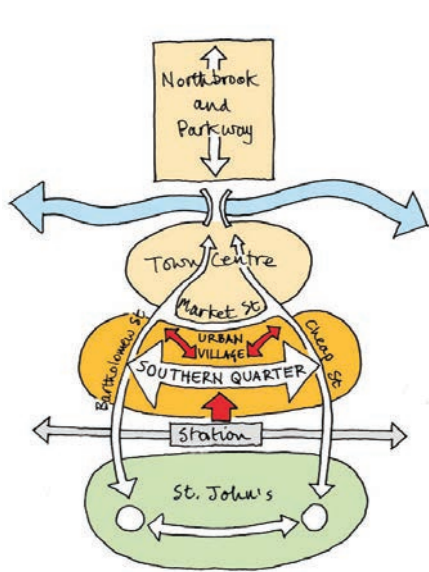
2.18. RECENTLY COMPLETED SCHEMES

2.18.1 MARKET STREET DEVELOPMENT

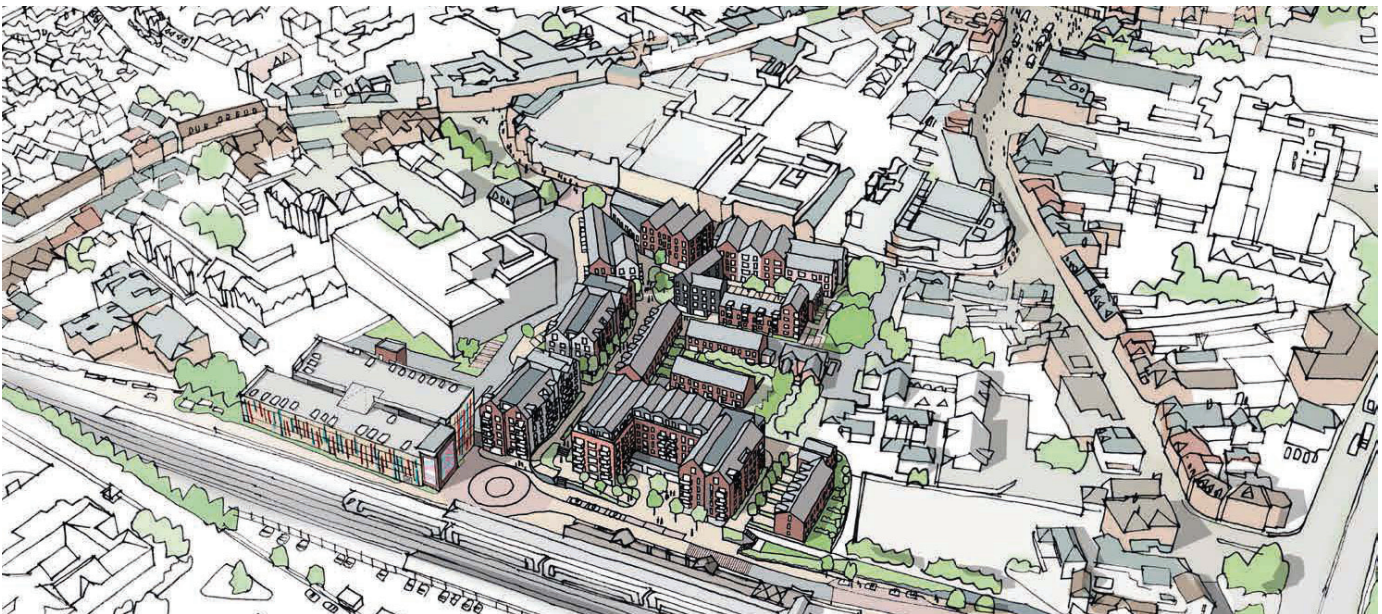
JTP and Grainger plc
Planning application no. 16-00547
Proposed height up to 6 storeys

2.18.2 With a site area of 2.2 hectares, the site sits between Newbury Railway Station and the town centre. Through addressing key edges such as Market Street, the Station and the Quaker Meeting House, the scheme responds to its wider context. Possibly the most significant adjacent development as it promises what we see as a first piece in a jigsaw that promotes better connections between the railway station and the centre of Newbury. A fundamental objective for one scheme is to extend and 'plug into' this design opportunity.

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



Images taken from planning application 16-00547 Design and Access Statement



Images taken from planning application 16-00547 Design and Access Statement

2.18.4 PEARL HOUSE BARTHOLOMEW STREET

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

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

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



Views from Bartholomew Street



2.18.6 STERLING INDUSTRIAL ESTATE

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

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

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

2.18.9 Furthermore, the scheme hosts a semi-basement car park located below a central communal landscaped garden. The scheme is currently under construction.

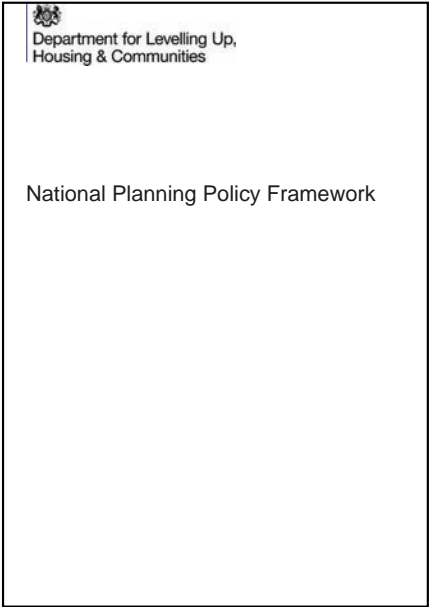


Street views showing project under construction



2.19. NATIONAL PLANNING POLICY

NATIONAL PLANNING POLICY FRAMEWORK (NPPF)



The NPPF and the NDG sets out 16 and 10 points respectively that helps the designer to ensure that their design is of high quality. The list of criteria are below, and have, in the development of our own work, had regard to each point.

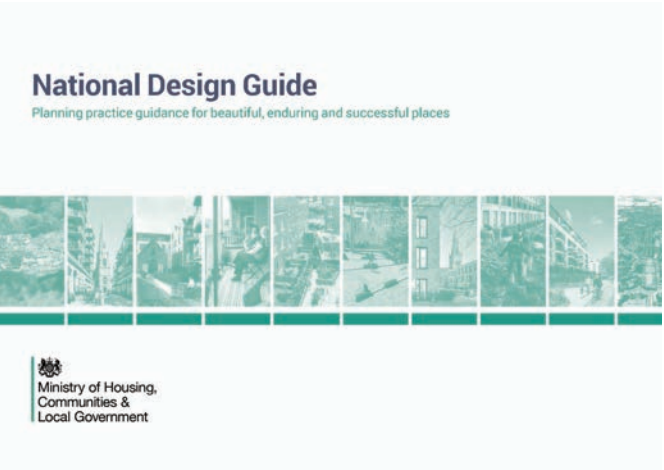
2.19.1 The National Planning Policy Framework sets out the Government’s planning policies for England and how these should be applied.

Those relevant to this application are:

2. Achieving sustainable development:
Has three overarching objectives
- Economic, to build a strong, responsive and competitive economy
 - Social, to support strong, vibrant and healthy communities
 - Environmental, to protect and enhance our natural, built and historic environment
5. Delivering a sufficient supply of homes:
- To support the Government’s objective of significantly boosting the supply of homes
6. Building a strong, competitive economy:
- Policies and decisions should help create the conditions in which businesses can invest, expand and adapt.
7. Ensuring the vitality of town centres:
- Planning policies and decisions should support the role that town centres play at the heart of local communities

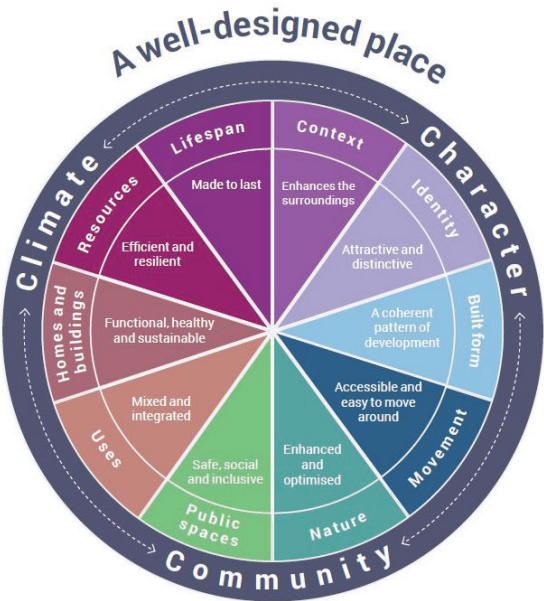
8. Promoting healthy and safe communities:
Planning policies and decisions should aim to achieve healthy, inclusive and safe places which:
- Promote social interaction
 - Are safe and accessible
 - Enable and support healthy lifestyles
- 9.Promoting sustainable transport:
Transport issues should:
- Promote walking, cycling and public transport use
 - Patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places.
11. Making effective use of land:
- Planning policies and decisions should promote an effective use of land in meeting the need for homes and other uses
12. Achieving well-designed places:
- The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve
14. Meeting the challenge of climate change, flooding
- Support the transition to a low carbon future in a changing climate, taking full account of flood risk
16. Conserving and enhancing the historic environment:
- Heritage assets are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life

