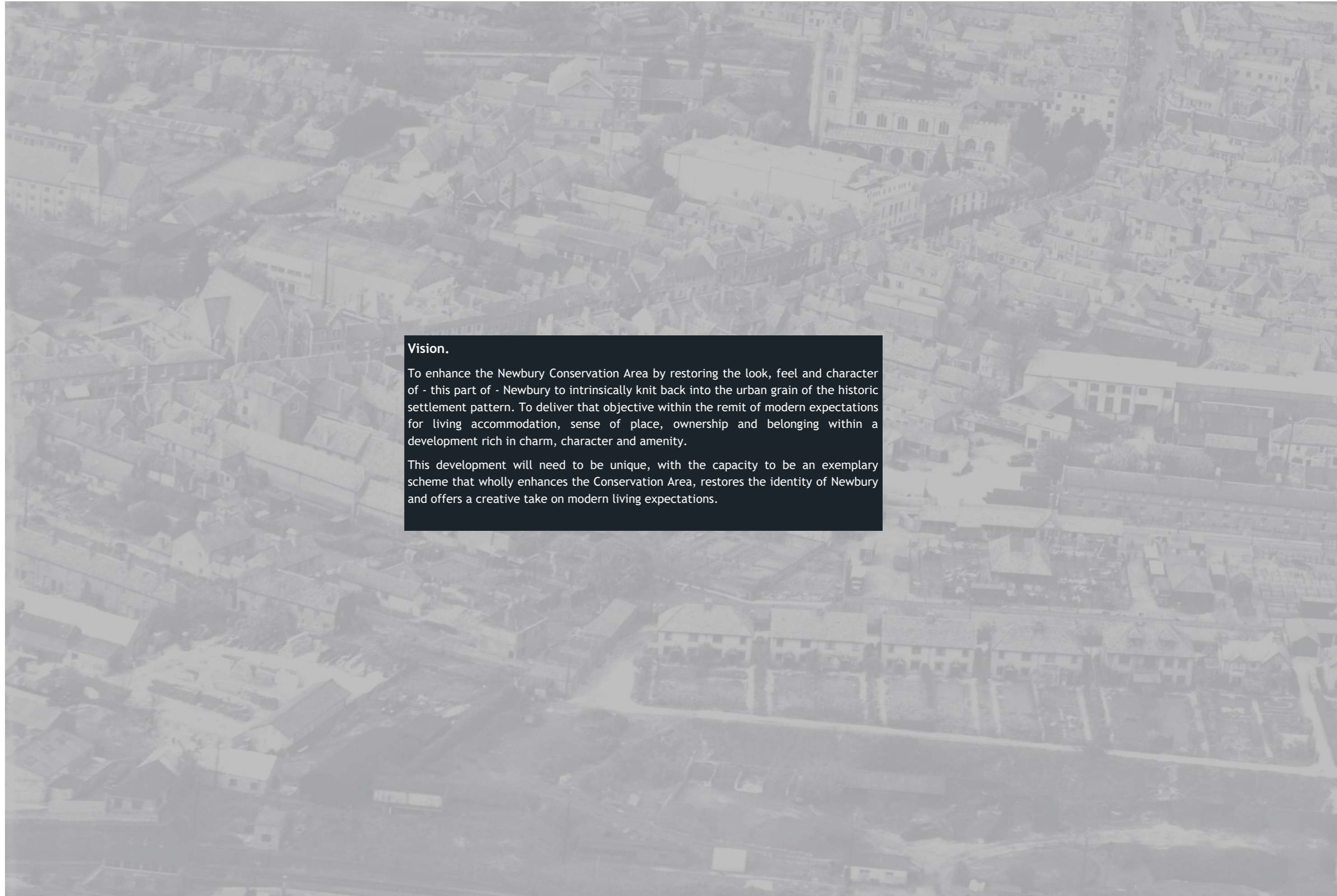


Old Town, Newbury

Design and Access Statement

November 2024

LOCHAILORT



Vision.

To enhance the Newbury Conservation Area by restoring the look, feel and character of - this part of - Newbury to intrinsically knit back into the urban grain of the historic settlement pattern. To deliver that objective within the remit of modern expectations for living accommodation, sense of place, ownership and belonging within a development rich in charm, character and amenity.

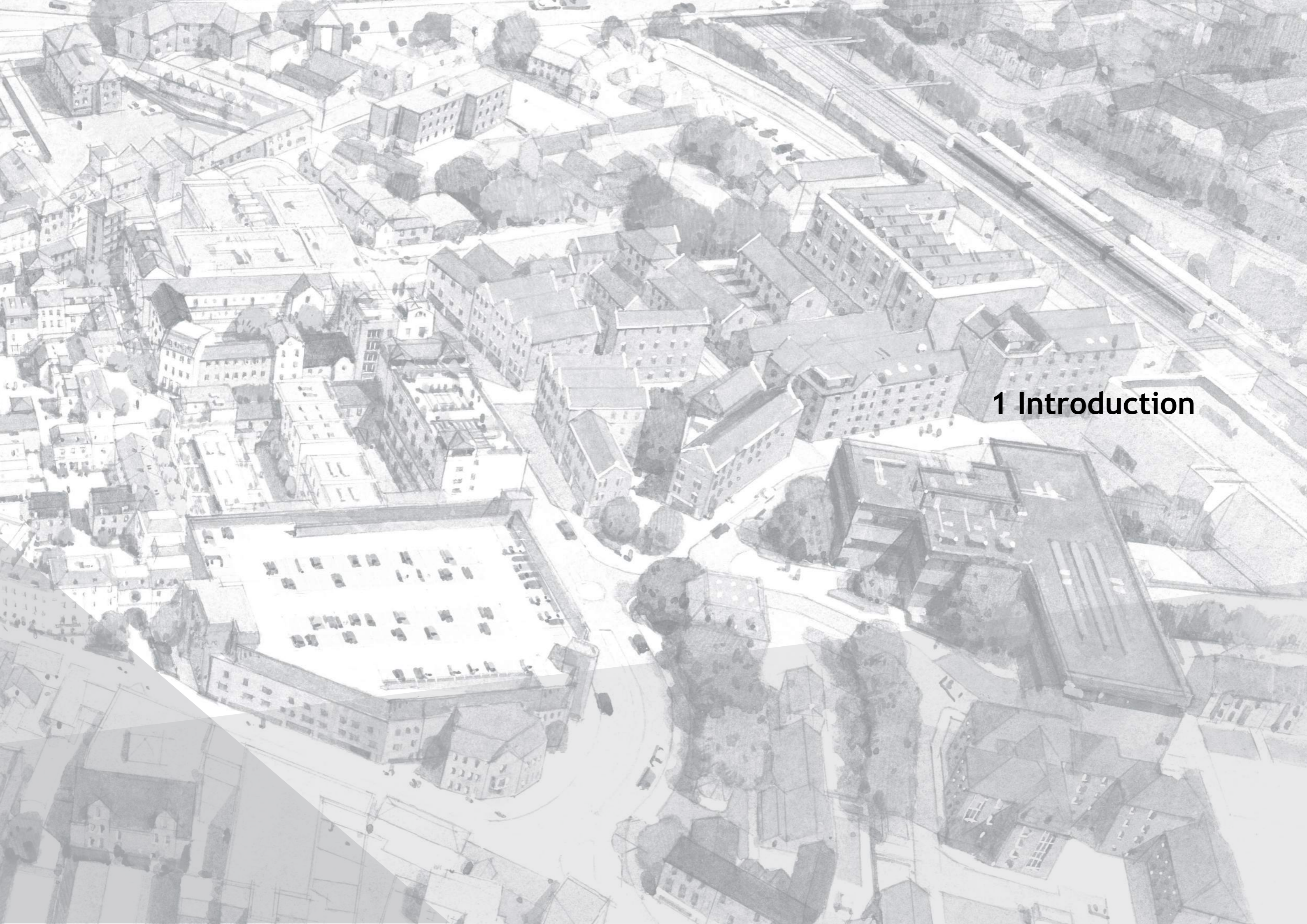
This development will need to be unique, with the capacity to be an exemplary scheme that wholly enhances the Conservation Area, restores the identity of Newbury and offers a creative take on modern living expectations.

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1 Introduction

Introduction

This Application seeks to redevelop the Kennet Centre together with improvement works to the Kennet multi-storey Car Park and Cinema. This section confirms the Purpose, contains a Synopsis of the Proposal, cites the Planning Status of the Application Site and then explains the Structure of the document.



Figure 1.1: Location of the Application Site .

This Design & Access Statement accompanies the Full Planning Application for the redevelopment of the Kennet Centre, Newbury for;

Full planning permission for the redevelopment of the Kennet Centre comprising the partial demolition of the existing building on the Application Site and the development of new residential dwellings (Use Class C3) and ancillary facilities, commercial floorspace (Class E (a, b, c, d, e, f, and g)); access, parking, and cycle parking; landscaping; sustainable energy installations; associated works, and alterations to the retained Vue Cinema and multi storey car park.

The document has been prepared by Woods Hardwick Ltd - Architects & Development Consultants - and is submitted on behalf of Lochailort Newbury Ltd.

Purpose.

This document has been prepared in accordance with the General Development Procedure order (GDPO) as amended and the guidance given in the Local Government (DCLG) publication: Guidance on Information Requirements and Validation, which requires Planning Applications to be accompanied by a Design and Access Statement. Consequently, the purpose of this statement is to explain:

“...the design principles and concepts that have been applied to the proposed development and how issues relating to access to the development have been dealt with”.

Reference has also been made to the Commission for Architecture and the Built Environments' (CABE) guidance on 'design and Access Statements: How to write, read and use them' (CABE).

Brief Synopsis of the Proposal.

This Application seeks to redevelop the Kennet Centre and together with an additional floor on the Multi-Storey Car Park. The proposed application can be summarised as follows;

- Demolition of the Kennet Centre save for parts of the perimeter wall where it abuts existing buildings.
- Erection of 317 dwellings, 5 new commercial units, and a community concierge and residents facilities.
- Retention of the Vue Cinema and the commercial units at ground floor level, V1, V2, V3, V4.
- Improvement works to the Kennet Multi-Storey Car Park to incorporate a more efficient car parking layout, inclusive of an additional floor to the Car Park. Works also include a generous cycle storage facility.
- Works to the Vue Cinema to deliver a new fire escape route and rearrangement of ground floor including refurbished commercial/ office floor space.
- Works to the Kennet Centre perimeter wall to retain servicing access to the rear of The Globe, The Newbury and the Catherine Wheel - no works to these buildings are required.
- Construction of new accesses.
- Off-site Highway Works.
- High quality hard & soft landscape scheme along with rooftop community hub and multi-functional amenity spaces.

Structure.

This document seeks to explain the proposed design only, and is split into the following sections that address the following topics;

- Context:

This section will describe the site location in an immediate and broader town and settlement context. This section will also describe the existing character of the area and its relationship to the Town's facilities and heritage.

- Concept:

This section will describe the scheme's overall objective - *Old Town* - the footprint of the Kennet Centre and the opportunity it presents. This section will also go on to describe the Urban Grain and Conceptual Evolution of the scheme. Finally, this section will explore the typical Typologies being explored and used within the scheme, providing precedents where applicable.

- Detailed Design:

This section will detail the Mix & Quantum, the Layout, Form, Scale, Appearance and Landscape of the scheme. The section will also detail the proposed Amenity - outdoor and privacy. The section will also detail the Movement & Access, Sustainability, Security and Servicing.

Other Supporting Information.

This Application is supported by reports and plans of the following:

- Planning Statement;
- Archaeology Report;
- Ecology;
- Heritage;
- Transport;
- Sustainability/ Energy;
- Air Quality Assessment;
- Noise Analysis;
- Flood Risk;
- Drainage Assessment;
- Retail and Economic Analysis.

This list is not exhaustive.

This document along with the Architectural Package should be read in conjunction with all of the other supporting material.



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2 Context

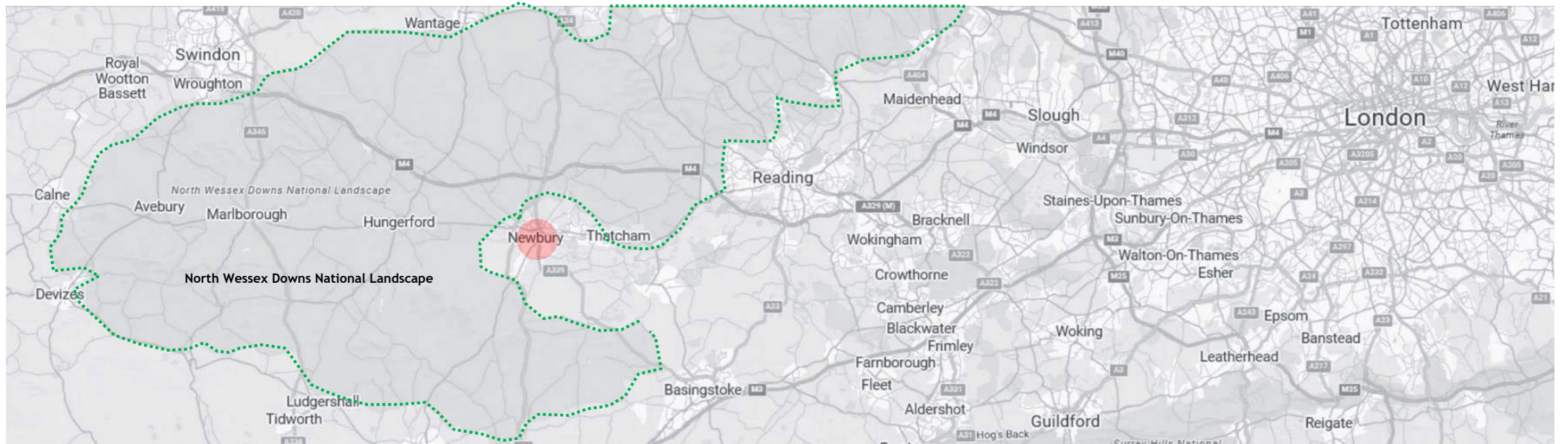


Figure 2.1: The setting of Newbury within the context of the North Wessex Downs National Landscape.



Figure 2.1: The setting of Newbury within the context of the surrounding major movement networks.

Context

This section of the Design & Access Statement explores the site context in terms of Location, the Conservation Area setting and Appraisal - referencing the Newbury Town Conservation Area Appraisal and Management Plan (NTCAAMP) concluding with a Summary.

Location.

Newbury is a market town located in the South-west region of West Berkshire, situated beside the River Kennet.

Macro Scale.

The town is located c.40km South of Oxford, c.40km North of Winchester, c.32km West of Reading with London beyond.

Newbury is located on the Northern edge of the Berkshire Downs, and is surrounded by the North Wessex Downs Area of Outstanding Natural Beauty to the North, South and West.

Micro Scale.

Newbury centres around the intersection of the Market Place, Mansion House Street, Bridge Street and the River Kennet.

The Application Site, known as the Kennet Centre, is located just South of the River Kennet, and comprises a dated shopping centre, the Vue Cinema and the Kennet Centre Multi-storey Car Park. The site is defined by Bartholomew Street to the West, Cheap Street to the East and Market Street to the South. The site also benefits from fronting onto part of Market Place.

Transport Links.

The site is a 2 min walk to Newbury Train Station, located to the South of the site. The site also has the benefit of easy access to the shopping area to the North and the public parks to the North-east and North-west. The local facilities are detailed in latter pages.

The Site also benefits from bus stops located on Market Street to the South and Cheap Street to the East and is within a 5 minute walk of the town's bus station.

The Town Centre location of the Application Site offers local and convenient access to all the facilities the Town has to offer, from shopping, education, worship, employment and recreation as well as easy access to major infrastructure links.

Newbury benefits from easy access onto the M4 leading to large towns such as Swindon, Reading and London. The town also benefits from easy access onto the A34 and A339 leading to Winchester, Southampton, Oxford and Basingstoke.



Figure 2.3: Location of Newbury within Berkshire.

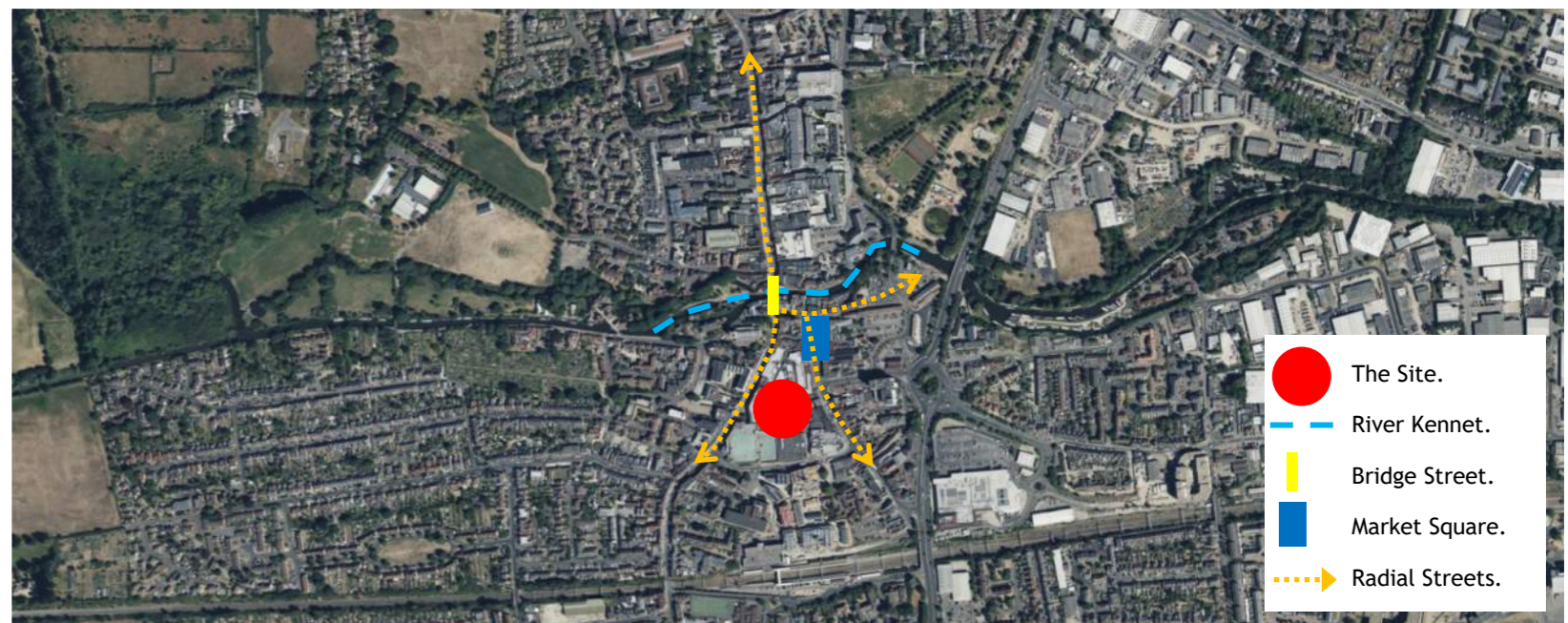


Figure 2.4: The Application Site and immediate Town context.

- The Site.
- River Kennet.
- Bridge Street.
- Market Square.
- - - Radial Streets.



Figure 2.4.1: Existing development block.

Existing Benefits & Disbenefits.

The site and the immediate locale serve Newbury in the following way;

- Provides an indoor pedestrian connection linking Bartholomew Street to Cheap Street and Market Street.
- Provides a strong perimeter block of built form that defines the street corridor.
- Provides shopping and hospitality opportunities.
- Provides employment opportunities.

Conversely, the site and immediate locale fail to serve Newbury in the following way;

- The indoor pedestrian connection is only open during retail shopping hours. Due to the current retail climate, the indoor connection is unattractive for visitors and retail operators due to lack of shop occupancy and lack of pedestrian footfall.
- The perimeter block is dated architecturally, of a post war vernacular and very much of its time. This creates vast amounts of blank walls with little opportunity to address the street-scene.
- The Kennet Centre is 'of its time' and is struggling to attract and retain tenants. The hospitality, retail and entertainment in Market Place and North of Bridge Street attract and retain tenants with more success.

Socio-Economic Context.

The Application Site, located just South of the River Kennet, consists predominately of a dated Shopping Centre which contains many vacant units.

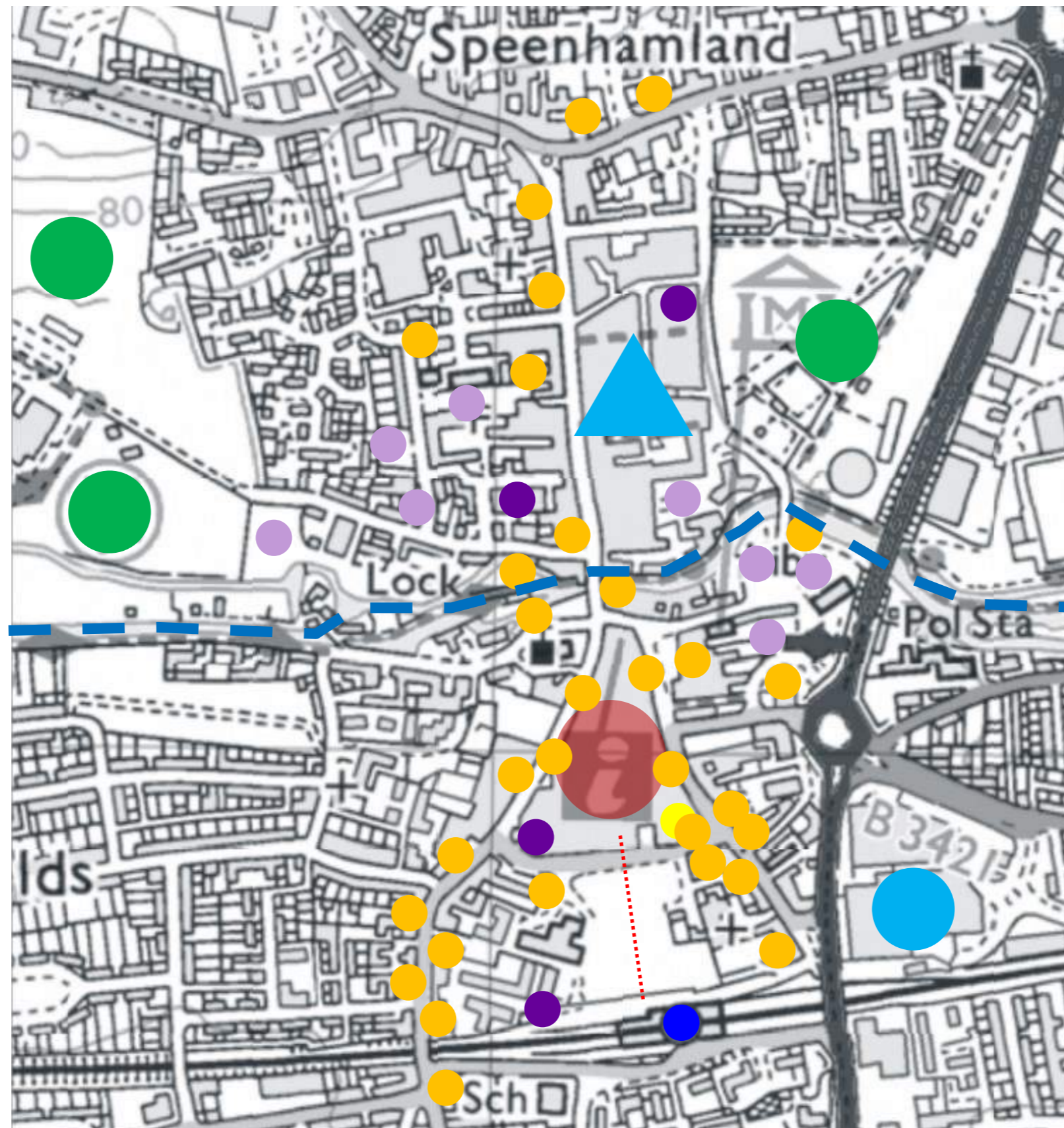


Figure 2.5: Site Location and Surrounding Facilities.

Conservation Area.

The Application Site is wholly located with the Newbury Conservation Area.

The site itself does not contain any listed buildings nor any buildings of local distinction, however, there are listed building adjacent to and adjoining the Application Site.

Listed Buildings - Adjacent to the Application Site.

