

BUILT HERITAGE AND TOWNSCAPE ASSESSMENT

OLD TOWN, NEWBURY

NOVEMBER 2024



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CONTENTS

EXECUTIVE SUMMARY	3	5.0 HISTORIC BACKGROUND: KENNET CENTRE / EAGLE WORKS SITE	32
1.0 INTRODUCTION	6	6.0 HERITAGE	40
Site Description		Conservation Areas	
The Proposed Development		Enveloped Listed Buildings	
Purpose of the report		More Distant Heritage Assets	
2.0 METHODOLOGY	10	Listed Buildings	
Site Visit		Group 1 - Heritage Assets along West Mills	
Assessment Process Framework		Group 2 - Heritage Assets along Bartholomew Street	
3.0 LEGISLATION AND PLANNING POLICY	16	Group 3 - Heritage Assets along Cheap Street	
Legislation		Group 4 - Heritage Assets along Northbrook Street	
Development Plan		Group 5 - Heritage Assets along Market Place, Wharf Street, Mansion House Street, Bridge Street and the northern end of Barthomolew Street	
National Policy		Heritage Assessment	
Emerging National Policy		7.0 TOWNSCAPE	64
Relevant Case Law		Character Area 1: Newbury Town Centre	
Material Considerations		Character Area 2: St Bartholomew's and The City	
Local Plan Review		Character Area 3: Mixed Residential Development	
Policy Discussion		Character Area 4: Parks, Allotments, and Open Spaces	
4.0 HISTORIC BACKGROUND: NEWBURY	22	Character Area 5: Millside Development	
The founding of Newbury Town in the later medieval period (AD 1066-1550)		Character Area 6: Late Twentieth Century Housing	
Post-medieval period (AD 1550-1900)		Character Area 7: Commercial Units	
Modern Period (AD 1900 – Present)		Character Area 8: Late Twentieth Century Public and Commercial Blocks	
Commercial History of Newbury		Character Area 9: Rail Corridor	
New industries impact on Newbury's architecture in the 19th century		Character Area 10: Highway Infrastructure	
Engineering in 20th-century Newbury and its contribution to the Second World War		Townscape Assessment	
Further Reading		Summary	
		8.0 CONCLUSION	80

APPENDICES

- 01: HISTORICAL MAPPING OF NEWBURY**
- 02: ZONE OF VISUAL INFLUENCE**

EXECUTIVE SUMMARY

This report has been prepared by Montagu Evans LLP, on behalf of Lochailort Newbury Limited. The purpose of this report is to assess the impact of the proposed development at Kennet Centre, Market Street/ Bartholomew Street/Cheap Street/Market Place on heritage and townscape receptors.

The assessment has been undertaken in accordance with legislation, planning policy and best practice guidance. Each discipline (heritage and townscape) has been considered separately.

This report assesses the scheme as described on the application drawings and the Design and Access Statement produced Woods Hardwick.

HERITAGE

In summary, the proposed development results in various enhancements to the Newbury Conservation Area itself. There is no harm arising from the demolition of the existing Kennet Centre. The existing centre is a detrimental feature within the Newbury Conservation Area and therefore represents an opportunity to enhance the contribution that the Site makes to the conservation area and character of the surrounding area.

The site itself was redeveloped from the 1970s to accommodate the existing Kennet Centre, and is of historic significance, once accommodating the Eagle Works which have been an important contributor to the industrial and engineering history of Newbury, also producing various engineering innovations of national importance.

Prior to the Kennet Centre, the site was predominantly composed of small-grained blocks, characterised by central buildings which are surrounded by smaller ancillary structures or outbuildings. Hardstanding areas between buildings are forming yard areas and spaces for storage. The northern areas of the Site are notably denser. In terms of scale, the buildings varied between one and three storeys, with some larger structures rising to two or three storeys, while smaller supporting buildings stood at one to two storeys. Brick is evident as the prominent material used in buildings and

structure, with a mix of gabled and hipped roofs above, echoing the wider traditional architectural forms within the town centre. Tall brick chimneys were a prominent feature in the roofscape, not only serving functional purposes but also contributing to the identity of the area.

The development aims to better reveal both the appearance and this historic context of the site taking its cues from the past uses of the Site and the wider vernacular of Newbury town centre.

The perimeter block has been designed to reflect the historic plot pattern, form, design character and use of the perimeter streets. The internal part of the site has been to reflect the historic grain of the site and the proposed design and architecture echoes the buildings found in Newbury over various periods of its history. The Proposed Development introduces a permeable street layout that reflects the historic layout of the Site.

In all, the development celebrates Newbury and its history, regenerating an unattractive site. It is a locally distinctive and high quality development.

There are a number of benefits that arise from the proposed development in terms of the Newbury Conservation Area as follows:

- The redesign of the perimeter buildings along Bartholomew Road, Cheap Street and Market Place, further taking into account the vernacular of Newbury and the special interest of the town centre;
- Replacing blank frontages at ground floor with animated and active commercial uses, particularly on the streets on the perimeter of the site;
- The introduction of those uses themselves enhance the character of this part of the conservation area, and reflect the historic pattern of residential and commercial uses which was lost with the first development of the Kennet Centre;
- Introducing a fenestration pattern at upper floors that better reflects the historic streetscape;
- Introducing a varied roofline around the perimeter of the site that better reflects the historic development of this part of the conservation area;
- The removal of large blank blocks generally and the introduction of a permeable development that better reflects the historic grain and street layout of this part of the conservation area;
- The use of appropriate materials including the use of brick along with architectural detailing and fenestration which reference the historic buildings within the town centre and the former industrial heritage of the site;

- A development pattern that introduces permeability to the site that reflects the historic Site character; and
- Improvements to the public realm in and around the Site and marks a significant improvement on the existing site which is enclosed has as no external landscaping.

There are clear enhancements to the conservation area and these are most apparent in terms of the very local appreciation of the site from Cheap Street and Bartholomew Street. The benefits are to be accorded great weight according to the statutory provision and confirmed by case law.

Overall, we find that when considered as a whole, the proposed development at least preserves the character and appearance of the conservation area. The grant of planning permission would accord with the duty set out in **Section 72** of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990

Similar benefits arise in relation to the settings of various listed buildings within the town centre, especially those in closest proximity to the Kennet Centre. These enhancements should be accorded great weight in accordance with the statutory provision and as confirmed by case law.

We find therefore that the grant of planning permission would accord with the provisions of **Section 66** of the Act in that the special architectural and historic interest of listed buildings by virtue of development in their setting will be at least preserved.

In terms of the development plan, we identify that the relevant policies are complied with.

Should the Council arrive at a different conclusion with regards to the effect of the proposed development and identify any element of harm to the significance of any heritage asset, then this must be 'less than substantial' and so would fall to be treated in the terms set out in paragraph 208 of the NPPF.

If paragraph 208 is engaged, while the identified element of harm must be accorded great importance and weight, the extent of such harm must be limited and considered accordingly in the planning balance. Our assessment identifies significant heritage benefits which must also be accorded great weight in the balancing process.

If having undertaken this assessment of the effects on heritage assets, a decision maker should identify any residual harm to heritage assets, then it would be incumbent upon them to weigh other wider planning benefits against that harm, such as housing benefits, economic benefits and so on. These are described in the Planning Statement that accompanies this application.

Such an approach is entirely consistent with the recent Bramshill judgment, and that established in the recent Whitechapel Bell Foundry appeal.

TOWNSCAPE

In townscape terms, the development both reflects and enhances the character of this part of Newbury. It will form an attractive addition to the townscape with high architectural design qualities.

The proposed development is formed of a collection of residential quarters with buildings ranging in height between two and six storeys. The massing arrangement of the proposals is generally distributed to three and four stories along the perimeter of the Site with the taller and coarser blocks being concentrated to the south of the site.

The development will open up the currently opaque site with a series of openings, yards and passages running through the Site..

The main benefits of the proposed development in townscape terms are identified as:

- The comprehensive regeneration of the underused Kennet Centre with the delivery a high quality residential led mixed use development;
- The delivery of a significant amount of high quality, residential units of a modern standard, design to take account of the historic character and vernacular of Newbury ;
- The delivery of flexible commercial floorspace within the town centre;
- This is a mix of uses that reflects and enhances the character of this part of the town centre;
- The delivery of active retail use at street level, enhancing the vitality of the street scene through the creation of new active frontage;
- Improvements to accessibility around the perimeter of the Site; and a permeable site that encourages exploration through characterful streets and spaces;
- The delivery of landscaping and public realm enhancements through the provision of publicly accessible amenity space on the Site;

- New public realm tree planting will contribute to landscape enhancement, habitat enhancement and urban greening; and
- Ensuring the best use of the Site, delivering a sustainable form of development in accordance with current adopted planning policy.

As set out above, the overall character of the site and locality is enhanced by a high quality locally distinctive development. The development therefore will be locally distinctive and embedded within the local context. The historic context of the site and this part of Newbury will be better revealed to users of the proposed development compared to the existing centre.

SUMMARY

The proposed development represents an opportunity to provide a significantly enhanced residential offer for Newbury, whilst also being a catalyst for wider regeneration and economic benefits. The proposed uses, architectural quality and urban design features demonstrably improve the appearance, character and function of the townscape, the conservation area and the settings of various listed buildings.

1.0 INTRODUCTION

OLD TOWN, NEWBURY

INTRODUCTION

- 1.1 Montagu Evans has been instructed by Lochailort Newbury Limited (hereby referred to as the 'Applicant') to provide consultancy services and produce this built heritage and townscape assessment in support of proposals which are the subject of a planning application for the redevelopment of the Kennet Centre, Market Street/Bartholomew Street/Cheap Street/Market Place, Newbury RG14 5EN (the 'Site').

SITE DESCRIPTION

- 1.2 The Site is located on land under the administrative control of West Berkshire Council (the 'Council'). **Figure 1.1** outlines the boundary of the Site. An aerial view of the Site from Google Earth is provided at **Figure 1.2**.
- 1.3 The existing site is principally formed of the Kennet Centre, a large block which dates back to the 1970s, and has been subject to later additions and alterations. The shopping centre contains a mix of retail, leisure and restaurant uses, along with a multi storey car park. The interior of the centre is typical of a modern shopping mall. The building is typical of shopping centres from this time and is of little architectural merit and actively detracts from the character and appearance of the surrounding area. The building makes a negative contribution to the Conservation Area in which it is located and detracts from the ability to appreciate the significance of a number of listed buildings.
- 1.4 Therefore, there is a significant opportunity to enhance the contribution that the site makes to various heritage assets and their settings, which is a matter which should be given significant weight in the determination process.