NATIONAL DESIGN GUIDE (NDG)



2.19.2 The National Design Guide addresses the question of how we recognise well designed places by outlining and illustrating the Government’s priorities for well-designed places in the form of ten characteristics listed in part 2:

- 1 - Context – enhances the surroundings.**
The location of the development and the attributes of its immediate, local and regional surroundings
- 2 - Identity – attractive and distinctive.**
The identity or character of a place comes from the way that buildings, streets and spaces, landscape and infrastructure combine together and how people experience them
- 3 - Built form – a coherent pattern of development.**
The three-dimensional pattern or arrangement of development blocks, streets, buildings and open spaces. It is the interrelationship between all these elements that creates an attractive place to live, work and visit, rather than their individual characteristics
- 4 - Movement – accessible and easy to move around.**
Patterns of movement for people are integral to well-designed places. They include walking and cycling, access to facilities, employment and servicing, parking and the convenience of public transport
- 5 - Nature – enhanced and optimised.**
Contributes to the quality of a place, and to people’s quality of life, and it is a critical component of well-designed places. Natural features are integrated into



- well-designed development. They include natural and designed landscapes, high quality public open spaces, street trees, and other trees, grass, planting and water
- 6 - Public spaces – safe, social and inclusive.**
The quality of the spaces between buildings is as important as the buildings themselves. Public spaces are streets, squares, and other spaces that are open to all
- 7 - Uses – mixed and integrated.**
Sustainable places include a mix of uses that support everyday activities, including to live, work and play
- 8 - Homes and buildings – functional, healthy and sustainable.**
Well-designed homes and buildings are functional, accessible and sustainable providing internal environments and associated external spaces that support the health and well-being of their users and all who experience them
- 9 - Resources – efficient and resilient.**
Well-designed places and buildings conserve natural resources including land, water, energy and materials
- 10 - Lifespan – made to last.**
Well-designed places sustain their beauty over the long term. They add to the quality of life of their users and as a result, people are more likely to care for them over their lifespan. They have an emphasis on quality and simplicity.

2.20. LOCAL PLANNING POLICY

OVERVIEW

2.20.1 The Statutory Development Plan comprises the following:

- The West Berkshire Core Strategy 2006-2006 (Adopted July 2012);
- Housing Site Allocations Development Plan Document (Adopted May 2017); and
- West Berkshire District Local Plan 1991 – 2006 (solely the policies Saved by Direction issued by the Secretary of State in September 2007)

Other material considerations include:

- National Planning Policy Framework (2023) (“NPPF”);
- National Planning Practice Guidance (“NPPG”);
- Local Plan Review 2020-2039: Draft Submission Local Plan Review;
- Quality Design – West Berkshire SPD (June 2006);
- Planning Obligations Supplementary Planning Document (December 2014);
- West Berkshire Community Infrastructure Levy Charging Schedule (2014);
- National Design Guide (January 2021);
- Newbury Town Plan 2019-2036 (June 2018);
- Newbury Town Centre Masterplan 2022;
- Newbury Town Centre Conservation Area Appraisal and Management Plan (Draft) 2021
- Newbury Historic Character Study Assessment Report October 2005;
- Historic England Tall Buildings Advice Note 4 (March 2022);

- Historic Environment Good Practice Advice in Planning 3 (GPA3): The Setting of Heritage Assets (second edition), Historic England, 2017;
- Historic Environment Good Practice Advice in Planning 2 (GPA2): Managing Significance in Decision-Taking in the Historic Environment, Historic England, July 2015;
- Conservation Principles; Policy and Guidance for the Sustainable Management of the Historic Environment, English Heritage 2008; and
- Nationally Described Space Standards.

2.20.2 Draft Newbury Town Centre Conservation Area Appraisal and Management Plan

WBC recently consulted on a draft Newbury Town Centre Conservation Area Appraisal and Management Plan which proposes a number of changes to the consultation area boundary. The consultation for this closed on the 23rd February 2023.

2.20.3 Draft Local Plan

The Regulation 19 Local Plan Review 2022-2039 was consulted on between 20th January 2023 to 3rd March 2023. It was submitted to the Secretary of State for Independent examination on 31 March 2023, and is now at examination. Following the change in administration at the local elections the Council requested a period of 3 months to pause the examination to bring the new members up to date with the Local Plan Review. The Inspector has agreed to the Councils request and the examination is now suspended until the end of September 2023. Due to the early stage of the examination process, it is considered that the policies in the local Plan Review carry little weight at this stage.

QUALITY DESIGN SUPPLEMENTARY PLANNING DOCUMENT (SPD)

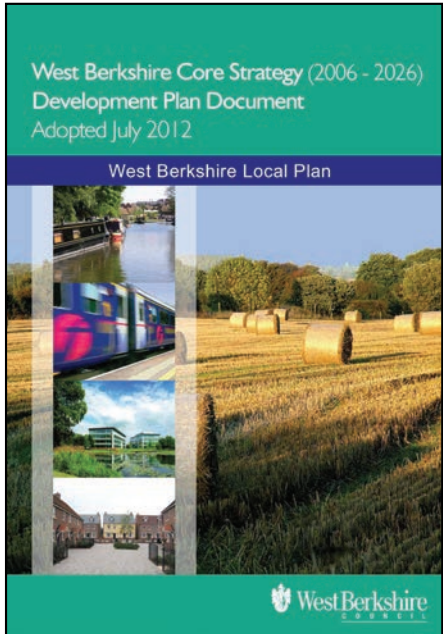
2.20.4 The Council's Quality Design SPD aims to help developers create places of high quality design which are sustainable, secure and accessible to all.

2.20.5 The overall objectives of this design guide series are:

- To improve the design quality and sustainability of development schemes in West Berkshire
- To set out a check list of design and sustainability matters which should be taken into account by developers in preparing their proposals



WEST BERKSHIRE CORE STRATEGY



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

2.20.7 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. Key policies:

2.20.8 Policy ADDP2: Newbury
Newbury will accommodate approximately 5,400 new homes over the Core Strategy plan period, contributing to its role and function as the largest urban area in West Berkshire. There is significant development potential on previously developed land, particularly in the town centre and periphery.

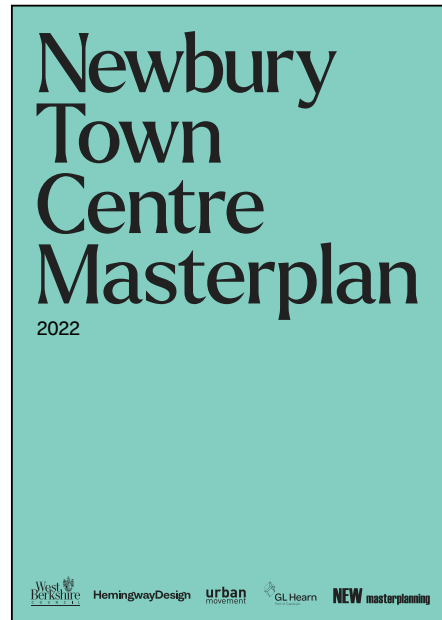
2.20.9 Policy CS14: Design Principles
New development must demonstrate high quality and sustainable design that respects and enhances the character and appearance of the area and makes a positive contribution to quality of life. Good design relates not only to the appearance of a development, but to the way in which it functions. Considerations of design and layout must be informed by the wider context, having regard not just to the immediate area, but to the wider locality. Developments should contribute positively to local distinctiveness and sense of place.