There are 4 Listed Building that immediately abut the site, these are;

- The Newbury (formally known as the Bricklayers Arms);
- The Catherine Wheel Inn;
- 33 & 34 Cheap Street;
- 21-25 Market Place.

The Historic England description of these properties are listed in the next slides.



Figure 2.6: West Berkshire Conservation Area (denoted by the orange shade).

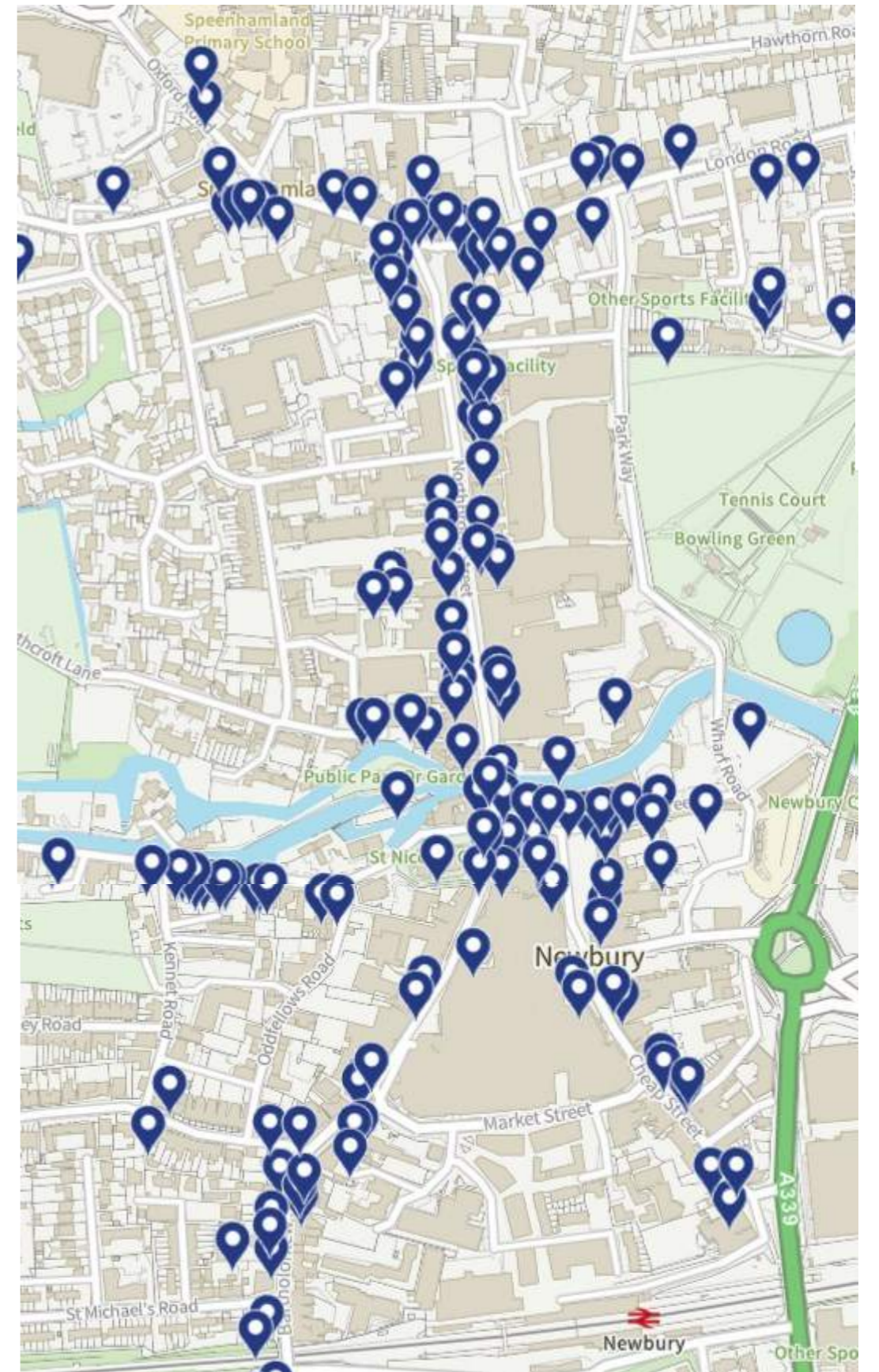


Figure 2.7: Listed Building (tagged) adjacent to the site and in the locale.

(Source: Historic England).

The Newbury.

Grade: II

List Entry Number: 1220000

Located at 137 & 138 Bartholomew Street, The Newbury is listed under its former name, the Bricklayers Arms.

Historic England describe the building as “Early C19 public house. Two storeys. Double fronted with 4 windows. Lower, 2 window extension with carriageway at south end. Main block with hipped tile roof; south extension with slate roof. Multi-coloured stock brick. Plain stucco bands at 1st floor level. Gauged flat red brick arches to recessed sash windows, most with glazing bars; extension with architraves to 1st floor windows. Architrave doorway with console-bracketed pediment.”

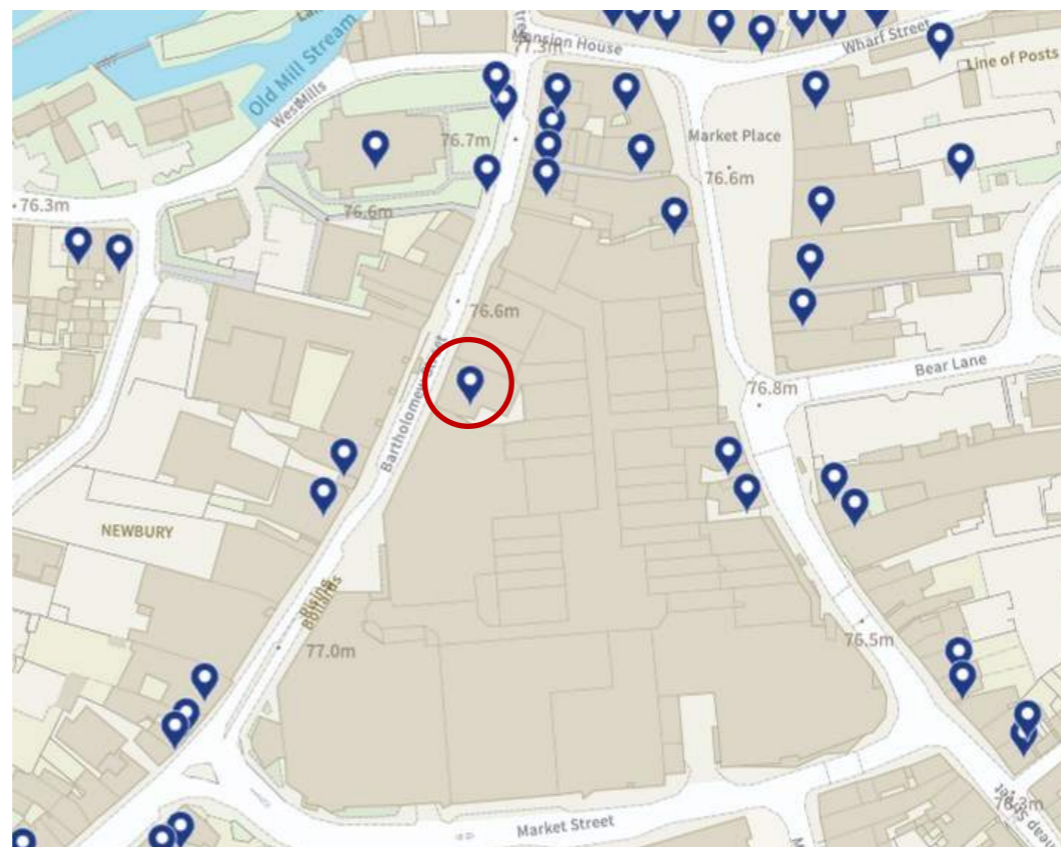


Figure 2.8: Location of The Newbury. (Source: Historic England).



Figure 2.9: The Newbury. (Source: Historic England).

Catherine Wheel Inn.

Grade: II

List Entry Number: 1220926

Located at 38 Cheap Street.

Historic England describe the building as
“Early-mid C19 public house in Tudor style. Two storeys. Three windows. Slate roof with brick stack with 3 decorated flue shafts. Painted brick with ashlar dressings. Crenellated parapet stepped up over inn sign plaque. First floor sill string. Two and 3 light mullioned windows with arched heads and hood molds. Arched doorway at north end with hood mold. Wide carriage entrance at south end.”

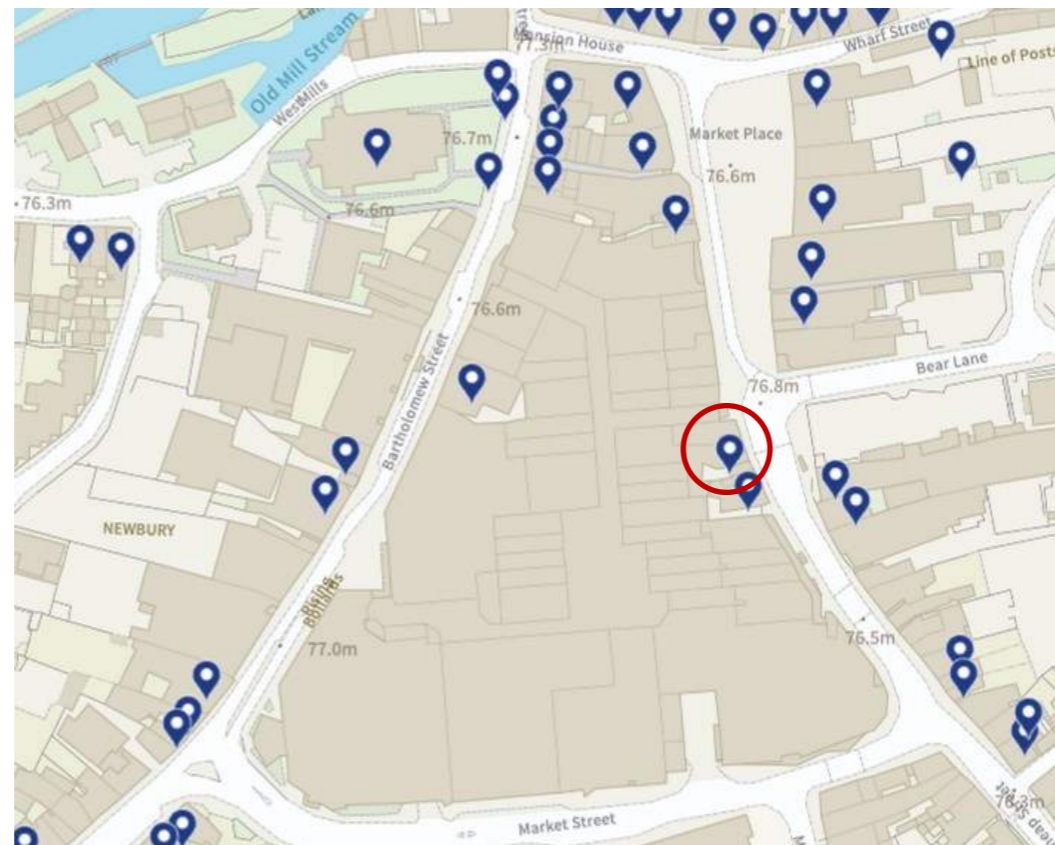


Figure 2.10: Location of the Catherine Wheel Inn. (Source: Historic England).



Figure 2.11: The Catherine Wheel Inn. (Source: Historic England).

33 & 34 Cheap Street.

Grade: II

List Entry Number: 1290757

Historic England describe the building as “Circa 1679 on carved pendants, renovated late C19 and mid C20. Two-and-a-half storeys. Three gabled bays. Tiled roof and tile hung gables with swept verges. Gables with carved bargeboards and drooping finials dated 1679, with the initials “SAM”. Plastered front. Wooden modillion eaves cornice. Three light casement dormers in gables. Three light 1st floor windows with mullions, transoms and glazing bars. Modern shopfronts. The house was formerly the family house of the Mermian family. “SAM” stood for Samuel and Ann Mermian. (Newbury Buildings Past and Present (1973) 19).”

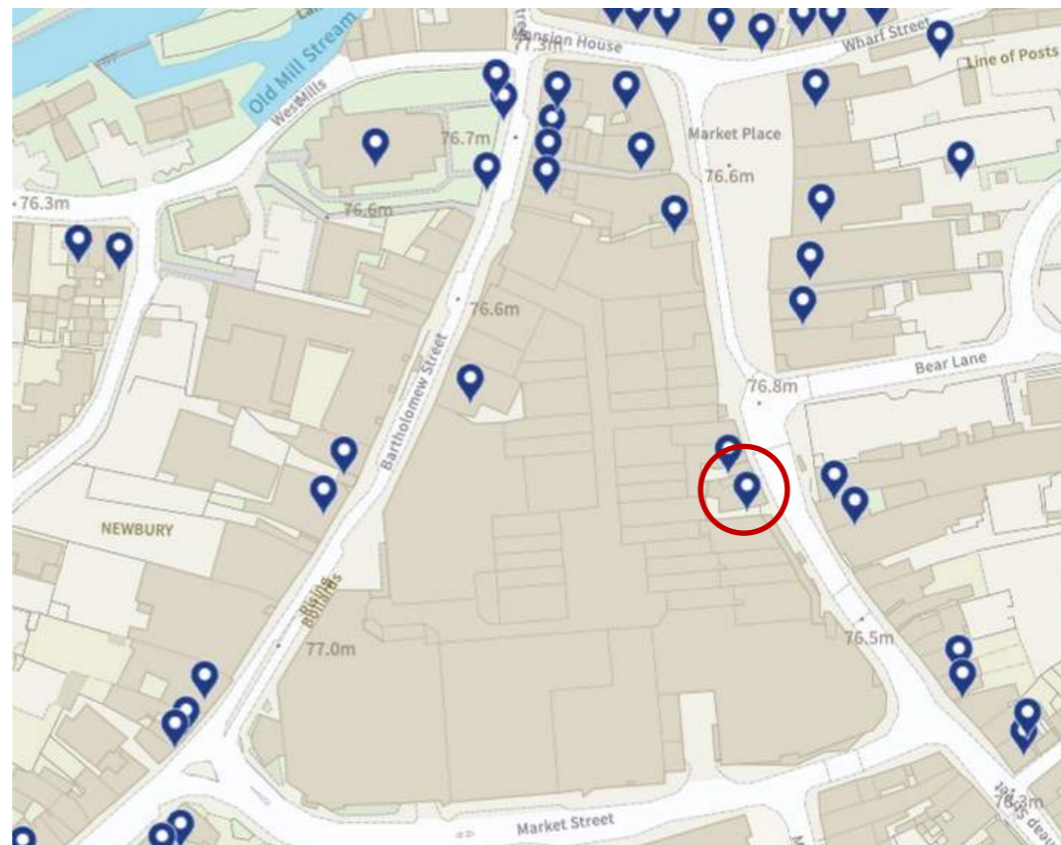


Figure 2.12: Location of 33 & 34 Cheap Street. (Source: Historic England).



Figure 2.13: 33 & 34 Cheap Street. (Source: Historic England).

21-25 Market Place.

Grade: II

List Entry Number: 1210281

Historic England describe the building as “Early C19 reconstruction of older buildings. A lead plaque with date 1681 found in 1970 in restoration at No 25 has been fixed to the Market Place frontage. In 1849, 5 separate buildings, now in 3 occupations. Three storeys. Fenestration: No 21, 3 windows; No 23, 2 windows; No 25, 2 windows with recessed 1 window bay at north end. Stucco front. Hipped Welsh slate roof. Recessed sash windows with glazing bars; 1st floor windows of south bay of No 25 altered; 1st floor of north bay of No 25 with shallow bow window and arched 2nd floor window. Modern shop fronts. Passageway between Nos 21 and 23. At the rear of 21 is a 3 gabled C18 brick wing with some original early C18 sash windows on the ground floor and a molded brick overhang. Tile hung gables with molded wood bargeboards and pendants. Large central chimney stack. (Newbury Buildings. Past and Present (1973), 46).”

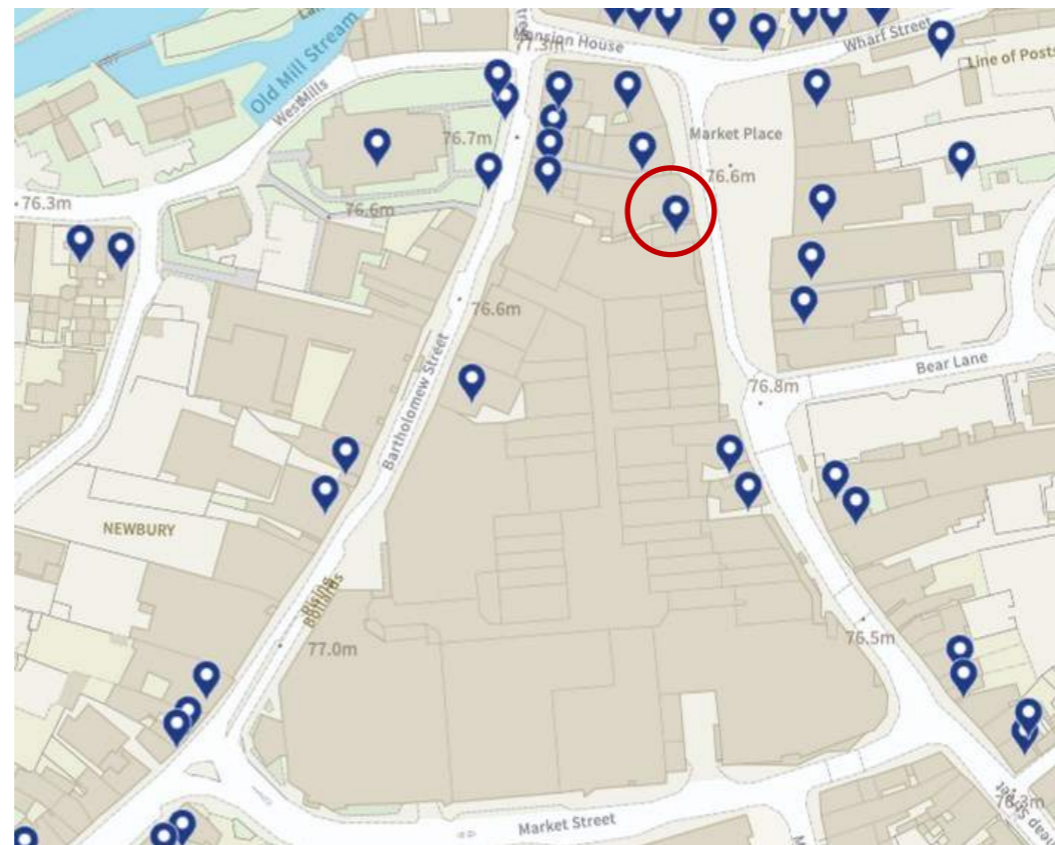


Figure 2.14: Location of 21-25 Market Place. (Source: Historic England).



Figure 2.15: 21-25 Market Place. (Source: Historic England).

Other Listed Buildings located close to the site, include;

- 16 Bartholomew Street;
- 17 Bartholomew Street;
- Newbury Post Office (Cheap Street);
- 41 Cheap Street;
- 48 Cheap Street;
- The Elephant at the Market (Market Square);
- Corn Exchange (Market Square);
- The Hatchet (Market Square).



Figure 2.16: 16 Bartholomew Street.
(Source: Historic England).



Figure 2.17: 17 Bartholomew Street.
(Source: Historic England).



Figure 2.19: 41 Cheap Street.
(Source: Historic England).



Figure 2.20: Newbury Post Office.
(Source: Historic England).



Figure 2.21: 48 Cheap Street.
(Source: Historic England).



Figure 2.22: The Elephant At the Market.
(Source: Historic England).



Figure 2.23: The Hatchet Inn.
(Source: Historic England).



Figure 2.24: Corn Exchange.
(Source: Historic England).

There are other notable listed buildings, namely the Grade I Listed Building, the Parish Church of St Nicolas and the landmark Grade II Listed Building, the Town Hall & Municipal Buildings.



Figure 2.25: Parish Church of St Nicolas. (Source: Historic England).



Figure 2.26: Town Hall & Municipal Buildings. (Source: Historic England).

While there are numerous other Listed Buildings in Newbury Town Centre, the design team took particular interest in the following buildings that assisted in the formation of spaces that informed the proposed scheme design.

Of particular note where the following;

- 149 Bartholomew Street, 150 & 151 Bartholomew Street, 21-25 Market Place and 27 Market Place.

The listed buildings define the entrance to/ from and the setting out of The Arcade. A charming and pleasant passageway between ground floor shop fronts along with first and second floor residential accommodation.



Figure 2.27: Passageway entrance from Market Place.



Figure 2.28: 149, 15 & 151 Bartholomew Street create the tight passageway entrance into The Arcade (formally Church Court).



Figure 2.29: Rear off 21-25 Market Place create the narrow shopping and passageway known as The Arcade (formally Church Court) linking Bartholomew Street to Market Place.

- 4 Northcroft Lane and 102-103 Northbrook Street, and the former stables (Figures 2.30 & 2.31).

This narrow passageway is formed along the position of 102-103 Northcroft Street and the adjacent dwelling to the North and 4 Northcroft Lane and the opposing stables.

The Passageway is used as a throughfare for pedestrian traffic. It has a residential façade on the Northern side of the Passageway and a utilitarian character on the Southern side.



Figure 2.30: 102-103 Northbrook Street (left) and adj. building define the tapered access.



Figure 2.31: No. 4 Northcroft Lane (Left hand side) and the former Stables (right hand side) are at the widest part of this passageway which tapers to a narrower opening on Northbrook Street (in the distance).

- 80 Northbrook Street, 2, 3 & 6 Cromwell Place and 7-12 Cromwell Place Figures 2.32-2.34).

The below-left (fig. 2.34) dwellings form Cromwell Place. A narrow pedestrian link from Northbrook Street to West Street. The Passageway entrance off Northbrook Street is formed by an unsympathetic covered gap that abuts the Listed 80 Northbrook Street. The dwellings along Cromwell Place directly face onto one another with a strong building line and a regular fenestration pattern.



Figure 2.32: 80 Northbrook Street with passageway entrance to the left.



Figure 2.33: The use of semi-reflective glass is noticeable, which assists with privacy given the close proximity of threshold curtilage.



Figure 2.34: 2, 3 & 6 Cromwell Place (left) directly overlook the opposing dwellings, 7-12 Cromwell Place, and pedestrian link. Collectively, they building lines create a long, linear route linked on place to another.

- 17 The Broadway, 19 The Broadway and 21 & 23 The Broadway (figures 2.35-2.36.2).

The listed building on The Broadway along with the early 19th Century dwellings/shops to the rear create a tight, intimate passageway. While currently in the need of repair and maintenance, this court presents a distinct character and charm.

As can be seen in figures 2.35, the boundary location immediately opposite the buildings to the rear, which now has a degree of openness in the form of low wall and railings onto a car park where the historic façade of the opposing building (i.e. on the alignment of the current dwarf wall with railing) would have been. This is further evidenced in the c.1890's Map and discussed in the later sections of this document.



The existing boundary wall (highlighted), overgrown in this picture, defines the width of the passageway.

The existing boundary wall (highlighted), viewed from the Northern entrance of the car park off Oxford Street. The Yellow building is part of Saddler's Court.



An extract from the c.1880's map highlights, in blue, the extent of built form that historically formed the space. The historic building line to the Northern side of the space is now defined by the modern wall (highlighted pink opposite).

Using this wall, one can experience how intimate the space is and how it would have once been even more so historically. A unique character.

Figure 2.35: The above images illustrate the existing and historic narrowness of Saddler's Court, which creates a unique and interesting character to this part of Newbury.



Figure 2.36.1: The narrow covered pedestrian access to Saddler's Court with the Listed Building, 19 The Broadway on the left and the Listed 1 & 23 The Broadway on the right.



Figure 2.36.2: Located to the rear off 19, 21 & 23 The Broadway, and the space defined by them, is Saddler's Court. One can see the dwellings/shops, most of which appears to be in its original aesthetic, in a linear form and the intimacy of the space by way of the opposing boundary, which was once a building before being demolished for a car park.

- 4 Oxford Street, 26 The Broadway, 24 The Broadway & Associated Outbuilding (former Adnams Brewery).

