

5.3. 2022 APPLICATION

5.3.1 As described in the Consultation chapter above, amendments were made to the August 2021 proposals responding to the comments received by Historic England in relation to the design and heritage impact.

5.3.2 Robert Adam was brought into the team and in response to concerns about heritage impact, has redesigned the buildings on the street facades, added architectural detail to the upper levels of the tallest

buildings, (particularly the gable ends) and amended the high level roofscape. Some of these amendments are illustrated here.  
For more detail see section 7.4

5.3.3 These amendments have led to a further reduction in the number of residential unit proposed, from 381 units down to 367.



Facade designs as submitted in August 2021

Bartholomew St August 2021



Bartholomew St August 2021



Cheap St August 2021



Market Pl August 2021



Facade designs proposed as amended in August 2022

Bartholomew St August 2022



Bartholomew St August 2022



Cheap St August 2022



Market Pl August 2022



5.3.4 This massing diagram illustrates the changes made to building heights.

- Areas where massing was reduced
- Perimeter buildings redesigned

5.3.5 The redesign of the perimeter buildings along Bartholomew Road, Cheap Street and Market Place, further taking into account the vernacular of Newbury and the special interest of the town centre

5.3.6 Rearrangement of the buildings mass, including the reduction in height to blocks A, B, C, and F and further articulation and detailing to the taller volumes.



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EAGLE QUARTER II, NEWBURY  
DESIGN AND ACCESS STATEMENT

## 6. DESIGN PRINCIPLES

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6.1. DESIGN CONCEPT

6.1.1 In looking to the past of Newbury we find the answers to how to re-configure the site so that it remains relevant for the future. The Kennet Centre, and to some extent Parkway Shopping Centre, illustrate the potential dangers associated with large scale retail complexes that are designed in an inflexible way, either within inward facing malls or with residential over that becomes obsolete when those retail formats fail. The Kennet Centre is one of a large number of generic town centre malls built around the country during the same period, facing inwards, detracting from the surrounding streets, and often having an adverse impact upon their fortune. When such malls fail, they are found to be inflexible and obsolete as a consequence of their inability to attract other users of the spaces left vacant. Their failure can precipitate the decline of a neighbourhood, or at least a change to the character of an area with short term and less attractive lettings required to maintain some level of income. This is the case in Newbury.

6.1.2 Looking to the past, with smaller shops and businesses in the town centre at the street level, often with residential uses above, we see a level of flexibility that allows for business to recycle, to come and go, and to change, without harm to the ‘place’. Our concept is a simple one, and that is to create a series of pedestrian routes, spaces, alleyways, all familiar patterns within the heart of Newbury, that connect the main areas of pedestrian activity and interest - the railway station, Market Place, the Corn Exchange, St Nicolas, the High Street and the River, in a manner that is vibrant, direct, legible, active, safe, well lit, and seamless.

6.1.3 The design begins at the ground level with the creation of the right routes and spaces, with buildings following that lead.

6.1.4 Thereafter, the architectural approach becomes a simple one. Where new buildings sit alongside listed or character buildings, and toward the more historical northern end of the site, the buildings are lower, fragmented, relate to the historical plot patterns, and pay close attention to the forms of the existing buildings forming these street edges.

6.1.5 The perimeter blocks have been designed to reflect the historic plot pattern, form, design character and use of the perimeter streets.

6.1.6 Towards the southern and central area of the site where the surrounding buildings are newer, larger, and where the historical industrial uses were located, the texture of the design changes a little, with buildings of a larger scale and a more industrial aesthetic. The internal part of the site is planned to allow permeability and the buildings reflect the past historic Eagle Works’ use of the site and draw on a local palette of materials.

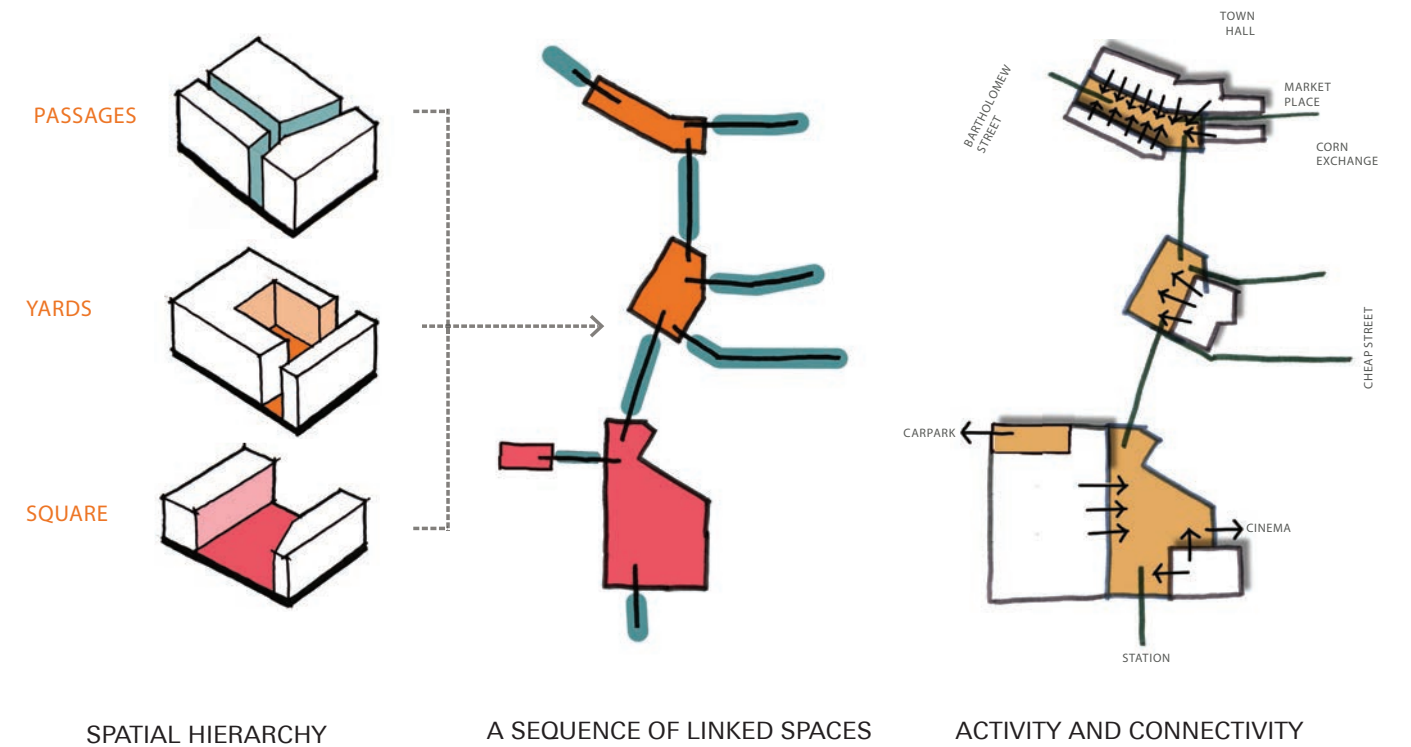
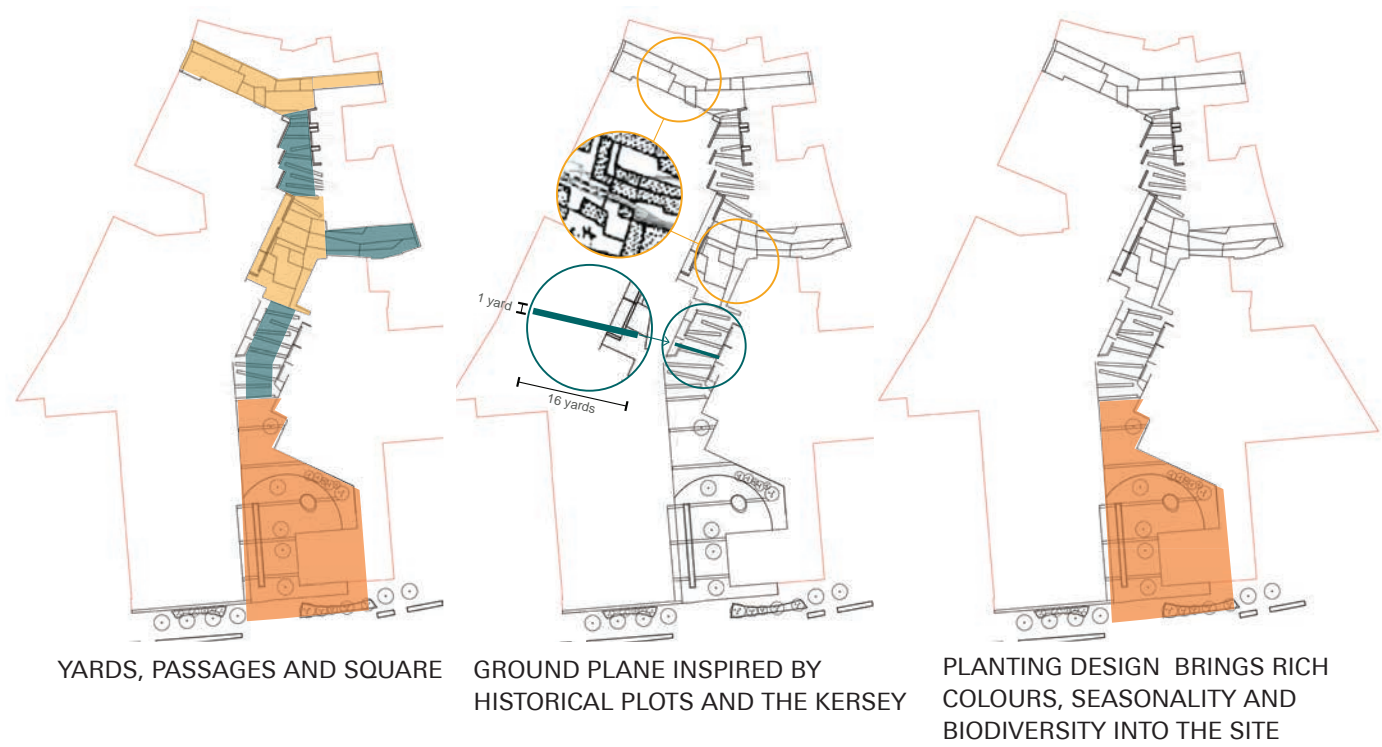
6.1.7 All of these design cues are intended to re-capture the essence of this site’s past and to allow movement through the site to reconnect Newbury and enhance the pedestrian experience of the town, as well as add to the success of the town centre for shoppers, residents, visitors and businesses alike.