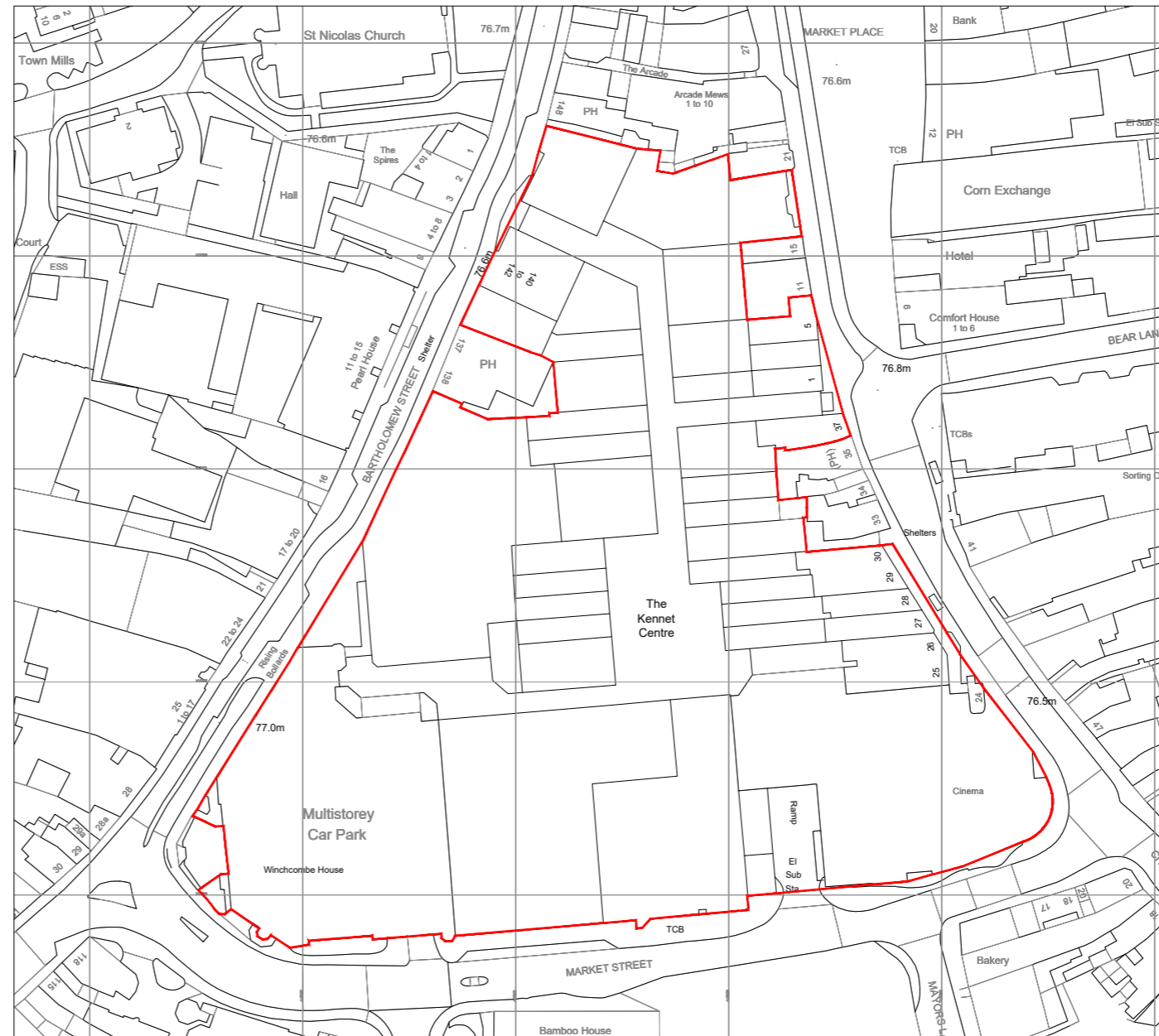


Figure 1.1 Site Plan. Source: Woods Hardwick



Figure 1.2 Aerial View. Source: Woods Hardwick

THE PROPOSED DEVELOPMENT

- 1.5 The proposals are described in both the Design and Access Statement prepared by Woods Hardwick and the Planning Statement by Lochailort Newbury Ltd, and may be summarised as:
- 1.6 Full planning permission for the redevelopment of the Kennet Centre comprising the partial demolition of the existing building on 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. More specifically the proposed development will deliver 317 Build to Rent and/or Private Sale Dwellings, 5 Retail Units, and a Community Hub (which includes that of concierge, parcel storage, community gym/meeting room) alongside significant new areas of landscaping and indoor and outdoor amenity areas.
- 1.7 The proposals involve the redevelopment of the existing site to create a new vibrant mixed-use neighbourhood in the heart of Newbury and has been sensitively designed to respond and complement the historic Newbury town centre. The scheme will improve wayfinding and legibility through the area with the opening up of the site and the provision of new pedestrian routes to the railway station and the wider town centre.

PURPOSE OF THE REPORT

- 1.8 The built heritage and townscape assessment provides an assessment of the impact of the proposed development on heritage and townscape receptors.
- 1.9 The built heritage assessment will consider the significance of heritage assets and the impact of the proposed development upon that significance. The Site itself does not contain any heritage assets, although there are heritage assets adjacent to it (and enveloped by it) and in the wider area. The Built Heritage and Townscape Assessment assesses the potential of the proposed development to impact their significance by virtue of the development within their settings.
- 1.10 The townscape assessment will consider the proposed development within its urban context, including the buildings, the relationships between them, the different types of urban open spaces, including green spaces and the relationship between buildings and open spaces.

2.0 METHODOLOGY

OLD TOWN, NEWBURY

METHODOLOGY

2.1 This section provides an overview of the assessment framework. The method is the product of legislation, policy and best practice guidance.

STUDY AREA

2.2 The study area comprises:

- All heritage receptors within a 500m radius of the Site boundary, comprising:
 - listed buildings;
 - conservation areas;
 - registered parks and gardens;
 - scheduled ancient monuments; and
 - locally listed buildings (non-designated heritage receptors).
- Townscape character within 500m radius of the Site boundary;

2.3 The respective heritage assets are identified in the heritage baseline at **Section 6.o**.

2.4 In addition, the assessment has given consideration to the impact of the proposed development on the townscape surrounding the Site.

2.5 Site observations, a manual desk-based review of OS maps, characterisation studies and relevant heritage receptors were used to determine the study area. The study area has been informed by building locations and heights, topography and townscape features, and an understanding of the scale of the proposed development.

SITE VISIT

2.6 A site survey of the baseline situation was undertaken by Montagu Evans during Spring 2020 and July 2024 to understand the immediate setting of the Site and to identify the townscape character and appearance.

ASSESSMENT PROCESS FRAMEWORK

HERITAGE

2.7 The term 'heritage asset' is used within this assessment to describe both designated (e.g. Listed Buildings, Registered Park and Garden, Registered Battlefield or Conservation Area) or non-designated (identified by the local authority e.g. building of townscape merit etc) assets. For the purposes of this heritage and townscape assessment, built heritage receptors do not include archaeological remains.

2.8 Paragraph 200 of the NPPF states:

In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.

2.9 'Significance' (for heritage policy) is defined in the NPPF (Annex 2) as:

the value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting.

2.10 This is reaffirmed by Historic Environment Good Practice Advice in Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment (2015).

2.11 It is commonly agreed that Grade I and II* buildings are of "exceptional" and "particularly important" interest; therefore these are generally afforded a higher heritage value. This differentiation is best summarised by the drafting of paragraph 200 of the NPPF, which states that the "level of detail (to describe the significance of heritage assets) should be proportionate to the assets' importance"; thus, a grading is appropriate. We have given due and proportionate regard to all heritage assets assessed.

2.12 Where a proposal may have an effect on the surroundings in which the heritage asset is experienced, a qualitative assessment is made of whether, how and to what degree setting contributes to the significance of heritage assets. Setting is defined in the NPPF as:

the surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.

2.13 The assessment of setting is informed by the check-list of potential attributes outlined by the Historic England guidance document Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (2017) (hereafter "GPA3: Setting").

2.14 GPA3: Setting identifies five steps towards assessing the implications of development proposals which may affect the setting of heritage assets (it is consistent with other guidance):

- a. Identify the assets affected
- b. Assessing the contribution setting makes to significance
- c. Assessing the effect of the proposed development
- d. Maximising enhancement and minimising harm
- e. Making and documenting the decision and monitoring outcomes

2.15 Part e is incumbent on the decision maker, through the provision of conditions.

TOWNSCAPE

2.16 The framework for assessment of townscape was prepared using the GLVIA3. The assessment has regard to the methodology set out in An Approach to Landscape Character Assessment (2014) prepared by Natural England.

2.17 The components of townscape are:

1. The assessment of townscape effects: assessing effects on the townscape as a resource in its own right; and

TOWNSCAPE

- 2.18 The townscape baseline assessment describes character areas / types and their key characteristics. It defines the distinct and recognisable patterns of elements, or characteristics that make one area different from another, rather than better or worse. These areas are defined and mapped with boundaries.
- 2.19 The mapped boundaries suggest a sharp change from one townscape area. On site, however, this often represents a zone of transition. Townscape character areas were identified and assessed according to townscape receptor value (in relation to their built form, materials, maintenance, and statutory and non-statutory designations), using criteria contained in **Table 2.1**.
- 2.20 The assessment was informed by both field survey and desk-based research of secondary sources, with reference to existing character assessments where applicable.
- 2.21 The objective of identifying the existing context is to provide an understanding of the townscape in the area that may be affected – its constituent elements, its character and the way this varies spatially, its geographic extent, its history, its condition, the way the townscape is experienced, and the value attached to it.

TOWNSCAPE RECEPTOR VALUE		
Value	Criteria	Examples/Features
Exceptional	Very attractive, unique or outstanding townscape with clearly distinctive characteristics, features and elements; Widespread use of quality materials; Very strong urban structure, characteristic patterns and balanced combination of built form and open space; Good condition; Appropriate management for land use; Unique sense of place; No detracting features.	Internationally or nationally recognised, and may comprise or include designated heritage receptors or sites of international or national importance
High	Very attractive townscape with distinctive or unusual features and elements; Evident use of quality materials; Strong urban structure, characteristic patterns and balanced combination of built form and open space; Appropriate management for land use with limited scope to improve; Strong sense of place; Occasional detracting features.	Nationally or regionally recognised and may include designated heritage receptors
Medium	Attractive townscape with some distinctive features; Recognisable urban structure, characteristic patterns and combinations of built form and open space; Scope to improve management for land use; Some features worthy of conservation; Sense of place; Some detracting features.	Regional or local recognition though generally undesignated, but value may be expressed through literature and cultural associations or through local plan designations, such as conservation areas.
Low	Typical, commonplace and unremarkable townscape with limited variety or distinctiveness; Distinguishable and urban structure, characteristic patterns and combinations of built form and open space; Scope to improve management for land use; Some features worthy of conservation; Some dominant detracting features.	Locally recognised. Certain individual townscape elements or features may be worthy of conservation, and townscape either identified for or would benefit from regeneration, restoration or enhancement. Site or area may be valued at a community level.
Very Low	Townscape often in decline; Weak or degraded urban structure, characteristic patterns and combination of built form and open space; Lack of management has resulted in degradation; Frequent dominant detracting features; Disturbed or derelict land requires treatment.	Not formally recognised

Table 2.1 Townscape Receptor Value Criteria

ASSESSMENT OF SENSITIVITY

- 2.22 The first stage in the assessment of the proposed development on a townscape receptor is to identify its sensitivity to the Development.
- 2.23 The assessment of sensitivity was based on an understanding of the proposed development. It was identified by calibrating the baseline value of the receptor with its susceptibility to the type of change introduced by the proposed development.
- 2.24 Susceptibility is the ability of the receptor to accommodate the proposed development without undue consequences for the maintenance of the baseline situation and / or the achievement of planning policies and strategies. The criteria for determining susceptibility is described at **Table 2.2**.
- 2.25 The baseline value of the receptor and its susceptibility were calibrated using the matrix at **Table 2.3**. Sensitivity is recorded in a verbal scale (high, medium or low), supported by the clear narrative linked to evidence from the baseline study and an assessment of susceptibility.

ASSESSMENT OF MAGNITUDE

- 2.26 The second part of the assessment stage was to identify the magnitude of impact arising from the proposed development on the townscape receptor.
- 2.27 The magnitude of impact was a qualitative judgement supported by the narrative text within the assessment. The professional judgement was quantified using criteria at **Table 2.4**.
- 2.28 The judgement of magnitude considers the size or scale, geographical extent or duration and reversibility of the impact and whether the proposed development:
 - Conforms with the pattern, scale, mass, grain and historic features of the receptor;
 - Creates a loss or restoration of key features of the receptor;
 - Contributes to the identified receptor character; and
 - Accords with national, regional and local planning policy and guidelines.

SUSCEPTIBILITY TO CHANGE CRITERIA	
High	The receptor has a low ability to accommodate the specific proposed change, and /or The site and/or setting contributes to the overall heritage value of the receptor.
Medium	The receptor has a medium ability to accommodate the specific proposed change; and / or The site and/or setting makes some or a limited contribution to the overall heritage value of the receptor.
Low	The receptor has a high ability to accommodate the specific proposed change, and / or The site and / or setting makes a very limited or no contribution to the overall heritage value of the receptor.

Table 2.2 Susceptibility of Receptor to Change Criteria

SENSITIVITY			
Receptor Value	Susceptibility of Receptor to Change		
	Low	Medium	High
Very Low	Low	Low	Low/Medium
Low	Low	Low/Medium	Medium
Medium	Low/Medium	Medium	Medium/High
High	Medium	Medium/High	High
Exceptional	Medium/High	High	High

Table 2.3 Sensitivity (Nature of Receptor Likely to be Affected)

MAGNITUDE OF IMPACT	
High	Considerable change to the value of the receptor. The proposals are a new component, ranging from a notable change in receptor characteristics over an extensive area to intensive change over a more limited area. The proposals would be very noticeable. Loss of or major alteration to key elements/features/ characteristics of the baseline. The duration of this impact may be permanent and non-reversible.
Medium	A clearly discernible change to the value of the receptor. The proposals are dissimilar to a main component of the receptor but similar to other components. The proposals would be readily noticeable. Partial loss of or alteration to one or more key elements/ features/characteristics of the baseline. The duration of this impact may be semi-permanent and partially reversible.
Low	Slight change to the value of the receptor. The proposals are similar to a main component of the receptor but similar to other components. The proposals would not be readily noticeable. Minor loss of or alteration to one or more key elements/ features/characteristics of the baseline. The duration of this impact may be temporary and reversible.
Very Low	Barely discernible change to the value of the receptor. Very minor loss of or alteration to one or more key elements/ features/characteristics of the baseline.
Nil	No change to the value of the receptor.