A generous courtyard is formed behind the narrow carriage arch on Oxford Street.

To the rear of No's 4 Oxford Street and 24 The Broadway are Outbuildings that were once part of Adnams Brewery. These Outbuildings form a generous courtyard that contains serviced apartments along both flanks and a raised planting bed in the centre.



Figure 2.37: 4 Oxford Street, which contains the carriage arch to the left, 26 The Broadway (Legends) and 24 The Broadway (Gurkha Chef) are the Listed Buildings that form the entrance to and the courtyard space to the rear.



Figure 2.38: Outbuildings to the r/o 24 The Broadway (former Adnams Brewery) are on the left hand side with the outbuildings to the r/o 4 Oxford Street on the right frame the linear courtyard space.



Figure 2.39: Outbuildings to the r/o 24 The Broadway (former Adnams Brewery) for the Eastern flank of the courtyard space, which has raised planters within it to break up the space.

Conservation Area Appraisal.

Historic Settlement.

The Draft document recognises that the Application Site formed part of the historic settlement which can be seen in NTCAAMP Figure 5: John Willis Map of 1768.

The NTCAAMP states that the most significant changes within the historic settlement occurred in the 20th and 21st Centuries following the decline in manufacturing, relocating Plenty's Works outside of the historic core in 1965. Plenty's was located upon the Application Site prior to relocating in 1965.

The NTCAAMP concludes that the "...The biggest single change to Newbury Town Centre came from the redevelopment of much of the triangle of land between Bartholomew Street, Cheap Street and Market Street. Work started on the Kennet shopping centre in the late 1960s, utilising the space where Plenty's Works had been as well as the backyards of former burgage plots; many historic buildings were also demolished to create a mall which opened in 1972. A second phase in 1985 expanded the shops further to the north and Phase III created a supermarket over part of a bus station, and a department store which stretched to Bartholomew Street." (pg. 34), .

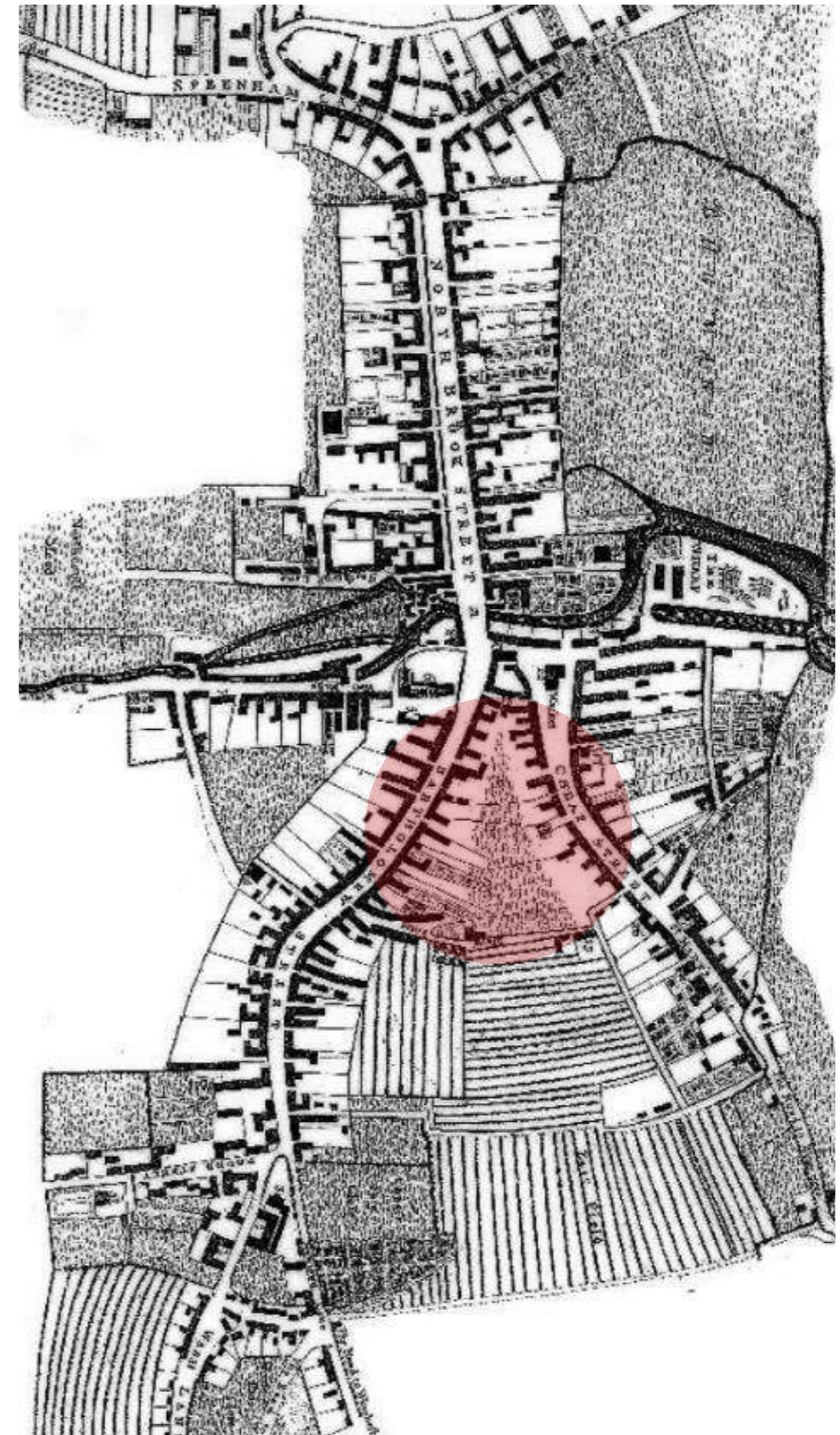


Figure 2.40: NTCAAMP Figure 5: John Willis Map of 1768.

West Berkshire Council published the 'Newbury Town Centre Conservation Area Appraisal and Management Plan (NTCAAMP)' in December 2021 for consultation, it is yet to be adopted.

Layout & Street Pattern.

The street pattern of Newbury town centre retains its basic medieval route structure. The street layout of the town is reflective of the historic function as a place of mercantile trade. The wide streets and open spaces that once held markets, Northbrook Street and Market Place, remain the main shopping routes today. (Source: NTCAAMP para. 7.4).

Plot Pattern.

Save for the Application Site, the majority of the Town Centre Conservation Area retains its historic form. Typically, the form is of narrow burgage plots extending back from the main throughfare. "The narrowness of the plots is discernable from the streetscape, where buildings of a variety of styles and ages abut against one another". (Source: NTCAAMP para. 7.6).

"The depth of the plots is only perceptible in some instances, where there are gaps between buildings in the form of narrow alleyways or small streets leading away from main streets." (Source: NTCAAMP para. 7.6).

"Glimpsed views down winding passageways are a charming and distinctive characteristic of the Newbury Town Centre Conservation Area and provide a strong connection with the past."

This plot pattern characteristic has been wholly lost as can be seen when comparing the c.1880's and Current Maps (see figures 2.43 & 2.43.1).



Figure 2.41: Eight Bells Arcade, off Bartholomew Street - glimpsed views of the curved alleyways beyond.



Figure 2.42: View down the winding passageway west of Northcroft Lane towards Northbrook Street.

Source: NTCAAMP.



Figure 2.43: Historic Map from c.1880. The Site indicated indicatively in red.

Public Realm.

The town only has a few locations where openness is experienced, Victoria Park to the east of the town and Market Place, a large square framed by shops and municipal buildings, adjacent to the Application Site.

Market Place is a large square framed by shops and municipal buildings.

The NTCAAMP (para. 7.11) cites that... *“Newbury’s historic market spaces have been retained and now provide important areas of public realm for the town. Market Place... ..is a wide, open area. The fan-shaped cobbled setts in the square reference the history of Market Place... .. The square is utilised at times by the businesses on the square, particularly restaurants and bars that spill out onto the street allowing for alfresco dining, which creates a positive atmosphere. “*

Market Place, Bartholomew Street, Bridge Street, Mansion House Street and Northbrook Street all benefit from traffic calming measures. The measures restrict motorised vehicular traffic to outside of daytime hours only (before 10am and after 5pm) save for the Southern extent of Bartholomew Street which provides access to the Kennet Centre Multi-Storey Car Park.

The traffic calming measures are enhanced by the level surfaces across the road and pavements, encouraging the sharing of the space(s) as throughfares. The shared space is defined with red brick road surfacing and widened footpaths along Bartholomew Street - adjacent to the Application Site.

The surfacing in Market Place combines red brick road, large paving slabs and setts laid in a fan pattern all across a level surface.



Figure 2.44: Mansion House Street & Bartholomew Street (north) offer wider pavements for street furniture and teh possibility for spill.



Figure 2.45: Bartholomew Street (North) offers wider pavements and traffic restrictions which allow for a more attractive street environment for spill.



Figure 2.46: Bartholomew Street (South) has narrow pavements, some traffic restrictions and access to the Car Park which creates a different character and environment form the Northern extent of Bartholomew Street.



Figure 2.47: Bridge Street leading to Northbrook Street has wide pavements, tree planting and attractive street furniture offering a pedestrian dominated street with space to spill. This area is discernably busier and a more pleasant shopping zone than Bartholomew Street (South).



Figure 2.48: Continuing from above, Northbrook Street (North) has wide pavements, tree planting and street furniture offering great pedestrian and shopper amenity.

Places, Yards & Passageways.

The NTCAAMP also recognises that Newbury has numerous passageways, which vary in townscape quality.

“Some passages have very positive public realm, such as Weavers Walk, which has outdoor planting, seating, and street furniture. Similarly, Saddler’s Court is also of high townscape quality with its York Stone paving, greenery and attractive cottage entrances. Passages without such a strong public realm offering include part of the passage connecting Pembroke Road and Northbrook Street and Bolton Place. These both ought to be considered ‘public realm’ but they are of lesser townscape quality, devoid of any street furniture, have poor-quality street facing and both have been co-opted by other uses (bin storage and car parking).” Source: NTCAAMP para. 7.17).

The NTCAAMP cites Inch’s Yard as a further area with a positive public realm. This area contains *“...small-scale historic buildings that are set-back from the main street. The space is complemented by Victorian-style lampposts and a café with outdoor seating... ..also demarcated with raised beds separating it from Market Street.”* Source: NTCAAMP para. 7.15).

The public realm at Inch’s Yard contains historic-style street furniture, including lampposts and bollards, café seating that spills out into the courtyard creating an attractive amenity space within the public realm.



Figure 2.49: Two views of Inch’s Yard (Source: NTCAAMP).

Trees & Greenery.

Save for its public parks, the Town Centre does not have extensive greenery as a consequence of the tightly-knit historic urban fabric and route network. However, there are urban areas that benefit from trees that contribute positively to the public realm, such as the semi-mature trees in Market Square, along Northbrook Street and the church yard planting along the Northern extent of Bartholomew Street.

A further landscape feature of note within the Conservation Area is the use of raised planters, particularly within the yards and (wider) passageways. These successfully offer green verticality while also assisting in adding of interest and breaking up the urban environment.



Figure 2.50: Positive public realm with outdoor seating, trees and raised beds. Weavers Walk (Source: NTCAAMP).



Figure 2.51: Market Square. (Source: NTCAAMP).



Figure 2.52: Bartholomew St. and the Church Yard. (Source: NTCAAMP).



Figure 2.53: Northbrook Street. (Source: NTCAAMP).



Figure 2.54: Inch's Yard. (Source: NTCAAMP).

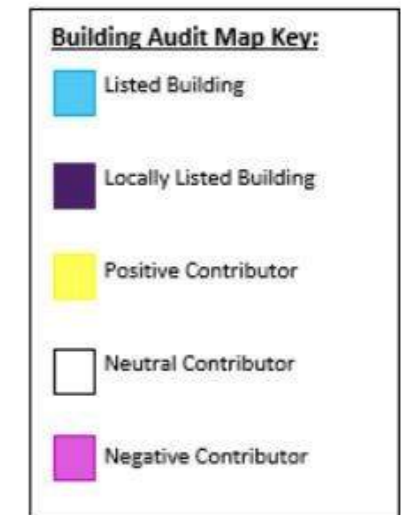
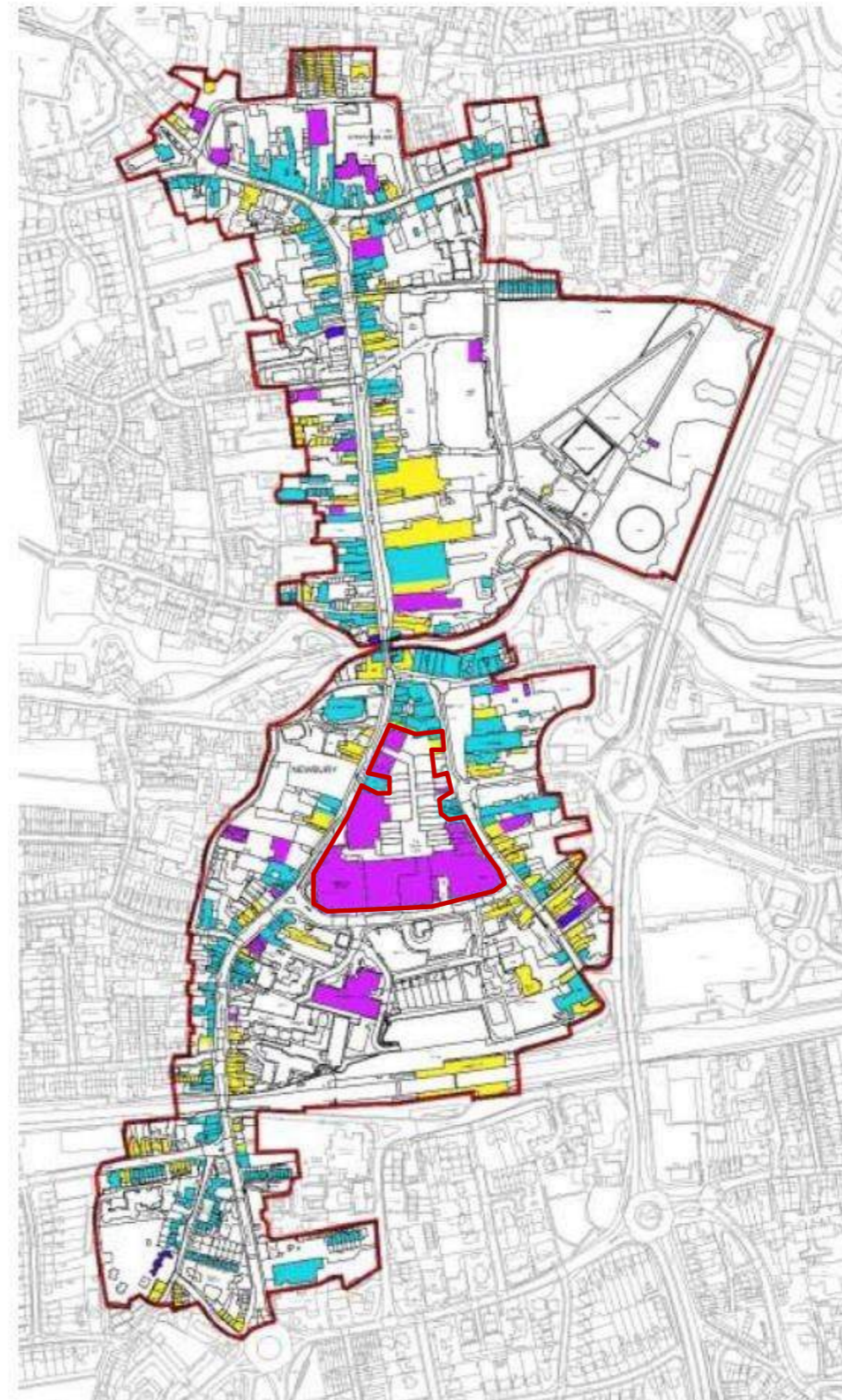


Figure 2.55: Designated Heritage Assets Map. (Source: NTCAAMP)

Figure 2.56: Building Audit Map. (Source: NTCAAMP)

Positive & Negative Contributors.

The NTCAAMP seeks to comply with Para. 190 of the NPPF by setting out a positive strategy for the conservation and enjoyment of the historic environment.

In order to achieve this, the document sets out the Designated Heritage Assets, Positive Contributor's and Neutral Contributor's, and, conversely, seeks to identify those buildings that are Negative Contributor's by way of a Building Audit, please see the above Building Audit Map.

The entire exposed facade of the Kennet Centre is considered to be Negative.

The Application Site does not contain any Listed Buildings - but they do adjoin the site. The surroundings broadly contain mainly Listed Buildings and Positive Contributors, reflective of the character of the Conservation Area.

The perimeter buildings within the Kennet Centre are all identified as Negative Contributors with the exception of No. 17 Market Place (currently ground floor restaurant's with vacant venue above) which is cited as a Positive Contributor. This is disputed by the Applicant's Heritage Consultant, Montagu Evans.



Figure 2.57: Market Street View - The Negative Contributors are all along this street. The Area to be demolished is outlined red.



Figure 2.58: Bartholomew Street View - The buildings outlined red are the Negative Contributors proposed to be demolished as part of the Application.



Figure 2.59: Cheap Street View - The buildings outlined red are the Negative, Neutral and one Positive Contributors proposed to be demolished as part of the Application.



Figure 2.60: Market Square View - The buildings outlined red are as stated in the NTCAAMP, Negative, Neutral and one Positive Contributors proposed to be demolished as part of the Application.

Views.

The NTCAAMP states that “...views within Newbury Town Centre are largely defined by the historic route network, which allows for numerous channeled views.”

The NTCAAMP sets out the ‘near distance’ view corridors within the Conservation Area.

Near Distance Views (NDV's).

The NDV's identified in the NTCAAMP that the Application Site would directly influence are;

- Vista/Wide View 4 (Fig. 2.61).
- Long View 10 (Fig. 2.62).
- Channeled View 15, 16 & 19 (Fig. 2.63-2.66).

Vista/Wide View 4 - Looking SW. Relatively open view with fan-shaped cobbles in the foreground. Buildings on the West of Market Street have low, undulated rooflines with open sky above.

Long View 10 - Looking south from the Clock Tower in the Broadway, provides an understanding of the extent of historic commercial street and the fine grain and regular rhythm of built form. Low-rise buildings create an overall consistently declining roofline that descends towards the vanishing point of the view.

Channeled View 15 - Looking north towards Market Place showing the curve of the historic route and fine grain and regular rhythm of historic buildings, although this is rather marred by the scale and materials on the cinema building.



Figure 2.61: Vista/Wide View 4. (Source: NTCAAMP).

Channeled View 16.1 - Near the Kennet Centre, looking north, inside the Conservation Area. Low-rise buildings create an overall consistently declining roofline that descends towards the vanishing point of the view. The fine grain and regular rhythm of historic buildings notable, with the modern building on the left matching this rhythm.



Figure 2.62: Long View 10. (Source: NTCAAMP).

Channeled View 16.2 - Looking north near Craven Road roundabout, showing the curve of the historic route and fine grain, regular rhythm and low building height of historic buildings.



Figure 2.64: Channeled View 16.1. (Source: NTCAAMP).



Figure 2.65: Channeled View 16.2. (Source: NTCAAMP).

Channeled View 19 - Looking south down Bartholomew Street, from the crest of Newbury Bridge, showing the curve of the historic route and fine grain and regular rhythm of historic buildings.



Figure 2.63: Channeled View 15. (Source: NTCAAMP).



Figure 2.66: Channeled View 19. (Source: NTCAAMP).

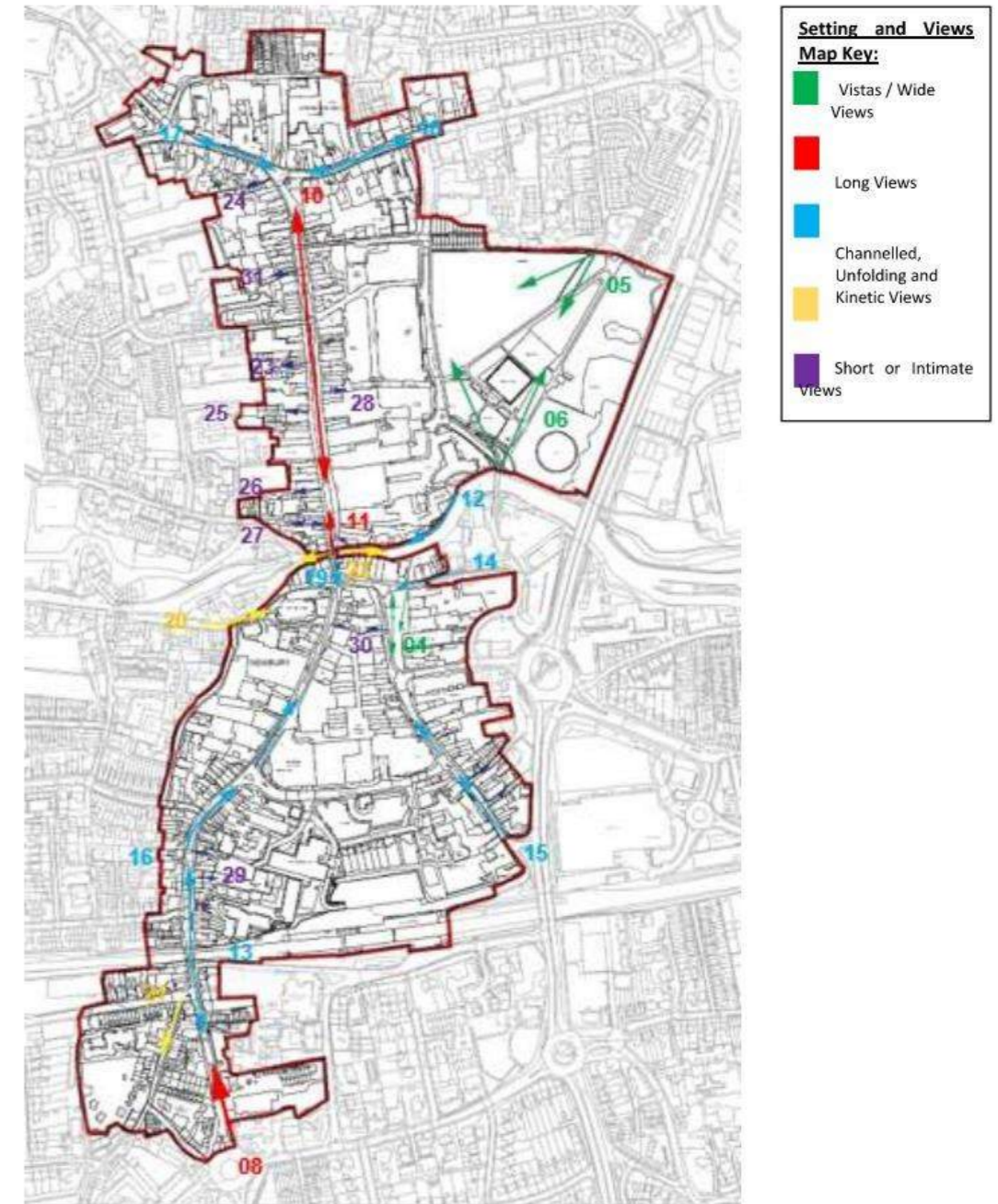


Figure 2.67: Near Distance Views form inside the Conservation Area. (Source: NTCAAMP).

While not directly influenced by nor affecting the Application Site, the NTCAAMP also discusses 'Glimpsed Views', which are an important characteristic of the Conservation Area.

Glimpsed Views.

The NTCAAMP cites that "...there are numerous opportunities for small glimpses into the intimate passageways which run off the main route network in the narrow spaces between buildings or passing underneath archways or over carriageways. These lead into courtyards behind the main thoroughfares or link up with other routes..."

The Passageway linking Northcroft Lane to the West of Northbrook Street is described in the NTCAAMP as "...charming and characterful".



Figure 2.68: Weavers Walk - Northcroft Lane to the West of Northbrook Street. (Source: NTCAAMP).



Figure 2.69: Eight Bells Arcade - From Bartholomew Street looking east, provides a sense of the deep plot pattern, undulating route network. Historic fabric visible beyond. (Source: NTCAAMP).



Figure 2.70: Saddlers Court - From Northbrook Street looking west, rich historic fabric is visible. (Source: NTCAAMP).