2.20.10 Development proposals will be expected to:

- Create safe environments, addressing crime prevention and community safety.
- Make good provision for access by all transport modes.
- Ensure environments are accessible to all and give priority to pedestrian and cycle access providing linkages and integration with surrounding uses and open spaces.
- Make efficient use of land whilst respecting the density, character, landscape and biodiversity of the surrounding area.
- Consider opportunities for a mix of uses, buildings and landscaping.
- Consider opportunities for public art.
- Conserve and enhance the historic and cultural assets of West Berkshire.
- Provide, conserve and enhance biodiversity and create linkages between green spaces and wildlife corridors.
- Make a clear distinction between public and private spaces and enhance the public realm.
- Consider opportunities for including Home Zones where practicable.
- All development proposals will be expected to seek to minimise carbon dioxide emissions through sustainable design and construction, energy efficiency, and the incorporation of renewable energy technology as appropriate and in accordance with Policy CS15: Sustainable Construction and Energy Efficiency

Please see the Planning Statement for a more comprehensive consideration of the planning points pertinent to this proposal.

NEWBURY TOWN CENTRE MASTERPLAN 2022



2.20.8 The document reflects the outcome of an inclusive consultation process and sets out a vision for the Town Centre aiming to 'ensure that as Newbury responds to the need for change it remembers its market town heritage, and remains a focus for social interaction, economic growth civic engagement and community activities. It is also notable that the vision piece adopts our proposed site layout for the Kennet Centre site.

2.20.9 It sets out 10 principles for change:

1. Broader Town Centre – broaden the leisure, community and cultural 'experience' of the town centre, transforming it into a multi- functional space, attracting more visitors and increasing dwell time.
2. Celebrating the 'Cross Roads' of the Town Centre of Northbrook Road and Bartholomew Street and the Kennet and Avon Canal, ensuring they are integral to the masterplan and the heart if the town centre.
3. A More Walkable Town Centre – enhancing the north-south and east-west permeability of the town centre by foot.
4. A More Welcoming Town Centre – improve the sense of arrival for pedestrians, cyclists, rail and bus users and motorists including improving links from the railways station to the town centre.

5. A Greener Town Centre – includes delivering additional open space and 'greening' of the town centre to address environmental sustainability and improve community health and well-being.
6. A More Sociable Town Centre – the masterplan will support opportunities for increasing spill out spaces for cafes and restaurants.
7. A More Cultural Town Centre – seeks to improve the existing and create additional indoor and outdoor spaces for arts and cultural activities.
8. A More Independent Town Centre - seeks to promote the heritage of Newbury as an independent market town and recognises that Eagle Quarter II will, if approved, provide units catered for small, independent businesses.
9. A More Entrepreneurial Town Centre – recognises the importance of delivering new office space, focusing on smaller, flexible spaces for small businesses, start ups and those looking for occasional work space closer to home.
10. A More Balanced Town Centre Community – rebalance the significant increase in residential accommodation that delivers apartments in the town centre by delivering a range of housing including family housing or more innovative residential schemes.



EAGLE QUARTER II, NEWBURY
DESIGN AND ACCESS STATEMENT

3. EVALUATION

3.1. CONSTRAINTS

SITE DIMENSIONS

- 3.1.1 The existing site is approximately trapezoidal in shape, tapering towards its northern boundary. The site area is 2.19 Ha (5.4 Acres).
- 3.1.2 The site measures approximately 182m north to south and approximately 195m east west at its widest. At its narrowest, the site is 54m wide.

— Site Boundary



CONSERVATION AREA AND LISTED BUILDING

- 3.1.3 The site is located within the Newbury Town Centre Conservation Area, with many Grade II listed buildings located within the same perimeter block. Three of the buildings, The Newbury, Catherine Wheel Inn and 33-34 Cheap Street are located adjacent to the boundary, currently enveloped by the Kennet Centre. The proposed development will need to be designed to respect and enhance the existing historic context and take care not to affect these important buildings adversely.

— Conservation area
— Listed buildings



EXISTING BUILDINGS TO BE RETAINED

- 3.1.4 Two of the existing buildings within the site, the multi- storey car park and Vue cinema will be retained. These are large scale buildings with little active frontage and special care will have to be taken to make sure they are successfully integrated within the proposed scheme.

— Existing buildings to be retained
— Potential inactive frontage



EXISTING FACADE EDGES

- 3.1.5 With the exception of surviving historical buildings fronting the streets, the existing street elevations within the site present a limited amount of active frontage.
- 3.1.6 The northern boundary of the site is also presents a hard edge where it abuts the existing dense historical development.

— Partially Active frontage
— Inactive frontage / hard edge



ACCESS

- 3.1.7 The site has a very low level of permeability. Pedestrian access through the site is only via the covered corridors of the shopping centre, and this access is restricted to the times when the shopping centre is operational.
- 3.1.8 Vehicular access is limited to the servicing and car park access.

— Pedestrian Route within shopping centre (closed at night)
— Pedestrian access
— Vehicular access into the site
— Vehicular routes



ORIENTATION

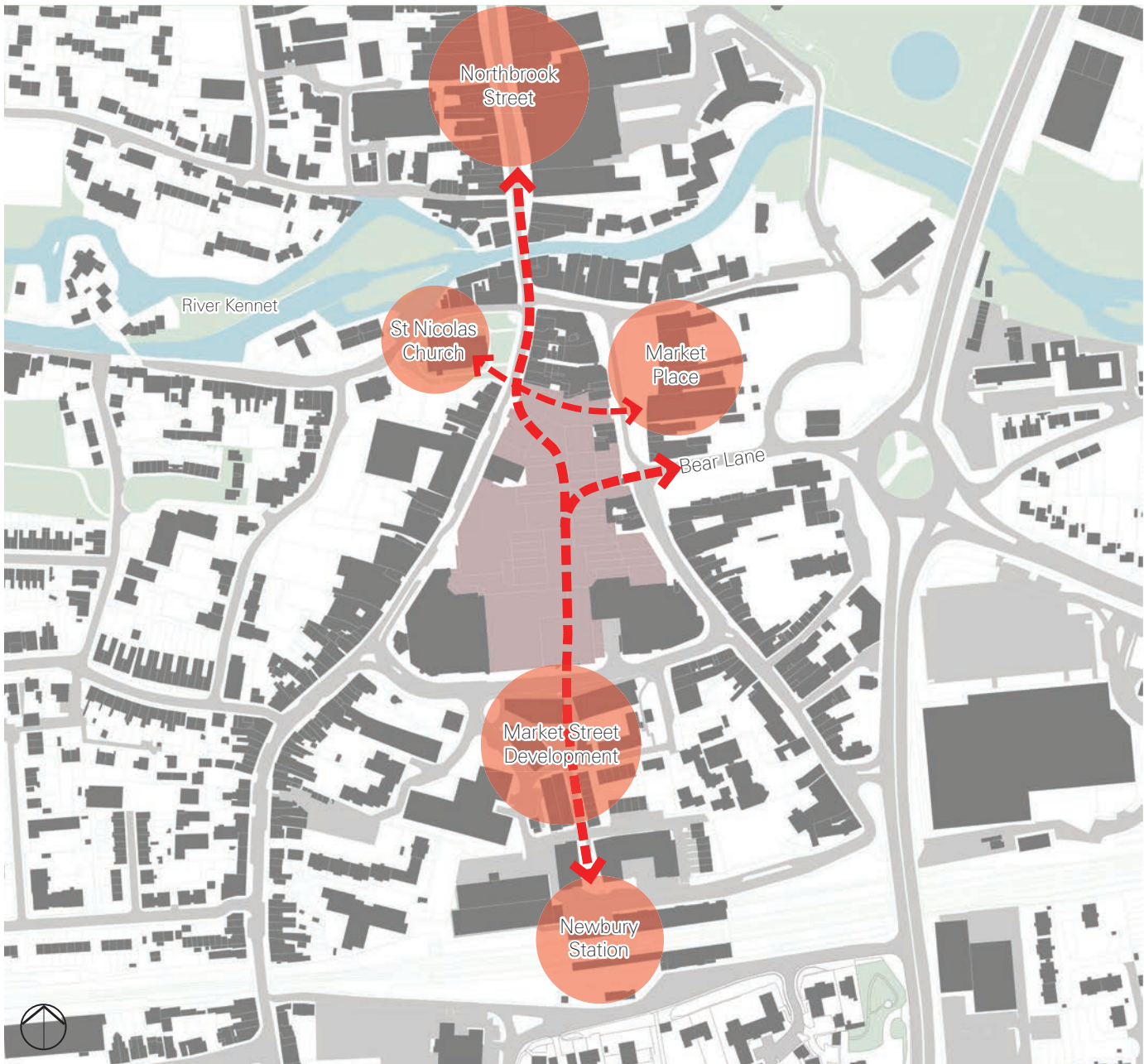
- 3.1.9 The site currently under utilises its prominent south facing edge, and the current shopping centre massing means that there is a lack of light that reaches the centre of the site.