- KEY
- Site boundary
  - Proposed pedestrian routes and connections
  - Proposed public realm
  - Existing active frontages
  - Reinstated active frontages
  - Proposed frontages to new streets and squares
  - Proposed landscaped communal amenity
  - Existing vehicular access/ egress
  - Proposed vehicular access
  - Views onto the new landscaped amenity





6.2. MASTERPLAN LAYERS

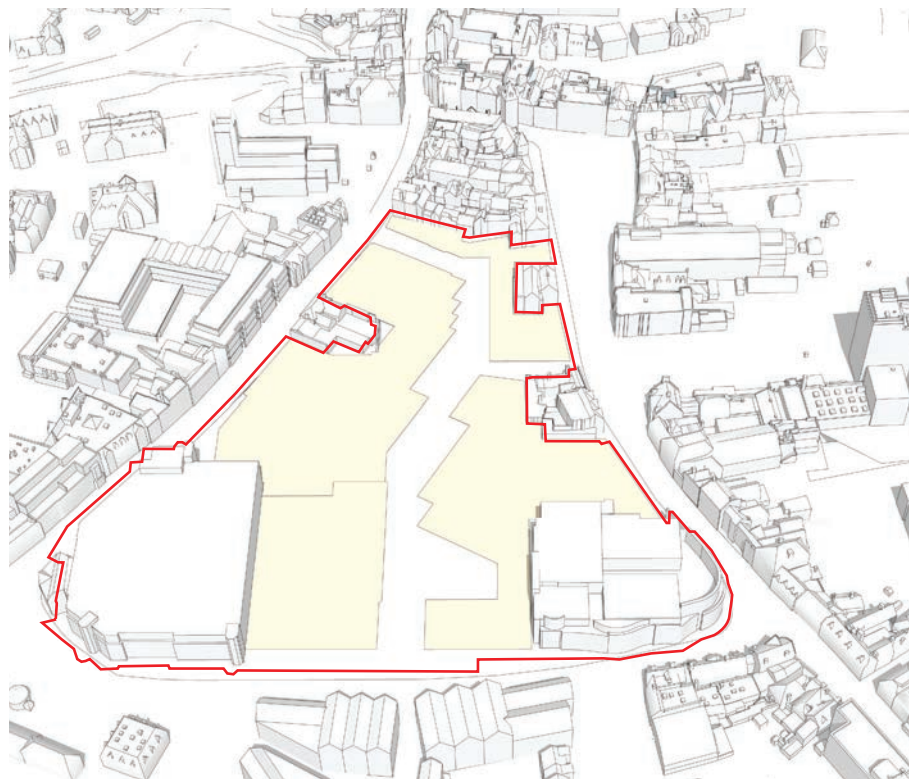




## 6.3. PROPOSED MASSING PRINCIPLES

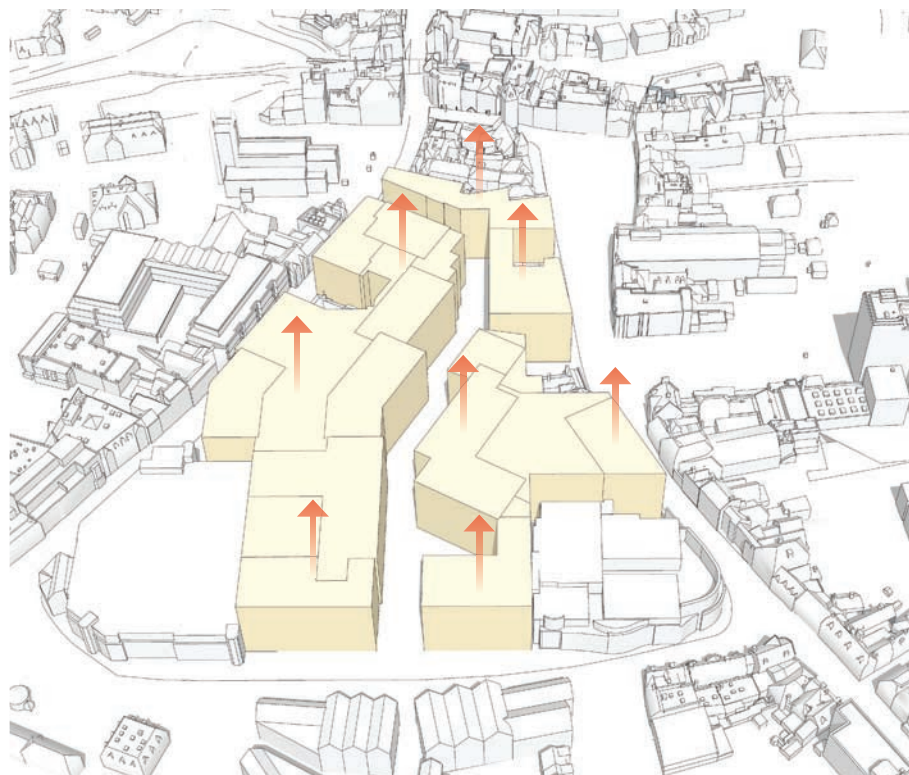
### 6.3.1. SITE LAYOUT

The location and footprint of the proposed built form is dictated by the constraints presented by the surrounding context – including the proximity of the existing listed buildings. The layout of the new blocks and streets is decided following careful analysis and aimed at creating new connections and links.