Figure 2.71: Northcroft Lane - Inside the Conservation Area. From Northbrook Street looking west, provides a sense of the deep plot pattern, undulating route network, with historic fabric is visible. (Source: NTCAAMP).



Figure 2.72: Northcroft Lane - Inside the Conservation Area. From Northbrook Street looking west, provides a sense of the deep plot pattern, undulating route network, with historic fabric is visible. (Source: NTCAAMP).



Figure 2.73: Marsh Lane - Inside the Conservation Area. From Northbrook Street looking east, provides a sense of the deep plot pattern, historic fabric is visible. (Source: NTCAAMP).



Figure 2.74: From Northbrook Street looking east, inside the Conservation Area. Provides an understanding of the conservation area setting. (Source: NTCAAMP).



Figure 2.75: The Arcade - From Market Place looking West, inside the Conservation Area. Provides a sense of the deep plot pattern and undulating route network. Historic fabric visible beyond. (Source: NTCAAMP).

Urban Grain, Plot Sizes & Street Pattern.

The NTCAAMP cites (para. 11.4) the Kennet Centre as an example of late 20th Century redevelopment that has *"...exploited the large plot sizes to increase density at the expense of historic properties"*.

This has *"...eroded the town's character and has a detrimental impact on the setting of nearby heritage assets."*

Conservation Character Areas & Zones.

The NTCAAMP seeks to manage the Conservation Area by dividing it up into Character Areas and Zones based upon - broadly - the differing uses, building variety, styles, ages and typologies.

The Application Site occupies part of the *Market Place Character Area* and the *Kennet Centre Character Area*.

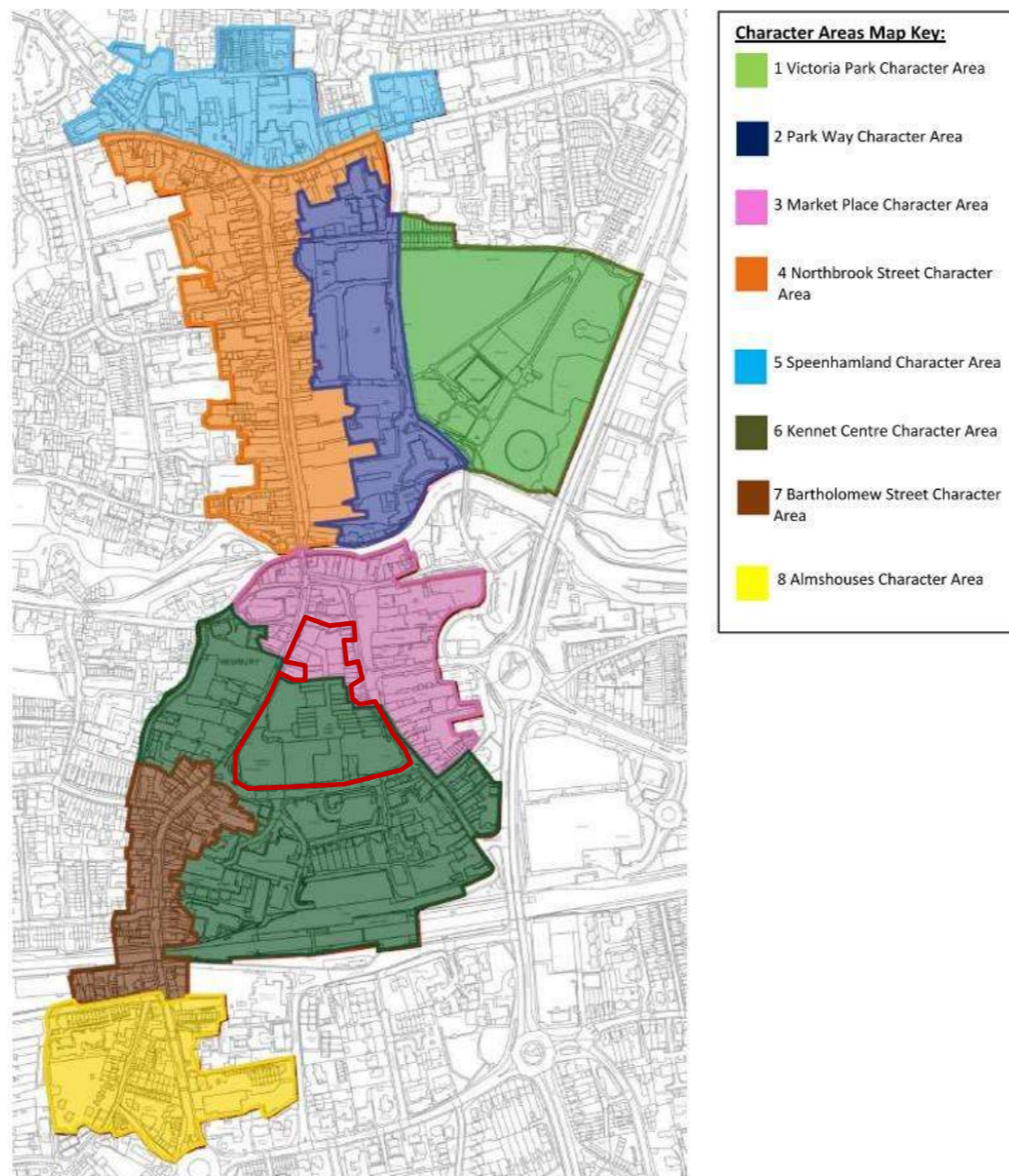


Figure 2.76: Character Areas Map (Source: NTCAAMP).

Market Place Character Area.

The Market Place Character Area is characterised by:

- The juxtaposition of tightly arranged buildings which open out onto the spacious squares or busy, open thoroughfares.
- At the heart of historic Newbury, between the Wharf and Newbury Bridge.
- Victorian, Georgian and earlier buildings.
- Varied roof forms.
- Tight-knit arrangement of buildings whose heights and widths demonstrate how plots were developed piecemeal.
- Organic and medieval pattern.
- Overwhelmingly urban character.
- Varying Townscape.
- Higher quality Townscape around Market Square, Mansion House Street & - the North of - Bartholomew Street.
- Lesser Townscape quality on Cheap Street - particularly due to the unsympathetic shop fronts.
- Traffic free Market Place and Mansion House Street improves the public realm.
- Cheap Street is heavy with vehicular traffic rendering the public realm a less desirable place which influences footfall shopping experience, affecting tenancy success.

Source: NTCAAMP.

Kennet Centre Character Area.

The Kennet Centre Character Area is characterised by:

- The largest character area in Newbury.
- The area that has experienced the most amount of change during the 20th Century.
- Three main typologies or building types, late 20th Century development (Kennet Centre, Car Park and Offices); Contemporary Development (Weaver's Yard) and; Fine Grain Historic Buildings (along Cheap Street).
- Character defined by the winding historic route network.
- The Kennet Centre enclosed within the triangular route network. The shopping centre's position in the centre of this *island*.
- All nearby buildings look onto the Kennet Centre, making it a focal point or central hub, which was likely to have been central to its original design.
- The Kennet Centre has been rendered an inappropriate occupant of such a focal location.*
- This is particularly the case on its southern façade, where the Kennet Centre presents an impermeable brick wall to the streetscape.*
- The Townscape in this area is quite new.
- The Kennet Centre's Bartholomew Street and Market Street Elevation are prominent and fail to engage with the streetscape. Impermeable and faceless façade that detracts from the streetscape.

Source: NTCAAMP.

**As high street trends have changed, and shopping centres have gradually lost their attraction, and represents more of an obstacle that needs to be navigated around or through in order to reach the more active parts of the town centre, such as Northbrook Street or Market Place. (Source: NTCAAMP).*



Figure 2.78: Current aerial photo illustrating the observations noted in the NTCAAMP. The monolithic mass that is the Shopping Centre, while it allows for an East-West indoor access connecting Cheap Street with Bartholomew Street, the centre presents an impermeable façade and uninviting public realm with its vast blank facades. Comparing this character to the surroundings, the shopping centre presents an alien character that does not contribute positively to the Conservation Area.

Summary.

Location.

- An established Market Town with excellent transportation links.

Socio-Economic.

- A dated shopping centre containing many vacant stores.
- The majority of the shopping and business activity has migrated North, to Northbrook Street and the Parkway Shopping Centre.

Conservation Area.

- Most significant changes within the historic settlement occurred in the 20th and 21st Century's.
- The biggest single change to Newbury Town Centre came from the redevelopment of much of the triangle of land between Bartholomew Street, Cheap Street and Market Street. Work started on the Kennet shopping centre in 1975.
- The street pattern of Newbury retains its basic medieval route structure.

- Save for the Application Site, the majority of the Town Centre Conservation Area retains its historic form. Typically, the form is of narrow burgage plots extending back from the main throughfare.

- The depth of the plots is only perceptible in some instances, where there are gaps between buildings in the form of narrow alleyways or small streets leading away from main street.

- Glimpsed views down winding passageways are a charming and distinctive characteristic of the Newbury Town Centre Conservation Area and provide a strong connection with the past

- Market Place, Bartholomew Street, Bridge Street, Mansion House Street and Northbrook Street all benefit from traffic calming measures.

- The traffic calming measures are enhanced by the level surfaces across the road and pavements, encouraging the sharing of the space as throughfares.

- Where motorised vehicular traffic is not prohibited, the resulting pavements can be quite narrow and cramped so street furniture and alfresco use is not possible.

- The result - due to the lack of street furniture and spill out onto the street - is that the Southern extent of Bartholomew Street, Market Street and Cheap Street do not create nor retain the same character as the Northern extent of Bartholomew Street, Market Square, Mansion House Street, Bridge Street nor Northbrook Street.

- Newbury has numerous passageways, which vary in townscape quality.

- Some passages have very positive public realm, such as Weavers Walk & Saddler's Court.

- Positive public realm is described as small-scale historic buildings that are set-back from the main street, complimented by historic-style street furniture, including lampposts and bollards, seating that spills out into the courtyard, raised planters creating an attractive amenity space within the public realm.

- There are urban areas that benefit from trees that contribute positively to the public realm.

- A further landscape feature of note within the Conservation Area are the use of raised planters. These successfully offer green verticality while also assisting in adding of interest and breaking up the urban environment.

- The Application Site does not contain any Listed Buildings - but they do adjoin the site - no locally listed buildings and only one positive contributors, opposite the Corn Exchange.

- The Application Site principally contains wholly Negative Contributors along with a couple of Neutral Contributor's.

- There are numerous opportunities for small glances into the intimate passageways which run off the main route network in the narrow spaces between buildings or passing underneath archways or over carriageways. These lead into courtyards behind the main thoroughfares or link up with other routes.

- These passageways can be charming and characterful.

- The Kennet Centre has exploited the large plot sizes to increase density at the expense of historic properties.

- This has eroded the town's character and has a detrimental impact on the setting of nearby heritage assets.

- The juxtaposition of tightly arranged buildings which open out onto the spacious squares or busy, open throughfares.

- Victorian, Georgian and earlier buildings.

- Varied roof forms.

- Tight-knit arrangement of buildings whose heights and widths demonstrate how plots were developed piecemeal.

- Organic and medieval pattern.

- Overwhelmingly urban character.

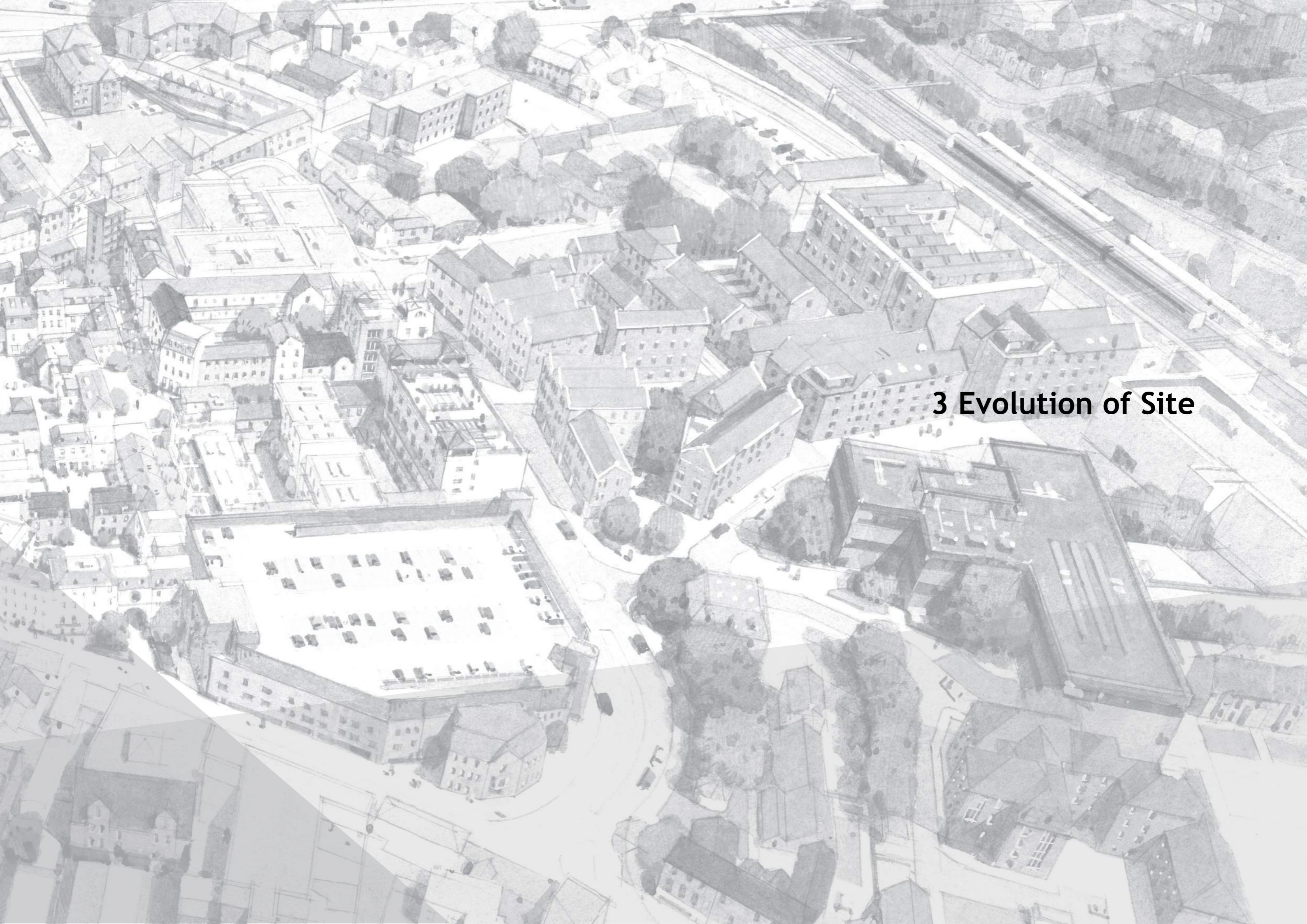
- Varying Townscape.

- The Kennet Centre has been rendered an inappropriate occupant of such a focal location.

- The Kennet Centre's Bartholomew Street and Market Street Elevation are prominent and fail to engage with the streetscape. Impermeable and faceless façade that detracts from the streetscape.



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3 Evolution of Site

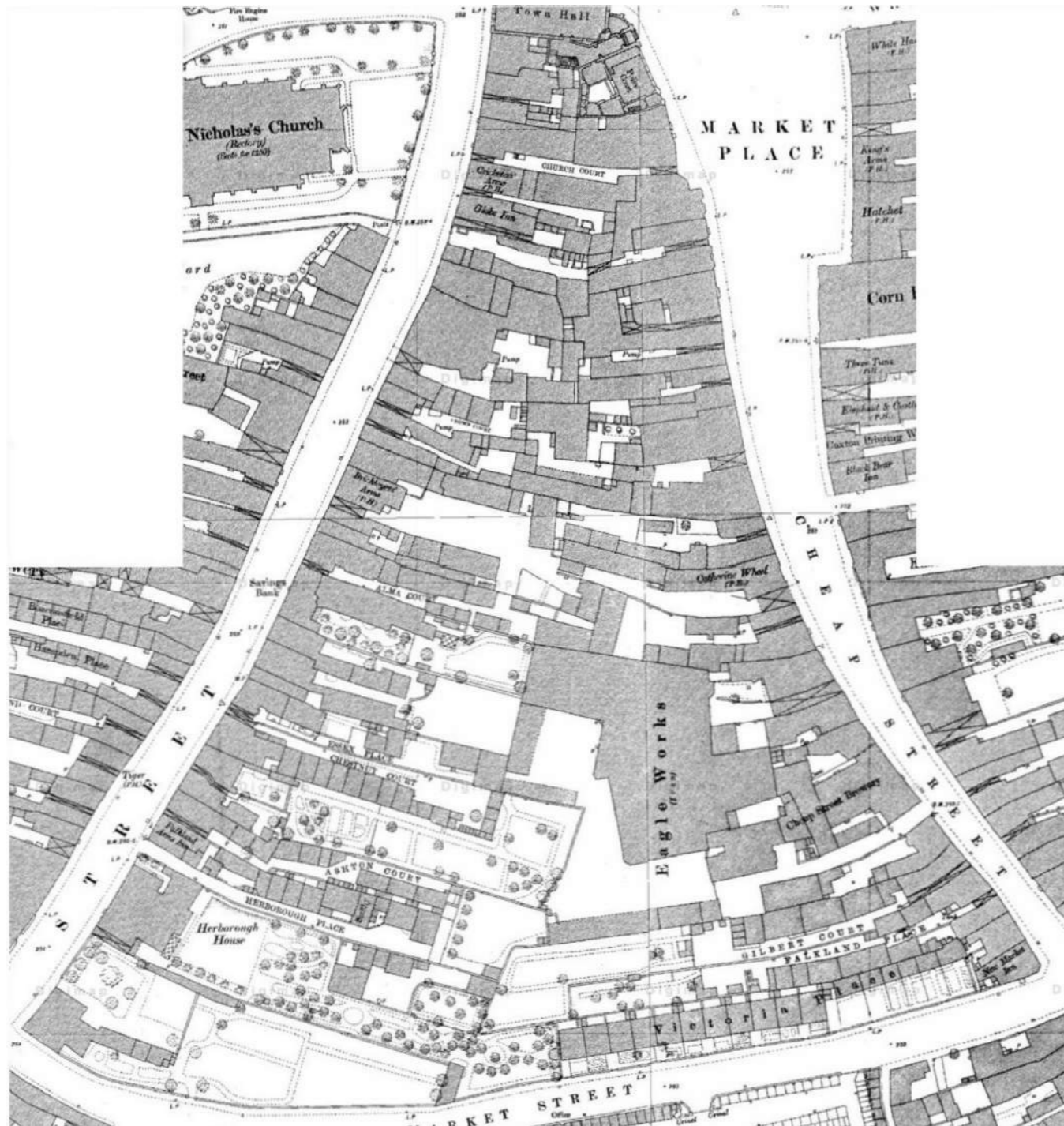


Figure 3.1: Circa 1880's OS/figure-Ground Plan.



Figure 3.2: Current OS/figure-Ground Plan.

3 Evolution of Site

In this section, and in support of the Heritage Statement, the Design & Access Statement describes an illustrative site evolution using early Ordnance Survey mapping and photographs to the current site. The purpose is to articulate and understand the character of the site, in terms of urban grain, scale, and feel prior to the development of the Kennet Centre, as this has greatly influenced the design of the proposal and the narrative behind it.

Evolution of Site (Plans).

The evolution of the site can be observed and articulated using 2D Plans to assess the spatial characteristics and, by using photographs to explore the 3D composition of scale, mass and sense of place characteristics.

Circa 1880's.

Our understanding of the Application Site before the construction of the Kennet Centre was of a thriving area of manufacturing (Plenty's (Eagle) Ironworks), a collection of courts and yards that offered Public Houses, Inns, cottage industries and modest houses within the backland of each plot.

The historic character of the area is evidenced in the late 19th Century to the early 20th Century and are shown in the 1880, 1900, 1911 & 1934 maps (figures 3.3-3.5) Later maps, between c.1934 and c.1945 appear absent of detail - perhaps due to the war efforts - after which, a significant degree of redevelopment took place in the form of the Shopping Centre, Multi-storey Car Park and the Cinema.

While the quality of the mapping images is poor the gradual loss of 'white space' within the Application Site is clear. This is as a consequence of backfill development being undertaken within the burgage plots, gradually increasing the density and mass over time.



Figure 3.3: 1900 OS Map.

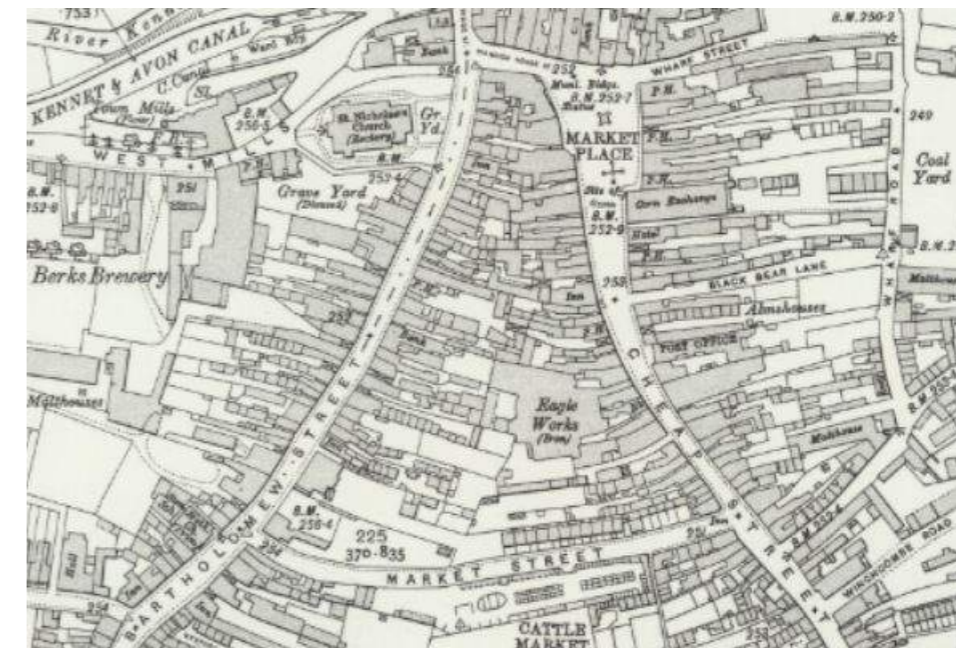


Figure 3.4: 1911 OS Map.



Figure 3.5: 1934 OS Map.

The 1880's Map of the area illustrates the dense characteristics, which are also cited in the NTCAAMP, namely;

- Numerous Carriageway Arches, Ginnels and Passageways leading from the Main Routes into the rear of the plots.
- Greater massing of built form towards the North of the area, dissipating towards the South.
- Opportunity for permeability between Bartholomew Street and Market Place/Cheap Street.
- Tight-knit urban grain formed around the courts & yards.

A further observation of note is the clear East-West axis of the passages, illustrated overleaf.

Legend.

- ■ ■ ■ ■ Denotes permeability.
- ■ ■ ■ ■ Denotes Sensitive (North) to least Sensitive (South) in terms of Conservation Setting and Scale.



Figure 3.3: 1880's Map annotated to illustrate the numerous Carriage Arches, Ginnels and Passageways that offer permeability to the rear of the Plots. Also illustrated is the direction mass dissipation from North to South.

21st Century.

The historic urban grain and character of this area has been entirely lost as a consequence of the Shopping Centre & Car Park and the more recent Cinema.



Figure 3.4: Current aerial image of the Application Site and surrounding context - Cheap Street & Market Place are in the foreground.



Figure 3.5: Current aerial image of the Application Site and surrounding context - Bartholomew Street is in the foreground.

Evolution of Site (Photographic).

A series of early 20th Century aerial photographs of the site capture the built form character of the site prior to the Kennet Centre, Car Park and Cinema.

Circa 1940's and 1950's.

The c.1940's and 1950's photographs show the densely knitted development of the site prior to the development of the Kennet Centre, the character of which echo the description of the wider Conservation Area character cited in the NTCAAMP.

These photographs are in fact comparable to the built form layout illustrated in the c.1880's Map (figure 3.3 above).