3.2. OPPORTUNITIES

RECONNECTING NEWBURY

3.2.1 The recently completed 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.

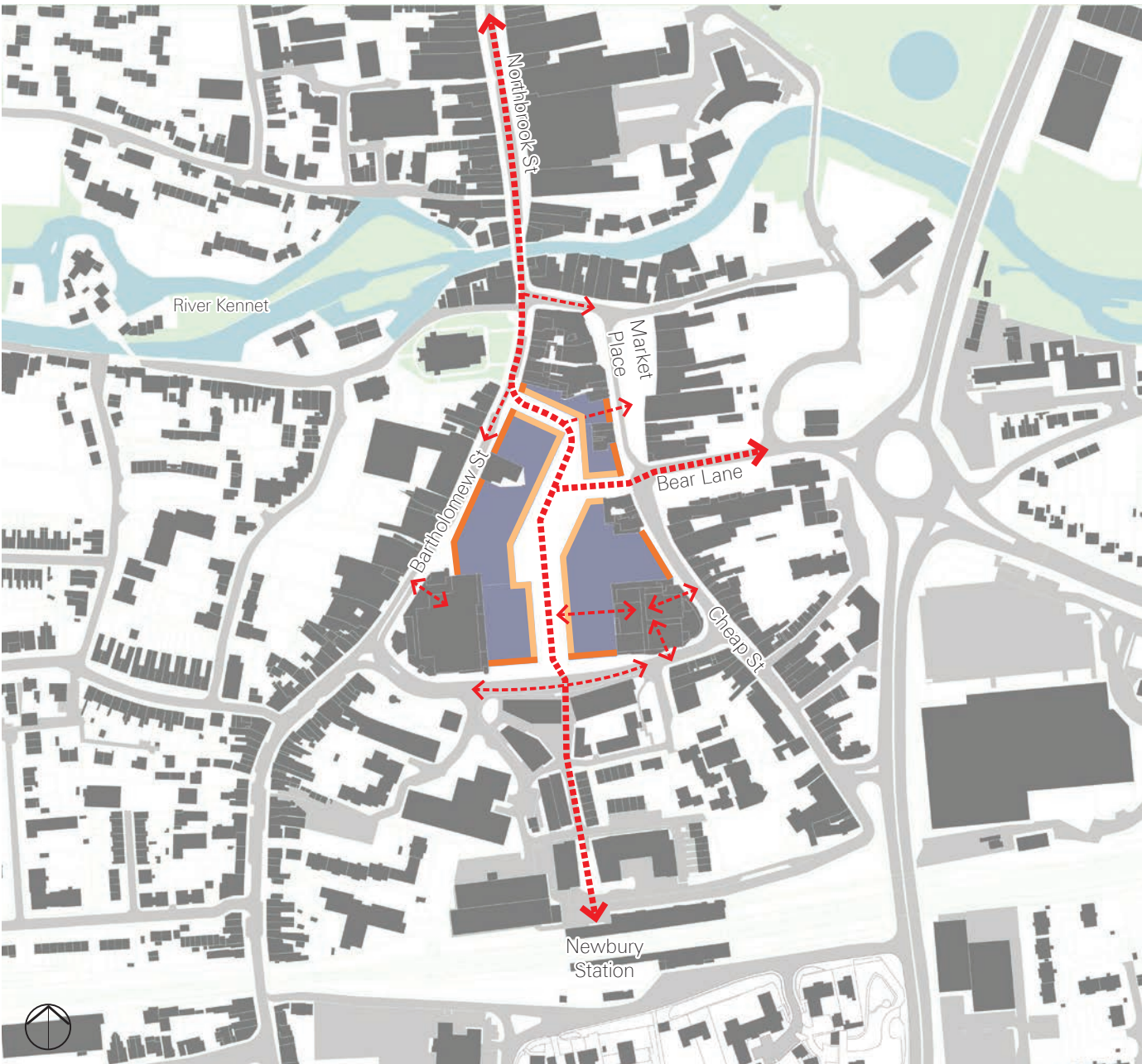


NEW LINKS AND ACTIVE FRONTAGES

3.2.2 The creation of the new links and connections presents an opportunity to improve permeability of the site and to create new vibrant public spaces within the centre of Newbury by introducing active frontages overlooking new streets and squares. The existing streets would also benefit from additional ground level activity.

These routes will be successful as they connect directly between key points (station, High Street, shops and cultural spaces) that already exist within the town centre.

- KEY
- New routes and connections
 - Existing streets - active frontages
 - New streets - active frontages



MIX OF USES

3.2.3 The local context is made up of a mixture of use typologies including commercial, office and residential. There is the opportunity to continue this diversity within the scheme by creating a mixed-use residential-led scheme, with mixed use development providing office space and retail / commercial uses at ground floor level as well as high quality new homes. The location of commercial uses will be determined by their accessibility and proximity to existing similar uses.

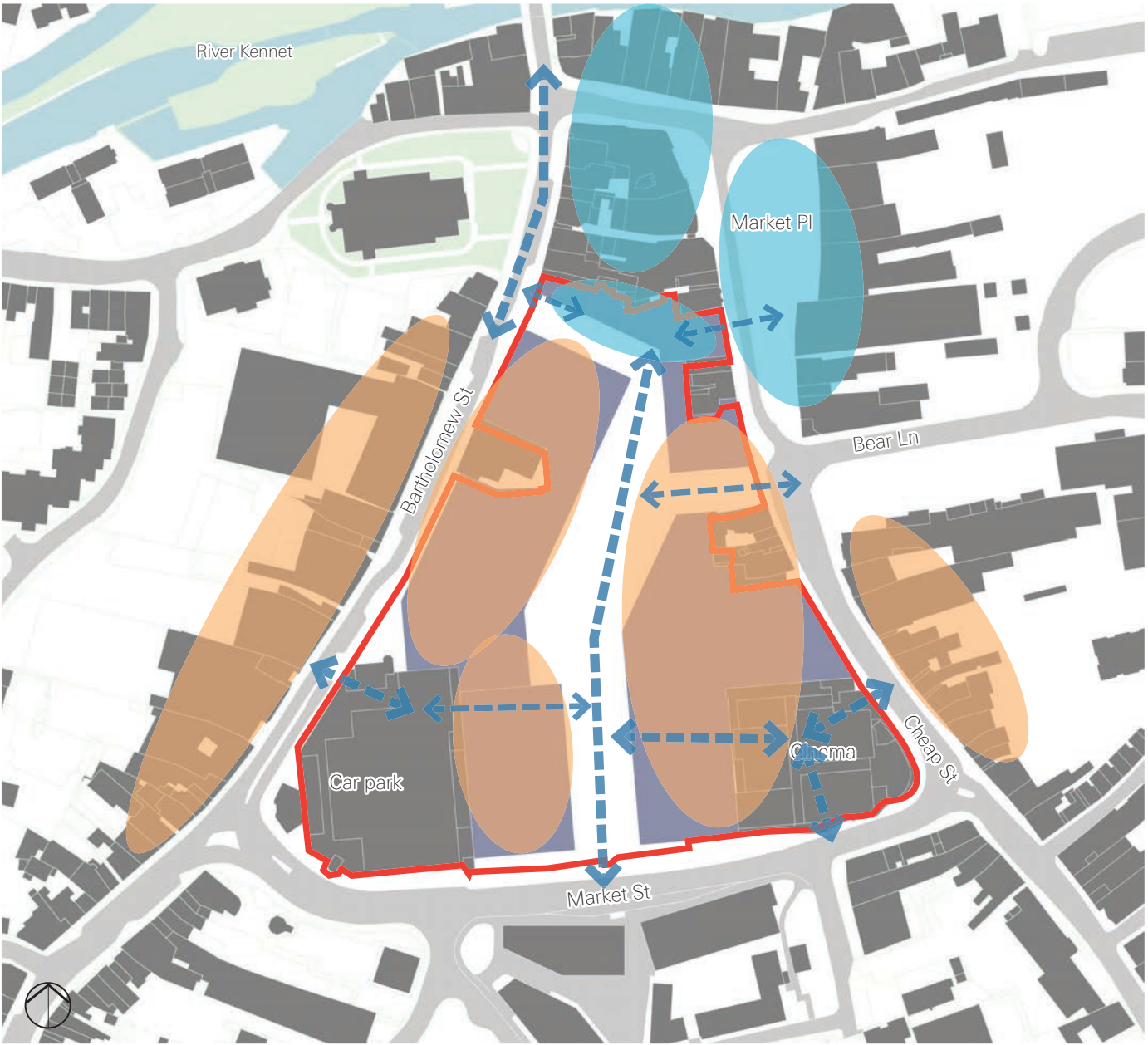
KEY

Site boundary

New routes and connections

Commercial and recreational uses

Residential with commercial at GF



LANDSCAPING AND PUBLIC REALM

3.2.4 The proposed development provides an opportunity to improve the existing public realm by creating a new landscaped streets and squares within the Kennet Centre perimeter block, connecting the site to the existing green open spaces and River Kennet.