### 6.3.2. DESIGN-LED OPTIMISATION

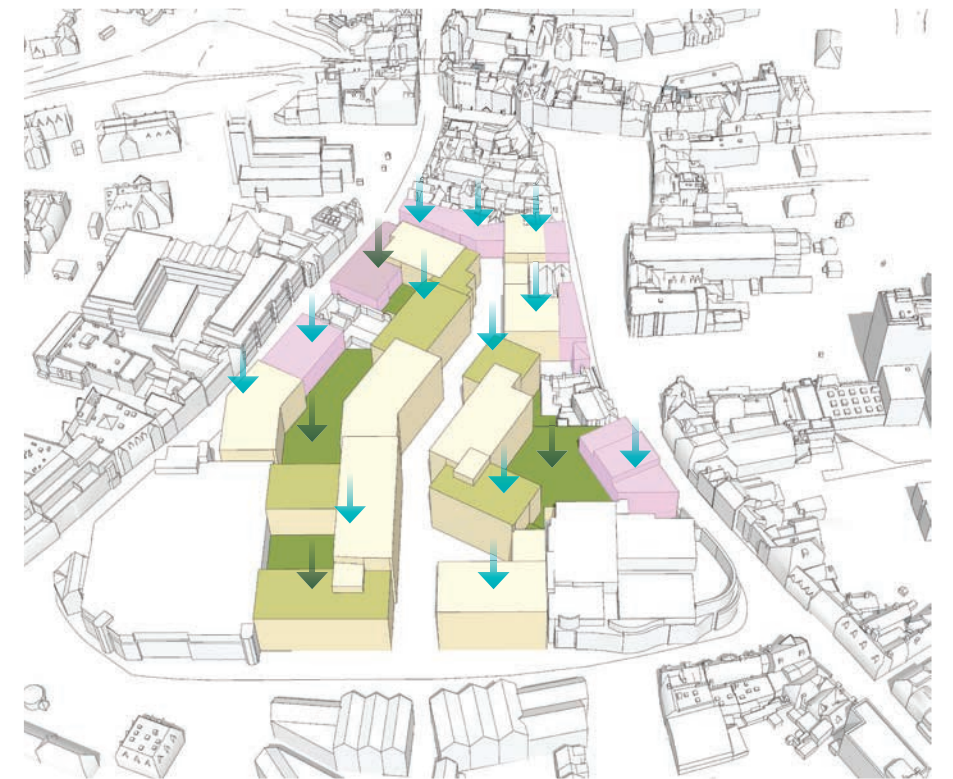
The initial massing of the site looks at optimising the potential for development, maximising the volume of the proposed perimeter blocks but not exceeding absolute maximum heights seen as appropriate for the proposal.



### 6.3.3. OPTIMISING PROPOSED MASSING

The proposed heights are revised in order to create landscaped podiums and terraces; height of the proposed buildings within the site is reduced to provide sunlight and daylight to the proposed apartments and streets and to create an appropriate hierarchy of volumes; height of the proposed buildings facing the street and, in particular, adjacent to the existing listed buildings is reduced further in order to respond positively to the existing sensitive context.

Robert Adams Buildings



### 6.3.4. ARCHITECTURE AND ROOFSCAPE

Further articulation is created by division of the proposed massing into smaller volumes and the addition of pitched roofs. The unique design of each volume and the variety of architectural form aims to create a very distinct sense of place rooted in our analysis of the character of Newbury.





6.4. MASSING STRATEGY

6.4.1 There are a number of tall buildings in Newbury as illustrated below. The tallest part of these proposals will be below the tallest existing buildings in Newbury - in particular below the height of the Town Hall clock tower

6.4.2 The strategy for where to provide height in the proposals is simple: buildings on the perimeter street frontages that sit adjacent to low-rise existing buildings will also be low rise.

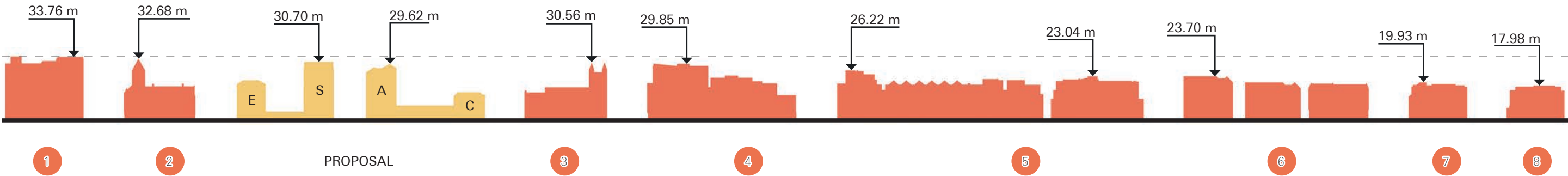
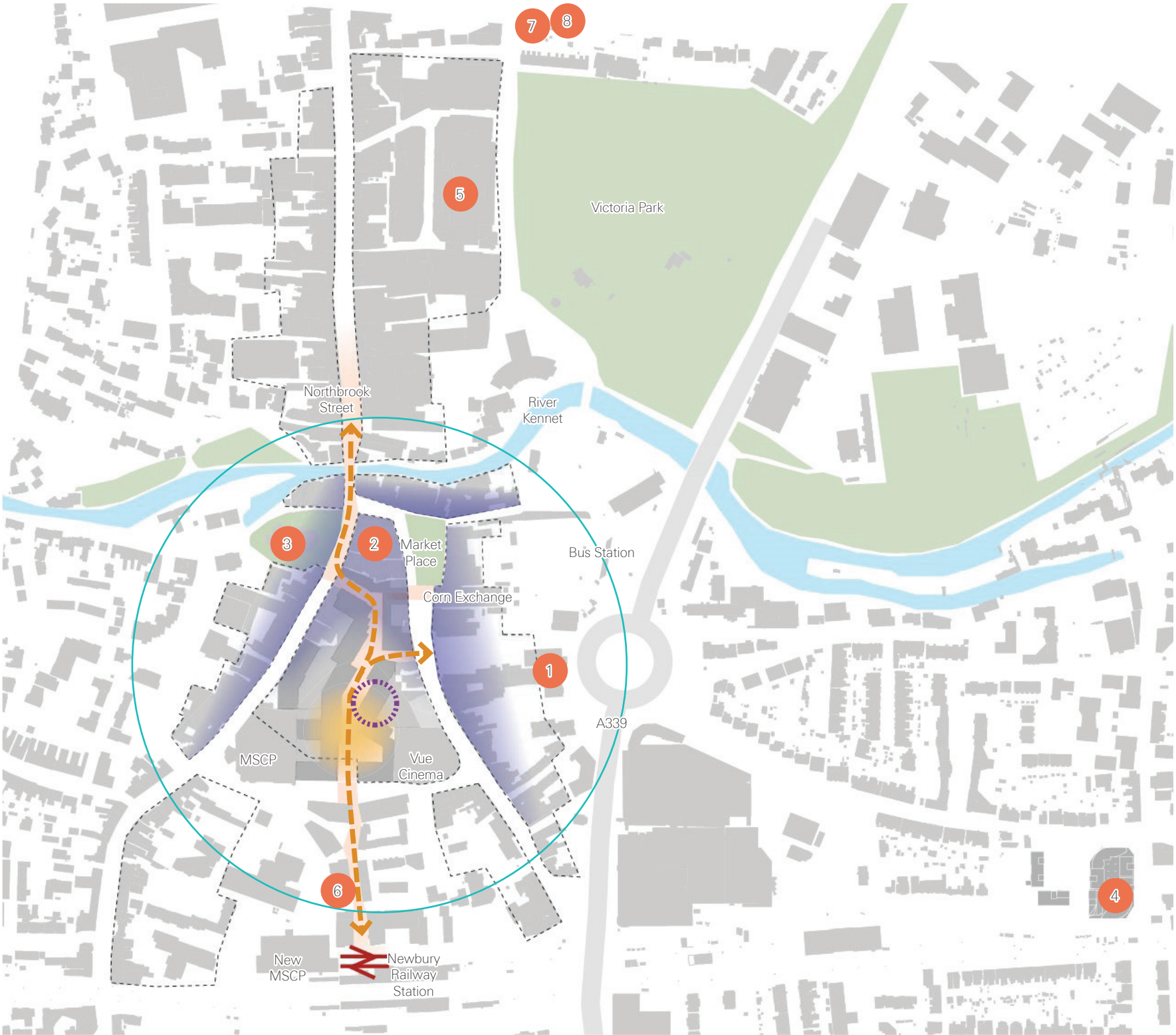
6.4.3 Taller buildings will be located in the centre of the site (where Plenty's Iron works were historically located) and to the south of the site adjacent to the car park and cinema, away from the historic sensitive areas.