Table 2.4 Magnitude of Impact Criteria

ASSESSMENT OF LIKELY EFFECTS

- 2.29 Likely effects were determined by combining the judgements of sensitivity and the magnitude of impact using a common matrix shared across all topic areas (**Table 2.5**). It is considered that moderate to major effects are considered 'significant' in the context of the EIA Regulations. Criteria defining the scale of effect is provided at **Table 2.6**.
- 2.30 Professional judgement was required to determine the nature of the likely effects. Criteria defining the nature of effect is provided at **Table 2.7**.
- 2.31 The assessment of scale and nature of effect requires a qualitative discussion to describe and elucidate this judgement to the reader. This is necessary because the townscape assessment is not a strict quantitative process and some of these considerations will depend on expert judgements. Accordingly, there is an emphasis on qualitative text throughout the townscape assessment to describe the receptors and the judgements in regard to the significance of the identified effects.

LIKELY EFFECT ON RECEPTOR			
Magnitude	Sensitivity		
	Low	Moderate	High
Nil	None	None	None
Very Low	Negligible	Negligible	Negligible / Minor
Low	Minor	Minor / Moderate	Moderate
Medium	Minor / Moderate	Moderate	Moderate / Major
High	Moderate	Moderate / Major	Major

Table 2.5 Likely Effect on Receptor Matrix

SCALE OF AN EFFECT	
Major	The proposed development would give rise to a very significant effect on the receptor.
Moderate	The proposed development would give rise to a significant effect on the receptor.
Minor	The proposed development would give rise to an effect on the receptor, but this would not be significant.
Negligible	The proposed development would give rise to a barely discernible effect on the receptor. This would not be significant.
None	The proposed development would have no effect on the receptor.

Table 2.6 Scale of an Effect

NATURE OF AN EFFECT	
Beneficial	An advantageous effect to a receptor
Neutral	An effect that on balance, is neither beneficial nor adverse to a receptor.
Adverse	A detrimental effect to a receptor

Table 2.7 Nature of an Effect

3.0

LEGISLATION AND PLANNING POLICY

OLD TOWN, NEWBURY

LEGISLATION AND PLANNING POLICY

3.1 This section sets out the planning policy context for the redevelopment of the Site, including national and local guidance.

LEGISLATION

PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS ACT) 1990

3.2 The Site is located within the Newbury Town Centre Conservation Area. Section 72 of the Planning (LBCA) Act 1990 states:

“In the exercise, with respect to any buildings or other land in a conservation area, special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.”

3.3 The National Planning Policy Framework requires an ‘applicant to describe the significance of any heritage asset affected by a proposed development, including any contribution made by their setting.’¹ Setting is defined as:

The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.²

3.4 Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires that for development which affects a listed building or its setting the decision maker shall have ‘special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.’ The effect of that provision is that the desirability of preserving the setting of a listed building must be treated as a matter of ‘considerable importance and weight’,³ with such a duty presenting a ‘strong presumption’ against a grant of planning permission where harm to a designated heritage asset is identified.⁴

3.5 Setting is not, however, an asset in its own right. ‘Its importance lies in what it contributes to the significance of the heritage asset or to the ability to appreciate that significance.’⁵ The Setting of Heritage Assets (hereafter ‘GPA3’) provides ‘advice on understanding setting and how it may contribute to the significance of heritage assets.’⁶ It recommends a staged approach to proportionate decision taking.

3.6 Section 103 of the Levelling Up and Regeneration Act 2023 has now added a requirement to “preserve or enhance” listed buildings.

LEVELLING UP AND REGENERATION ACT 2023

3.7 Section 103 of the Levelling Up and Regeneration Act 2023 has now added a requirement to “preserve or enhance” listed buildings.

DEVELOPMENT PLAN

3.8 Section 38(6) of the Planning and Compulsory Purchase Act 2004 stipulates that where in making any determination under the Planning Acts, regard is to be had to the development plan, and the determination must be made in accordance with that plan unless material considerations indicate otherwise.

3.9 The statutory development plan and the policies relevant to the assessment of heritage and townscape considerations are set out at **Table 3.1** below.

³ Barnwell v East Northamptonshire District Council [2014] EWCA Civ 137
⁴ South Lakeland District Council v Secretary of State for the Environment and Another [1992] 2 AC 141
⁵ Historic England, The Setting of Heritage Assets, Historic Environment Good Practice Advice in Planning Note 3, 2nd edn (Swindon: Historic England, 2017) p4
⁶ Ibid. p1

¹ MHCLG, National Planning Policy Framework, rev. edn (London: HMSO, 2021) p56
² Ibid. p71

DEVELOPMENT PLAN POLICY	KEY PROVISIONS
The West Berkshire Core Strategy (2006 – 2026)	Area Delivery Plan Policy 2 (Newbury) Policy CS14 (Design Principles) Policy CS18 (Green Infrastructure) Policy CS19 (Historic Environment and Landscape Character)

Table 3.1 Development Plan Policy Relevant to Heritage and Townscape Assessment

NATIONAL POLICY

3.10 The development plan is supported by the planning policies set out in the NPPF. The relevant provisions are set out at **Table 3.2**.

NATIONAL POLICY	KEY PROVISIONS
National Planning Policy Framework (‘NPPF’) December 2023	Chapter 12: Achieving well designed places <ul style="list-style-type: none"> • Paragraph 131 • Paragraph 135 • Paragraph 136 • Paragraph 137 • Paragraph 138 • Paragraph 139 Chapter 16: Conserving and enhancing the historic environment <ul style="list-style-type: none"> • Paragraph 200 • Paragraph 205 • Paragraph 206 • Paragraph 207 • Paragraph 208 • Paragraph 209 • Paragraph 212

Table 3.2 Development Plan Policy Relevant to Heritage and Townscape Assessment

EMERGING NATIONAL POLICY

- 3.11 On the 30th July 2024, the Ministry of Housing, Communities and Local Government announced draft revisions to the NPPF, as part of their eight week consultation until Tuesday 24 September 2024.
- 3.12 The proposed changes to the NPPF, seeks to achieve sustainable growth within the planning system. It is accompanied by a consultation document listing 106 questions, seeking views on a series of wider policy proposals in relation to increasing planning fees, local plan intervention criteria and appropriate thresholds for certain Nationally Significant Infrastructure Projects.
- 3.13 The Government’s Written Ministerial Statement, which provides further details, is already considered a material planning consideration in current planning decisions.
- 3.14 The draft NPPF policies relevant to the assessment of heritage and townscape considerations are set out at **Table 3.3** below.

NATIONAL POLICY	KEY PROVISIONS
National Planning Policy Framework (‘NPPF’) July 2024	<ul style="list-style-type: none"> • Chapter 12: Achieving well designed places • Paragraph 128 • Paragraph 132 • Paragraph 133 • Paragraph 134 • Paragraph 135 • Paragraph 136 • Chapter 16: Conserving and enhancing the historic environment • Paragraph 200 • Paragraph 205 • Paragraph 206 • Paragraph 207 • Paragraph 208 • Paragraph 209 • Paragraph 212

Table 3.3 Draft Development Plan Policy Relevant to Heritage and Townscape Assessment

RELEVANT CASE LAW

WEIGHT TO BE ATTACHED TO THE DESIRABILITY OF PRESERVING THE SPECIAL INTEREST OF A LISTED BUILDING

- 3.15 The approach to attributing weight to harm in cases involving listed buildings and their setting was recently clarified in the Citroen Garage⁷ Appeal decision which was agreed with by the Secretary of State. The considerable importance and weight to the desirability of preservation, should tip the scales to produce an unequal balance in its favour. However, the decision maker should take account of the scale of change, and so the extent of impact, as well as the relevance to its significance, and the importance of the asset.
- 3.16 In preparing our analysis we are mindful of the considerable weight attached to the preservation or enhancement of the setting of heritage assets, which was clarified by the Court of Appeal judgement in *Barnwell Manor Wind Energy vs East Northamptonshire et al* (2014). The Court held that in enacting Section 66(1) of the 1990 Act Parliament intended that the desirability of preserving the settings of listed buildings should not simply be given careful consideration by the decision-maker for the purpose of deciding whether there would be some harm, but should be given "considerable importance and weight" when the decision-maker carries out the balancing exercise.

THE LEVEL OF HARM (SUBSTANTIAL VS. LESS THAN SUBSTANTIAL)

- 3.17 The NPPF does not define ‘substantial’, and national guidance simply states that substantial harm is a ‘high test.’⁸ Lord Justice Lindblom, in the Court of Appeal, stated: ‘what amounts to "substantial harm" or "less than substantial harm" in a particular case will always depend on the circumstances’, based on ‘matters of fact and planning judgment.’⁹
- 3.18 The *Bedford* (2013) judgement¹⁰ clarified how the decision maker should consider whether a development would lead to substantial or less than substantial harm. Of particular relevance to the approach to determining this application are the below paragraphs:

“25. Plainly in the context of physical harm, this would apply in the case of demolition or destruction, being a case of total loss. It would also apply to a case of serious damage to the structure of the building. In the context of non-physical or indirect harm, the yardstick was effectively the same. One was looking for an impact which would have such a serious impact on the significance of the asset that its significance was either vitiated altogether or very much reduced.”

- 3.19 The point around the threshold for substantial harm has been considered more recently in respect of a proposed UK Holocaust memorial in Westminster¹¹. The Inspector in the call-in case stated:

*“The applicant relies on the definition of substantial harm (and the calibration of lesser harms that flow from it) set out in the Bedford case, broadly defined as a high test. Westminster City Council on the other hand prefer to rely on the example of substantial harm set out in paragraph 018 of the PPG, a definition, as I understand it from their oral evidence, which sets the test at a lesser height...
 ...My interpretation of this point, also bearing in mind paragraph 018 of the PPG has been formulated in light of the Bedford judgement, is that there is in fact little to call between both interpretations. Bedford turns on the requirement for the harm to be assessed as ‘serious’ (with significance needing to be very much, if not all, ‘drained away’) in order that it be deemed substantial. Alternatively, paragraph 018 indicates that an important consideration would be whether the adverse impact ‘seriously’ affects a key element of special interest. In both interpretations, it is the serious degree of harm to the asset significance which is the key test. Moreover, in accordance with the logic of the Bedford argument, 018 explicitly acknowledges that substantial harm is a ‘high test.’”*
- 3.20 A ground of challenge of the decision was that the Inspector had erred by adopting the ‘Bedford’ test.

⁷ Citroen Site, Capital Interchange Way, Brentford, TW8 0EX. PINS ref. APP/G6100/V/19/3226914
⁸ DLUHC and MHCLG, National Planning Policy Guidance: Historic Environment <<https://www.gov.uk/guidance/conserving-and-enhancing-the-historic-environment>> [3 May 2023]
⁹ *Bramshill v SSHCLG* [2021] EWCA Civ 320
¹⁰ *Bedford Borough Council vs Secretary of State for Communities and Local Government and another* [2013] EWHC 2847

¹¹ *London Historic Gardens Trust v Minister of State for Housing* [2022] EWHC 829

- 3.21 Thornton J found that the references to Bedford in the inspector's heritage analysis "are no more than the Inspector confirming, or cross checking his analysis, conducted by reference to his view of the test as the 'serious degree of harm to the asset's significance', by reference to the case advanced before him [...] This is unimpeachable" (para 46)
- 3.22 Thus the approach was "entirely consistent" with the approach to the NPPF test that had been stipulated in *City & County Bramshill Limited v Secretary of State* (Court of Appeal, 2021), summarised by Thornton J as follows:
- 3.23 "The question whether there will be substantial harm to a heritage asset is a matter of fact and planning judgment and will depend on the circumstances. The NPPF does not direct the decision maker to adopt any specific approach to identifying harm or gauging its extent beyond a finding of substantial or less than substantial harm." (para 47)
- 3.24 Thus, the courts have made clear that substantial harm is a very high test, such that the significance of an asset would have to be vitiated all together or very much reduced. We make clear in our assessment that the proposals do not meet this high test and accordingly cannot be considered to cause substantial harm. That being said, this judgement is helpful as a guide when assessing the degree of harm within the less than substantial category.

CLEAR AND CONVINCING JUSTIFICATION

- 3.25 Paragraph 206 of the NPPF allows that the strong presumption against harm can be rebutted on the basis of a 'clear and convincing justification'. This phrase is sometimes taken to signal the requirement for an options analysis or explanation based in viability.
- 3.26 Paragraph 29 of the *Bedford* judgement confirms there is no freestanding test relating to clear and convincing justification. To the extent there is a test, it is to be found in what was paragraph 134 of the NPPF, and now paragraph 202.
- 3.27 The judgment in *Pugh v SSCLG* (2015) has clarified that the clear and convincing justification is no more than the tests set out in paragraphs 133 and 134 (now 207 and 208) of the NPPF, 2023), thus effectively the balance of benefits. It is only in cases of substantial harm that one needs to show works are necessary to deliver public benefits.