3.2.5 Landscaped podiums and terraces will provide shared amenity for the future residents of Eagle Quarter II and will help to preserve and improve biodiversity and air quality.

3.2.6 Furthermore, the orientation of the public realm responds to the sun's path, ensuring good levels of natural light through the year.

KEY

Site boundary

New routes and connections

Public realm

Landscaped terraces and podiums



3.3. TOWN CENTRE RETAIL: LESSONS FROM THE PAST



3.3.1. TRADITIONAL HIGH STREET
Mid 19th century - because of urbanisation, people no longer had the facilities to grow food themselves. It was then that market stalls became shops, with fixed prices, customer service and home deliveries - so the typical High Street was born. Town centres were vibrant places with a wide variety of uses with easy access for residents.



3.3.2 SHOPPING MALL
Inward looking shopping malls develop as a response to the increasing land values in town centres, combining elements of retail with social activities like cafes, restaurants and entertainment venues, but leading to an over-dominance of retail provision in town centres, poor streetscape and a reduction in out-of-hours activity in town centres



3.3.3 OUT-OF TOWN RETAIL PARKS
During the second half of the 20th century, out-of-town shopping centres in the UK create a competition with the traditional town centre High Street; with easier access for car owners and free parking they increasingly led to a decline in high street activity.



3.3.4 NEW CHALLENGES
During the last 10 years, town centre retail has entered a period of further decline due to the pandemic, the shift to online shopping, oversupply of retail areas and high business rates. This has led to the closure of many town centre shopping centres leaving large areas of vacant space and the resultant 'death of the high street'.

3.3.5 FUTURE OF RETAIL
As a response to the shift of shopping patterns and recent economic developments, new types of retail have begun to emerge - such as hybrid high street / shopping mall, where the shops are more outward looking and accessed off the "High Street" but the other facilities such as parking, storage and servicing are similar to those of the shopping mall. However, this model may be too inflexible and not viable economically. Traditional town centre retail units have to be more adaptable and flexible and other uses such as residential, business etc have to be seen as valuable as retail in order for town centres to survive the current climate.



1. Traditional High Street - Northbrook Street, Newbury, Small to medium size shops accessed from street.



2. Kennet Shopping Centre - typical shopping mall, with retail units contained under one roof.



3. Parkway Shopping Centre in Newbury - combination of the traditional High Street with shopping mall elements

3.4. USE, MIX AND GRAIN

OPPORTUNITY TO INCREASE USE MIX

3.4.1 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. The new ground floor uses can vary in scale and size, to be open to the street, and be flexible with the future (as many original high streets are today)

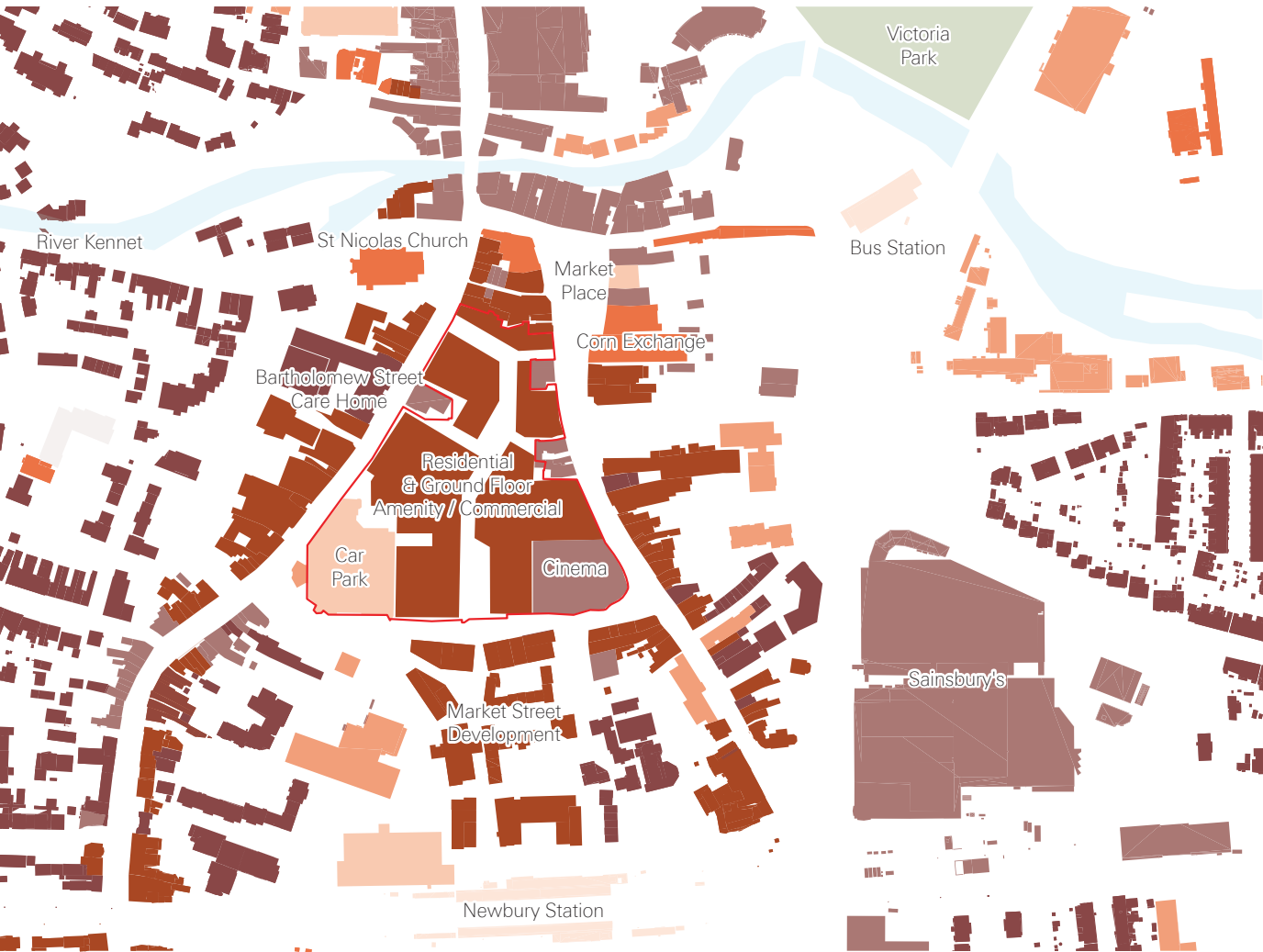
EXISTING USE ON SITE - SINGLE USE MSU SHOPPING MALL, INFLEXIBLE AND NOW REDUNDANT



KEY

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

PROPOSED USES - RESIDENTIAL AND COMMERCIAL SCHEME - SMALL GRAIN, MORE HISTORICALLY APT AND DELIVERS GREATER FLEXIBILITY IN USE AND THEREFORE GREATER LONGEVITY AND RELEVANCE



KEY

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

EAGLE QUARTER II, NEWBURY
DESIGN AND ACCESS STATEMENT

4. CONSULTATION

4.1. CONSULTATION

CONSULTATION TIMELINE

4.1.1. The client has undertaken a number of rounds of engagement with the Town Council, local community interests and technical consultees which individually and cumulatively have influenced the form and content of the detailed planning application submitted for determination by the Local Planning Authority. The timeline notes the current period of consultation for the current scheme, and the meetings of schemes prior.