The photographs clearly illustrate the following NTCAAMP characteristics;

- Tight-knit built form environment.
- An East-West axis of deep plots served by Carriage Arches, Ginnels and Passageways.
- A transition of high mass to lower mass from North to South.
- Roof forms, differing building typologies, differing scales and orientations.
- Use of Courts and Yards as amenity space.

Legend:

- ■ ■ Illustrative Site Extent.

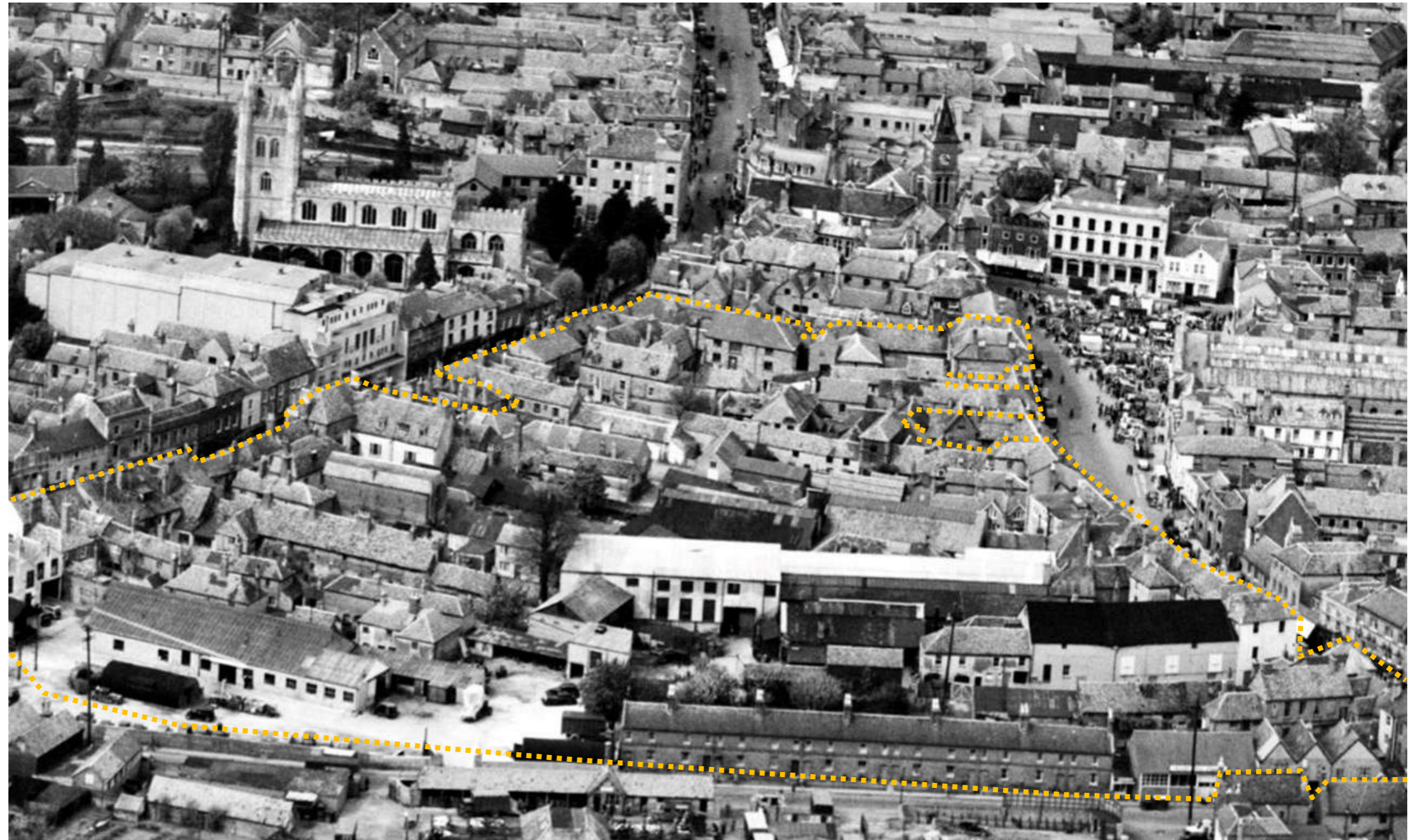


Figure 3.6: c.1940's Aerial Photograph. Illustrates the tight-knit character, varying building scale, typology and juxtaposition of roof forms.

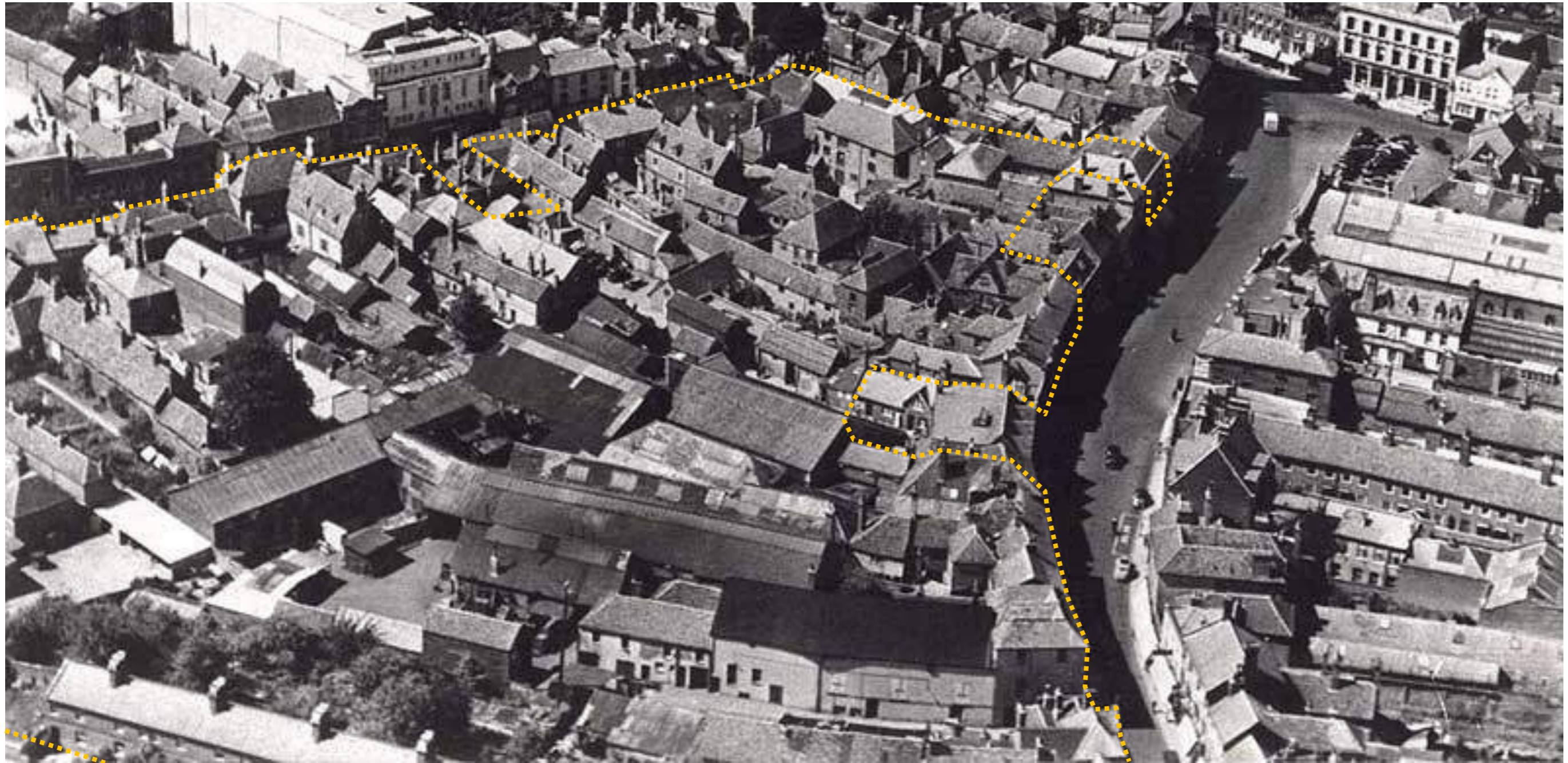


Figure 3.7: c.1950's Aerial Photograph. Little change save for building forms and material around the Eagle Works area.



Figure 3.8: c.1960's Aerial Photograph. Illustrates the demolition of Eagle Works while the area North of the 'vacant space' remains relatively unchanged.



Figure 3.9: 2024 Aerial Photograph. Illustrates the complete loss of historic character replaced with 1970's faceless facades and Contemporary Cinema crowded around isolated retained buildings of note (i.e. the Catherine Wheel and The Newbury).



Figure 3.10: Vine Cottages, Bartholomew Street (demolished).



Figure 3.11: Accommodation Wing behind No. 25 Cheap Street, just before demolition.



Figure 3.12: Kimber's Almshouses, Cheap Street (demolished).



Figure 3.13: c.1940's Photograph. Illustrates the tight-knit built environment within Crown Court - previously off Bartholomew Street between The Bricklayers Arms (now The Newbury) and The Globe Inn.



Figure 3.14: Saddler's Court.



Figure 3.15: Cromwell Place.

The intimacy of the built environment is captured in the c.1940's photograph of Crown Court (figure 3.130>

Crown Court was a yard accessed via a ginnel off Bartholomew Street equidistant between the Globe Inn and the Bricklayers Arms (now The Newbury).

Of particular note is the modest Georgian dwelling that benefits from large sash windows, elevated front doors and brick detailing.

An improved private realm treatment with plant pots, climbers, raised planters, and a bistro table and chair could exceed current standards and provide the space a sense of ownership and worth.

There are many examples of dwellings, mostly now demolished, behind the main buildings along the main routes in proximity to the site. Some of these have been recorded in the 1973 book titled "Newbury Buildings Past and Present" by The Borough Museum of Newbury. Some examples can be found in;

- Church Court (now The Arcade);
- Vine Cottages (behind The Vine, a former Inn) on Bartholomew Street.
- The accommodation wing behind No 25 Cheap Street. The accommodation was accessed via a passageway - where Lord Falkland is said to have stayed.
- Kimber's Almshouses off Cheap Street (now demolished) formerly stood where the vacant land is to the North of the Post Office.

Unfortunately, photographic records of dwellings (and other buildings) - prior to demolition - within the application site are unavailable. However, similar dwellings could be found in the locations formally known as (and noted on the 1880's Map);

- Alam Court;
- Essex Place;
- Chestnut Court;
- Ashton Court;
- Herborough Place;
- Falkland Place, and;
- Gilbert Court.

Other examples of intimate courts and places can still be found within Newbury, Saddler's Court & Cromwell Place are just two of many.

21st Century Re-development.

As has been widely acknowledged and documented within the NTCAAMP, the Kennet Centre offers very little in terms of architectural merit and, due to the lack of active frontage offered, does nothing to create an interesting and vibrant street-scape. It is a Negative Contributor to the Conservation Area.

The shopping centre is now past it's sell-by-date and contains a significant number of vacant units including facing Bartholomew Street, Market Place and Cheap Street.

This can leave the Kennet Centre frontage rather starved of activity with limited opportunity for spill onto the street.

When one is within the street-scape, the majority of people appear to pass through or by the centre as opposed to engage with it. Perhaps its function as a destination is no longer needed nor desired.

The feel of the area, which is now solely for shopping and eating, is perhaps suffering due to the lack of people being drawn to and staying in the location of the Centre. Historically of course, the area would have contained, shops, workshops, a brewery, pubs and Inns and housing. A mixture of uses that would ensure an active environment throughout the day and evening.



Figure 3.16: Early 1900's Photograph of Bartholomew Street. View from North (opposite St Nicholas's Church) looking Southwards) including the Globe Inn and the Bricklayers Arms (now The Newbury).



Figure 3.17: 2024 Photograph of Bartholomew Street. View from North (opposite The Globe Inn looking Southwards) including the Kennet Centre - with recent Contemporary 'face-lift' dominating the Street-scene.

Spatial Study of Existing Examples of Courtyards & Passageways.

Given the above, it is therefore clear that courtyards, places and passageways contribute to the historical character and urban grain of Newbury, the design team have explored the compositions further to help inform future designs to ensure that any proposal is underpinned by and reflective of the historic precedents, yet meets modern design standards and expectations.

The below is a study of some of the existing courtyards and passageways.



Figure 3.18: R/o 4 Oxford Street, 26 & 24 The Broadway - a courtyard formed with Outbuildings.

4 Oxford Street, 26 The Broadway, 24 The Broadway & Associated Outbuilding (former Adnams Brewery).

An office suites occupies The Courtyard.

It is accessed via a Carriage Arch and is set behind 3-4 storey formal Georgian buildings. As a result, the Courtyard is hidden from view along the main through route.

The buildings to the rear are 2-3 storeys in height and contain service accommodation with fenestration overlooking the space. These buildings have a utilitarian quality to them with differing fenestration patterns, casements laid out in an irregular rhythm, arches (bricked up), first floor doors with Juliette balcony and large roof lights.

The courtyard space itself is raised and laid in modern paving slabs. Green verticality has been provided along the centre of the linear space by way of a brick built raised planting bed furnished with shrubs.

This helps to achieve some relief in the built environment and assist with privacy at ground level.



Figure 3.19: Outbuildings to the r/o 24 The Broadway (former Adnams Brewery) are on the left hand side with the outbuildings to the r/o 4 Oxford Street on the right frame the elevated linear courtyard space. In the centre is the raised planting bed.



Figure 3.20: Outbuildings to the r/o 24 The Broadway (former Adnams Brewery) for the Eastern flank of the courtyard space, which has raised planters within it to break up the space.

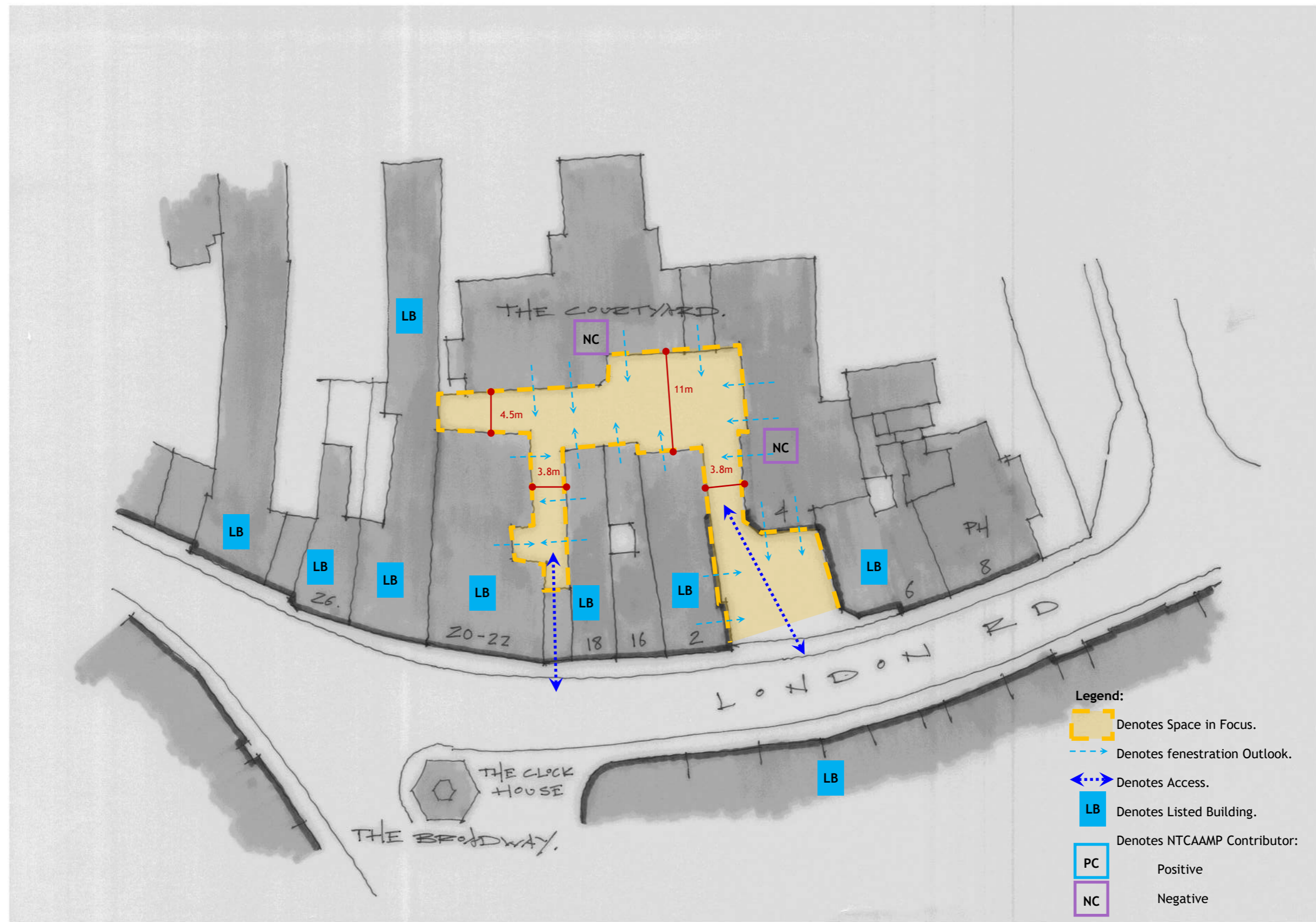


Figure 3.21: The Courtyard off The Broadway/London Road Ordnance Survey.

The Courtyard.

An office suites occupies The Courtyard.

It is accessed via a Carriage Arch to the West and a Passageway to the East and is set behind 3-4 storey formal Georgian buildings. As a result, the Courtyard is hidden from view along the main through route.

The buildings fronting London Road appear to date from the Georgian era, whereas the building to the rear are more modern.

The juxtaposition of the building forms, such as the varying building line, differing roof geometry, building styles and scales give the space interest. Simple landscaping provides some amenity and limited interest at ground level.



Figure 3.22: Narrow Passageway entrance (2.5m–3.8m wide) with large lights on opposing sides overlooking the space.



Figure 3.23: The Courtyard space with modern hard landscaping materials and modest planting inclusive of raised planters.



Figure 3.24: Saddlers Court off The Broadway Ordnance Survey.

Saddler's Court.

While overgrown at the time of writing, Saddlers Court has a quaint and charming character.

The area has been subject to modern re-development to the North and the buildings that were once to the rear of No's 21 and 23 have been demolished to create an area for parking known as Oxford Court.

However, the sense of the intimacy of the space is retained.

The linear Passageway is c.3m and serves a modest number of buildings that, while now appearing vacant, were once dwellings now converted into commercial/office space.

The buildings are brick with plain tile roofs, flat fronted with all bar casement windows. In recent years, each property has been painted a pastel shade.

The buildings do not have any amenity space save for the Passageway itself.



Figure 3.25: 1880's Map with the buildings around Saddler's Court shaded blue.



Figure 3.26: Entrance to Saddler's Court.



Figure 3.27: Photo from the Ginnel looking Westwards along Saddler's Court.



Figure 3.28: Weavers Walk off Northbrook Street Ordnance Survey.

Weavers Walk.

Accessed via a large Passageway, Weavers Walk is a collection of sympathetic modern buildings that sit in place of their historic predecessors.

The dwellings frame a courtyard that is vibrant and animated due to the spill of tables, chairs and the projection of bays and the use of large picture windows.

The space is used for commercial purposes, mostly cafés and coffee shops. Residential and office uses exist on the first floor level.

The courtyard, flanked by low-rise buildings is overlooked and the view terminated by the larger scale feature gable and clock tower. This offers ornamentation and a sense of hierarchy to the space.

All the buildings are red brick with plain tile roof. There is some simple brick detailing at eaves level.

The space has a central walkway defined by drainage channels on either side with a change in surface treatment defining the spill-out space.

The space contains some modest landscaping by way of raised planters, window boxes and hanging baskets.

There is some first floor accommodation accessed via gated metal archways, metal staircases and raised walkways, which add to the character of the space.



Figure 3.30: Weavers Walk Entrance.



Figure 3.29: Weavers Walk metal stair access.



Figure 3.31: Weavers Walk courtyard character.



Figure 3.32: No. 81 Northbrook Street and the Passageway to Cromwell Place. No. 80 (Three) is Listed.

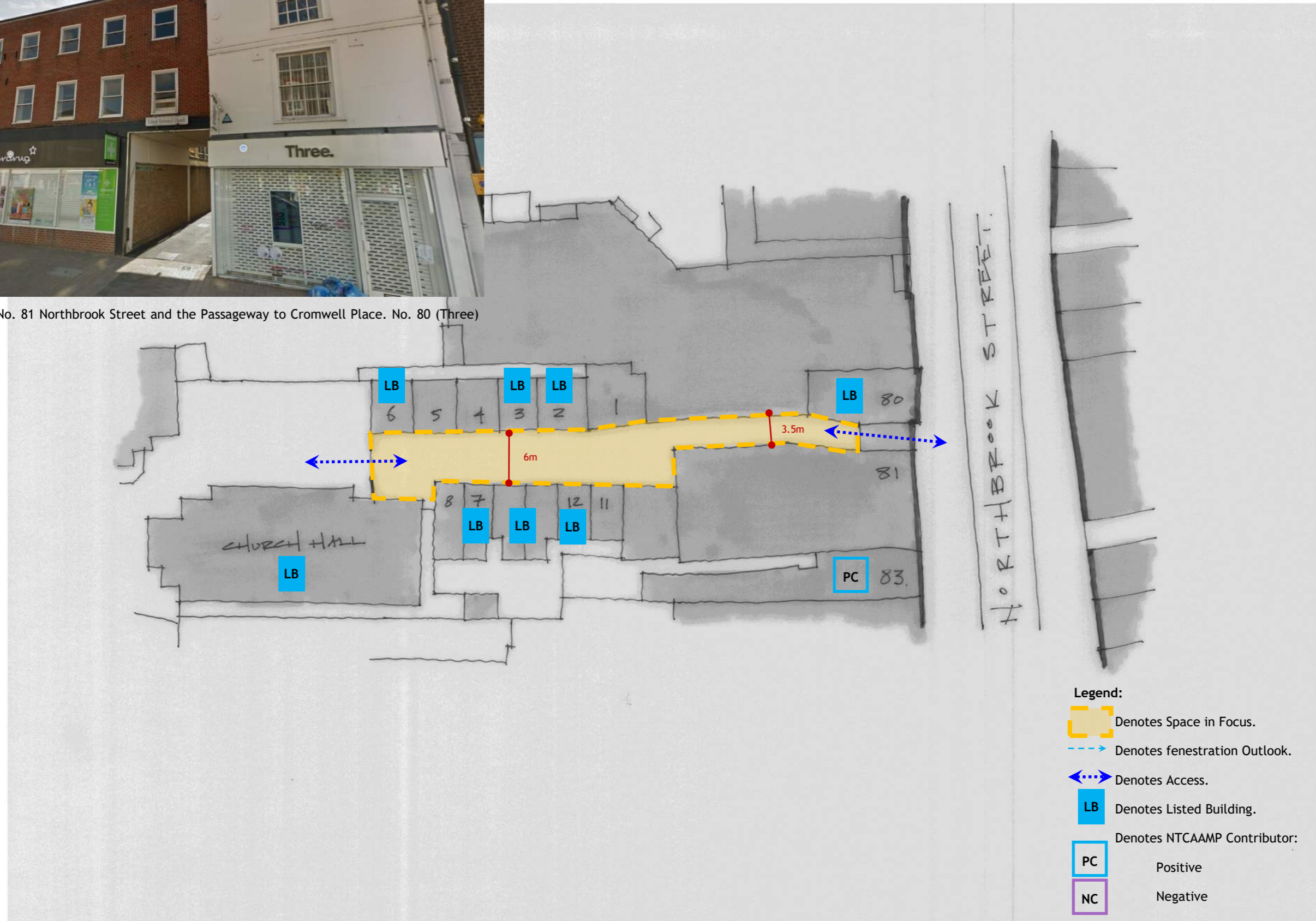


Figure 3.33: Cromwell Place off Northbrook Street Ordnance Survey.

Cromwell Place.

This local area has been the subject of significant redevelopment in recent years. The character of the access via the Passageway off Northbrook Street - while in the same place - is a 21st Century modification and unremarkable, as is the whole of No. 81 (figure 3.32).