DIAGRAM KEY:

- Areas with height sensitivity
- Historical finer grain/ burgage plots
- Eagle Works site location
- New town centre
- New north/ south connection
- Potential for height
- Local tall buildings

LOCAL TALL BUILDINGS:

- 1. Telephone Exchange
- 2. Newbury Town Hall
- 3. St Nicolas Church
- 4. Sterling Stables
- 5. Parkway Shopping Centre
- 6. Market Street Development
- 7. Travelodge Newbury
- 8. Premier Inn Newbury





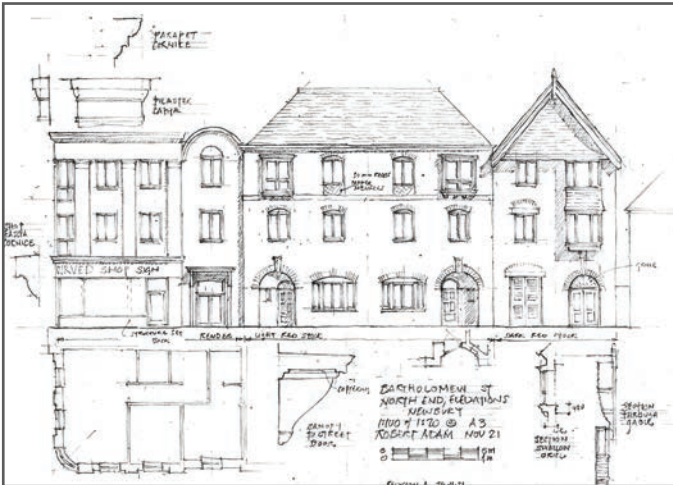
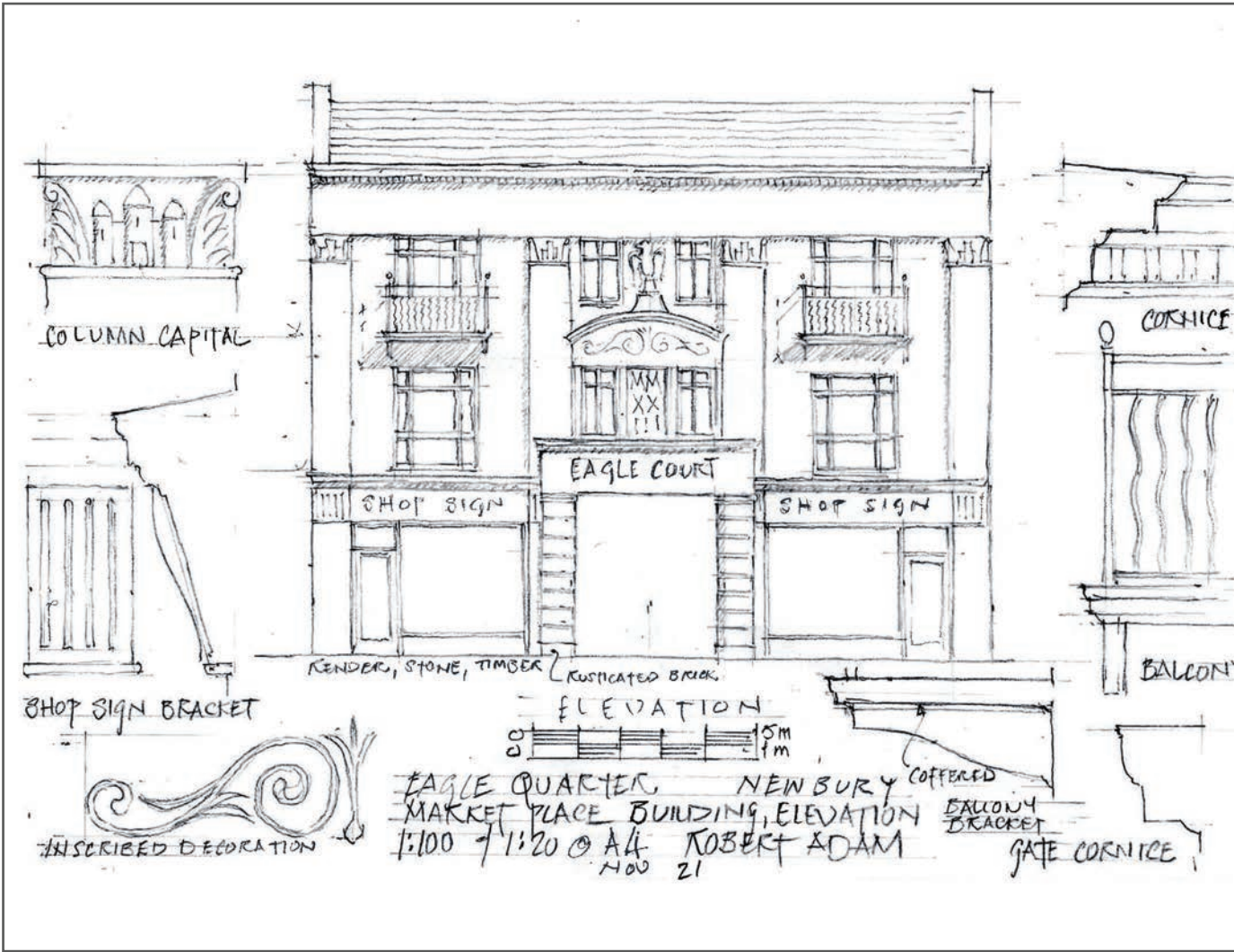
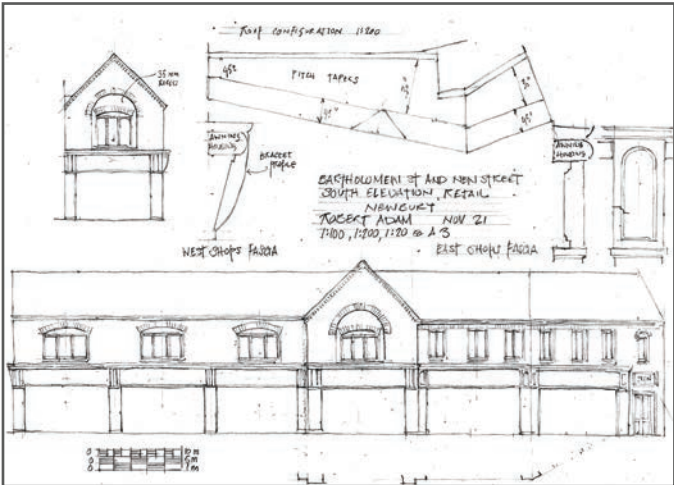
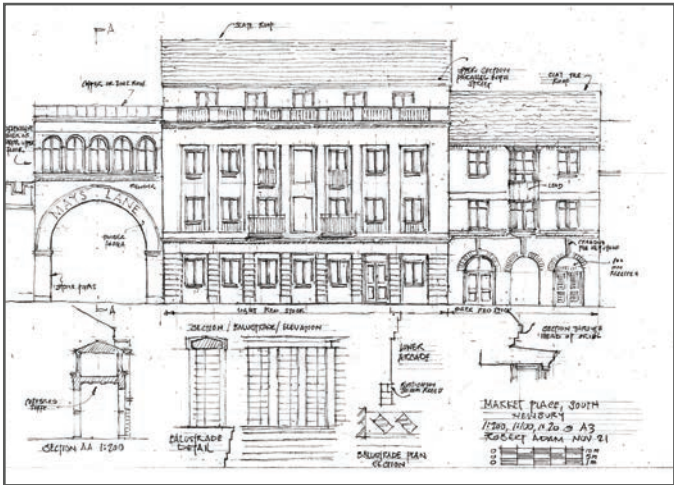
6.5. ARCHITECTURAL APPROACH - STREET FACADES

6.5.1 Eagle Quarter II is located in a transitional area of Newbury. It takes the approximate form of a triangle. To the south, Market Street is developing as an area with buildings that are distinctly modern. To the east and west as Bartholomew Street and Cheap Street and then Market Place go north, they become part of historic Newbury.