	Date	Meeting Attendees	Organisation
Current Application	14th June 2023	Meeting with officers	
	22nd June 2023	In person meeting WBC Leader, CEO, WBC Deputy Leader, Officers	
	5th July 2023	Meeting with Service Director Officer	
	14th & 20th July 2023	In person meeting with WBC Service Director Officer	
	26th July 2023	Meeting with WBC Service Director Officer	
	27th July 2023	In person meeting with WBC CEO	
	3rd August 2023	In person meeting with Members	
	14th August 2023	Meeting wiht LLFA and Case Officer (Appeal)	
	15th August 2023	Meeting with Highways Officer and Case Officer (Appeal)	
	23rd August 2023	In person meeting with Chamber of Commerce In person on site meeting LLFA	
	29th August 2023	Meeting with Highways Officer and Case Officer (Appeal)	
	27th October 2023	Historic England letter with comments	
	21st November 2023	HE Comments Workshop with Prof. Robert Adam	
Pre-application events and consultation Meetings	23rd September 2019	Nick Carter Joseph Holmes	Chief Executive West Berkshire Council (WBC) Executive Director WBC
	22nd October 2020	Joseph Holmes	Executive Director WBC
	21st October 2019	Lynne Doherty Nick Carter	Leader WBC Chief Executive WBC
	13th January 2020	Bryan Little Gary Rayner Sinead Donoghue	Policy Manager WBC DC Manager WBC Policy Team Leader WBC
	13th January 2020	Joseph Holmes	Executive Director WBC

	Date	Meeting Attendees	Organisation
	14th May 2020	Lynne Doherty Nick Carter Joseph Holmes	Leader WBC Chief Executive WBC Executive Director WBC
	2nd July 2020	Joseph Holmes	Executive Director WBC
	27th July 2020	Bryan Little Gary Rayner Sinead Donoghue	Policy Manager WBC DC Manager WBC Policy Team Leader WBC
	26th October 2020	Ian Martinez	Parking Manager WBC
	27th October 2020	Members Briefing	
	29th October 2020	Public Consultation	
Submission & Registration	16th February 2021	Application Submission	
	15th April 2021	Application Registration	
	1st June 2021	Initial Consultation Period Expires	
	15th July 2021	Statutory Determination Date	
Post-submission Feedback	6th July 2021	Debra Inston	Conservation Officer WBC
	8th September 2021	Lydia Mather	Planning Officer WBC
	21st September 2021	Lydia Mather	Planning Officer WBC
Revised Plans	16th August 2021	Revised Plans Submission	
	5th October 2021	Revised Plans Reconsultations Letters Sent	
	13th October 2021	Meeting with Heads of Planning	
	25th October 2021	Presentation of scheme to Newbury Town Council Planning & Highways Committee	
Heritage Application	10th December 2021	Initial Heritage Scheme Meeting with Conservation Officer	
	7th March 2021	Heritage Scheme Meeting with Planning Team	
	29th March 2022	Further Meeting with Conservation Officer	

PUBLIC CONSULTATION

4.1.2 Since starting the consultation process, the Applicant’s Team has been receiving questions and comments, all of which have been considered and have helped formulate an appropriate response – either in the design or in the development strategy. Below is a summary of the main issues raised in consultees’ comments:

4.1.3 Question 1. When asked whether new streets should be designed for pedestrians and activity rather than through traffic:

- 56 respondents (72%) supported or strongly supported this
- 15 respondents (19%) made no comment or were undecided
- 7 respondents (9%) disagreed

4.1.4 Of those respondents that disagreed, there was a common theme that an undercover indoor shopping centre was preferable to an open-air street.

4.1.5 Question 2. On the matter of whether the cinema was a facility that should be retained and enhanced:

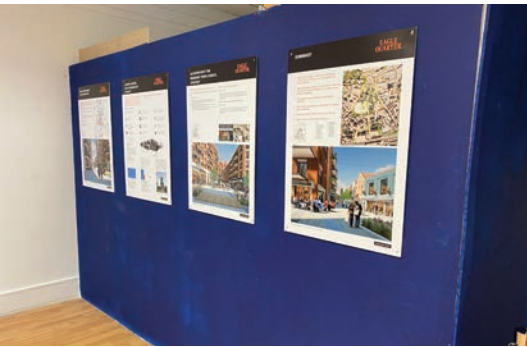
- 62 respondents (79%) supported or strongly supported this
- 14 respondents (18%) made no comment or were undecided
- 2 respondents (3%) objected

4.1.6 The small minority of respondents who did not value the cinema or wish to see it retained did not elaborate why.

4.1.7 Question 3. When asked whether they thought the town centre would be enhanced and would be a more unique place if it had more independent/specialist shops, restaurants and bars:

- 56 respondents (72%) agreed or strongly agreed
- 16 respondents (20%) made no comment or were undecided
- 6 respondents (8%) disagreed

4.1.8 Of those respondents that disagreed, some cited a preference for named national chain stores currently absent from the town centre, and the remainder did not explain why they disagreed.



EXHIBITION BOARDS



CHANGES MADE AS A RESULT OF CONSULTATION

4.1.9 Following the purchase of the shopping centre by Lochailort Newbury Ltd, in 2019, a mini-competition was held between 7 architects. Collado Collins were successful and Lochailort Newbury Ltd have worked closely with them and Heritage Advisors, Montagu Evans since then.

4.1.10 The Statement of Community Involvement submitted with the original application in April 2021 sets out the pre-application consultation undertaken following the instruction of Collado Collins and prior to the submission of the planning application. It details the discussions that took place with the various stakeholders including West Berkshire Council, Newbury Town Council, the Newbury Society and the Newbury BID, as well as local residents and groups.

4.1.11 Following submission of the application, and the statutory consultation process, a number of responses were received from stakeholders including Historic England, Newbury Town Council and the Newbury Society.

4.1.12 Following feedback from officers, meetings were held with Historic England and the Council's Conservation Officer on 15th July 2021 and 8th August 2021 to discuss the design and heritage implications of the application.

4.1.13 As a result of these discussions, and the feedback received from other bodies, amended plans were submitted on 16th August 2021. The changes comprised:

- The tallest element (Block A) was reduced by 2 storeys meaning that the scheme's highest part was 9 storeys compared with the 11 storeys originally proposed.
- Part of the 8th floor was also omitted, further reducing the massing of this block such that its revised maximum height of 32.38 m AOD is now lower than the Town Hall clock tower;
- The second tallest element (Block B) was reduced by 1 storey, reducing the block's height to 31.54 m AOD so that it also remained lower than the Town Hall clock tower and almost an entire storey lower than the telephone exchange;
- Block C (fronting Cheap Street) was reduced and set further back from 33/34 Cheap St;
- The roofscape of Blocks A, B, C and F (the latter fronting Bartholomew Street) have all been amended, further reducing the scheme's height and massing.

4.1.14 The above reductions to the height and massing of the proposal resulted in 21 fewer units (381 units compared with 402 originally proposed). The amended application was accompanied by Accurate Visual Representations and an updated Design and Access Statement as well as a Financial Viability Assessment.

4.1.15 In response to the amended application, Historic England maintained their concerns regarding design and heritage impact and issued a formal objection letter. Objections from the Newbury Society and others followed, and the Newbury Town Council formally objected to the amended proposals at their meeting on 25th October 2021. The Council's viability consultant, Dixon Searle, confirmed the viability position of the proposals.

4.1.16 An internal team meeting was held on 27th October by Lochailort Newbury Ltd with Collado Collins in attendance to discuss how to take the project forward in the context of the objections received. It was decided at this meeting to re-assess the design approach and bring Robert Adam PhD to look at how the scheme relates to Newbury, particularly to review the elevations that front onto Cheap Street, Bartholomew Street and Market Place in the context of the surrounding heritage assets.