The Passageway leading from Northbrook Street is defined by bland flank walls until you reach No's 1 and 11 Cromwell Place. This is when the character changes, becoming more historic.

Cromwell Place offers pedestrian access from Northbrook Street through to West Street (to the West), so it is a well used route.

The hard-standing used is functional, reflecting the through-route nature of the space. As can be seen from the 1880's map below, the Southern dwellings have been extended to the rear - likely to accommodate bathrooms and gardens.

The historic map shows a shallower dwelling with another row of dwellings backing onto them, perhaps sharing a communal amenity space to the rear.

The North facing dwellings remain relatively untouched save for the occasional roof conversion. These dwellings do not benefit from any private amenity - front or rear.



Figure 3.34: 1880's Map with the buildings around Cromwell Place shaded blue.



Figure 3.35: Listed Building with the benefit of a roof conversion and terrace.



Figure 3.36: Listed Building either side of the linear passageway towards the Church Hall.

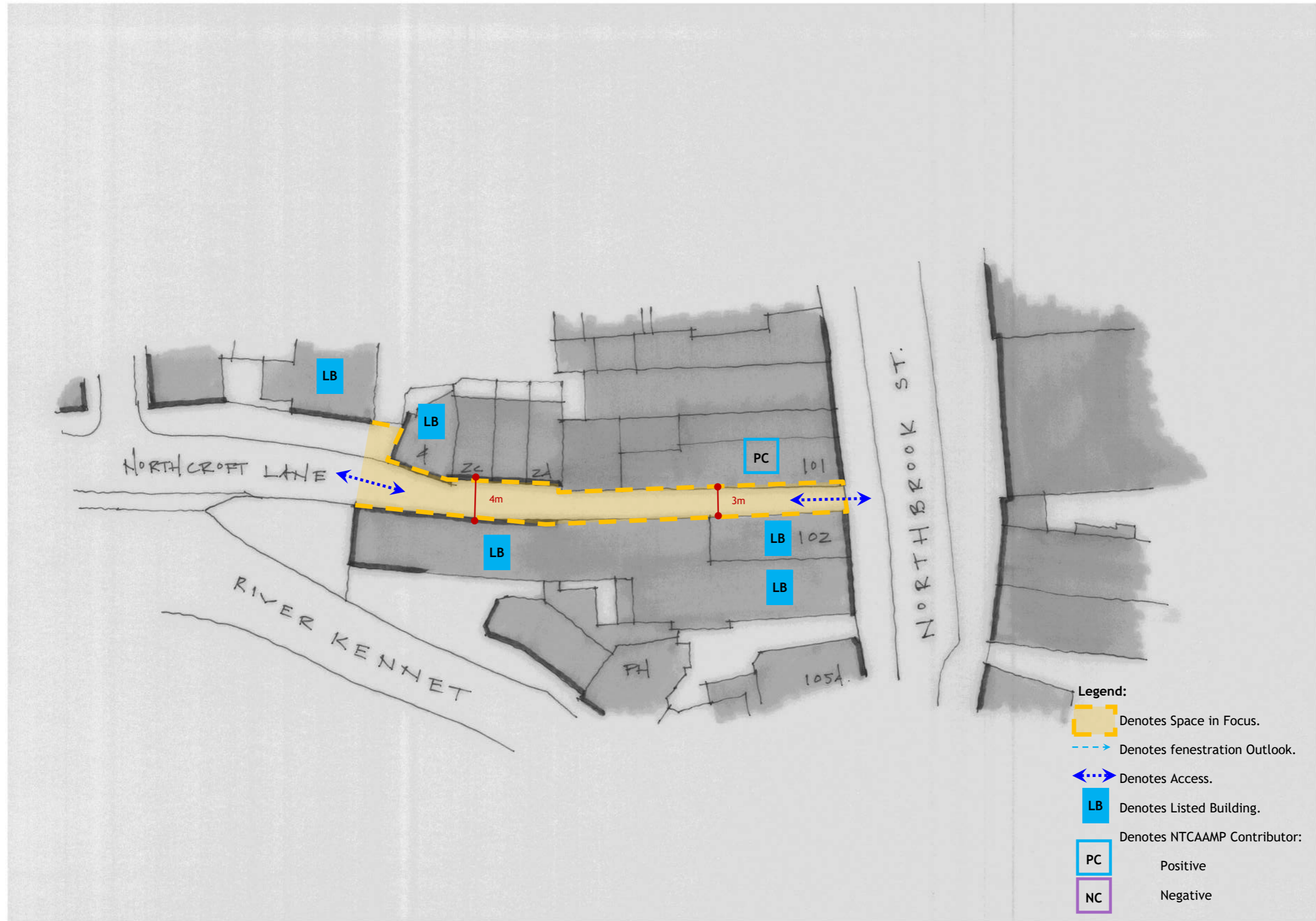


Figure 3.37: Northcroft Lane off Northbrook Street Ordnance Survey.

Northcroft Lane.

This long linear passageway links Northbrook Street with Northcroft Lane via a narrow gap between buildings to the East before widening slightly to the West.

The passageway is defined by the Positive Contributor to the north, 101 Northbrook Street, and the Listed Building to the South, 102 Northbrook Street.

Further to the West, the passageway, is defined by the small cottages , 2A-2C that are Positive Contributors, and the listed Almshouse, 4 Northcroft Lane to the North. Opposite is the linear former stables (now Fullers).

The space does not contain any soft landscaping. The hard-standing is concrete blockwork laid in a herringbone pattern.

The Northern side of the route contains habitable rooms that overlook the space. The dwellings have very small rear yards, generally for storing washing and waste.

The Southern side is utilitarian in character, painted brickwork, with a random collection of windows and doors.

As shown in the historic plan (Figure 3.38) , this space has not changed in form since the 1880's save for the demolition of the built form immediately behind 2A-2C & 4 Northcroft Lane.



Figure 3.39: The r/o 103 Northbrook Street, the former stables, illustrates a traditional collection of materials and a interesting roofscape of diffing storeys, pitches and treatments.



Figure 3.40: High-level windows offer daylighting into the buildings but protect the privacy from the passageway.



Figure 3.38: 1880's Map with the buildings around Northcroft Lane shaded blue.



Figure 3.41: View from the West with the Almshouse to the left and the former stables to the right. A notable feature here is the gothic fenestration on the former and the buttress to the latter.



Figure 3.42: The Arcade off Market Place & Ordnance Survey.

The Arcade.

The Arcade has not changed a great deal over the centuries, retaining its historic character.

Previously (c.1880's) called Church Court, the passageway connects Bartholomew Street to Market Square via a narrow ginnel at either end.

While some redevelopment work has clearly been undertaken along the arcade, primarily converting previous accommodation into apartments, the existing shop fronts still retain their historic form and character through the use of large picture windows, ornamental door surrounds and ornate timber work and panels individualising each shop.

At first floor level, residential accommodation is present along with second floor accommodation in gable forms.

The use of reflective glass can be seen in order to assist with privacy as the passageway is only c.2.8m wide.

However, while the space feels like an intimate environment, it does not feel oppressive or uncomfortable.

The Arcade illustrates that tightly knit spaces, familiar to Newbury, can be very successful and offer a distinct local characteristic that has been lost further South as a result of the Kennet Centre.

As can be witnessed within the photos the amount of daylight that penetrates the space is satisfactory. The luminosity is assisted by the use of light coloured material, buff brick, painted brick, render and a light surface treatment.



Figure 3.44: The Arcade view towards Market Square.



Figure 3.45: The Arcade view towards Market Square and the entrance to residential accommodation.

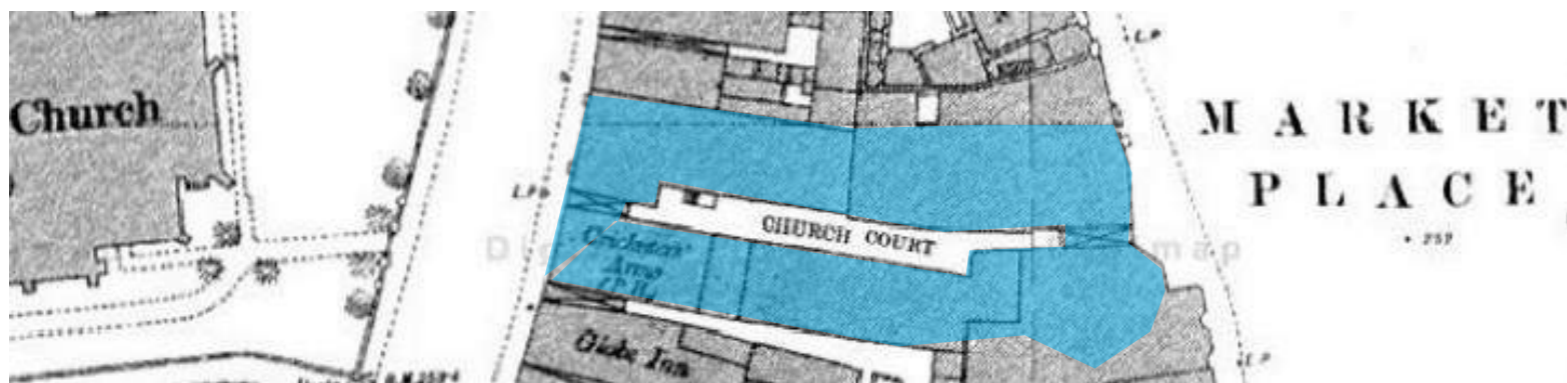


Figure 3.43: The Arcade (formerly known as Church Court), represented on this c.1880's OS Map illustrates that the space has not changed as a consequence of modernisation within the locale.



Figure 3.46: Eight Bells off Bartholomew Street Ordnance Survey.

Eight Bells.

The Eight Bells was once a Public House and is now a shopping arcade with Barbers and Take-aways. The Carriage Arch to the Eight Bells Arcade is 17th Century, timber framed with white render and white painted brick.

The original building form to the rear of the Eight Bells appears to remain as original. However, the buildings to the South have been demolished. It appears, from the 1880's map, shows the Passageway immediately South of the Eight Bells Arcade serving small buildings to the rear of the plot depths, which would have been very interesting to experience.

What is clear from the c.1880's Map though, is the intimacy of these courtyards and passageways.

The Passageway, that links Bartholomew Street to the Eight Bells Pay & Display Car Park to the rear, is defined—on Bartholomew street—by a brick and stone arch. Arches are a typical feature in Newbury when a build-over is not present.



Figure 3.47: 1880's Map of the Eight Bells PH and Courtyards.



Figure 3.48: The rear of the Eight Bells.



Figure 3.49: Eight Bells Carriage Arch and the adjacent Passageway Arch.

Scale.

The historic movement routes through the Town Centre comprise a mix of storey heights, most notably however, the scale of the majority of the built form is 3-storey.

This scale increases in some key locations, such as Mansion House Lane (the Town Hall Clock Tower) and Bridge Street (currently Lloyds Bank).

It should be noted, when we describe the historic storey heights, that while there are usually 3 floors, the height of the ground floors in particular are of Georgian proportions (i.e. greater in height than the modern day conventions). Therefore, the historic built form actually reads more like 4 storeys in height, based on modern storey height standards.

South of the site, a modern development - known as Weavers Yard - has recently been completed that offers 4 storeys, progressing to 5 and 6 storeys as the development progresses Southwards towards the railway station.

To conclude, save for some isolated examples, the principle storey height along the main historic movement routes are predominantly 3 storeys. However, more recent developments have increased the scale in localised areas, such as 'Oddfellows Heights', Oddfellows Road (5 Storeys) and the 'Newbury Telephone Exchange', Bear Lane (7 storeys), and 'Weavers Yard', Market Street (6 storeys).



Figure 3.50: 2024 Aerial Image of Newbury Town Centre. Generally, save for isolated examples, the storey heights increase to the South from the Town Centre.

The application site contains a range of scale.

- The Multi-storey Car Park is up to 4 storeys.
- The Cinema is the equivalent to 4 and 5 storeys.
- The Kennet Shopping Centre is 3 storey along Bartholomew Street. It may have the fenestration of a 2 storey building in places. However, the exaggerated ground floor retail storey heights brings the overall scale of the building to match the surround 3 storey built form.
- The Kennet Shopping Centre is up to 4 storeys.

Mass.

With the construction of the Kennet Multi-Storey Car Park, the Cinema and the Kennet Centre itself, the massing of this part of the Town Centre has changed.

As described earlier in this document, these facilities are alien to the historic character of the Conservation Area.

In order to understand what a typical mass may look like upon the site, we can study the c.1880's map and measure the 'solid to void' ratio. We can then compare that to the current position and use this information to inform the proposed scheme.

1880's Mass.

If we measure the solid to void ratio of the 1880's map from the site boundary to the North all the way up to Bartholomew Street, Market Place/Cheap Street and Market Street - but excluding the Car Park & Cinema site, we can appreciate the massing of the historic character as offering a 61% built form coverage.

2024 Mass.

Rather obviously, the solid to void of the current situation on the site is far more dense, offering a 98% built form coverage.

In order to assist in the delivery of the overall *Vision* for the site, the design team have used the 1880's solid to void figure to inform the proposals, which has assisted in the creation of an appropriate massing reflective of the historic character of the site and wider Conservation Area. This is demonstrated in Figure 3.51 & 3.52 below.



Figure 3.51: 1880's Map.



Figure 3.52: 2024 Map.

Summary.

Circa 1880's.

- The Application Site was once a thriving area of manufacturing surrounded by a collection of courts, yards, places that offered Public Houses, Inns, Cottage Industries and modest Residential Accommodation.

The 1880's Map illustrates the NTCAAMP characteristics;

- Numerous carriageway arches, ginnels and passageways leading from the main routes into the rear of the plots.
- Greater massing of built form towards the North of the area, dissipating towards the South.
- Opportunity for permeability between Bartholomew Street and Market Place/Cheap Street.
- Tight-knit urban grain formed around the courts & yards.

21st Century.

- The historic urban grain and character of the Application Site has been wholly lost.
- The monolithic structure and bland facades are alien to the Conservation Area, resulting in a *Negative Contributor finding* to the Conservation Area.

C.1940–1950 Photographic Study.

- c.1940-50 aerial photographs of the site supplement the 1880's mapping and NTCAAMP conclusions and commentary illustrating the formation of the burgage plots.

The photos illustrate the following characteristics;

- Tight-knit built form environment.
- An East-West axis of deep plots served by Carriage Arches, Ginnels and Passageways.
- A transition of high mass to lower mass from North to South.
- A wonderful juxtaposition of roof forms, differing building typologies, differing scales and orientations.
- Use of Courts and Yards as amenity space.

21st Century Re-development.

- The Kennet Centre offers very little in terms of architectural merit nor assist in the creation of a vibrant street-scape.
- The construction of the Kennet Centre resulted in the demolition of the entire historic building form that once occupied the space.

Spatial Study of existing examples of courtyards and passageways (in order to better understand the spaces that historically occupied the site).

- Narrow passageways off the main route that lead to wider linear yards and places.
- These spaces are usually formed behind grander buildings that address the main routes.
- The linear yards and places are defined by a mix of active building frontage and/or a more utilitarian character (stable, outbuilding etc).
- The Yards and Spaces are usually intimate, hard landscaped with little opportunity for soft landscaping.
- Where soft landscaping is incorporated, this is usually quite poor taking the form of poorly stocked this threshold planting and/or raised planting beds.
- Private amenity, in the form of rear gardens, is rare and usually very small.

Scale.

- Save for some isolated examples, the predominate scale of buildings along the main routes is 3 storeys.
- Recent development to the South of the Town Centre between the site and the railway have increased the scale to 6 storeys.

Mass.

- The built form coverage of the c.1880's map is 61%
- The built form coverage of the present scheme is 98%.
- In order to assist in the delivery of the overall Vision for the site, the design team can use the 1880's solid to void figure to inform the proposals, which has been used to assist in the creation of an appropriate massing reflective of the historic character of the site and wider Conservation Area.



4 Concept



Figure 4.1: Initial High-level Layout Concept.

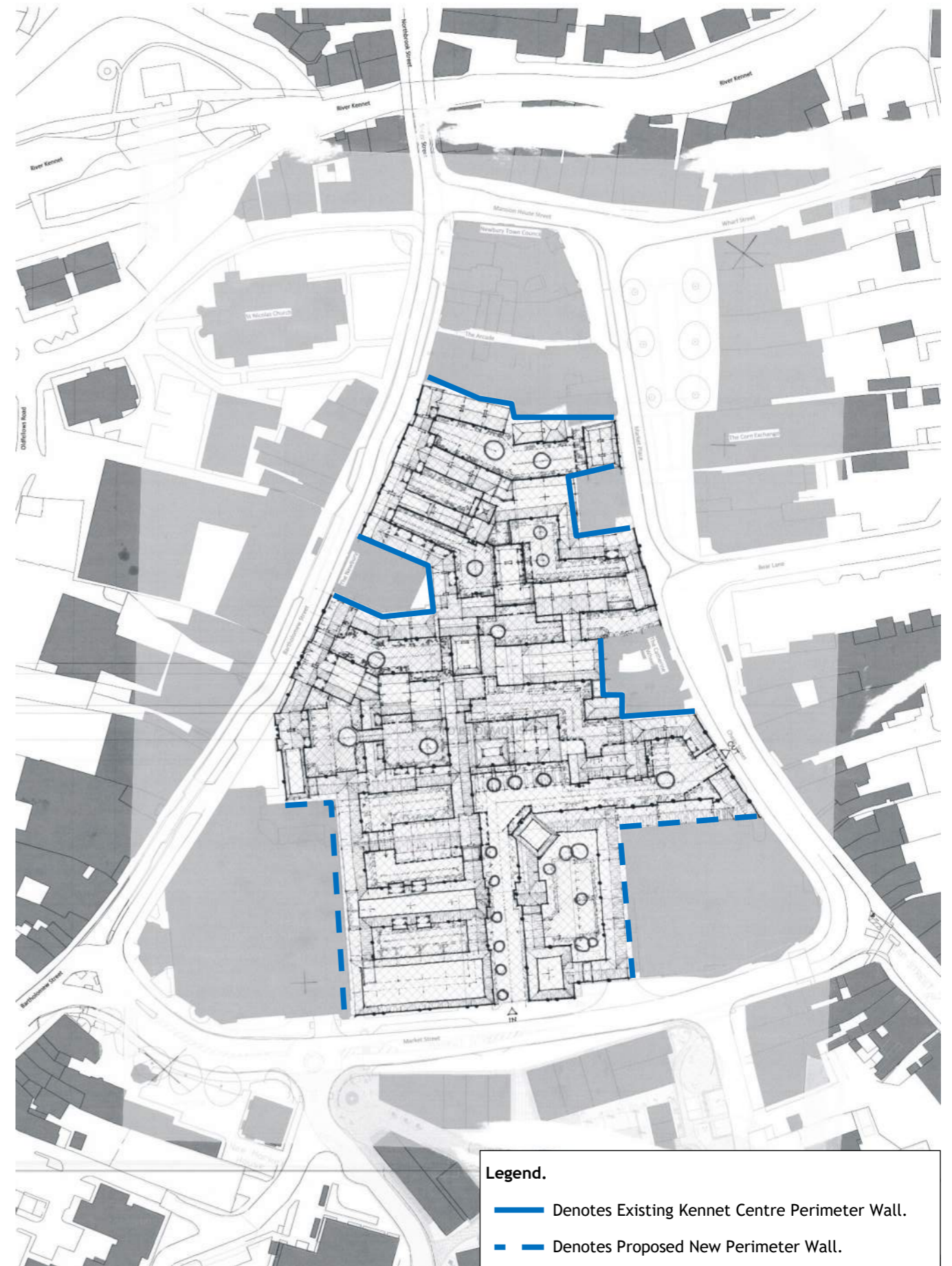


Figure 4.2: Developed Layout Concept.

4 Concept

In articulating the concept for the redevelopment of the site, consideration has been given to the Conservation Area Character, the Historic Context and the detrimental impact the Kennet Centre has on the overall character of Newbury Town Centre. This has led to exploring how the historic urban grain of the site can be adapted to embrace modern technologies and living expectations and has resulted in the development of 'Old Town'.

Vision.

To enhance the Newbury Conservation Area by restoring the look, feel and character of - this part of - Newbury to intrinsically knit back into the urban grain of the historic settlement pattern. To deliver that objective within the remit of modern expectations for living accommodation, sense of place, ownership and belonging within a development rich in charm, character and amenity.

This development will need to be unique, with the capacity to be an exemplary scheme that wholly enhances the Conservation Area, restores the identity of Newbury and offers a creative take on modern living expectations.

The Kennet Centre.

When the Kennet Centre was constructed, it was done so by delivering a perimeter wall along side all retained buildings, such as the Catherine Wheel, The Newbury, The Globe Inn as well as the other building that the Kennet Centre abuts.

This perimeter wall ensured that the Kennet Centre did not affect or influence the building fabric of those buildings while also providing an external envelope to accommodate the retail facilities and withstand the weight of the service yards, store rooms, plant rooms and offices above.

It is the intention of the scheme to retain the perimeter wall where it abuts the existing buildings and build off/from it. Where the proposed scale of the scheme is less than the existing perimeter wall, the wall will be reduced in height accordingly.

A Demolition Plan has been prepared and forms part of the Application that illustrates this.

Urban Grain.

Given the context of the site, as set out in the preceding section, a conceptual layout was explored while seeking to achieve the following;

- Creation of East-West axis';
- Cloaking of the existing buildings;
- Reflect the historic massing;
- Reflect the historic juxtaposition of forms, scale and roofs;
- Creation of Carriage Arches, Ginnels and Passageways serving Courts, Yards and Places;
- Creation of creative amenity;
- Permeability and Security.
- Broadly, larger scale buildings to the perimeter with smaller cottages and courtyard housing to the rear.

Creation of East-West Axis'.

The below Ground-Figure Plans of the c.1880's and the Proposed Scheme (figures 4.3 & 4.4) illustrate the objective of the scheme to create East-west axis of a similar character by utilising built form around the creation of Courts, Yards and Places.

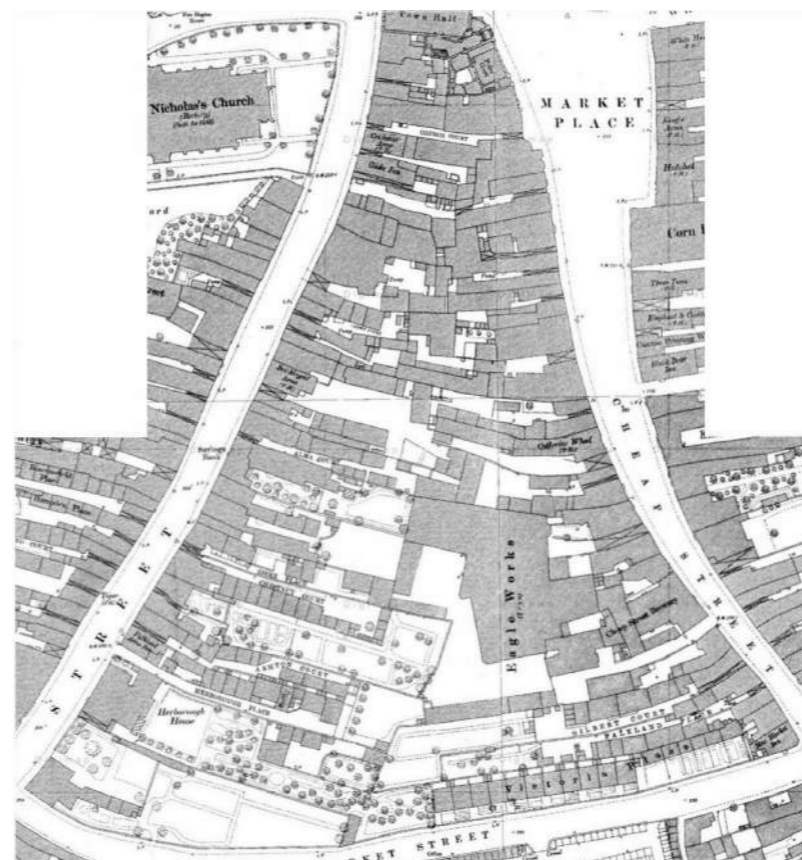


Figure 4.3: Circa 1880's OS/figure-Ground Plan.

Cloaking of the Existing Buildings.