HERITAGE BALANCE

- 3.28 The recent Court of Appeal judgement known as *Bramshill* ([2021] EWCA Civ 320) found that the *Palmer* judgment does not lead to an "internal heritage balance" as a matter of course [71]. There are different ways that a decision maker can apply the balance of harm versus benefits [74], and some of these are summarised in the judgment [78].
- 3.29 Another, and the most recent case that considered this issue of the approach to the balancing act is the *Whitechapel Bell Foundry* case in *Tower Hamlets* (refs. APP/E5900/V/20/3245430 and APP/E5900/V/20/3245432). That decision confirmed that the *Palmer* approach of an 'internal heritage balance' is a legitimate one to follow in undertaking the balancing act, confirmed by both the Inspector reporting on the case and the Secretary of State. That as long as the great weight provision is applied, either approach is valid.

MATERIAL CONSIDERATIONS

- 3.30 In addition to legislation and policy, the assessment will take into consideration relevant planning guidance and any material considerations, including:
- National Planning Practice Guidance (online);
 - National Design Guide (2021);
 - An Approach to Landscape Character Assessment (2014);
 - Visual Representation of Development Proposals Technical Guidance Note (2019);
 - Historic England, Historic Environment Good Practice Advice in Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment (2015);
 - Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (2017);
 - Tall Buildings: Historic England Advice Note 4 (2022);
 - Newbury Historic Character Study (2006);
 - Newbury Town Design Statement (2017);
 - Quality Design – West Berkshire SPD (2006);
 - Market Street Planning and Design Brief SPD (2005);
 - Newbury Vision 2026 (2014);
 - Newbury Town Centre Masterplan (2022); and
 - Draft Newbury Town Centre Conservation Area Appraisal and Management Plan (2021).

LOCAL PLAN REVIEW

- 3.31 The current Local Plan is in place until 2026 and a review is currently taking place to extend it through to 2039. The Local Plan Review was submitted to the Secretary of State on 31 March 2023. An Inspector has now been appointed to undertake an independent examination of the Local Plan Review in relation to legal compliance and soundness matters.

POLICY DISCUSSION

- 3.32 The Council's Core Strategy places a significant emphasis on redeveloping urban sites, and rightly focusses on enhancing the vitality and viability of Newbury town centre as the District's main town. Increased development densities are supported and encouraged in this location, as is the proposed mix of residential and commercial uses.
- 3.33 Adopted Policy CS19 (Historic Environment and Landscape Character) states that particular regard will be given to various factors including (inter alia) the sensitivity of the area to change; ensuring that new development is appropriate in terms of location, scale and design the context of settlement form, pattern and character; the conservation and, where appropriate, enhancement of heritage assets and their settings.
- 3.34 The policy goes on to set out that proposals for development should be informed by and respond to (inter alia); distinctive character areas identified in supporting documents such as landscape character assessments; features identified in various settlement character studies, including the Newbury Historic Character Study, conservation area appraisals and community plans such as Town Design Statements and the nature of and potential for historic assets identified through the Historic Environment Record for West Berkshire and the extent of their significance.
- 3.35 Area Delivery Plan Policy (Newbury) 2 also refers to the historic environment and states that development will (inter alia) respect the historic environment of the town; opportunities will be taken to enhance the townscape with a number of buildings regarded as 'eyesores' providing redevelopment opportunities.
- 3.36 This is reflected in the vision set out for Newbury in the adopted Core Strategy in which Newbury will continue to fulfil its key role as the administrative and major town centre for the district (Policy CS 11 identifies Newbury as the District's sole Major town centre). The Policy states that any scheme should be of an appropriate scale and character to reflect and respond to the role and function of the centre, and should promote

the individuality of the centre, responding to any distinct features Area Delivery Plan Policy 1 specifically identifies the District’s main urban areas as the focus for development.

3.37 Paragraph 4.21 of the Core Strategy identifies Newbury as the main focus for housing growth over the plan period ‘with new housing well integrated into the town, supporting the vitality of the town centre and accompanied by enhanced services, facilities and infrastructure...’; this objective in support of Newbury continuing to fulfil its key role as the administrative centre and major town centre for the District.

3.38 5,400 new homes in Newbury are anticipated in Newbury (Area Delivery Plan Policy 2) – over 50% of the delivery of at least 10,500 net additional dwellings over the plan period (Area Delivery Plan Policy 1). Area Delivery Plan Policy 2 expressly identifies significant development opportunities on town centre previously developed land. This must logically include the application Site – the policy also identifies the Market Place as a high quality café and leisure quarter and the Market Street area as a mixed use but predominantly residential area with greatly improved pedestrian links from the railway station to the town centre.

HERITAGE CONSIDERATIONS

3.39 Section 66(1) of the 1990 Act requires the decision-making authority to have regard to the desirability of preserving or enhancing the special interest of a listed building and its setting. Additionally, the NPPF restates that great weight which is attached to conservation. This has been clarified in recent Court of Appeal judgments.

3.40 When considering the proposals, the Council has a statutory duty under Section 72(1) of the 1990 Act to consider the desirability of preserving or enhancing the character or appearance of a Conservation Area through the exercise of its planning powers.

3.41 As such, considerable planning weight is attached to proposals which harm the significance of a listed building or a Conservation Area. Equally, works which preserve, enhance or better reveal significance attract particular weight in the planning balance. This is reflected in the guidance set out in the NPPF at paragraph 211 which states that great weight should be accorded to the conservation of designated heritage assets.

3.42 We have assessed the Site and its contribution to the Newbury Town Centre Conservation Area and have come to the view that the replacement of the current building would not harm the overall character and appearance of the Conservation Area, or harm the significance of nearby designated and non-designated heritage assets, when the design of the replacement building is correctly factored in. We consider the proposed development to demonstrate high-quality design, which positively responds to its immediate and wider context. The proposed development enhances the appreciation of the immediate local context of the conservation area, and the settings of a number of listed buildings.

NATIONAL DESIGN GUIDE (2019)

3.43 The National Design Guide was adopted in 2019 and sets out the characteristics of well-designed places and demonstrates what good design means in practice.

3.44 The guidance sets out 10 characteristics intended to foster local character, community and address environmental issues affect climate. These ten characteristics include:

- Context – enhances the surroundings;
- Identity – attractive and distinctive;
- Built form – a coherent pattern of development;
- Movement – accessible and easy to move around;
- Nature – enhanced and optimised;
- Public spaces – safe, social and inclusive;
- Uses – mixed and integrated;
- Homes and buildings – functional, healthy and sustainable;
- Resources – efficient and resilient; and
- Lifespan; made to last.

NEWBURY TOWN CENTRE MASTERPLAN (2022)

3.45 Published in early 2022, the masterplan forms one of a number of place-shaping initiatives that the Council are developing in line with our Council Strategy and in support of their Local Plan Review.

3.46 The masterplan provides a strategic framework to reposition the town centre's offer over the short, medium and longer term, to ensure it continues to meet the needs of residents, businesses, workers and visitors. Its formulation has been carried out in collaboration with key stakeholders and has created a great deal of public interest in the town.

3.47 The document sets out 10 principles for change, and includes:

- Broader Town Centre – broaden the leisure, community and cultural ‘experience’ of the town centre, transforming it into a multi-functional space, attracting more visitors and increasing dwell time.
- Celebrating the ‘Cross Roads’ of the Town Centre of Northbrook Road and Bartholomew Street and the Kennet and Avon Canal, ensuring they are integral to the masterplan and the heart of the town centre
- A More Walkable Town Centre – enhancing the north south and east-west permeability of the town centre by foot.
- A More Welcoming Town Centre – improve the sense of arrival for pedestrians, cyclists, rail and bus users and motorists including improving links from the railway station to the town centre.
- A Greener Town Centre – includes delivering additional open space and ‘greening’ of the town centre to address environmental sustainability and improve community health and well-being.
- A More Sociable Town Centre – the masterplan will support opportunities for increasing spill out spaces for cafes and restaurants.
- A More Cultural Town Centre – seeks to improve the existing and create additional indoor and outdoor spaces for arts and cultural activities
- A More Independent Town Centre – seeks to promote the heritage of Newbury as an independent market town and recognises that Eagle Quarter will, if approved, provide units catered for small, independent businesses.
- A More Entrepreneurial Town Centre – recognises the importance of delivering new office space, focusing on smaller, flexible spaces for small businesses, start ups and those looking for occasional work space closer to home.
- A More Balanced Town Centre Community – rebalance the significant increase in residential accommodation that delivers apartments in the town centre by delivering a range of housing including family housing or more innovative residential schemes.

3.48 It is worth noting that whilst the document holds little weight at present, it sets out a future vision for the Newbury which ensures that the town centre ‘responds to the need for change, it remembers its market town heritage, and remains a focus for social interaction, economic growth, civic engagement and community activities’.

DRAFT NEWBURY TOWN CENTRE CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN (2021)

- 3.49 West Berkshire Council are currently reviewing the Newbury Town Centre (NTC) Conservation Area, which was first designated in March 1971, and last reviewed in 2010 as part of the Core Strategy.
- 3.50 The Draft Newbury Town Centre Conservation Area Appraisal and Management Plan was subject to consultation between the 12th January and 23rd February 2023 and proposed to amend the boundaries to the conservation area.
- 3.51 The document sets out the special architectural and historic interest of the Newbury Town Centre Conservation Area and aims to fulfil the Council's duty to 'draw up and publish proposals for the preservation and enhancement' of its conservation areas as required by the Planning (Listed Buildings and Conservation Areas) Act 1990 and the commitment made by policy CS19 in the West Berkshire Core Strategy 2012.
- 3.52 When adopted it will be used to guide future developments and improvements in conjunction with policies in the development plan.
- 3.53 At the time of writing this report, the Newbury Town Centre Conservation Area Appraisal and Management Plan has not been published on the Council's website. The consultation page notes that, once the document is formally adopted, it will be published on the Council's website.

4.0

HISTORIC BACKGROUND: NEWBURY

OLD TOWN, NEWBURY

HISTORIC BACKGROUND: NEWBURY

THE FOUNDING OF NEWBURY TOWN IN THE LATER MEDIEVAL PERIOD (AD 1066-1550)

- 4.1 Newbury's name is thought to be as a result of its foundation as a new borough, "Neoburiae", in the 11th century, following the assumption of power in England by the Normans in 1066. In 1086 the Domesday book noted the borough as consisting of 22 households, land for 12 ploughs, 2 mills, woodland for 25 pigs, 27 acres of meadow, 11 villeins (villagers, resident unfree peasants tied to the landowner as farmhands), 11 bordars (smallholders, unfree peasants with less land than villeins) and 51 enclosures (i.e. private estates) producing 70s 7d per year. The settlement had around 1,500 inhabitants. In 1086 the Lord and Tenant-in-Chief of Newbury was Arnulf of Hesdin. A popular twice-weekly market and once-yearly fair was held in the town.¹²

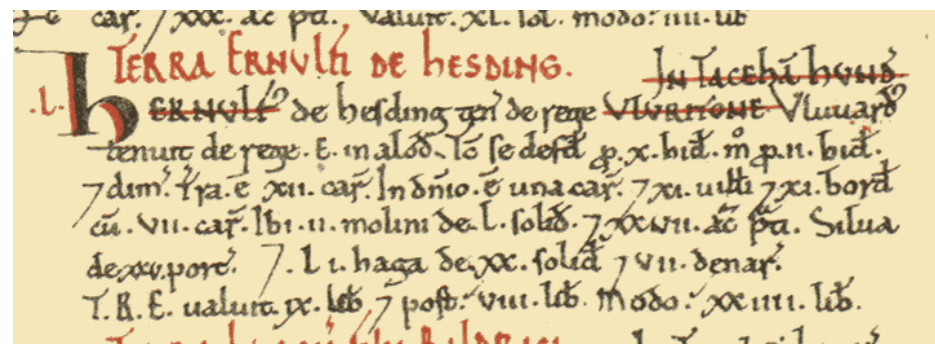


Figure 4.1 Newbury's entry in the Domesday Book

- 4.2 The ownership of the manor changed hands frequently in the medieval period, being exchanged between the Salisbury, Hasintings, Bohun and Ferrers families, and the Crown. It was eventually granted by the Crown to the corporation of Newbury in 1627.¹³
- 4.3 Newbury had doubled in size by the 12th century and became a reasonably significant settlement, sitting on a major toll road route. ¹⁴ So significant that King Stephen (1092/6–1154) is said to have besieged the castle at Newbury for five months, though the location of this castle is still unknown (possibly on Hamstead Marshall, destroyed c.13th century).¹⁵
- 4.4 During this medieval period the focal point of the town was probably a timber bridge across the River Kennet. The inverted Y-shaped plan of the town was established in this early period of its history and can be seen on all known historic maps: two roads from the south (one from Winchester/Andover and one from Kingsclere/Basingstoke) join at the south and on the opposite side of the river is the single Northbrook Street, leading north to intersect with the major road from London to Bristol.¹⁶
- 4.5 By the early 13th century Newbury boasted a relatively large market (larger than that in existence today), corn mill and fulling mill, all signs of prosperity.¹⁷ The main industry was the production of wool, as well as leather tanning.
- 4.6 The town may have begun to decline in status the later part of the 13th century, though there is evidence of recovery from the late-14th century onwards.
- 4.7 During the English Wars of the Roses (1455–1485) Newbury was the property of the Duke of York. The town was captured by the Earl of Wiltshire in 1460 and he executed many of the Yorkist-supporting residents of the town. The Duke of York's son later became King Edward IV and Newbury later became a Royal Borough. Newbury also acted as a meeting place for the followers of the Duke of Buckingham in 1483 when he rose against King Richard III.