6.5.2 The redevelopment of this area takes a new and active street north from Market Street, appropriately named New Street, to cross-alleyways that exit into Cheap Street, Bartholomew Street and Market Place. As a new development anchored in Market Street, the distinctive modern character of this area is carried through into the street. As the streets pass north into the surviving historic area, the lower buildings have a traditional character that relates to their immediate surroundings.

6.5.3 The character of Market Street and New Street, while quite modern in approach, takes its inspiration from an industrial vernacular, executed very simply in brick and detailed such that it retains a legible relationship with the traditional buildings on the north perimeter.

6.5.4 These traditional buildings are divided up according to variations in their functions and locations. Each building is designed as a complete structure rather than just a façade and the window patterns relate directly to the uses behind. Each building is also designed individually, with character and detail taken from, rather than directly copying, buildings in the historic centre and each related to its immediate context and restoring the rhythm of the street.





## 6.6. DESIGN DEVELOPMENT - STREETS

### CHEAP ST AND MARKET PLACE



6.6.1 In terms of urban design the most important building in this series of traditional buildings is located in Market Place opposite the Corn Exchange (A). Market Place is one of the key historic public spaces in Newbury and the new building also has a central passage that gives direct access to New Street. The building has a restrained classical elevation and contains a date plaque, a small sculpture of an eagle as a reference to the Eagle Works that had occupied the site historically, and four specially designed pilaster capitals that incorporate the crest of the town – a triple tower gateway. Lower in scale and more subdued in detail, it does not compete with the very formal Corn Exchange but is architecturally related.

6.6.2 The above building stands alone in the street elevation. As Market Place passes south to the junction with Cheap Street as far as the Catherine Wheel public house, the street elevation has been divided into three, first a building in the Arts and Crafts manner (B), then a taller building of a modern brick design echoing the New Street buildings but with more explicit traditional details (C), and finally an archway with accommodation above, giving access to and signposted as Mays Lane (D). This arch acts as a visual stop to the view west down Bear Lane and lowers the scale adjacent to the very low public house.

6.6.3 A final group of new buildings replace the unprepossessing shopping centre facades onto Cheap Street. Adjacent to the Art and Crafts building currently occupied by Save the Children, there is a low building which is an access to a new gym (E) and a new building in a related Arts and Crafts style (F), then a simple classical building (G), followed by the access arch to the service area (H) designed with details similar to those on New Street.

6.6.4 This assembly of buildings gradually climbs from the lower existing buildings to the much higher cinema building on the corner with Market Street.

BARTHOLOMEW STREET



6.6.5 On the western arm of the triangle, onto Bartholomew Street, to the north is the exit from New Street and this continues south to the Newbury public house where there are currently an out-of-character shopping centre entrance and shop fronts. The new design turns east into New Street with a low-key vernacular building to the north (J) and simple rendered classical building with a curved corner to the south (K), the latter echoing some of the classical buildings on the Broadway.

6.6.6 Adjacent to this is a narrow building with the access to apartments behind (L) and south of this a simple brick vernacular building, which incorporates recessed porches to give some protected space for residents off the street (M).

6.6.7 Next, before reaching the Newbury public house, a building in the Arts and Crafts manner has a gable facing the street which brings the scale closer to that of the two-storey public house (N). This has a projecting gable with stained timber bargeboard, tile hanging in the gable, a timber oriel window and distinctive brick detail.

6.6.8 To the south of the public house a continuous façade is divided into two parts, each reflecting the different accommodation behind. The northern part (P) has a low-key classical façade in brick with render and stone details, the southern part (Q) is also classical but of a more vernacular type, with arched windows, oriels with pendentives to the rhythm of the apartments on the upper floor, and wide doors with recessed porches. These all sit in front of a gabled elevation above, in the traditional manner of frontages added to set back buildings.

6.6.9 At this point, the character of distinctive modern Market Street, with its car park and higher buildings takes over (R).



## 6.7. BARTHOLOMEW ST - ELEVATION DEVELOPMENT



6.7.1. Bartholomew Street east: historical elevation



6.7.2. Bartholomew Street east: existing elevation



6.7.3. Bartholomew Street east: submitted scheme 2021



6.7.4. Bartholomew Street east: Reduced scheme 2022



6.7.5. Bartholomew Street east: current scheme



## 6.8. TALLER BUILDINGS - ELEVATION DEVELOPMENT

### CHARACTER AND PRINCIPLES

6.8.1 The design concept and inspiration for the scheme is based on the industrial heritage of the site, textile industry historically in the area and loosely on the typology of warehouses with brickwork as the prevailing material.

6.8.2 While the inspiration has been taken from the industrial heritage of the site, it is important when referencing and celebrating the historic character, that the design doesn't become a pastiche and too literal.

6.8.3 During the design process, we have researched and explored contemporary precedents to understand how this concept can be approached and how the right balance can be found between the inspiration and contemporary design.

6.8.4 Common principles utilised in this typology have been explored and applied to the proposed scheme with high level of repetition, ensuring inherent level of efficiency, strong grid, rhythm and hierarchy of vertical and horizontal elements to create buildings with simple detailing yet rich in character.

6.8.5 The inspiration by textiles and Plenty's Iron Works is then explored further, and themes and motives such as weaving and patterns applied throughout - be it soldier course details, basket weave brick details, detailing of the balustrades or finer metal details of balcony supports.

6.8.6 Generally, all facades are similar in style, inspired by the formality and rhythm associated with the typology, but brought to a more residential scale with subtle differences in approach to details and their application to ensure that each building has a distinct character and aesthetic.

6.8.7 Thoughtful selection of a limited palette of materials and details, applied simply but with intent, crisp detailing and repetition will ensure that the final design strikes the right balance and produces buildings that celebrate the history but are modern and will stand the test of time.

6.8.8 We do not suggest that buildings of a specific scale were once present on this site, but rather that buildings of this type and function were. These buildings, within the heart of the site, furthest from the sensitive edges, bring to mind an industrial past alongside the historical and older parts of Newbury.

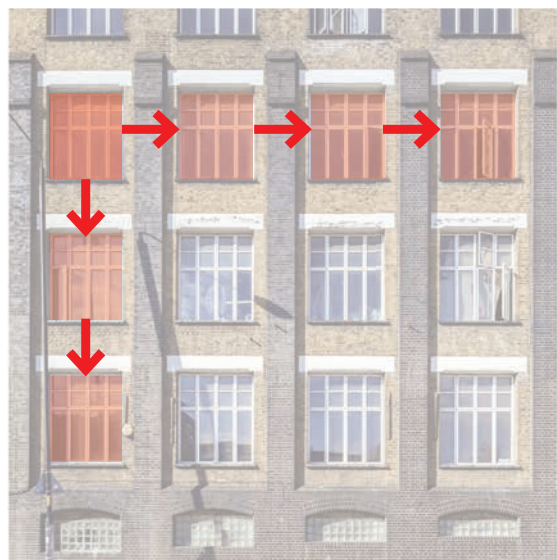




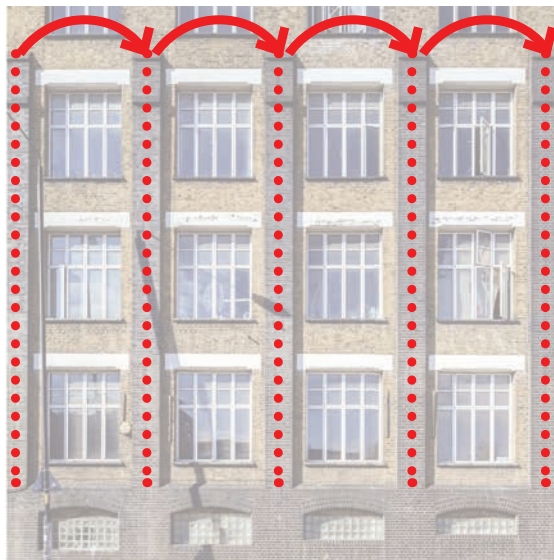
# 6.9. TALLER BUILDINGS - FACADE COMPOSITION

## FACADE COMPOSITION PRINCIPLES

6.9.1 The design concept and inspiration for the scheme is based on the industrial heritage of the site and the typology of warehouses and factories with brickwork as the prevailing material. Common principles utilised in this typology have been explored and applied to the proposed scheme with high level of repetition, ensuring inherent level of efficiency, strong grid, rhythm and hierarchy of vertical and horizontal elements to create buildings with simple detailing yet rich in character.