The Developed Layout Concept Plan (figure 4.2) opposite illustrates by way of solid and dashed blue lines where the scheme utilises the existing Kennet Centre wall and a new wall respectively to cloak the rear of the adjacent buildings. The aspiration being that only glimpses of the rear of those buildings would be visible when within the proposed development.

Reflect the Historic Massing.

The below Figure-Ground Plan (figure 4.4) also illustrate how the scheme has sought to reflect the historic massing dissipation from North to South by virtue of there being a greater void to mass ratio (i.e. space about buildings) further South.



Figure 4.4: Concept/Proposed Figure-Ground Plan.

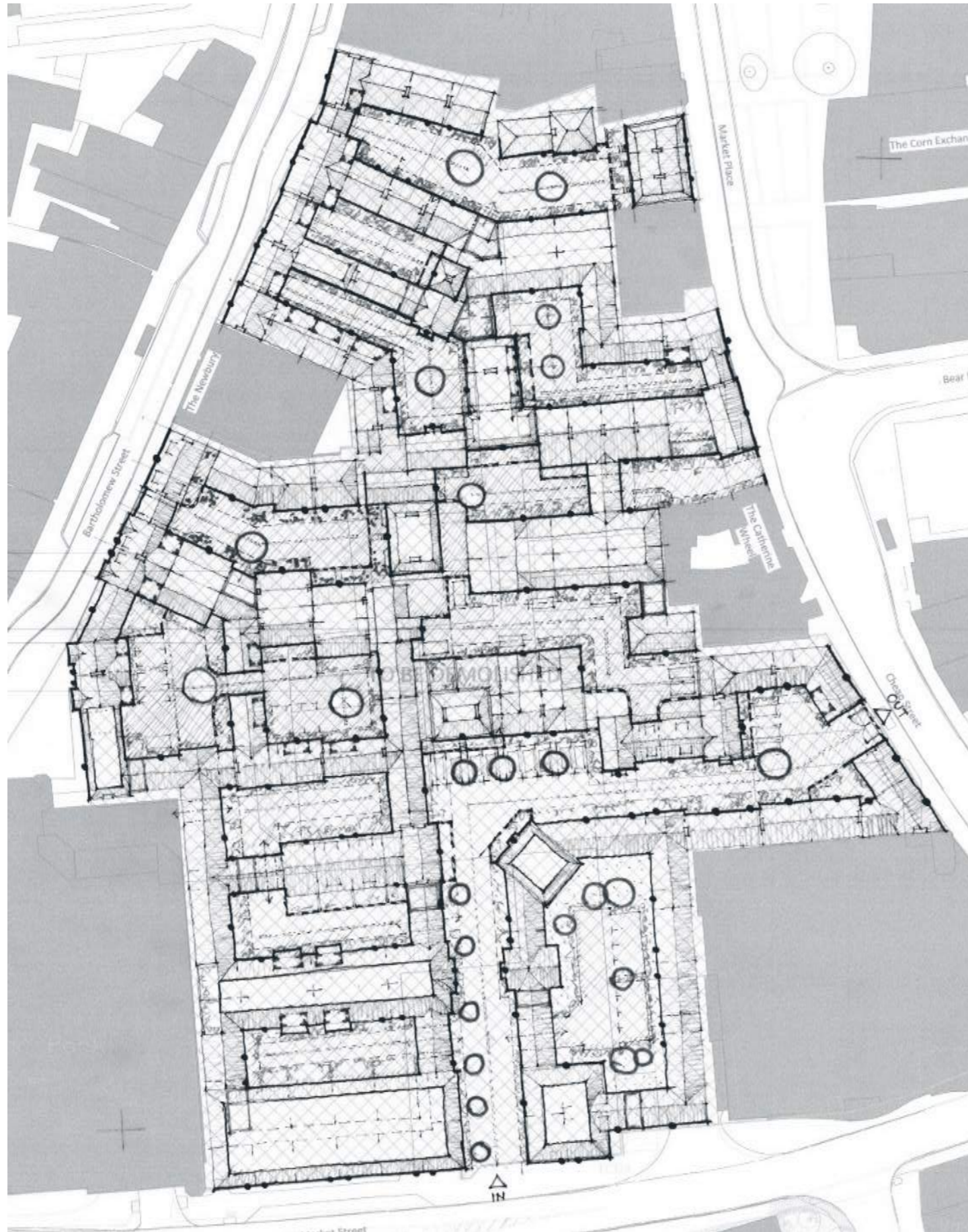


Figure 4.5: Initial High-level Layout Concept.

Reflect the Historic Juxtaposition of Forms, Scale and Roofs (cont.).

The creation of organic building lines and forms that take the appearance of a 'jumbled' collection of differing building typologies, differing heights and Scale and with differing Roof Geometry was also explored.

This will assist in creating a strong visual interest with a mix of building typologies within intimate settings that predated the 20th and 21st Century demolition of the historic fabric.

Creation of Carriage Arches, Ginnels and Passageways serving Courts, Yards and Places.

The scheme strives to create a collection of Courts, Yards, Places accessed via Carriage Arches, Openings and Passageways (Ginnels) akin to the historic site.

In order to allow for adequate amenity and privacy, the Courts, Yards and Places are designed to be reflective of historic proportions but will not be as 'cramped'.



Figure 4.6: c.1940's Aerial Photograph. Illustrates the 'jumble' of differing roof geometry within an intimate setting.

Creation of Creative Amenity.

Modern living expectations are not wholly conducive with the historic spatial composition.

However, the scheme works hard to reflect the historic character but also provides creative amenity provision that meets the needs of future residents. The amenity has been thoughtfully and carefully designed from the outset to ensure excellent levels of amenity are provided while balancing the overall vision.

That balance is achieved by offering different typologies of amenity provisions, such as;

- Balconies;
- Roof Terraces;
- Frontage 'Spill-out' Space;
- Courtyard Gardens.

One or a combination of which may serve each dwelling,

These types of amenity provisions are well established and excellent examples have been successfully delivered to existing built form all over the country as well as in new developments and highly sustainable locations. The design team has planned for a varied high quality amenity from the outset, as opposed to *retro-fitting* amenity as an after-thought.



Figure 4.7: Examples of Roof Terrace Amenity.



Figure 4.8.1: Examples of Spill-out Amenity in Parkway (Newbury).



Figure 4.8.2: Examples of Spill-out Amenity.



Figure 4.9: Examples of Spill-out & Balcony Amenity in Parkway (Newbury).



Figure 4.10: Examples of Roof Top and Terrace Amenity in Parkway (Newbury).



Figure 4.11: Example of Linear Landscaped Space with spill-out amenity. (Award Winning - Bathurst)
(Source: Lurot Brand).



Figure 4.12: Example of semi-private communal amenity space with spill-out amenity. (Source: Lurot Brand)).



Figure 4.13: Examples of Landscaped Yard with spill-out amenity space. (Award Winning Bathurst Mews)
(Source: Lurot Brand).

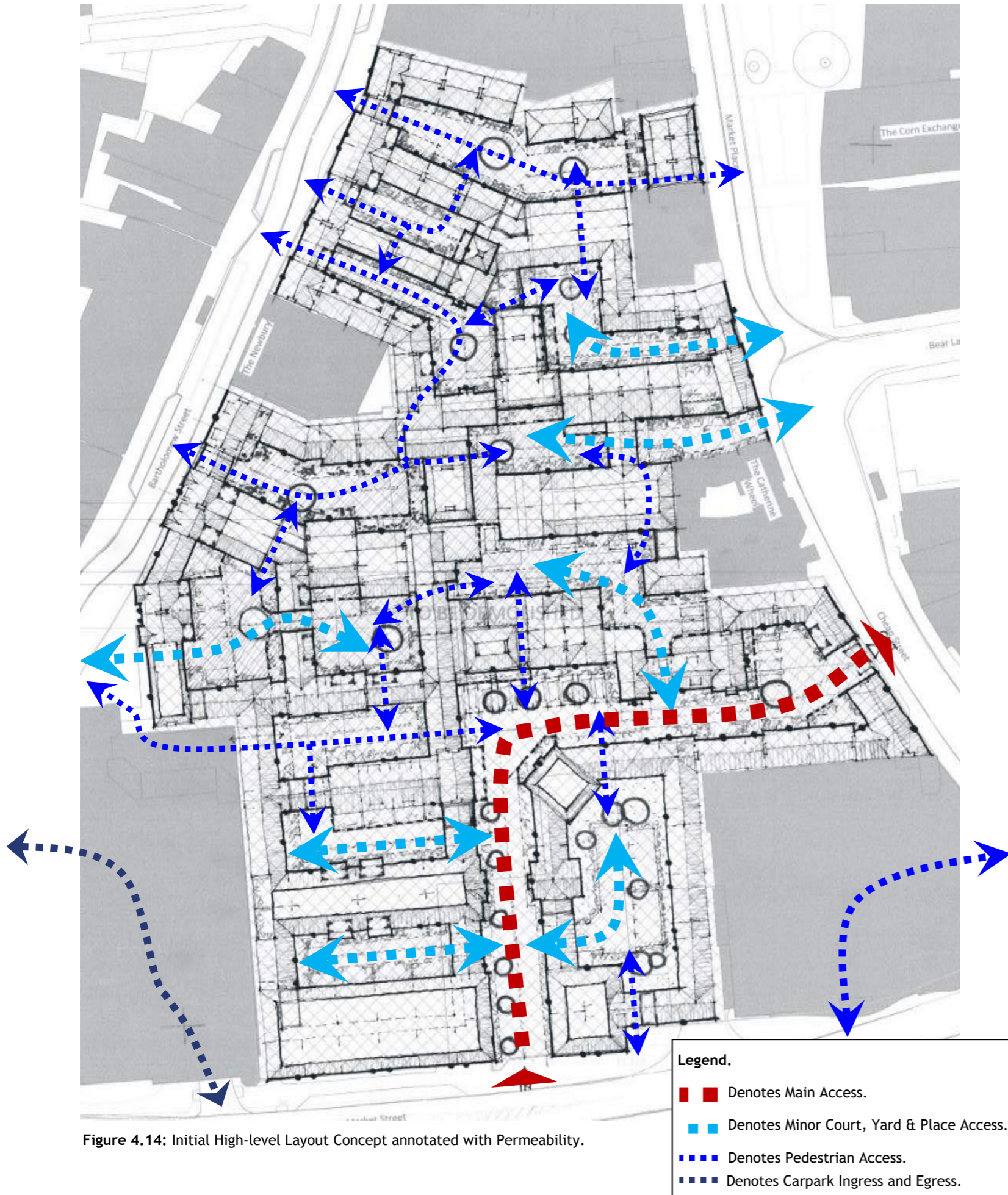


Figure 4.14: Initial High-level Layout Concept annotated with Permeability.

Permeability and Security.

Access and permeability balanced with security are key considerations at Concept stage.

The Kennet Centre provides for an East-West pedestrian link, but only when open, and takes the pedestrian inside, which is alien to the Conservation Area.

The concept explores a *Main Access* from Market Street through to Cheap Street via a one-way In-Out route. This will offer vehicular access that can then serve minor court, yard and place vehicular accesses and the bulk of the on-site car parking.

The Concept also explores the creation of *minor court, yard & place vehicular accesses* off the *main access*, Bartholomew Street - which will require some off-site highway works - and Cheap Street.

In addition to the above, there are numerous perimeter *pedestrian accesses* along Market Street, Market Place and Bartholomew Street. Further to the perimeter accesses, the Concept explores numerous *pedestrian accesses* via passageways (ginnels) within the site offering connection through the development via all courts, yards and places.

In order to ensure adequate security, it is intended to secure as many courts, yards and places as possible with a time-controlled electronic gate in key locations.

It is proposed that the electronic gates would be locked shut - and only accessible by those with the key-code and/or fob - between the hours of, say 7pm - 8am, preventing free movement by the public between those hours. This would also provide private communal amenity space during these hours.

Summary.

The Concept will offer a unique development that offers modern living while reflecting the historic urban grain and wholly enhancing the Conservation Area and reinstating the pre-mid 20th Century character of Newbury.

Dwelling Design Concept.

The historic urban grain and building forms appear, from the photographic and mapping evidence presented earlier in this document, to be so closely knit that many of the building forms would have been single aspect or, with very small gaps to the rear elevation before the neighbouring building.

In order to deliver an intimate urban setting, reflecting the historic form and character, the dwelling typology will principally be one of larger building forms around the perimeter - and along the Main Access - with smaller, more modest housing within each of the Courts, Yards and Places.

Therefore, the Layout Concept has sought to explore the delivery of high density floor plans.

The sketches opposite illustrate the concepts, which can be described as follows:

- Modest dwellings of shallow depth.
- Large fenestration/openings on exposed façade(s).
- Living accommodation presented to the front of the dwelling.
- Servicing (i.e. stairs, WC, Halls and storage) presented to the rear.
- Exploration of access to Roof Terrace amenity.

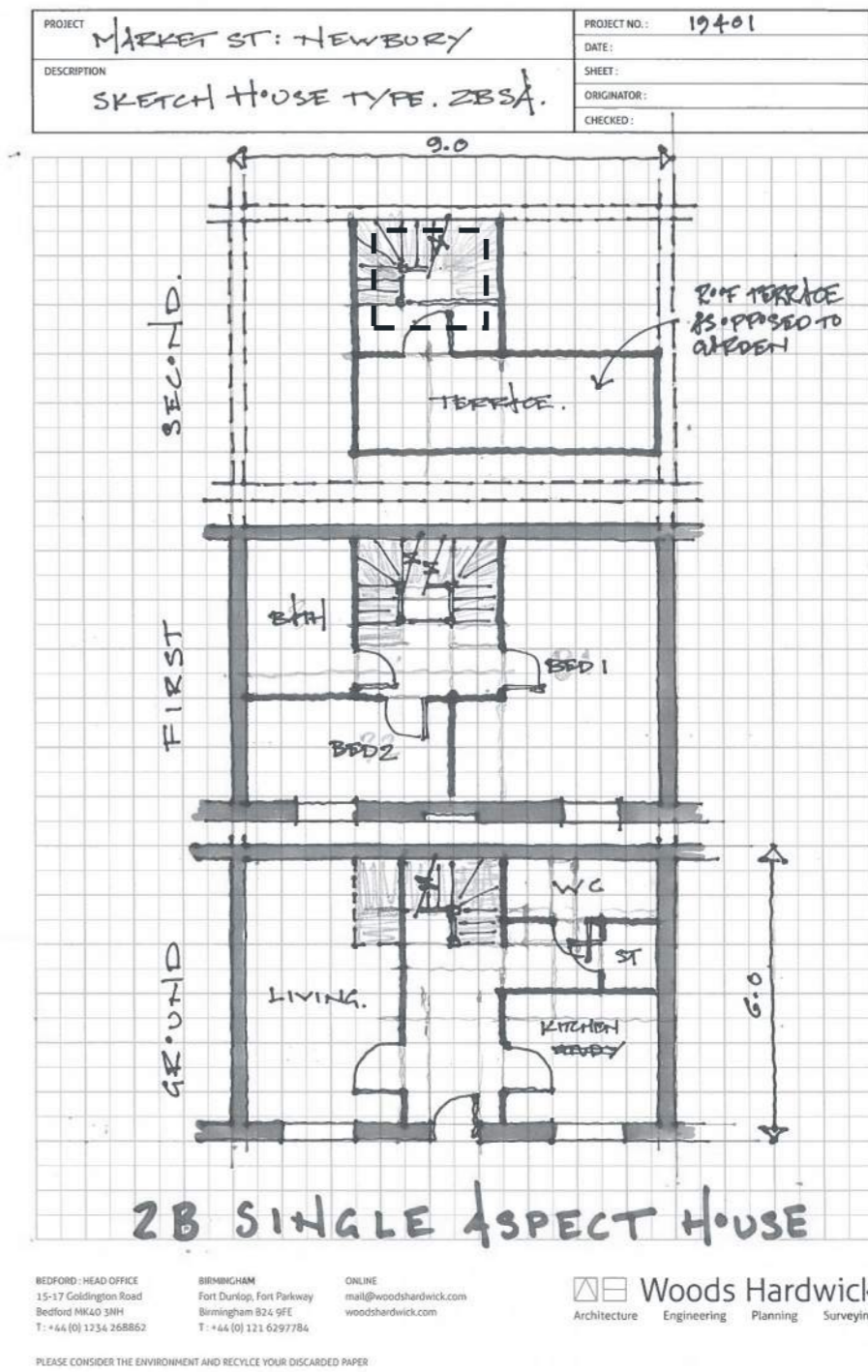
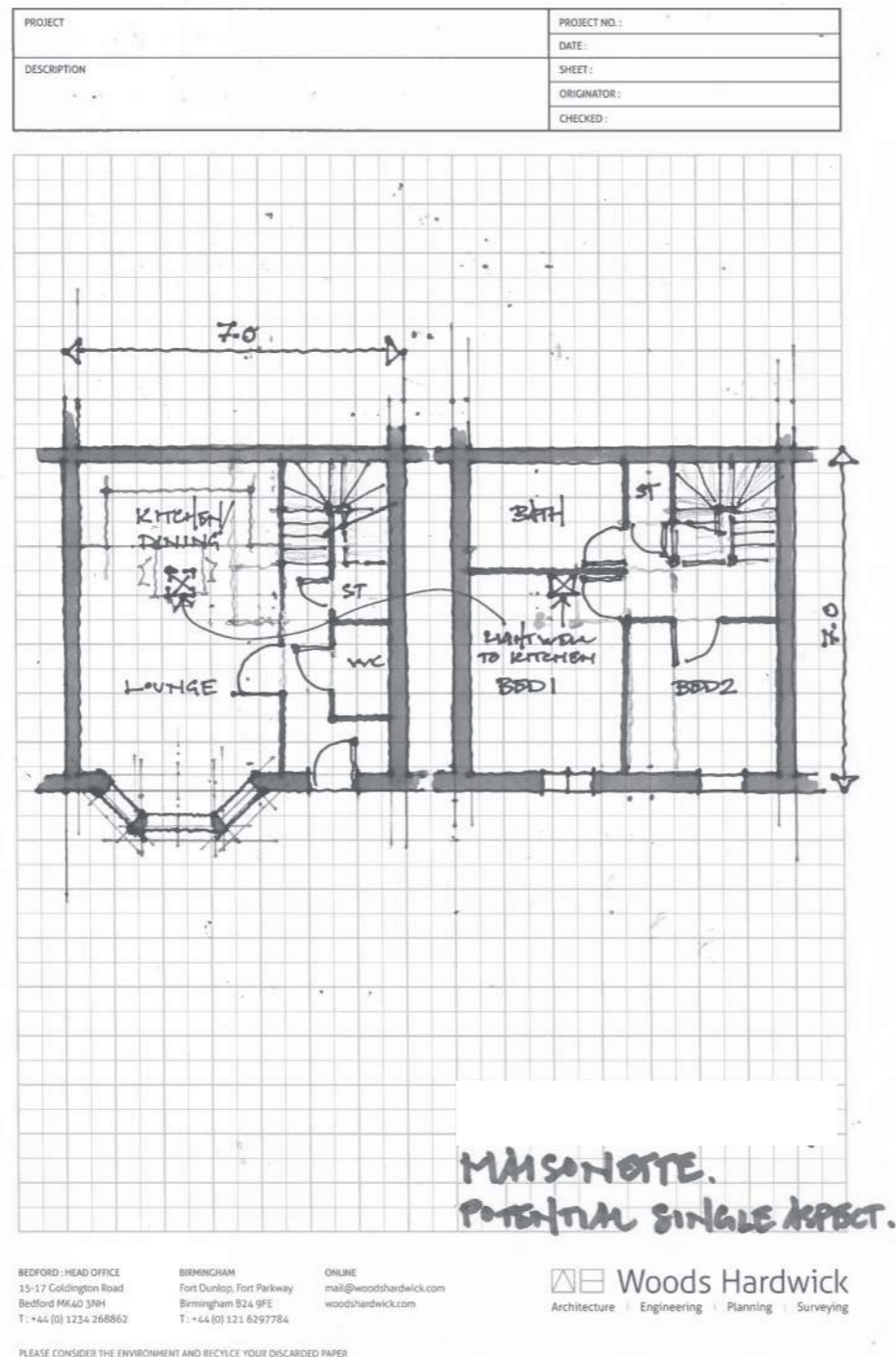


Figure 4.15: High Density Dwelling Concepts.



Figure 4.16: Large format Lantern Roof-light.



Figure 4.17: Glass Partition.

The shallow depth of the dwelling will allow for each dwelling to achieve adequate sunlight and daylight.

This is enhanced through the use of lanterns and/or roof lights positioned above the stairwells) as well as being above upper level rooms) and internal glazed partitions.

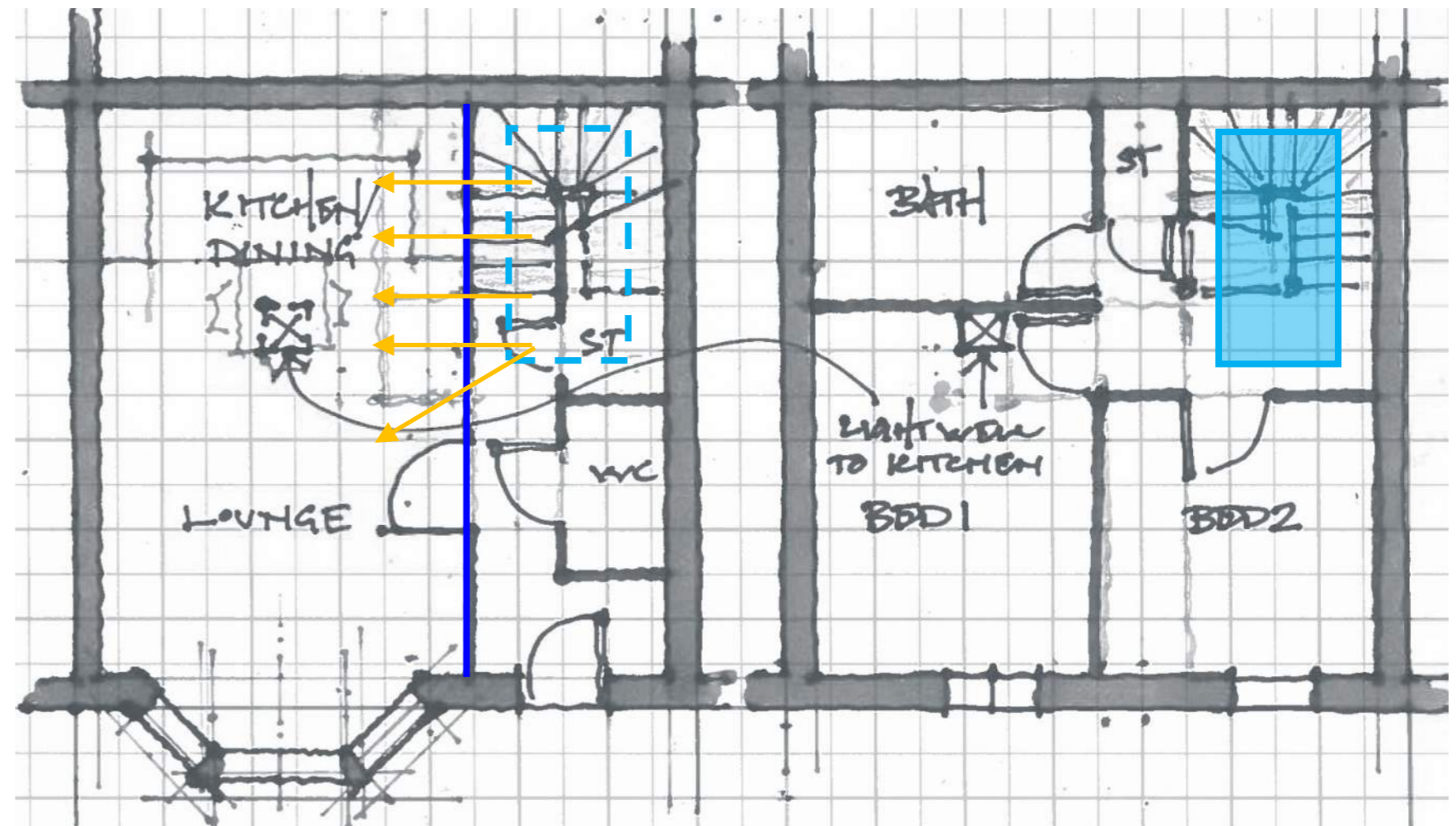


Figure 4.18: High Density Concept Floor Plan with Lantern (indicated light blue), glass partition (indicated dark blue) and potential light transference (indicated yellow).