POST-MEDIEVAL PERIOD (AD 1550-1900)

- 4.8 In the 15th and 16th centuries Newbury grew in size and wealth as a result of successful activities in the wool and cloth trade. The town was given a royal charter, a council was established and a Guildhall was built in 1611 in Market Place.
- 4.9 It is reported that the prosperous Newbury Winchcombe family, including cloth magnate, "Jack of Newbury" (John Winchcombe, 1489–1557), was producing cloth for export on an industrial scale in local mills and weaving workshops in the 16th century (he also lived at the house standing today at 24 Northbook Street). Another wealthy cloth merchant, Thomas Dolman, also established a business in Newbury and built Shaw House. Many more weaving magnates established themselves in the town in this period and ever increasing numbers of labourers to undertake the work.
- 4.10 In 1556, during the reign of Queen Mary I, three Protestants (Julius Palmer, Thomas Askew and John Gwin) were accused of heresy, tried in St Nicolas church, and convicted, burned at the stake on Enborne Road (known as the Newbury Martyrs).
- 4.11 The town seems to have expanded northwards in this period, as well as to the west where many mills were now located.
- 4.12 A good number of medieval buildings in the centre of the town were rebuilt or refronted at this time,¹⁸ many of which survive today. The Norman parish church of Newbury, St Nicolas, was almost entirely rebuilt in this period (Grade I listed).
- 4.13 By the late-17th century Newbury had lost much of its wealth as a result of the collapse of the local cloth trade and the disruption of the English Civil War (1642–1651). Gradually Newbury's mills began to close, the last of them, Greenham Mill, the most progressive, in 1817.

¹³ Victoria County History, A History of the County of Berkshire, volume 4, London, 1924, p.137.

¹⁴ Newbury.net, History of Newbury, available at <http://www.newbury.net/history.htm>

¹⁵ Oxford Archaeology for West Berkshire Council Heritage Service "Newbury Historic Character Study", Assessment Report, October 2005.

¹⁶ West Berkshire Council / West Berkshire Archaeology service, Historic Newbury, Fit for the Future: The Newbury Historic Character Study, 2006, available at <https://info.westberks.gov.uk/CHttpHandler.ashx?id=9097&p=0>

¹⁷ Astill, G., Historic Towns in Berkshire: an archaeological appraisal, 1978, p.49–57.

¹⁸ Ibid.

¹² Newbury History, History of Newbury, available at <http://www.newburyhistory.co.uk/>



Figure 4.2 West Mills in Newbury, a painting by Allan c.1905



Figure 4.4 St Nicolas Church, the main parish church of Newbury, rebuilt in the 16th century



Figure 4.5 Bridge over the River Kennet at Newbury, 1904



Figure 4.3 The swing bridge at West Mills c.1910

- 4.14 Two battles of the Civil War took place in the Newbury area: the First Battle of Newbury at Wash Common in 1643 and the Second Battle of Newbury at Speen in 1644. Both locations are around 2 miles from Newbury town centre. Donnington Castle lies just north of the town centre and was a Royalist stronghold in this period.
- 4.15 Many almshouses were built by wealthy individuals to assist the town's unfortunate citizens in a time of economic difficulty and high taxes: for example at St Bartholomew's Hospital, in West Mills, on Newton Road, and Northcroft Lane.¹⁹
- 4.16 The rise in popularity of the nearby town of Bath (60 miles distant) as a holiday destination for the wealthy in the 18th century allowed for a partial recovery of Newbury's fortunes. Situated half way between London and Bath, Newbury was a convenient resting point in the middle of the two day journey. This activity encouraged the establishment of a large number of coaching houses in the town and outskirts in the 18th century. Theatres also thrived at this time.
- 4.17 The first town hall for Newbury was built in 1742 and the wooden bridge over the River Kennet was replaced in 1772 by the stone one in place today. West of the bridge is Newbury Lock.

¹⁹ Ibid.

SEE APPENDIX 1.0 FOR MAP OF 1761 (FIGURE 1)

- 4.18 According to Buildings of England: Berkshire (1966, second edition 2010) "improved water routes revitalised the town [of Newbury]" In the 18th century. New industries also arrived in the town at this time, assisting in initiating another peak of prosperity.
- 4.19 By 1723 a route was created down the River Kennet, running through Newbury town centre, towards Reading (The Kennet Navigation). Two large basins were excavated for barges and the Wharf was constructed. As a result Newbury became an inland port encouraging a good deal more trade and commercial activity in the town. In 1810 work was completed on the section of the Kennet and Avon Canal that would extend the route to Bath. This provided a highly-beneficial transport route via water from London to Bristol, passing through Newbury.
- 4.20 A significant shift in industrial activity in Newbury was heralded by the establishment of several iron works and engineering firms in the town in the late-18th century and the encouragement of that area of activity. This activity came to rival the success of the cloth industry in the town, and ultimately to outlive it in the town when the cloth industry relocated to Yorkshire in the mid-19th century.

- 4.21 The first engineering works opened was that established by William Plenty in 1790 (The Eagle Iron Works). By 1830 Newbury had five iron foundries. Several of these iron works survived Newbury's next decline of the mid-19th century. The continued presence and operation of this industry in Newbury into the mid-20th century highlights its longevity and importance and enhances its significance and value to the town's history.
- 4.22 By 1801 the population of the town was 4,725.
- 4.23 In 1811, the famous Newbury Coat was made. This was a result of a conversation at a dinner party between Mr John Coxeter, a cloth manufacturer and owner of Greenham Mill in Newbury, and Sir John Throckmorton of Buckland House in Faringdon. Sir John laid a wager of thousand guineas that Mr Coxeter could not "take the coat off his back, reduce it to wool, and turn it back into a coat again in twenty-four hours". Mr Coxeter was successful and in just thirteen hours and 20 minutes he presented Sir John the finished coat. The next day Sir John stood on a platform wearing the coat in front of a large crowd, reportedly of over 5,000 people.
- 4.24 On the east side of the town centre a basin and wharves were established to accommodate the increased trade in goods. Frequently Barley from Newbury was transported on barges for malting. Newbury's main industries at this point were malting, brick making and leather tanning.
- 4.25 By the mid-19th century the cloth industry had largely moved to Yorkshire and Lancashire, and only sackcloth and sails were being made in Newbury.²⁰
- 4.26 Fortunately the scene had already been set for more large-scale, labour intensive industries in the town. The shift in focus to iron foundries and the engineering industry once again reflected national trends: new inventions in iron manufacturing allowed for stronger and more durable metals to be produced and the use of steam engines in coalmining also ensured that a cheap and reliable supply of coal could be provided (the iron industry's essential raw material, relatively cheap in Britain at that time).
- 4.27 The new London to Bath line of the Great Western Railway, established in 1841, did not pass through Newbury. This new transport system severely reduced trade and travel via the canal network and via road, so adversely affecting Newbury's prosperity. The town at this point fell back on its other outputs in agriculture and horse-racing.



Figure 4.6 Newbury Wharf, a painting by Victor Corden (1860–1939)

- 4.28 It wasn't until 1847 that the Berks and Hants Railway opened a branch line connecting Newbury to Reading and Hungerford and a Railway Station was built at Newbury. Newbury was an important junction on the Didcot, Newbury and Southampton Railway (DN&SR). In 1882 the line was extended to Didcot, and to Lambourn in 1898. By 1890 Newbury was an important station and junction.
- 4.29 Newbury remained predominantly a market town, but many other industries were active here in the 19th century: the town had iron foundries and brick making, silk and paper manufacture, and brewing also took place. By the 1850s there were nine breweries in the town (the last remaining in operation until 1930). A corn exchange was built in 1862 and cattle market established in 1873 (replaced in 1968 by a multi-storey car park, which in turn was replaced by the bus station in c 1988/89).
- 4.30 The focus of the town Centre in this period was the Market Place, medieval Cloth Hall and adjoining half-timbered granary, as well as the 17th and 18th buildings of the town centre (many of which survive today and are listed).
- 4.31 Other improvements in this period included gas street lighting (1825), a local newspaper (1867), a network of sewers and drains, mains water supply (1875) and Newbury Hospital (1885).



Figure 4.7 Newbury's Market Place in 1890 (Source: Oxfordshire Country Council Collection)

SEE APPENDIX 1.0 FOR ORDNANCE SURVEY MAP OF 1887 AND 1895 (FIGURES 2 AND 3)

- 4.32 By 1887 the Ordnance Survey map shows timber yards and malthouses around Newbury's wharf area, along with brewery and tan yards in the Park Way area. Along the west side of Bartholomew Street were several malthouses and some large breweries (including West Mills Brewery and Phoenix Brewery). Another brewery lay south of Pelican Lane. A number of engineering joinery companies were also established by now, among them Eagle Works and Elliott's Moulding and Joinery Company Ltd.
- 4.33 Some social reforms were implemented in Newbury in the 19th century aiming to tackle the problems caused by an increase in the town's population. This included the creation of more schools and the clearance of slum areas of the town. The Newbury Union Workhouse built to house the poor in 1834 (later becoming Sandleford Hospital).²¹ By the late 19th century the town had around 75 pubs, many of which were closed down in the flowing decades as a result of lobbying by supporters of the Temperance movement.²²

²⁰ Newbury.net, History of Newbury, available at <http://www.newbury.net/history.htm>

²¹ Ibid.
²² Ibid.

MODERN PERIOD (AD 1900 - PRESENT)

- 4.34 Only by 1906 was Newbury station connected to the main line of Taunton to Reading (and in to London Paddington).
- 4.35 The town continued to develop steadily in the early 20th century with further industry and building of new housing increasingly its size.
- 4.36 An electricity supply was provided to the town from 1904.
- 4.37 Newbury racecourse was built in 1905 (now with its own train station), becoming a major are of activity for the town thereafter. The town once again became a popular venue, for wealthy individuals on race days.
- 4.38 A new town hall was built, and the first museum opened in 1904 (in the Cloth Hall in the Wharf). A public library followed in 1906 (Cheap Street) and cinema in 1910 (Cheap Street). Newbury Railway Station was rebuilt in 1910 and the clock tower (Clock House) was erected in 1929 (in the Broadway). The town also benefitted from improvements in its sewerage system.
- 4.39 In 1920 the first local authority housing was provided in Newbury, in St George’s Avenue. In the 1930s the parishes of Speen, Speenhamland and Greenham were incorporated into Newbury borough.
- 4.40 In 1930 the Newbury Brewing Company at 27 Northbrook Street closed, the last Newbury brewery.
- 4.41 In the 1940s the Supermarine Spitfire aircraft was manufactured for the RAF by Vickers Armstrong. In Newbury in a building along Turnpike Road (Shaw) certain parts for the aircraft were produced (specifically the tail planes and fins). The factory was built by the Ministry of Defence after the company was evacuated from Southampton. When they first arrived in Newbury Vickers Armstrong had three sites – one at West Mills, one in Bartholomew Street and a third in Northbrook Street. After 1945 parts continued to be produced here for other aircraft, including the Swift, Comet, Viscount and Vanguard.

SEE APPENDIX 1.0 FOR ORDNANCE SURVEY MAP OF 1933 (FIGURE 4)

- 4.42 Newbury town was affected by bombing during the Second World War, resulting in many deaths and damage to buildings. On 10 February 1943 over 200 bombs fell on Newbury, 15 people were killed, 41 injured and many houses and other buildings destroyed.
- 4.43 Also during the Second World War the racecourse was requisitioned by the military for mounted troops and prisoners of war, tank testing and munitions inspections. In addition, a large Royal Air Force station was established at Greenham Common, to the south east of Newbury town centre (approximately 3 miles away). The US Air Force bombers and tankers were stationed here in the 1950s until the 1990s.



Figure 4.8 Clock House, Newbury, c.1965



Figure 4.9 Market Place, Newbury, 1970s (Source: Oxfordshire Country Council Collection)

SEE APPENDIX 1.0 FOR ORDNANCE SURVEY MAP OF 1945-68 (FIGURE 5)

- 4.44 In 1948 Newbury was awarded a coat of arms: this shows Newbury Castle and the River Kennet. A sheaf represents Newbury’s long history as an agricultural market town. A teasel similarly recalls the wool industry that was once so important for the town.
- 4.45 In the 1950s the construction of housing estates that had begun in the 19th century now increased rapidly, most notably to the north and south of the town centre.
- 4.46 A lock on the Kennet and Avon canal collapsed in 1950 and the canal was closed until decades later when the waterway was restored.
- 4.47 Newbury College (further and higher education) was also founded on Oxford Road in 1948 on the site of the former Ormonde Hospital. A new police station and crown court was added in Mill Lane in 1965.