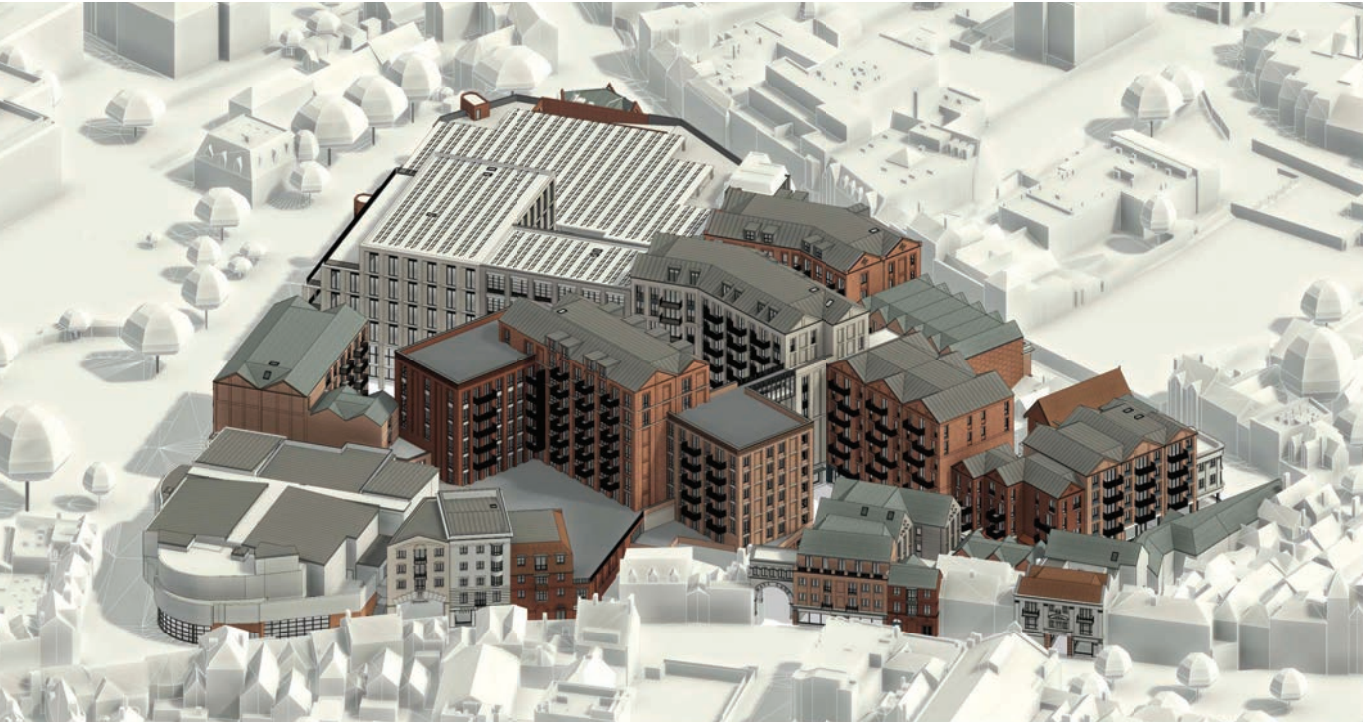
4.1.17 Robert Adam was formally instructed by Lochailort Newbury Ltd on 17th November 2021 and his hand drawn sketches were presented to Debra Inston, West Berkshire's Conservation Officer, on 10th December 2021.

A positive response was received and a request for further details setting out how the re-elevated frontages fronting Newbury would relate to the internal blocks and also to review the appearance of the internal blocks and how they would appear from key views.

The viability position of the scheme was acknowledged.

4.1.18 Following this meeting, Robert Adam worked closely and Collado Collins to deliver a coherent scheme focusing on the heritage aspects of Newbury and the site. During this process, an update was provided to the Council's planning team on 7th March 2022 and the draft proposals were presented to Debra Inston on 29th March 2022.

Following positive feedback, the design team have been preparing the relevant drawings for the planning submission as well as a new Design and Access Statement. The amended scheme has a further reduction in units from 381 to 367.



Aerial - 2021 Appeal Scheme



Aerial - 2022 370 unit scheme

CONSULTATION SUMMARY OF PREVIOUS SCHEME

4.1.19 From the earliest moments of engagement with West Berkshire Council, it became apparent that there was general support for most of the thinking behind the scheme. In particular the plan form, use of streets and spaces, and connections with the wider area, were welcomed.

4.1.20 Subsequent conversations have tended to focus on the scale and narrative of the proposals (in particular Blocks A and B), and the architectural design of some of the elements.

4.1.21 The following are major changes to the scheme that have taken place throughout its journey.

- Of August 2021, Block A was reduced by 2 floors, and Block B by 1 floor, broadly from 11 to 9 floors at its tallest point. (No other major issues raised at that time.
- Shortly after August 2021, Robert Adams was introduced specifically to develop the buildings on the outer edges facing the smaller horizontal buildup. This was for two reasons:
 - To introduce greater inherent variety in the architecture - in keeping with the general aesthetic and layering of Newbury.
 - To make for a more sympathetic relationship between new and old. (Something sought by the Newbury society in particular.

This approach was much welcomed in the meetings with West Berkshire.

4.1.22 Following on from the meeting in March 2022, the council adjusted its position in conjunction with Historic England, and moved to refuse the scheme based upon a range of considerations, including heritage impacts, a lack of affordable housing, surface water drainage, transport, and parking.

The scheme was subsequently refused on the 4th of October 2022 and an appeal submitted in May 2023.

CURRENT SCHEME

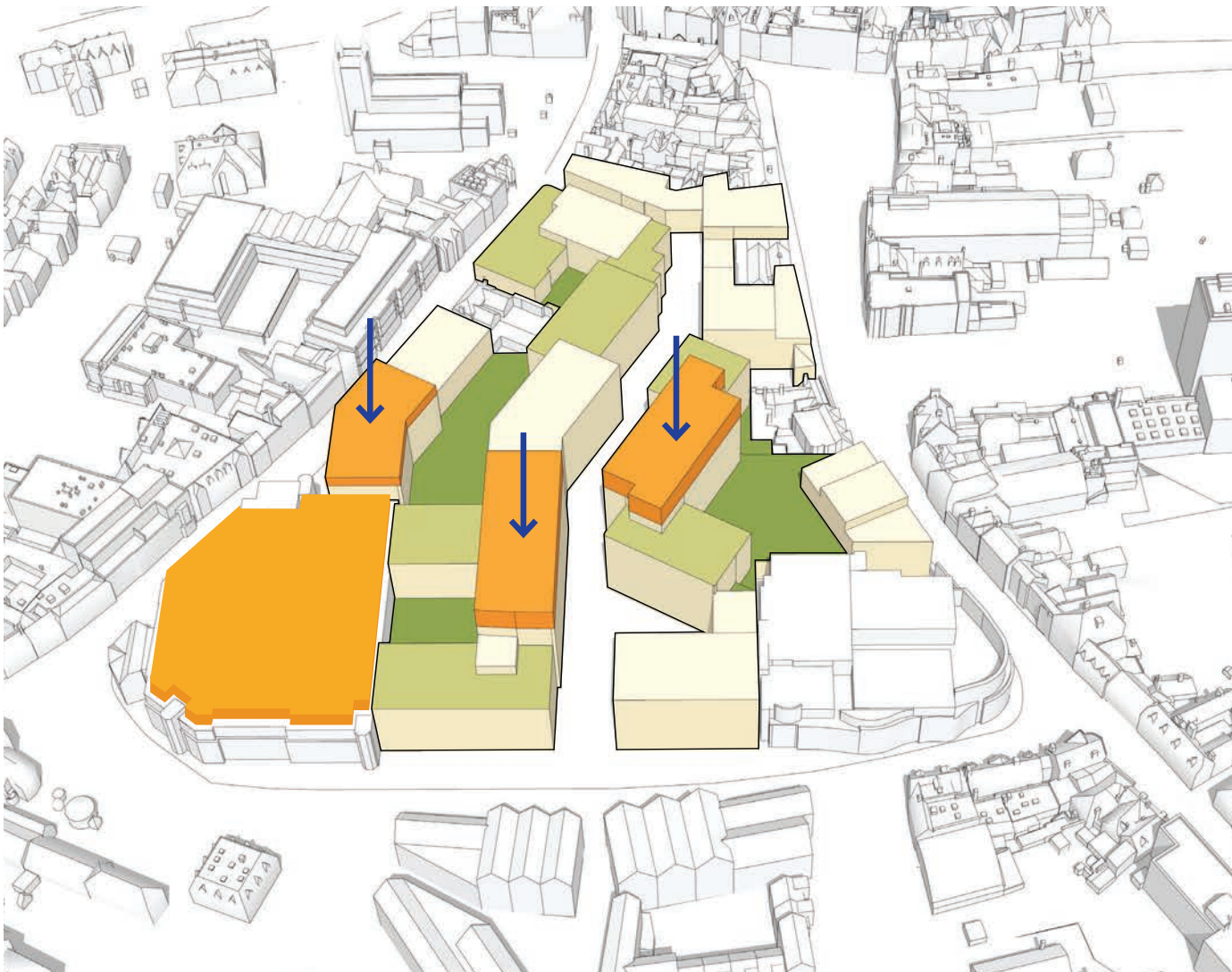
4.1.23 Following the continued period of dialogue with the council, the decision was taken to further amend the scheme as follows:

- Further height reductions to buildings A and B, to 7 storeys.
- A storey removed from Block E.
- A new wing added to Block S.
- The removal (due to lack of demand) of the large commercial element within the original application.
- The removal of the additional proposed floor on the multi- storey car park in response to the climate crisis, technical analysis, townscape, and because the existing large multi- storey car park remains under utilised.
- The introduction of affordable housing (subject to viability).

4.1.24 The result is a scheme of exceptional design quality that relates to the historic character of Newbury while vastly improving the street elevations and the relationships of the proposal site with the adjacent and nearby listed buildings and the conservaton area.

4.1.25 The following pages chart the evolution of the scheme's design. Each significant change responds to comments received from the local planning authority.