Traditional Shutters.



Opaque Glazing.



Leaded Beveled & Coloured Glass.



Acid Etched Glass.



Beveled Glass.



Dual Shutters.

Window Dressing.

The overall Vision for the development is for the creation of high-quality, beautiful and close knit built form coupled with modern living expectations.

Essential to this is the need for space and light. While the internal arrangements of the dwellings will explore open plan living to assist with the creation of internal space, good levels of daylighting is also an essential ingredient for the creation of high-quality living.

Daylighting needs to be considered alongside privacy, as large openings in close proximity to other dwellings is not always conducive to privacy.

However, this has been considered and there are many ways to protect privacy while also allowing daylight to spill through large openings. This can be done via internal window dressing, such as blinds, shutters and curtains, or within the fabric through obscuring the visibility through the glazing. Opposite are examples of these traditional techniques, including, opaque glazing, leaded beveled coloured glass, acid etched glass, reflective glazing, opaque glazing, beveled glass and obscure glazing.



Reflective Glazing (Market Street).



Atlantic Milky Chinchilla



Kura Crepi Waterdrop

Obscure Glazing.

Figure 4.19: Window Dressing.



Figure 4.20: Bartholomew Street.



Figure 4.21: Northbrook Street.



Figure 4.22: Market Place.



Figure 4.23: Cheap Street.

Building Typologies.

With all of the dwellings/buildings long since demolished from within the application site, pre-Kennet Centre, there is an absence of detailed information of the type and style of buildings that were once present.

However, we can see from the c.1950's aerial photos that there appears to be an eclectic mix of scale, form and orientation.

While this proposal does not profess to re-create a replica of what was once on the site, the objective is to restore the look, feel and character balanced with delivering modern living expectations.

To that end, the Design Team consider that the best way to deliver these objectives is to explore the use of Courtyard housing within the development while using grander buildings around the perimeter and along the Main Access.

Therefore, we can broadly categorise the buildings typologies into 3 groupings, number in hierarchical order;

1. Commercial & Municipal Buildings.
2. Main Route Buildings.
3. Courtyard houses and Cottages.

Commercial & Municipal Buildings.

These buildings are located along the perimeter of the site and take the appearance of ground floor shops with accommodation above, (former) inns, municipal buildings and formal workshop/manufacturing buildings.

These larger, usually more important buildings in the townscape, hide behind them the typically smaller courtyard houses/cottages that may once have contained the workers, servants and/or smaller cottage industries.

Main Route Buildings.

A 'Main Route' is proposed through the site. The proposed narrative here is that these buildings are important in their scale and architecture, but a little more diverse than the perimeter, ensuring that they are subservient to them.

These buildings take the appearance of large villas, converted municipal buildings, converted workshops and utilitarian buildings.

As above, the buildings along this route hide the smaller courtyard housing/ cottages to the rear.



Figure 4.23: Newton Road.



Figure 4.24: Inch's Yard, Market Street.



Figure 4.25: West Mills.



Figure 4.26: West Mills.

Cottage & Courtyard Housing.

Cottages and Courtyard houses are proposed in the tighter-knit parts of the site, particularly in the northern section.

In terms of architecture, these buildings span a number of styles including ‘mews’ style houses, traditional workers cottages and live-work accommodation, reflecting the historic uses on the site that would have incorporated both living and commercial spaces, as well as ancillary buildings such as stables and garaging, and outbuildings.

They comprise broadly two and three storey buildings, constructed in stock or painted brick with smaller openings on the upper floors over larger openings at ground floor level.

They are generally flat fronted and have strong building lines, giving the spaces and places they frame a high degree of enclosure.

Common features include winch brackets above haylofts, vents, lanterns and timber carriage doors.

Traditionally, hardstanding areas sat between these buildings, forming yards and storage areas. The proposed cottages and mews sit around courtyard areas and are accessed through passageways from the surrounding streets. Amenity space is provided within these courtyards as well as via roof terraces and private courtyards.



Figure 4.27: R/O % The Broadway.



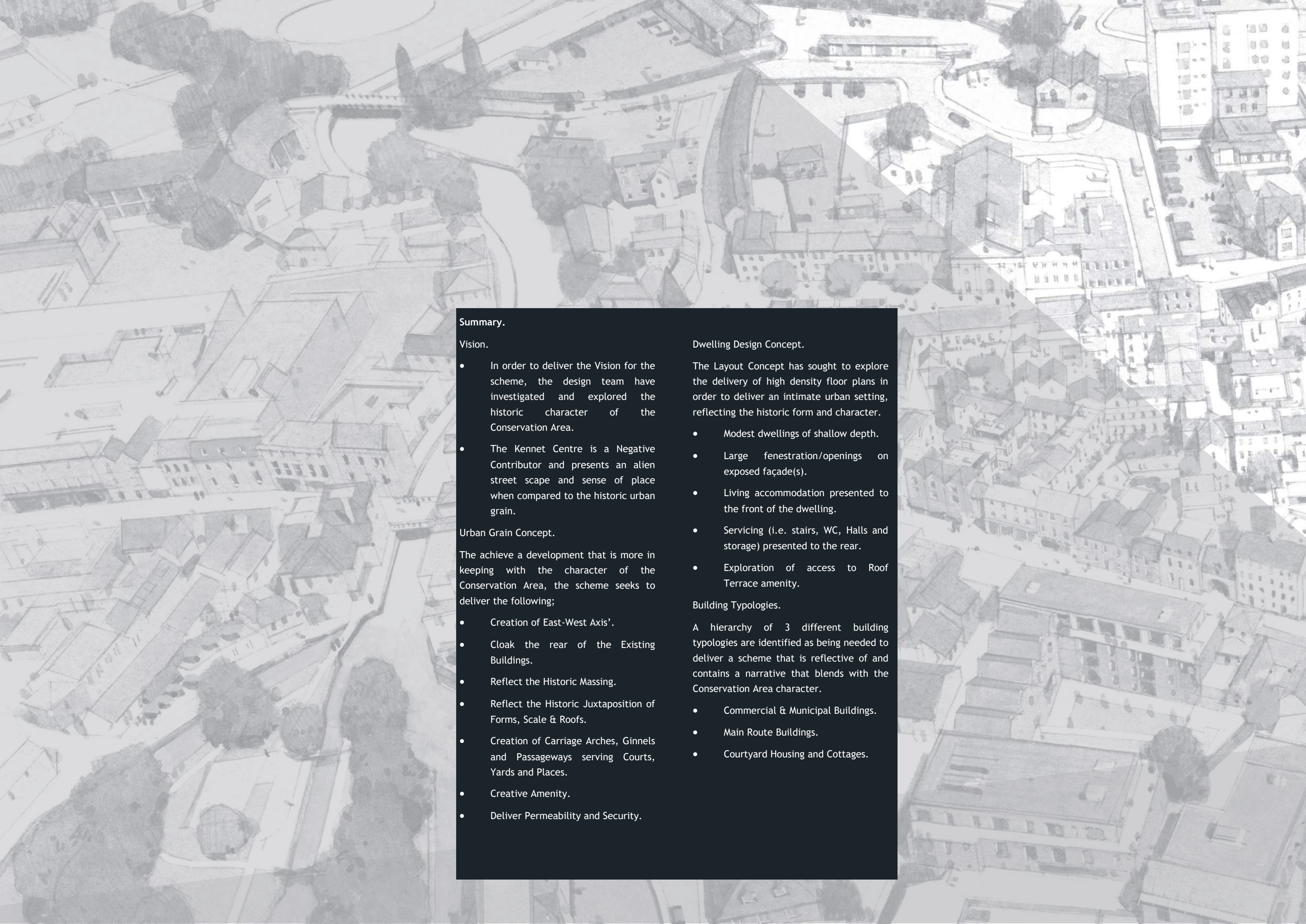
Figure 4.28: Saddler’s Court.



Figure 4.29: R/O Northcroft Street.



Figure 4.30: Cromwell Place.



Summary.

Vision.

- In order to deliver the Vision for the scheme, the design team have investigated and explored the historic character of the Conservation Area.
- The Kennet Centre is a Negative Contributor and presents an alien street scape and sense of place when compared to the historic urban grain.

Urban Grain Concept.

To achieve a development that is more in keeping with the character of the Conservation Area, the scheme seeks to deliver the following;

- Creation of East-West Axis'.
- Cloak the rear of the Existing Buildings.
- Reflect the Historic Massing.
- Reflect the Historic Juxtaposition of Forms, Scale & Roofs.
- Creation of Carriage Arches, Ginnels and Passageways serving Courts, Yards and Places.
- Creative Amenity.
- Deliver Permeability and Security.

Dwelling Design Concept.

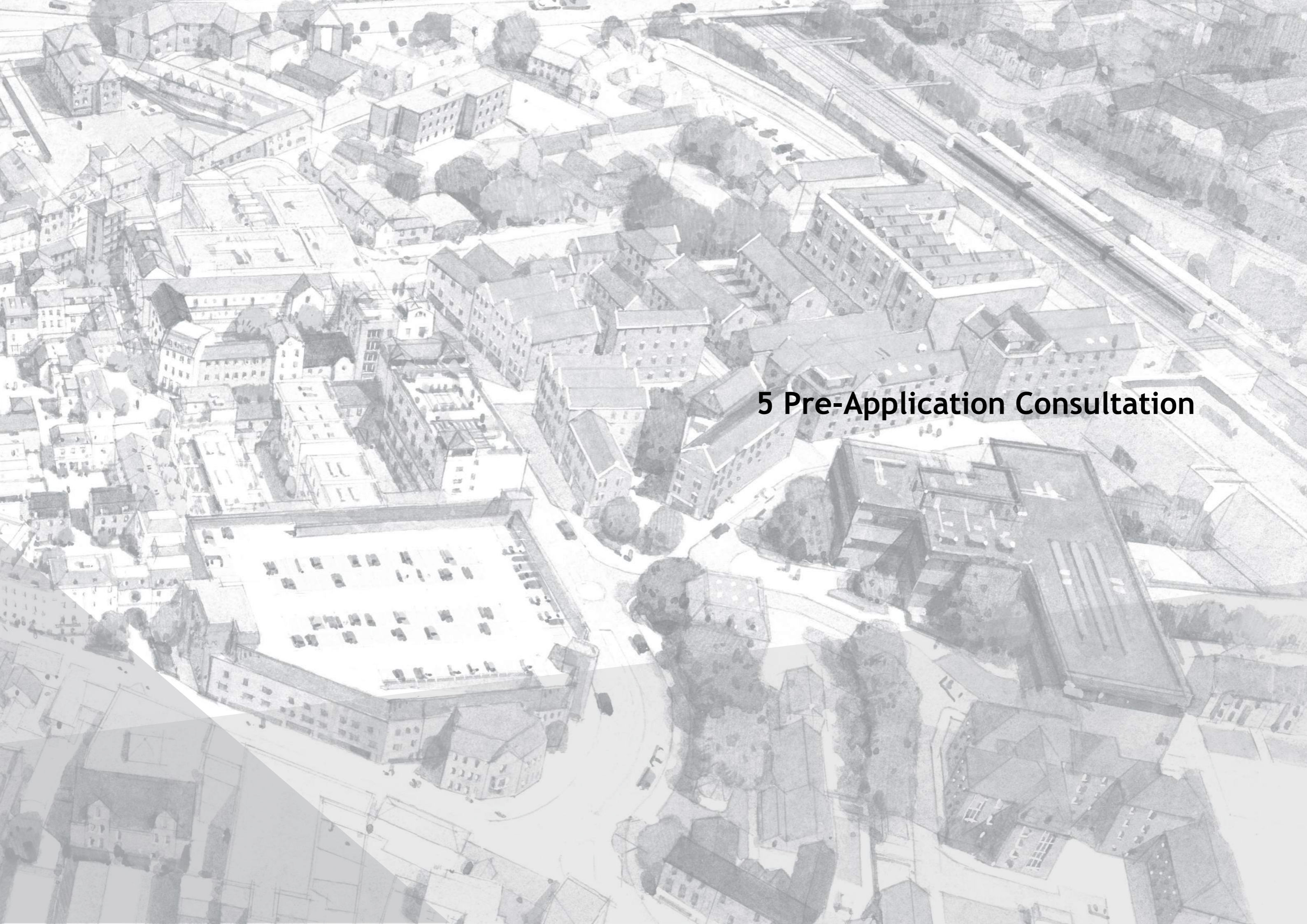
The Layout Concept has sought to explore the delivery of high density floor plans in order to deliver an intimate urban setting, reflecting the historic form and character.

- Modest dwellings of shallow depth.
- Large fenestration/openings on exposed façade(s).
- Living accommodation presented to the front of the dwelling.
- Servicing (i.e. stairs, WC, Halls and storage) presented to the rear.
- Exploration of access to Roof Terrace amenity.

Building Typologies.

A hierarchy of 3 different building typologies are identified as being needed to deliver a scheme that is reflective of and contains a narrative that blends with the Conservation Area character.

- Commercial & Municipal Buildings.
- Main Route Buildings.
- Courtyard Housing and Cottages.



5 Pre-Application Consultation



Old Town, Newbury

Redevelopment of The Kennet Centre

BOOK NOW FOR THE PUBLIC EXHIBITION DATES ON:
 Tuesday 4th February and Friday 7th February
 Doors open at 3pm - hourly slots available at 3pm, 4pm, 5pm and 6pm
 Please call 01635 40748 to book.

REGISTRATION AND BOOKING ESSENTIAL
 At 139 Bartholomew Street located next to Café Nero, Kennet Centre, Newbury.

Come and view our new proposals for the redevelopment of The Kennet Centre. Members of our team will be there to answer any questions.

www.oldtownnewbury.com

LOCHAILORT

Figure 5.1: Exhibition Space.

Figure 5.2: Exhibition Advertisement.

5 Pre-Application Consultation & Statement of Community Involvement

Prior to the submission of the Application, the Applicant considered how best to engage with the public, Officers, Councillors and Stakeholders. The design team considered that the best way to articulate the scheme, its historical references and context would be to install an exhibition in one of the vacant shops within the Kennet Centre.

Old Town Exhibition.

Prior to the submission of the Application, the Applicant considered how best to engage with the public, Officers, Councillors and Stakeholders. The design team considered that the best way to articulate the scheme, its historical references and context would be to install an exhibition in one of the vacant shops within the Kennet Centre.

The Old Town Exhibition, figure 5.1, opened in early January upon an invitation only basis and then opened to the public in early February - advertised in the local paper.

The exhibition space was laid out into 4 sections that covered the following topics;

1. Heritage Context, Concept and Inspiration.
2. Landscape and Amenity.
3. Sustainability, Materials and Fenestration.
4. Detailed Proposals complete with Artist Impressions.

The exhibition also had a separate meeting space for detailed discussions and debate, which was primarily used by Officers, Councillors and Stakeholders to discuss the proposals with the Applicant.

Finally, *Application Support* and *Buyer Interest* forms were provided for the Public to complete and deposit in the letter box to gauge public opinion.



Figure 5.3: Application Support & Buyer Interest forms ready for the public to complete.

A list of attendees includes the following;

By invitation:

- Acting Team Manager (East) Development Management, West Berkshire Council.
- Acting Development Control Manager, West Berkshire Council.
- Principal Planning Officer, West Berkshire Council.
- Conservation Officer, West Berkshire Council.
- Leader of West Berkshire Council.
- Deputy Leader of West Berkshire Council.
- Vice Chairman of West Berkshire Council.
- Principal Place-Shaping Officer (Town Centre).
- UK Property Forum.
- Chairman of the Newbury Society.
- Newbury Society Members.
- PennyPost.
- Local Estate Agents.
- The BBC.
- Newbury Today.
- Planning & Highways Committee, Newbury Town Council.
- Conservative - Hungerford & Kintbury, West Berkshire Council.
- Conservative - Downlands Ward, Beedon, Chaddlesworth.
- Newbury BID Directors.
- Leader Newbury Town Council.
- Mayor & Chairman of Newbury Town Council.
- Deputy Leader, LibDems, Speenhamland, Planning & Highways, Policy & Resource, Community Services (Vice Chair), VP Sub-Committee Newbury Town Council.
- LibDems, Clay Hill, Planning & Highways, Community Services, Newbury Town Council.
- LibDems, East Fields, Planning & Highways, Policy & Resources, Community Services Chair), Staff Sub-Committee, VP Sub-Committee, Newbury Town Council.
- LibDems, West Fields, Policy & Resources, Staff Sub-Committee, Newbury Town Council.
- LibDems, Wash Common, Planning & Highways, Community Services (Vice Chair), VP Sub Committee Newbury Town Council.
- LibDems, West Fields, Community Services, Grants Sub-Committee, Newbury Town Council.
- Chief Executive Officer, Newbury Town Council.
- Head of Department Apprenticeships & Skills, Senior Leadership Team, Newbury College.

Members of the public that had registered an interest to view the Exhibition attended over four 1 hour sessions on the 4th and 7th February.

The Old Tow Exhibition was attended at all times by the Applicant who gave a presentation to all and took questions and invited discussion.



Feedback.

The response and feedback from the attendees has been very positive. Equally, a number of pieces have been written and released by journalists in the local press, newspaper, blogs, web-sites and podcasts, all of which also reflect positively upon the proposals.

Press Releases.

As cited above, numerous media outlets were engaged with, including;

- UK Property Forum.
- PennyPost.
- Newbury Today.

UK Property Forums.

Written as a descriptive piece, on the 30th January by Alan Bunce, following a tour of the Exhibition, the article points the reader towards the Old Town Newbury web-site where readers can find out more information.

The feedback on comment page are very encouraging, citing;

“This is a fabulous scheme and should be adopted to lead the way for other town centre redevelopments across the country.”

“This looks incredible. The detail is exquisite. This end of our town so desperately needs to be rejuvenated and I can’t think of a more sympathetic way to provide much needed housing as well as leave a lasting legacy for Newbury.”

Penny Post.

Written as an descriptive and entertaining piece by Brian Quinn in January, following a tour around the Exhibition, it contained a useful observation from the author and a Councilor.

Old Town Newbury “surely addresses the biggest single concern,” of the previously submitted scheme(s), “that of scale. It also provides architectural aspects that were lacking from earlier plans and which will be to the liking of erstwhile opponents. Parking issues seem also to have been addressed.”

Penney Post also contained a quote from WBC Councilor and DPC and WAPC member Adrian Abbs, which says; *“We have to wait for the actual application to arrive and for officers to review. However, what I’ve seen appears positive.”* The quote went on to say, *“Every application must be looked at without predetermination, but this one seems to have a lot going for it.”*

Newbury Today.

Written as an synopsis of an interview with the Applicant, the piece by Niki Hinman in January, following a tour around the Exhibition does not offer much opinion on the scheme save for,

“...the new plans dial up the heritage.”

Newbury Weekly News.

Within the Your View section of the February 6th edition of the Newbury Weekly News, a supportive entry by Mr A. Pick was written.

“I am writing in a personal capacity to express my general support for the newly-announced development plan for the Kennet Centre.”

The scheme “...is much closer to the design principles which we had always hoped would be adopted.”

“The buildings are of reasonable height and mixture of flats, Maisonettes and houses of varied architectural design.”

“...they should fit in well with the architectural pattern of Newbury town centre, as a market town which developed gradually over several centuries.”

“...it was always our hope that any replacement...” building(s) of the Kennet Centre “...should reflect Newbury’s general character. These new proposals should do so.”



Stakeholder Releases.

As cited above, numerous Stakeholders were engaged with. A comprehensive response was received from The Newbury Society.

The Newbury Society.

The Newbury Society is a registered charity and a member of Civic Voice. The ‘aims’ of the Society, as stated in their ‘Constitution’, are;

The Society is established for the public benefit in the area comprising the former Borough of Newbury together with the adjacent civil parishes for the following purposes:-

- To stimulate public interest and educate the public in the geography, history, natural history and architecture of the area and in the transport and communications serving it.
- To promote high standards of planning and architecture in or affecting the area.
- To secure the preservation, protection, development and improvement of features of historic or public interest.
- To promote civic pride.

The Newbury Society were staunch objectors to the previous Applications upon the site, so the Applicant sought to engage with them and invited the society for a tour of the Exhibition.

The society then released their ‘initial response’ (Feb. 2025) to the proposals on their website, which made the following insights and observations.

“We support the change in character of these proposals, and the designs of the internal parts of this “Old Town” scheme, which we think will be an asset to Newbury and to the town centre conservation area.”

“We have no objection to the substantial reduction in the amount of retail space, nor to the loss of much of the north-south street from the previous ‘Eagle Quarter’ schemes. We welcome the new elevation for the Bartholomew Street street-frontage as a whole, which is a significant improvement on the previous scheme.”

“We do retain concerns about some of the external elements of this ‘Old Town’ scheme. In particular, we would need to see the thin six-storey building in Cheap Street (between the former ‘Save the Children’ and the cinema) reduced in height.”

“We have reservations about the Market Street facades.”

“In spite of our reservations... ..we wholeheartedly welcome the character of the scheme.”

Public Responses.

Members of the public that registered an interest in the scheme all enjoyed a tour around the Exhibition by the Applicant.

All of the written responses returned presented a positive and supportive opinion to the proposals. Some of these are cited below.

- Looks really good and well thought out.
- Well thought out. A celebration to returning what was already there. Looking forward to it.
- Impressive - a breath of fresh air.
- Much more in keeping with Newbury as a town.
- Very well thought out scheme and will enhance the town.
- Very sympathetic and aesthetic to the centre of Newbury will benefit both occupiers and those visiting the town centre.
- Very impressive. Great to see people centric scheme rather than car centric.
- Achieved sense of place.
- Looks like it belongs in Newbury.

- Really like the link back to historical styles and town centre mews.
- Newbury lags behind its potential partly because of Kennet Centre this scheme goes a long way to addressing the problem.
- Brilliant scheme design and layout. Can only be good for Newbury.
- Like this proposal that references the history and local vernacular of Newbury.
- Sympathetic to town character and environment.
- Well done, major step forward, sets a standard for other town centres.
- Very attractive in keeping with the character of Newbury. Pleased to see GSH included.
- Fantastic. Fits in with the character of the area. Fully supportive.
- Very well considered scheme. Has my full endorsement.
- Time to get this done. Excellent solution.
- Very attractive design in keeping with an old market town. Strongly in favour.
- Should be congratulated on an excellent scheme exactly what Newbury needs.

Other Public Feedback.

Members of the public also gave feedback during the Exhibition tour(s). Two items of note were;

- The proposed Market Street street-scene was dominated by red brick which may be a little oppressive. Perhaps some other material could be introduced.
- A resident from Weavers Yard expressed concern over potential nuisance lighting from the proposed additional floor on the Kennet Centre Multi-Storey Car Park.

Engaging with Feedback.

The Pre-Application and Community Involvement process brought a few notable items to the design team's attention;

- Public observation that perhaps the proposed Market Street street-scene had too much red brick and not enough relief/variation in material.
- A neighbour from Weavers Yard expressing concern over nuisance lighting from the proposed additional floor on the Kennet Centre Multi-Storey Car Park.
- The Newbury Society's reservations over the scale of the proposed building adjacent to the Vue Cinema off Cheap Street.

The Applicant and Design Team have sought to address these comments by way of revisions to the scheme of offering further justification and explanation.

These amendments and explanations are set out below.

Market Street Street-scene.

The public said...

"The proposed Market Street street-scene was dominated by red brick which may be a little oppressive. Perhaps some other material could be introduced."

What we did...

We have revised the materials palette to offer relief from the red brick which assists in breaking up the mass of the street-scene and brightens the façade.



Figure 5.4: Market Street Street-scene presented at the Public Exhibition.



Figure 5.5: Market Street Street-scene revised following public comment/opinion.



Car Park Lighting.

A Weavers Yard neighbour said...

"We have concerns over nuisance lighting from the proposed additional floor on the Kennett Centre Multi-Storey Car Park."

For context, Weavers Yard has 6 storey apartment blocks, the inference being that the higher apartments will overlook the Car Park and may find the lighting a nuisance.

Our response...

The Applicant engaged with the neighbour to refine the design of the proposed additional floor upon the Multi-Storey Car Park and provide the neighbour with additional information, which is included within the Application.