Figure 4.10 Newbury's coat of arms

SEE APPENDIX 1.0 FOR ORDNANCE SURVEY MAP OF 1961 (FIGURE 6)

- 4.48 By the 1980s the town had almost expanded to its current extent. The construction of the A34 was begun in 1950 as a relief road for the town. In 1977 the road was extended northbound to the M4 and a bridge was built over Western Avenue (A4). In 1979 the A339 was extended to the south, to be known locally as the Sandford link. An extensive industrial area to the east of the new relief road was created at this time.
- 4.49 Newbury District Council was formed in 1974 and new council offices on Market Street completed in 1980 (the council would be later known as West Berkshire Council). Newbury Leisure Centre was opened in 1980, Watermill Theatre in 1967 and the Community Theatre in 1984. An initial scheme to construct a new shopping centre was proposed in 1967; this multi-phased development became known as the Kennet Centre and was completed in the 1980s (for full details see section 3 of this report).
- 4.50 Newbury bypass (A34) was finally completed in 1998 after delays and complications owing to various controversies and protests over the building of the road.
- 4.51 In 1980 the US Air Force began the construction of six nuclear bunkers at Greenham Common, and the site became a US Air Force Cruise Missile base in 1981. In protest at this development peace camps are established around Greenham Common by several pressure groups. 96 operational cruise missiles were delivered to the base in 1983. In 1993 the base was closed, the airfield broken up and Greenham and Crookham Common was returned to use as public heathland.
- 4.52 In 1997 Newbury Retail Park opened along Pinchington Lane, on the former site of Newbury Rugby Club.
- 4.53 In 1998 it was decided that Northbrook Street would be pedestrianized during the day. The same arrangement was made for Bartholomew Street in 2000. Today the northern part of Bartholomew Street, the Market Place and Northbrook Street are all pedestrianised from 10am until 5pm daily.
- 4.54 The company Racal Vodafone (now Vodafone UK) decided to establish headquarters in Newbury in the 1980s. Many other companies of the technology and pharmaceutical sectors joined Vodafone (e.g. Bayer, Quantel, Micro. Focus). In 2002 Vodafone moved into a new £129 million world headquarters with 3,250 employees within a “campus” of seven buildings.

- 4.55 In the early 2000s Newbury College relocated to new premises in Monks Lane and Ormonde House was demolished and the area redeveloped. Sandford Hospital and Newbury Hospital were also both demolished at this time and the areas redeveloped as housing.
- 4.56 In 2011 the Parkway Shopping Centre opened. It has around 50 shops, cafes and restaurants, 550 car parking spaces and 150 apartments.
- 4.57 Today Newbury has an historic market core, surrounded by “garden suburbs”. The suburbs are a result of the creation of low density development with landscaping schemes implemented in the 2nd half of the 20th century.
- 4.58 Newbury retains many significant historic buildings. Some date to the medieval period, many in the centre of the town are 17th century in date, but by far the most plentiful are those from the 18th and 19th centuries. This includes houses, shops and coaching inns along the principle streets of the town.



Figure 4.11 Newbury town centre, showing St Nicolas church and Town Hall, c.1999

- 4.59 Those that are Grade I listed are:
- Parish church of St Nicolas
 - West Berkshire Museum
 - Shaw House (around 2 miles north of the town centre)
 - Donnington Castle (around 2 miles north of the town centre)
 - Those that are grade II* listed include:
 - Bridge over the River Kennet
 - Corn stores
 - Litten Chapel
 - Methodist Chapel
 - Gateway to churchyard, St Nicolas Church
 - St Bartholomew’s Hospital
 - St Mary’s Vicarage
 - St Nicolas House
 - Houses on Northbrook Street (6–12, 24, 42, 91, 92)
 - The Chestnuts
 - Wessex Home
 - 63 Cheap Street
 - 28 Bartholomew Street
 - 5 Wharf Street
 - Donnington Hospital

COMMERCIAL HISTORY OF NEWBURY

- 4.60 Several periods in Newbury’s history can be identified as of interest or significance, both to the local development of the town as well as to historians reflecting wider national trends. These include
- The 15th and 16th centuries when Newbury as a traditional market town grew in size and prosperity as a result of successful activities in the wool and cloth trade (particularly cloth that was highly regarded on the continent).
 - The English Civil War period when two major battles took place in the Newbury area: the First Battle of Newbury at Wash Common in 1643 and the Second Battle of Newbury at Speen in 1644.
 - The 18th century when Newbury was a popular and lively coaching and entertainment centre on the old Bath Road halfway between London and Bath. This activity encouraged the establishment of a large number of coaching houses in the town and outskirts in the 18th century. Theatres and horse racing also thrived at this time.

- The 19th century when new transport infrastructure in the form of canals (1810s) and railways (1850s) assisted in the growth of Newbury’s manufacturing and trading activities. This period saw the growth of major new industries in Newbury onwards, including iron foundries, engineering works and brick making, silk and paper manufacture, timber yards, malshouses and brewing.
- Activity that took place in the 1940s in Newbury during the time of the Second World War, highlighting the contribution Newbury’s engineering industry made to producing equipment and munitions to equip the nation’s armed forces during that conflict.

- 4.61 These are not the only periods of interest or importance in Newbury’s development, but these are the events that are most widely recognised, discussed and memorialised in Newbury.
- 4.62 Industry and commerce are common themes running through several periods of Newbury’s historical development. We know a good deal about Newbury’s success and growth during the 19th and 20th centuries – these two particular periods in Newbury’s development are strongly representative of wider trends occurring both nationally and globally: Newbury is a valuable case study of change and success in a typical British town in these centuries.
- 4.63 Newbury was already characterized by its industry in the medieval period, albeit in the form of milling (corn mill and fulling mill), the production of wool and leather tanning: all reflecting a prosperity that owed to the production of consumable goods. Newbury’s coat of arms reflects its connection with the wool industry that was once so important for the town.
- 4.64 The theme of production, industry and commerce remained a part of Newbury’s history in the centuries that followed.
- 4.65 The story of Newbury’s development in the medieval and early modern periods, as with most British market towns, is characterised by cycles of peaks and troughs of prosperity and slow decline. Economic prosperity and recovery in Britain’s towns of his type often owed to a shift in the output of goods or commercial activity, enhanced transportation links, or local entrepreneurial undertakings. Equally possible is that any decline reflected wider national trends, for example in agricultural depression, or the impact of foreign or domestic wars.



Figure 4.12 West Mills Newbury, Allan c1905

- 4.66 Thus after a period of prosperity the town of Newbury began to decline in status the later part of the 13th century. This was followed by a gradual recovery in the 15th and 16th centuries when Newbury grew in size and wealth. This revival of fortunes was once again the result of the growth in the production of wool and cloth. Indeed, certain mills and workshops began to produce goods for export on a more industrial scale. Many more mills were established, becoming part of Newbury’s townscape, and the town was inhabited by a great number of cloth merchants and labourers.
- 4.67 Gradually this pattern of prosperity and decline repeated and by the late-17th century Newbury’s cloth trade had collapsed. The disruption of the English Civil War added to the general stagnation in manufacture and trade, something that was experienced nationwide.
- 4.68 Some buildings of the 16th century remain standing in Newbury town centre, yet most of these have been altered or refronted. Equally as prominent in the town today are buildings of the 17th and of the 18th and 19th centuries, the latter being most plentiful historic buildings in the town.
- 4.69 According to Buildings of England: Berkshire (1966, second edition 2010) “improved water routes revitalised the town [of Newbury]” In the 18th century. New industries also arrived in the town at this time, assisting in initiating another peak of prosperity.

- 4.70 By 1723 a route was created down the River Kennet, running through Newbury town centre, towards Reading (The Kennet Navigation). Two large basins were excavated for barges and the Wharf was constructed. As a result Newbury became an inland port encouraging a good deal more trade and commercial activity in the town. In 1810 work was completed on the section of the Kennet and Avon Canal that would extend the route to Bath. This provided a highly-beneficial transport route via water from London to Bristol, passing through Newbury.
- 4.71 A significant shift in industrial activity in Newbury was heralded by the establishment of several iron works and engineering firms in the town in the late-18th century and the encouragement of that area of activity. This activity came to rival the success of the cloth industry in the town, and ultimately to outlive it in the town when the cloth industry relocated to Yorkshire in the mid-19th century.
- 4.72 The first engineering works opened was that established by William Plenty in 1790 (The Eagle Iron Works). By 1830 Newbury had five iron foundries. Several of these iron works survived Newbury's next decline of the mid-19th century. The continued presence and operation of this industry in Newbury into the mid-20th century highlights its longevity and importance and enhances its significance and value to the town's history.
- 4.73 The changes occurring in Newbury were reflected across Britain, contributing to the acknowledged period of development in Europe history known as the Industrial Revolution (c.1760-c.1840). This term recognises the widespread transition from hand production methods to new manufacturing processes (including new chemical manufacturing and iron production processes, the increasing use of steam power and water power, the development of machine tools and the rise of the mechanized factory system). It marks a major turning point in European and world history and some historians consider it one of the most important events of in the history of the modern world. The changes enabled the emergence of the modern capitalist economy. As well as revolutionising the worldwide economy the changes impacted on almost every aspect of people's daily live and enabled the growth in personal wealth, population growth and standards of living.
- 4.74 It is acknowledged that the Industrial Revolution began in Britain: many of the technological innovations were of British origin. By the mid-18th century Britain was the world's leading commercial nation and the face of the British economy had been changed forever
- 4.75 Activity within Newbury during the 18th and 19th centuries stands as a strong and valuable representative example of the development of a British town during Industrial Revolution. The rise in production, industry and commerce of that period resulted in the growth in size and prosperity of Newbury and remained a part of the town's history in the centuries that followed
- 4.76 The growth of Newbury's wool and textile industry reflected Britain's new commanding position in this industry in general, the nation out-competing the established producers in Italy and the Low Countries and establishing an intercontinental trading network. By the early-19th century other industries of malting, brick making and leather tanning followed suit, also prospering in Newbury. By the 1850s there were nine breweries in the town (the last remaining in operation until 1930).
- 4.77 In the 1870s Elliott's of Newbury, a moulding, joinery, and furniture company, was founded. Samuel Elliott initially established a company called Albert Moulding and Joinery in the late 1800s and he built up a national reputation in manufacturing high-quality goods (including staircases and wood panelling). Customers included Manchester Town Hall and, more locally, Greenham Lodge, church and vicarage. In the late-19th century the company was taken under new management and Elliott's Moulding and Joinery Company Ltd moved on from joinery products to the manufacture of domestic furniture, especially bedroom and dining room suites.
- 4.78 The growing demand for goods produced in Britain revealed serious problems with the country's transport system. Many land owners and industrial speculators began financing new networks of canals all over the nation in order to link areas where raw materials were produced with the growing centres of population and industry as well as export hubs. As noted above, in Newbury an increase in the trade in goods had to be accommodated and on the east side of the town centre a basin and wharves were established.
- 4.79 By the mid-19th century the sustained prosperity of Newbury was in danger as the cloth industry relocated to Yorkshire and Lancashire. Fortunately the scene had already been set for more large-scale, labour intensive industries in the town. The shift in focus to iron foundries and the engineering industry once again reflected national trends: new inventions in iron manufacturing allowed for stronger and more durable metals to be produced and the use of steam engines in coalmining also ensured that a cheap and reliable supply of coal could be provided (the iron industry's essential raw material, relatively cheap in Britain at that time). Furthermore, mechanised production also increased output per worker.
- 4.80 Britain's outstanding success in the development of new industries and new manufacturing techniques as well as the development of a global trading network from the 1760s onwards resulted in the expansion of rural manufacturing industries and rapid urbanisation: changes very clearly reflected in the history of the town of Newbury.
- 4.81 The activity production, industry and commerce within Newbury in the 18th and 19th centuries resulted in significant changes to the town. The growth in size and prosperity of Newbury in that period stands as a strong and valuable representative example of the development of a British town during the highly significant national and global phenomena known as the Industrial Revolution (c.1760-c.1840).