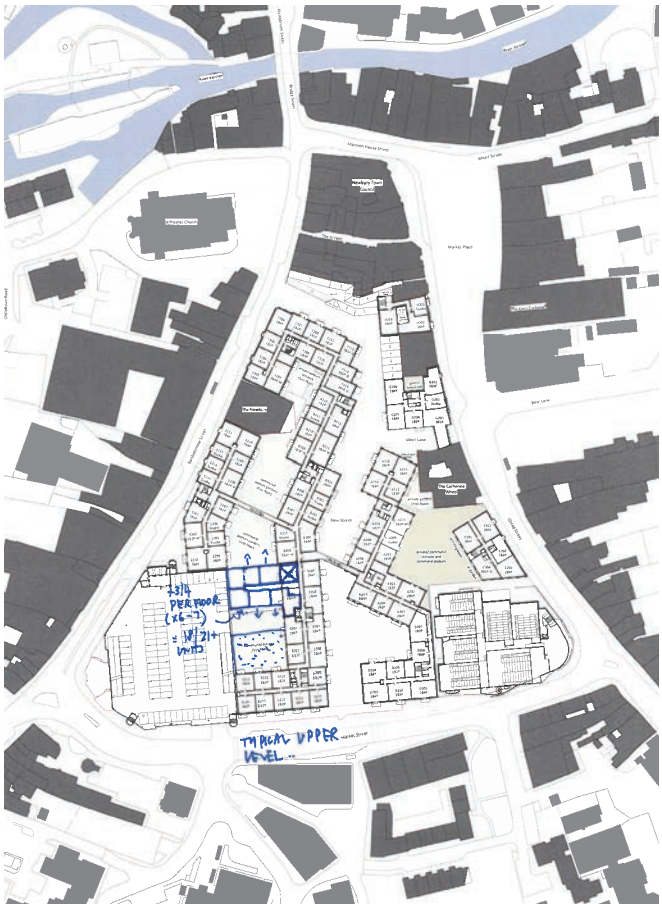
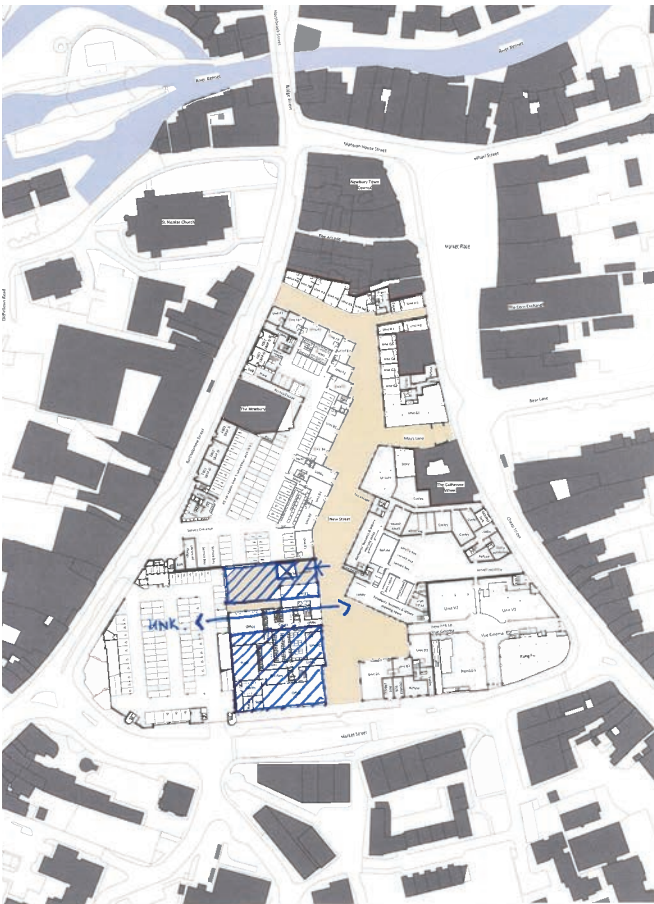
Areas where massing was reduced



Bartholomew Street - Current scheme with appeal wireline.



Market Street - Current scheme with appeal wireline.



Plans of further development to Block S following the schemes prior.

HISTORIC ENGLAND COMMENTS

4.1.26 During the development of the scheme, the team had an ongoing engagement with Historic England, which helped to develop the proposal that would relate to the existing character of the area and improve the setting of the existing listed buildings on site. The latest set of comments was received on the 27th October 2023, following the issue of the current scheme.

4.1.27 In brief, Historic England were concerned that the proposed redevelopment of the Kennet Centre would be out of scale with the historic town centre and adversely affect two views - namely, the distant views 1 (Clock Tower) and 8 (the wharf). However, it is made clear in the letter that this *‘harm could be meaningfully reduced by relatively minor improvements to the facades of the elements of the scheme which interface most closely with the historic townscape’*.

4.1.28 Following the workshop with Prof. Robert Adam, the design team issued amended drawings that incorporate the agreed revisions to the elevations that front onto Market Place and Bartholomew Street, specifically in response to Historic England’s comments.

4.1.29 These changes (and generally commentary) are as follows:

- General:**
- Sections have been prepared showing typical window reveals for the brick and rendered buildings. The reveals are deeper and will add more depth and interest to the elevations.

- Block C:**
- The archway has been lowered on the left hand building.
 - The widths of the pillars at the base have also been widened to provide a sturdier base. Agreed that the rustication helps to reduce the height of the building.
 - In respect of the right hand building, it was agreed that the windows set above the projecting string course (rather than a soldier course) helps to add visual interest to the building by breaking up the brickwork and helping to define levels.

Block E:
Agreed no changes required but would provide window detailing.

- Block F:**
- The central hipped roof building now comprises the same brick rather than a different brick on the second floor.
 - The recessed canted porch with offset door has been removed and replaced with a central doorway and sidelights that are both set back slightly from the front elevation producing a more balanced elevation.
 - A brick corbeled eaves has been introduced to accentuate the eaves and add interest to the elevation.
 - A deeper string course has been provided up to the sill of the oriel.

Block G:
Agreed no changes required.

- Block H:**
- The balconies have been removed and the second floor windows have been reduced in size so that they better reflect the traditional hierarchy if the openings in the town centre.
 - A larger eagle sculpture is proposed.

4.1.30 As discussed during the workshop, these amendments address the comments made by Historic England and as their letter points out, should be sufficient to ‘significantly reduce the harm’ alleged. Please refer to the Appendix for the drawings showing details of proposed Blocks C, H, F, G and E.

Street elevations prior to comments



Block C - proposed Cheap Street elevation

Elevations amended in response to HE comments



Block F - proposed Bartholomew Street elevation



Block H - proposed Market Place elevation



EAGLE QUARTER II, NEWBURY
DESIGN AND ACCESS STATEMENT

5. SCHEME EVOLUTION

5.1. APRIL 2021 APPLICATION

5.1.1 An application was made in April 2021 (planning reference 21/00379/FULMAJ) for regeneration of the site of the shopping centre comprising:

- 402 apartments
- 3,070m² of communal amenity space
- 2,413m² of flexible retail/commercial space
- 5,355m² of employment space
- 83 parking spaces

5.1.2 At the same time, an additional application was made (planning reference 21/00380/FULMAJ) for:

- 91 retirement living apartments as an alternative for the site of the employment space

5.1.3 The regeneration would provide a catalyst with wider regeneration benefits to the town centre:

- Flexible-use commercial units that are targeted to local, independent and Artisan commercial units offered on flexible sizes and terms invigorating the retail and leisure offering in this part of the town centre
- Tech incubator hub providing flexible office space for high-tech and other start-up businesses
- A new headquarters office building – which would only be built on a pre-let basis with a single occupier providing the opportunity for an existing major employer to relocate to modern purpose-built offices in the town centre
- Residential buildings ranging in height from 2 to 11 storeys



1. Aerial view from the south



2. View into New St from the south



3. View into New public space



4. View into New St from the market St development



5. View from New St towards St Nicolas Church

5.2. AUGUST 2021 APPLICATION

5.2.1 As described in the Consultation chapter above, amendments were made to the April 2021 proposals:
The tallest element (Block A) was reduced by 2 storeys
The second tallest element (Block B) was reduced by 1 storey
Block C (fronting Cheap Street) was reduced and set further

back from 33/34 Cheap St;
The roofscape of Blocks A, B, C and F (the latter fronting Bartholomew Street) were amended, further reducing the scheme’s height and massing.
5.2.2 The above reductions to the height and massing of the proposal resulted in 21 fewer units (381 units compared with 402 originally proposed).



As submitted in April 2021



As amended in August 2021



As submitted in April 2021



As amended in August 2021