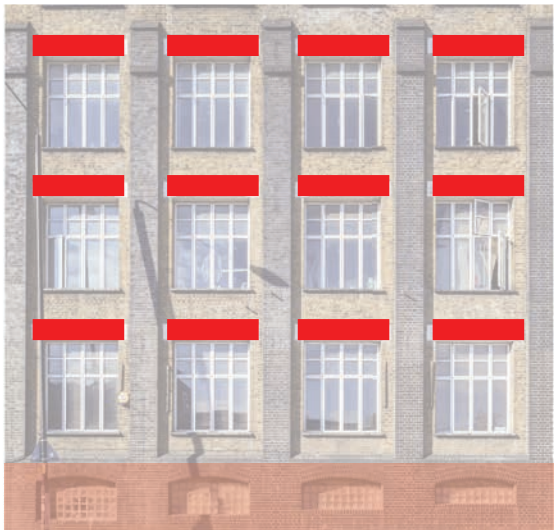
Repetition



Rhythm

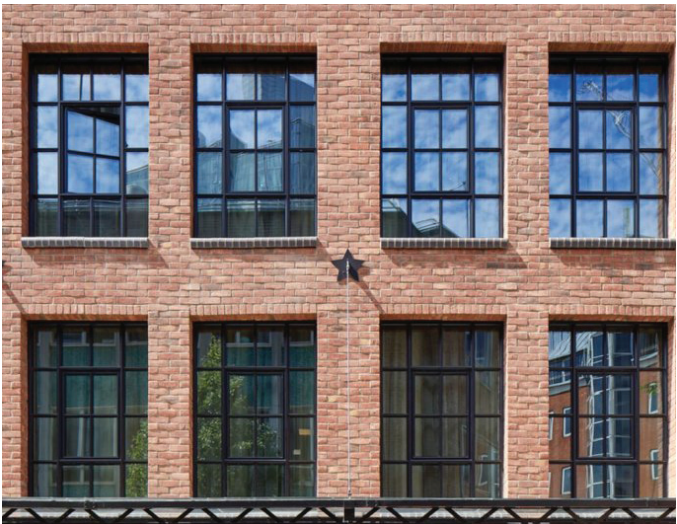


Vertical Features

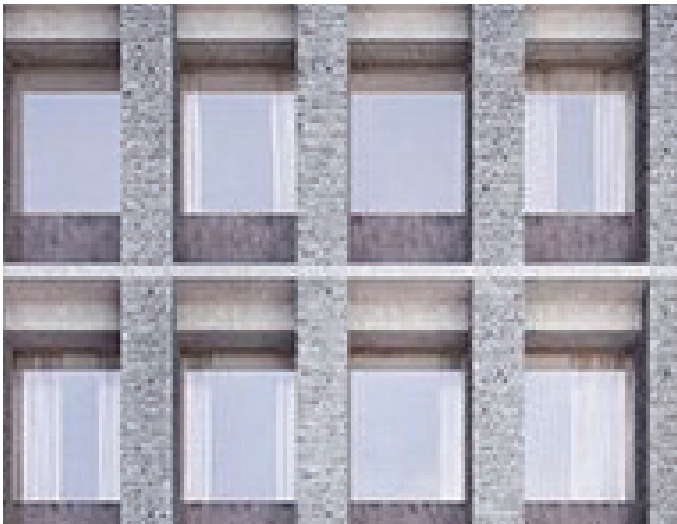


Horizontal Features

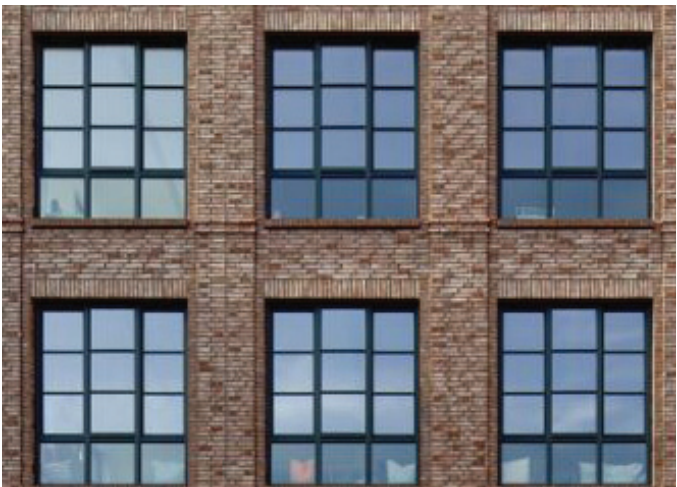
## PRECEDENT IMAGES



1. Red brick with Crittall type windows



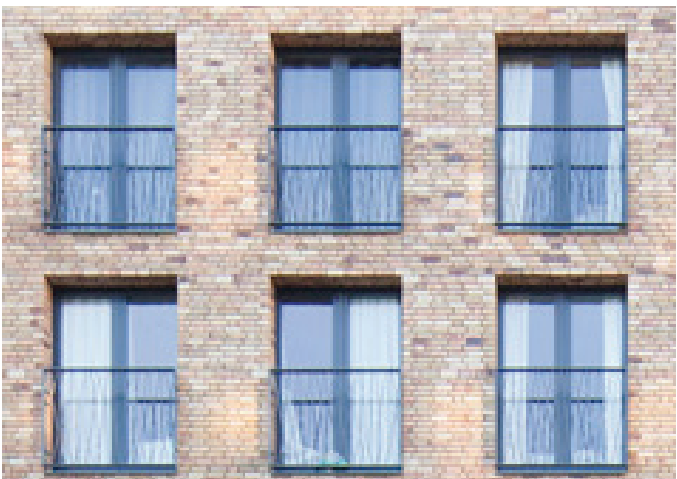
2. Grey brick with planar windows



3. Brown brick with Crittall type windows and brick pilasters



4. 'Textured' brickwork with contrasting brickwork window quoins



5. Deep window reveals, full height doors and protective balustrade



6. Contrasting brick pilasters and accent lintels

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EAGLE QUARTER II, NEWBURY  
DESIGN AND ACCESS STATEMENT

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# 7. THE PROPOSAL



# 7.1. OVERVIEW

7.1.1 The scheme is made up of 9 residential blocks, with flexible commercial, amenity and ancillary space at ground. A total of 427 residential units are proposed with included facilities.

- Reception and concierge, with associated back of house facilities;
- Residents’ lounge;
- Residents’ gym, including squash court;
- Dining/meeting rooms;
- Workspace;
- A variety of communal rooftop gardens and terraces;
- Cycle and car parking;
- Back of house facilities for on site management and maintenance including post rooms and parcel lockers etc.

Ground floor proposed uses of the site include:

- New office floorspace within Block S;
- Ground floor retail, café, leisure, workshop, restaurant/ bar units fronting the new pedestrianised street and targeted at small, local and/ or artisan businesses.
- Craft carts, market stalls, pop up stands and other similar ‘retail incubator’ commercial opportunities within the new pedestrian street;
- A ‘Library of Things’; and
- A Cycle Workshop.

Other infrastructure works include:

- A new pedestrianised street linking the railway station and Market Place development to the town centre;
- Improvements to the existing Vue Cinema wing including a new pedestrian link into the development.
- Associated works including sustainable drainage and a new pedestrian crossing onto Market Street.
- Re-use of a highly sustainable, under-used brownfield site to provide much needed new homes, workspaces, retail and leisure opportunities within a development of the highest design quality.

Furthermore, the proposal is tied together by a new landscaped pedestrian route named New Street, connecting Market Street to Bartholomew Street and Cheap Street. A new public square, New Square, is additionally created enhancing the public realm and further connecting the proposal to the emerging Market Street Development.

7.1.2 Party wall relationships have been considered, with special consideration been given to red line boundaries adjacent to grade II listed buildings, The Catherine Wheel and The Newbury.

7.1.3 Block massing is divided into smaller volumes. The idea is to design each volume as unique and create a very distinct sense of place full of character, charm and quirk.