NEW INDUSTRIES IMPACT ON NEWBURY’S ARCHITECTURE IN THE 19TH CENTURY

- 4.82 As noted above, by the mid-19th century many other industries were active in the town of Newbury alongside wool and textile production. The town was active in the manufacture of iron and creation of iron goods of structures, brick making, silk and paper manufacture, and in brewing.
- 4.83 Many new buildings were established in the town as a result, reflecting Newbury’s development in these industries: by 1887 the Ordnance Survey map shows timber yards and malshouses around Newbury’s wharf area, along with brewery and tan yards in the Park Way area. Along the west side of Bartholomew Street were several malshouses and some large breweries (including West Mills Brewery and Phoenix Brewery). Another brewery lay south of Pelican Lane. A number of engineering joinery companies were also established by now, among them Eagle Works and Elliott’s Moulding and Joinery Company Ltd.
- 4.84 The growth in population and urbanisation in Newbury that resulted from changes of the Industrial Revolution are reflected through the numbers of 18th and 19th century properties present in the town today

ENGINEERING IN 20TH-CENTURY NEWBURY AND ITS CONTRIBUTION TO THE SECOND WORLD WAR

- 4.85 Certain activities in Newbury during the 1940s further emphasise the importance of engineering to Newbury, indicating the particular contribution this industry has had on the development of the town and the value of the local engineering operations. During the Second World War almost every engineering company in Britain was expected to assist in producing equipment and munitions to equip the nation’s armed forces: Newbury’s manufacturers were no exception.
- 4.86 In the 1940s the Supermarine Spitfire aircraft was manufactured for the RAF by Vickers Armstrong. In Newbury in a building along Turnpike Road (Shaw) certain parts for the aircraft were produced (specifically the tail planes and fins). The factory was built by the Ministry of Defence after the company was evacuated from Southampton. When they first arrived in Newbury Vickers Armstrong had three sites – one at West Mills, one in Bartholomew Street and a third in Northbrook Street. After 1945 parts continued to be produced here for other aircraft, including the Swift, Comet, Viscount and Vanguard.



Figure 4.13 Former Phoenix Brewery, Bartholomew Street



Figure 4.14 Elliot’s Factory 1940s

- 4.87 The spitfire aircrafts were assembled at the aircraft factory at Eastleigh, Hampshire. The Spitfire is probably the most famous plane of the Second World War: its ground-breaking design and superior specifications gave Britain a decisive advantage fighting the Luftwaffe in the Battle of Britain.
- 4.88 Along with many towns and cities in Britain, Newbury played its part in raising funds for the manufacture and operation of equipment and weapons during the Second World War. By 1940 the residents of Newbury had raised enough money for two Spitfires to bear the name of the town (displayed in four-inch yellow characters on the engine cowling of the aircraft).
- 4.89 During the First World War, Elliots Furniture Factory had produced ammunition boxes with a workforce of 90% women. During the Second World War a largely female workforce also produced components for aircraft: parts for the Spitfire, Tiger Moths, De Havilland Mosquito, the Airspeed Oxford and the Horsa glider. After the Second World War, Elliots manufactured gliders and light aircraft. In 1948 that the Board of Trade granted a licence for the production of furniture once more and the company continued to operate until 1974.

- 4.90 Opperman Gears also produced parts for the De Havilland Mosquito aircraft, a twin-engine, shoulder-winged multirole combat aircraft, one of the fastest operational aircraft in the world in the 1940s. Opperman had relocated from London during this period to the Hambridge Works, Newbury, and were also the biggest employer in Newbury at this time. Thus Oppermans made a contribution to the activity of defending Britain's skies and assisting a victory for the Allied Forces during the Second World War. Their outputs included reduction gears, geared motors, gear wheels and transmission equipment. The Hambridge Works is also mentioned in an advert of 1947 promoting a "Victory Potato Harvester" built by the "Victory Agricultural Machine Co. Ltd".
- 4.91 In addition, Newbury Diesel made engines for ships and a Hawker Siddeley-owned factory may also have engaged in aircraft production in Newbury during the Second World War.
- 4.92 The tradition of industry and commerce is continued in Newbury today, and the town is sometimes remembered as the site for certain major global forms. For example, in the 1980s the company Racal Vodafone (now Vodafone UK) decided to establish headquarters in Newbury. Many other companies of the technology and pharmaceutical sectors joined Vodafone (e.g. Bayer, Quantel, Micro. Focus). In 2002 Vodafone moved into a new £129 million world headquarters with 3,250 employees within a "campus" of seven buildings to the north of the town centre.

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Figure 4.15 Advertisements for Oppermans of Newbury

5.0

**HISTORIC BACKGROUND:
KENNET CENTRE / EAGLE WORKS SITE**

OLD TOWN, NEWBURY

HISTORIC BACKGROUND: KENNET CENTRE / EAGLE WORKS SITE

- 5.1 The triangular area between Bartholomew Street, Cheap Street and Market Place in Newbury town centre was one of the earliest occupied areas of the medieval town. Evidence from archaeological excavations by Oxford Archaeology have shown it was laid out with burgage plots (enclosed fields extending the confines of a town) along both sides.²³ That this area was used for agriculture or small-scale farming until the 18th century is evidenced by John Roque's map of 1760 (Figure 1, **Appendix 1.0**).
- 5.2 During the 19th century the area was heavily built on, both for housing and for industrial usage.
- 5.3 Towards the end of the 18th century (c.1790) a millwright and architectural engineer named William Plenty (1759–1832) opened an agricultural engineering works on the site at Cheap Street. At this time one of the major activities of the works was the manufacture of efficient iron ploughs, more manoeuvrable and economical than other models. An 1855 Patent details "Edward Pellew Plenty and William Pain, of Newbury, in the county of Berkshire" as "Agricultural Implement Manufacturers and Copartners – An improvement in Ploughs".
- 5.4 By 1830 there were five iron foundries in Newbury town. This included the Plenty Eagle Iron Works.
- 5.5 This is a prominent example of a manufacturing company contributing to the economic prosperity of Newbury during the Industrial Revolution is the iron foundry and engineering business established by industrialist, millwright and architectural engineer William Plenty in the 1790s.

- 5.6 In 1805 the company Plenty & Pain won a prize for ploughs offered by the Earl of Bridgewater at Ashridge. William Plenty later registered a patent for the fitted of a wheel behind the plough and in 1820 the firm produced the improved or "Flemish" plough.²⁴
- 5.7 Plenty went on to build a revolutionary lifeboat in 1816, this was known as the "pulling and sail" lifeboat called the Plenty. It was 24 foot long by 8 foot beam and equipped with six oars and was ideal for general use as it was extremely stable and seaworthy. In 1824 this was chosen as the winning design of lifeboat for the Duke of Northumberland's prize.
- 5.8 In 1824 The Royal National Institution for the Preservation of Life from Shipwrecks (1854 became Royal National Lifeboat Institution) was formed with 14 lifeboats placed around the English coast – 11 of these were "Plenty" class lifeboats built in Newbury at the Eagle Works.²⁵
- 5.9 1865 the Plenty & Pain company became Plenty & Sons as William Plenty's sons, sons James Shergold Plenty (1811–51) and Edward Pellew Plenty I (1816–98) joined the business. Plenty's now diversified into steam engines and boilers for ships. In 1880 the company was added to the Admiralty list for supply of steam engines. These were supplied to the Royal Navy and exported across the world.



Figure 5.1 Extract from Ordnance Survey map of 1880

24 Grace's Guide to British Industrial History, "William Plenty". Available at https://www.graces-guide.co.uk/William_Plenty

25 Newbury Town Council, "Blue Plaques", available at <http://46.101.85.17/blue-plaques.php>, [accessed 6 May 2020].

- 5.10 In 1890 the company was incorporated as a Limited Company. Subsidiaries were established in other cities such as Glasgow and Southampton.

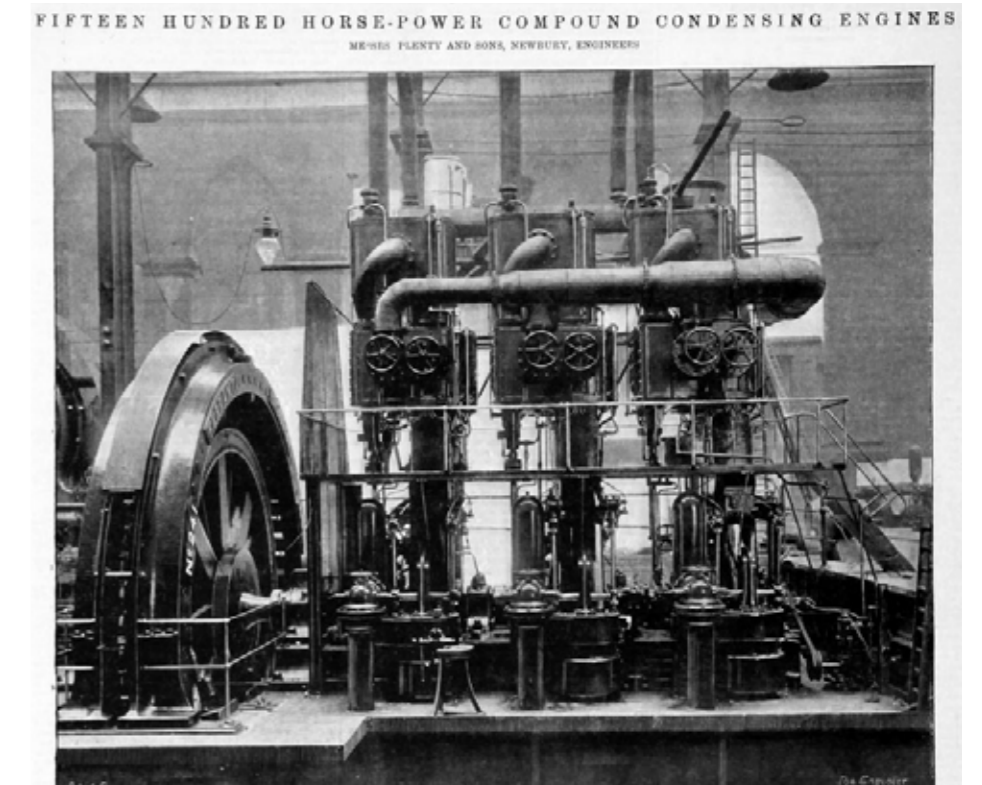


Figure 5.2 Plenty and Sons advertising poster

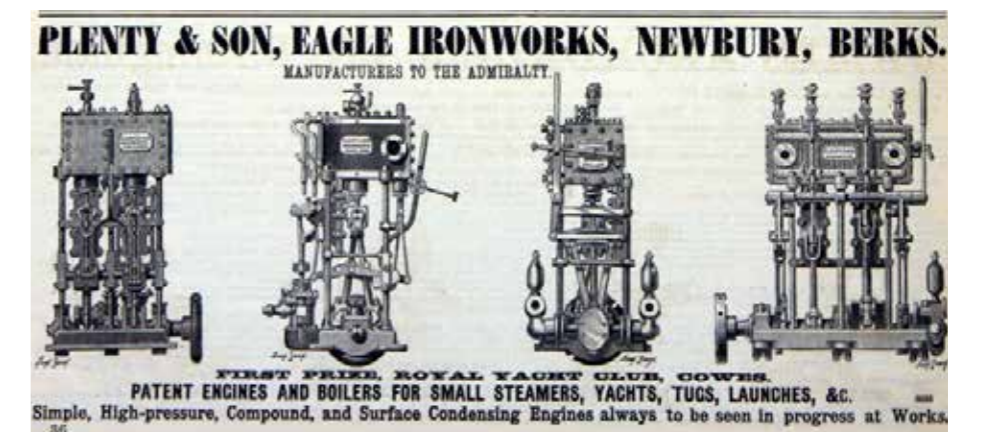


Figure 5.3 Plenty and Sons advertising poster

23 Oxford Archaeology for West Berkshire Council Heritage Service "Newbury Historic Character Study", Assessment Report, October 2005.



Figure 5.4 Extract from Ordnance Survey map of 1900



Figure 5.6 Extract from Ordnance Survey map of 1934



Figure 5.5 Extract from Ordnance Survey map of 1911



Figure 5.7 Extract from Ordnance Survey map of 1945



Figure 5.8 Entrance to Plenty's Eagle Iron Works, Cheap Street (Mrs Walford, wife of a Plenty's Director)

- 5.11 By the 1920s the company had adapted to diesel technology for ships, power generators, winches, and compressors. In 1935 it launched a rotary pump and from 1955 it concentrated on fluid processing technology, including pumps, filters and mixers. Plenty also diversified into the production of iron bridges, canal sluices and balloon gas equipment.²⁶
- 5.12 The company continued to be managed by the descendants of William Plenty well into the 20th century (including three family members all called Edward Pellew Plenty).²⁷
- 5.13 Thus, the Eagle Iron Works survived for some time and remained on the site up until the mid-1960s, thus this period in the site's history is afforded a particular longevity and importance.