7.1.4 There are repeating elements throughout the scheme but applied differently, mixing more traditional and contemporary language and detailing to create layers, visual interest and varied character. The inspiration is loosely industrial and detailing such as diamond brick patterns found locally are reinterpreted and used throughout.

7.1.5 The proposed scheme, Eagle Quarter II, is a new development that aims to create a new vibrant neighbourhood that is lively, full of character and activity, bringing new life to the town centre of Newbury.

7.1.6 The massing of the scheme has been carefully designed in such a way that sensitive edges along the streets are respected with small scale buildings seamlessly fitting in with the existing context, and taller buildings placed in the centre of the site where it is appropriate. This approach is also reminiscent of the historic patterns of buildings and forms on the site.

7.1.7 The over-arching design concept was to create a collection of buildings of high quality that are contemporary yet contextual, befitting this key and prominent site within Newbury. The design reflects the industrial and textile heritage of the area, and aims to sit harmoniously with its surroundings, adding to the rich fabric of the area rather than creating a contrasting feature.

7.1.8 The proposed scheme draws its inspiration from the rich history of the site, namely the Eagle Works factory and Kersey cloths making, as well as the surrounding area and the many historic buildings in Newbury. Whilst the buildings are new, and are not trying to pretend otherwise, the architectural language and forms used are inspired by the heritage and deliberately familiar.

7.1.9 Each building, or rather volume or element, is distinct in its appearance to create character that is rich and layered. That said, the scheme as a whole is designed to create rich yet cohesive collection of buildings. The individual designs incorporate similar forms, architectural language and a limited palette of materials that is complementary rather than contrasting. The desired variation is achieved through details and different application of architectural elements.



Proposed Bartholomew Street view looking south



Proposed Market Place/ Cheap Street view



7.2. STREETScape VIEWS

7.2.1 The following series of illustrations show a journey through and around the proposals, illustrating the interplay between spaces and forms, and demonstrates how the massing is articulated to open up views through the site so that one can navigate Newbury by its historical landmarks.



Key to views



1. View of the New Street from Bartholomew Street



2. View towards Bartholomew Street and St Nicolas Church





3. New Street looking north



5. Mays Lane looking east



4. New Street looking south



6. View of the new development from Cheap Street





7. View from Bear Lane



9. New Street looking north



8. New Street looking south



10. View from the new public square looking north





11. View of the Office building from the new public square



12. View of New Street from the MSCP entrance.



13. View of the new development from Market Street



14. View south towards Market Street



# 7.3. PROPOSED GROUND FLOOR LAYOUT

## GENERAL CONCEPT

7.3.1 The ground floor of the development has the widest mix of uses and combines numerous private and public spaces. The dominant uses on the ground floor are commercial units and residential amenities which front onto the New Street and New Square.

7.3.2 The proposal sets out 9 distinct blocks organised in a thoughtful way to maximise the site's potential. The blocks feature a wide variety of architectural character along with careful and considerate variations in height to complement the neighbouring streets.

## SUNLIGHT & DAYLIGHT

7.3.3 The masterplan has been developed to create a comfortable microclimate and usable outdoor spaces and public realm. The proposed buildings will have minimal or no impact on buildings on adjacent sites.

7.3.4 Building blocks have been arranged so as to avoid overshadowing and provide accessible amenity spaces. Opposing facades have been kept at a minimum separation distance of 18 metres. The design ensures where possible that dwellings have dual aspect living rooms to ensure adequate daylight. Throughout the design process, building volumes and landscape have been adjusted – within the parameters of the project brief – to optimise the usability of outdoor spaces such as play areas.

7.3.5 Thus, the architectural design complements the landscape and public realm design, with the aim of providing enjoyable outdoor amenity that can be used as extensions of the living spaces, safely and comfortably at different times of the day and throughout the year.

## ACTIVE FRONTAGES

7.3.6 The existing street frontages have been activated with residential and commercial units along Bartholomew Street, and the cinema along Market Street and commercial units, residential entrances and cycle workshop along Cheap Street.

7.3.7 Active frontages are maximised throughout the scheme with the inclusion of both communal and private residential entrances at street level.

7.3.8 Communal entrances will be clearly visible and transparent. Primary entry will be from public paths, but direct to secure car parks will also be provided. Direct routes will link the vertical circulation in each building to secure amenity areas.

7.3.9 The design of entrances and doorways varies from building to building, adding variety and character along the public spaces.

7.3.10 Plant room and service access frontage will be kept to a minimum, but cycle stores will be adjacent to entrance lobbies or close to residential cores and benefit from street frontage where possible, to facilitate security and easy access.

KEY

Residential

Residential Amenity / Leisure

Commercial Units

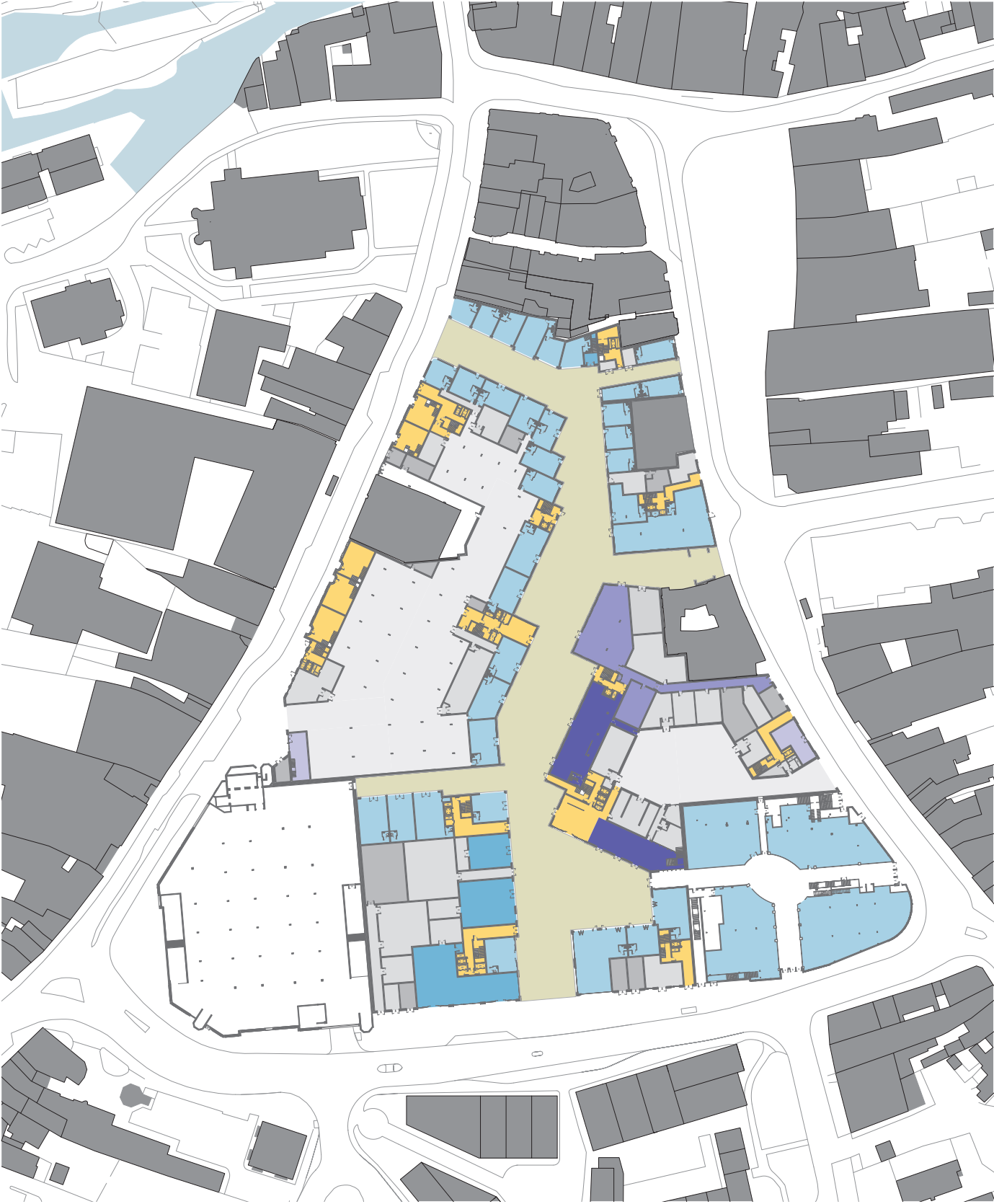
Commercial Manager Office

Office

Plant/ Parking/ Ancillary

New Streets and Squares

Communal Landscape





# 7.4. PROPOSED FIRST FLOOR LAYOUT

7.4.1 The first floor is where the bulk of the residential use begins. There are also large plant spaces in the centre of the building plans and other supporting spaces. Block A also has a larger double-height residential amenity space with a mezzanine level which overlooks the new Eagle Square.

7.4.2 There is a communal podium garden space for residents located between blocks B, E and F.

7.4.3 The commercial manager's office is located on the first floor of block H at the northern end of the site.

KEY

Residential

Residential Amenity / Leisure

Commercial Units

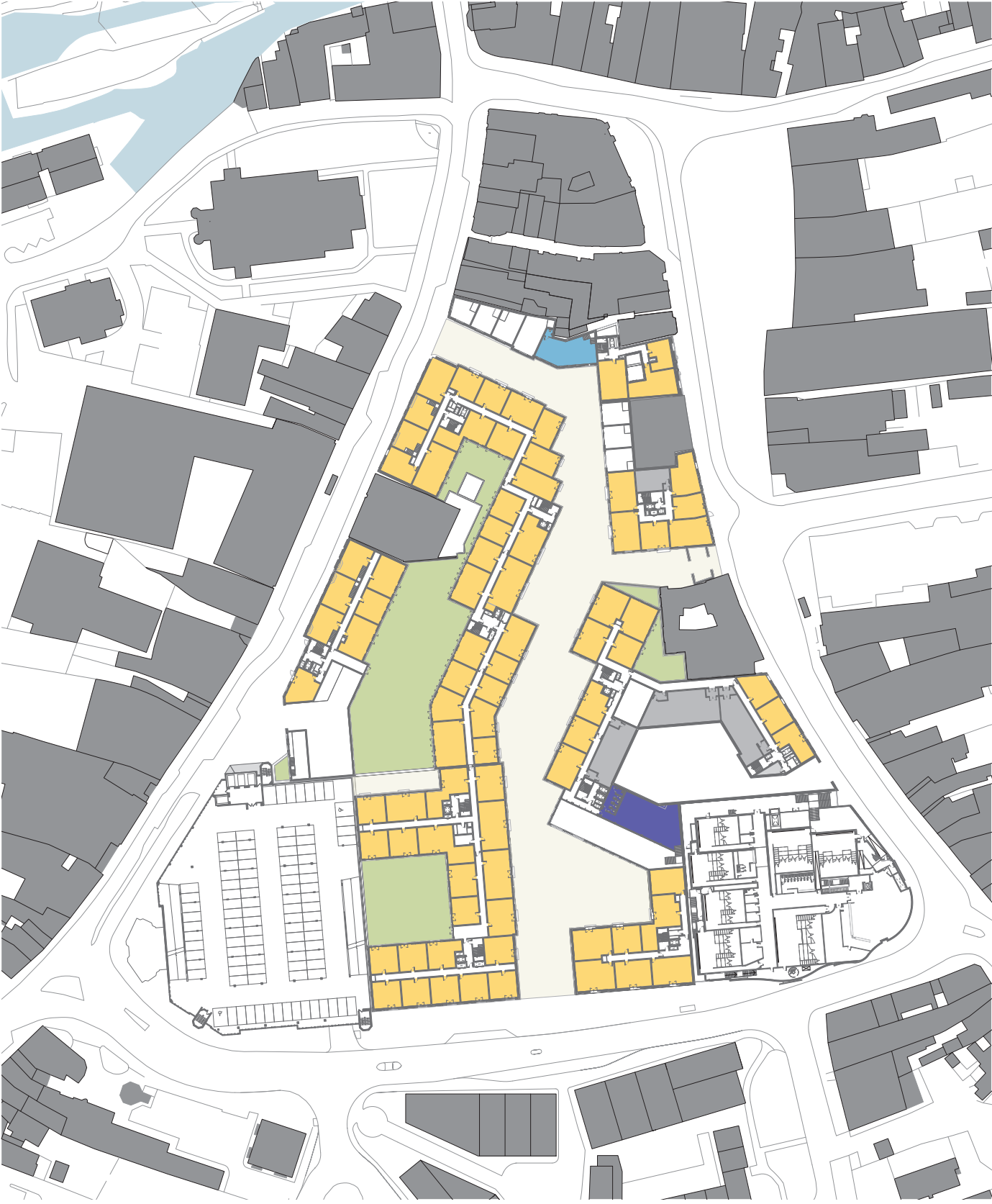
Commercial Manager Office

Office

Plant/ Parking/ Ancillary

New Streets and Squares

Communal Landscape





# 7.5. PROPOSED TYPICAL UPPER FLOOR LAYOUT

7.5.1 All dwellings will be flats.

7.5.2 The proposed residential designs are based on the standards set by The Department for Communities and Local Government's Technical housing standards – Nationally Described Space Standards (NDSS), in addition to the Design Team's experience and advice obtained through consultations. Some important design principles that inform this proposal are:

- Well defined, generous communal entrances;
- Active street frontages,
- Clearly defined defensible spaces at ground level;
- Large proportion of dwellings with multiple aspects;
- Direct routes from cores to apartments;
- Architectural design details reference the local character
- A balanced mix of dwelling sizes and housing types;
- Generous private amenity space for all;
- Easily accessible, centralised bin stores;
- Secure car and cycle parking
- Home office space to promote flexible work and allow for working from home.

7.5.3 All layouts have been reviewed and developed in conjunction with BB7 and Fire Safety Services to ensure compliance with the latest fire protection legislation and guidance as of November 2023.

KEY

Residential

Residential Amenity / Leisure

Commercial Units

Commercial Manager Office

Office

Plant/ Parking/ Ancillary

New Streets and Squares

Communal Landscape





7.6. SEPARATION DISTANCES & ASPECT

7.6.1 Distances between blocks are no less than 7.6m and a minimum of 18m between habitable rooms. The distances have been assessed through a series of massing exercises to ensure adequate daylight and sufficient privacy for residents.



7.6.2 The blocks are orientated in specific ways to ensure the residents have aspect views overlooking amenity space.





7.7. COMMUNAL AMENITY

OVERVIEW

7.7.1 There is a mixture of communal internal and external amenity provision across the building which offers a range of views, leisure, play, health & fitness facilities.

7.7.2 Lochailort have extensive experience in planning, designing and delivering high quality homes across the South of England.

7.7.3 A number of Lochailort schemes are delivered within urban locations and can often involve challenging site constraints. Each unit is carefully designed to ensure the highest quality living standards including outlook, daylight and sunlight and amenity space.

7.7.4 Lochailort have been successful in creating high quality new homes even in the most challenging locations utilising open plan layouts, the use of floor to ceiling glazing and high specification finishes. Schemes incorporate welcoming and spacious entrance lobbies, generous internal residents' amenity and high quality, usable landscaped areas. As a result their schemes have secured a series of awards including Residential Development of the Year in the Thames Valley Property Awards 2021.

7.7.5 Please refer to the Landscape Design Statement submitted as part of this application for the detail on proposed public realm and communal landscape areas detail.

7.7.5.1 Proposed Amenity Space

NON-RESIDENTIAL	Indoor Amenity		Outdoor Communal Amenity		Private Terraces		Private Baclonies	
	sq m	sq ft	sq m	sq ft	sq m	sq ft	sq m	sq ft
Ground	794.80	8,555	-	-	-	-	-	-
Level 01	206.68	2,225	1,209.39	13,018	667.39	7,184	45.16	486
Level 02	-	-	712.56	7,670	176.09	1,895	76.47	823
Level 03	52.23	562	175.98	1,894	60.29	649	80.92	871
Level 04	-	-	177.01	1,905	-	-	68.69	739
Level 05	-	-	-	-	-	-	57.84	623
Level 06	49.98	538	1,641.29	17,667	-	-	30.16	325
Level 07	-	-	356.25	3,835	-	-	7.84	84
TOTAL	1,103.69	11,880	4,272.48	45,989	903.77	9,728	367.08	3,951