²⁶ Grace's Guide to British Industrial History, "Plenty and Son". Available at https://www.graces-guide.co.uk/Plenty_and_Son
²⁷ Newbury Diesel Company, "Plenty Co", available at <http://rowifi.com/ndc/plenty---co-newbury.html>

- 5.14 The Plenty company eventually moved to Hambridge Road, Newbury, in 1965 and in 2001 it became part of the SPX Flow Technology, a company with its HQ in North Carolina in the US. The former Plenty Iron Works site then developed in a multi-phased manner culminating in the Kennet Shopping Centre in place today. The site has been subject to urban change over time, reflecting wider changes of industrial and economic activity of Newbury and of Britain. The richest period of activity in the history of the site is that when it was occupied by an active modern manufacturer, 1810–1960. This period of industrial activity on the site by a major manufacturer, one which produced and exported some nationally significant products and employed new technologies and manufacturing processes, is something to commemorate, particularly when we consider it as a rich representative example of the Industrial Revolution in Britain. This is also reflected in the fact that in 2019 Newbury Town Council worked with the Newbury Society to install a blue plaque on a pillar close to the former entrance of Plenty’s Eagle Iron Works in Cheap Street, recognising “the long and distinguished industrial record” of the company in Newbury.²⁸
- 5.15 In the 1960s an initial scheme to construct a new shopping centre on the area between Bartholomew Street, Cheap Street and Market Place in Newbury town centre was proposed, to be completed in several phases.
- 5.16 In 1966 land that had formerly been the site of Plenty and Sons and Nias Ltd was sold to Ravensfeft Properties Ltd. It was intended that the whole area be redeveloped into a shopping centre. Some of the older buildings on the Kennet site, including the Plenty & Sons Eagle Iron Works, were demolished to make way for the new development.²⁹



Figure 5.9 Extract from Ordnance Survey map of 1961



Figure 5.10 An aerial view of Newbury, Kennet Centre site, before the building of the Kennet Centre in the 1970s

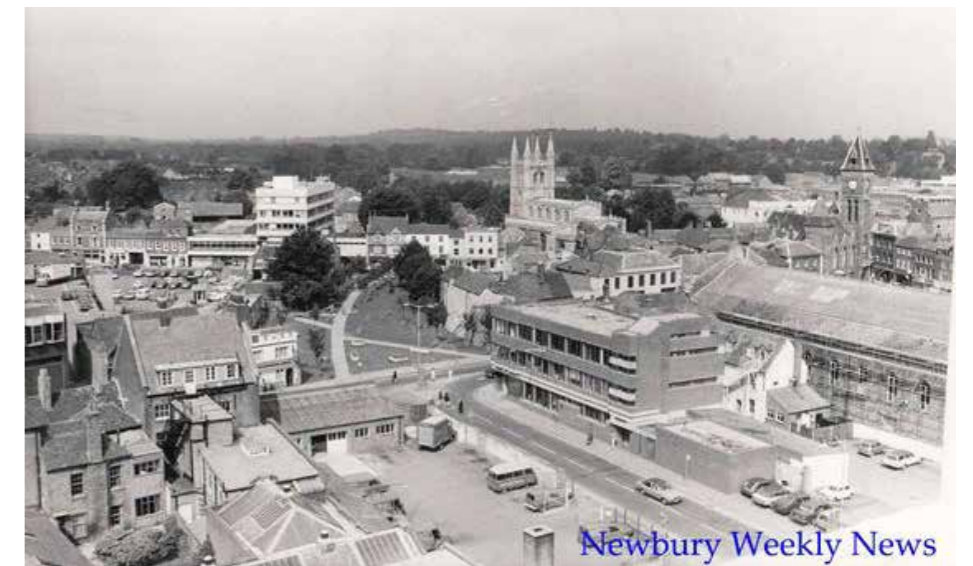


Figure 5.11 Bartholomew Street and Market Street, before the building of the Kennet Centre in the 1970s

²⁸ Newbury Town Council, “Blue Plaques”, available at <http://46.101.85.17/blue-plaques.php>, [accessed 6 May 2020].
²⁹ The information in paragraphs 3.14–3.19 was gathered from a review of the local press of 1966–1990, namely The Reading Evening Post, Newbury Today and The Newbury Weekly News.

- 5.17 Initially, however, only a temporary car park was created while plans for the wider site were drawn up and approved. By 1974 the first stage of the work to create a supermarket, bank and around 20 other shops was completed.
- 5.18 The second phase of the work to construct an additional 26 shops and a major new department store in a 2-storey building suffered many years of delays as Ravenseft Properties felt the scheme was “not viable...because building costs far exceed the projected rental value of the sites”.
- 5.19 By 1977 the area was dubbed the “Mall Shopping Precinct” and buildings were still being demolished on the site, creating an “unsightly waste area”. The developers agreed to erect a new multi-storey car park (originally part of phase II of the plans) and the Local Authority created a temporary amenity area with grassland, flowers, shrubs and a playground.
- 5.20 After fears Ravenseft Properties would pull out of the project entirely and calls for the Local Authority to find another developer, the scheme for phase II of the development were revived in 1980. In 1982 work on phase II of the scheme began. This aimed to double the size of the existing shopping centre (renamed the Kennet Centre) and to create covered walking areas.
- 5.21 In 1984 plans were approved by the Local Authority for a new bus station, Sainsbury’s supermarket, a new department store, and a new car park, to create a total of 55 shops on a 5 acre site, “one of the most up-to-date shopping centres in the South of England”. The new shops were completed in the summer of 1985, with the Sainsbury’s store, new bus station and car park in progress by that time.³⁰
- 5.22 A number of older buildings along the street frontages were retained, mainly towards the northern end.



Figure 5.12 Newbury Town Centre from the north, c.1974



Figure 5.14 The building of the Kennet Centre, 1970s–80s



Figure 5.13 The building of the Kennet Centre, 1970s–80s



Figure 5.15 The building of the Kennet Centre, 1970s–80s

³⁰ The information in paragraphs 3.14–3.19 was gathered from a review of the local press of 1966–1990, namely The Reading Evening Post, Newbury Today and The Newbury Weekly News.

5.23 The Kennet Centre's exterior incorporates red brick. This was the dominant building material from the 17th century onwards in the Newbury area. It has been used for many of the public buildings in the town. The design may have been chosen to blend somewhat with the older buildings retained along the main street frontages.



Figure 5.16 An aerial view of Newbury, Kennet Centre site, c.1980s



Figure 5.17 Kennet centre opening ceremony, 1989

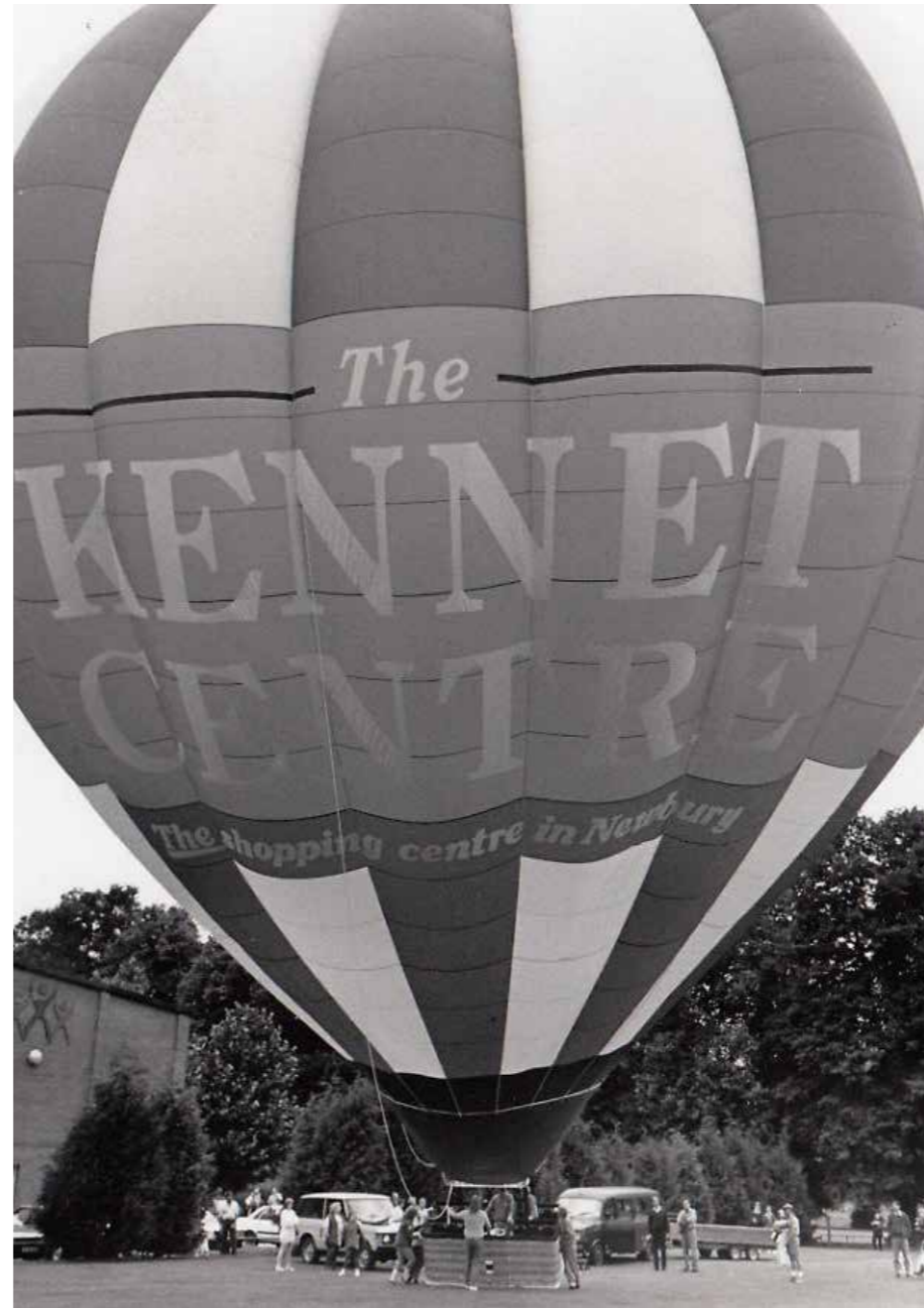


Figure 5.18 Kennet centre celebrations, c.early 1990s



Figure 5.19 Kennet centre, interior view, c.1989



Figure 5.20 Kennet centre entrance, c.1989

5.24 The interior of the Kennet Centre today is typical of a shopping centre of the 1980s.



Figure 5.21 Kennet Centre interior, c.1985



Figure 5.23 Kennet Centre interior, c.1985



Figure 5.22 Kennet Centre interior, c. 1985

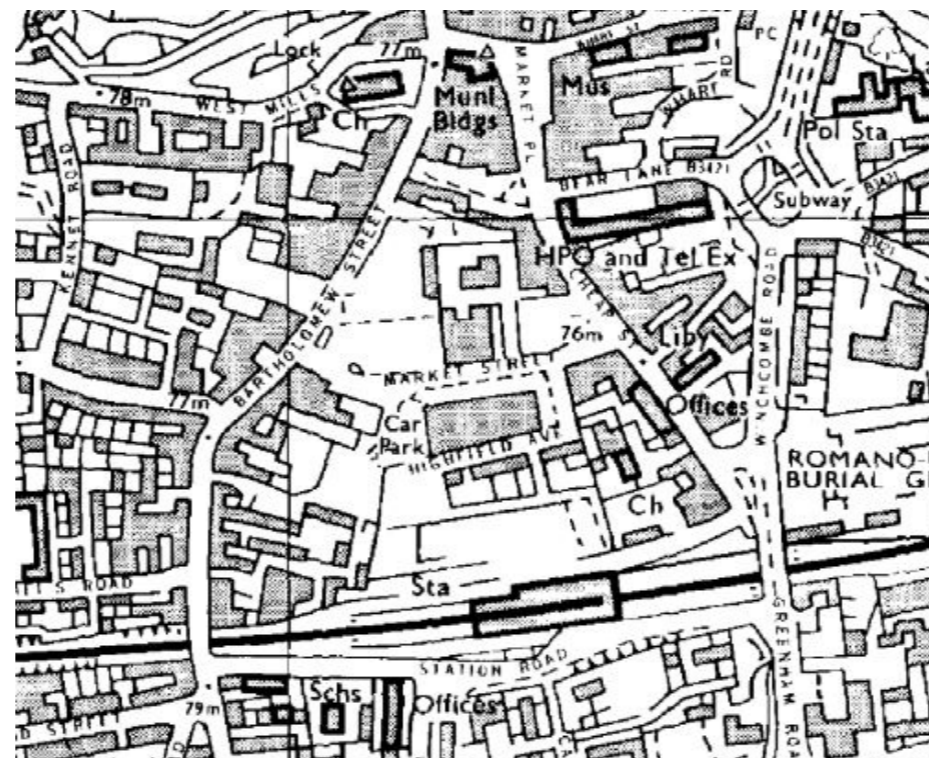


Figure 5.24 Ordnance Survey Map, 1982

5.25 In 2019 Newbury Town Council worked with the Newbury Society to install a blue plaque on a pillar close to the former entrance of Plenty's Eagle Iron Works in Cheap Street. This is intended to recognise "the long and distinguished industrial record" of the company in Newbury.³¹



Figure 5.25 Unveiling of the Plenty blue plaque on 19 September 2019 by town mayor Elizabeth O'Keefe

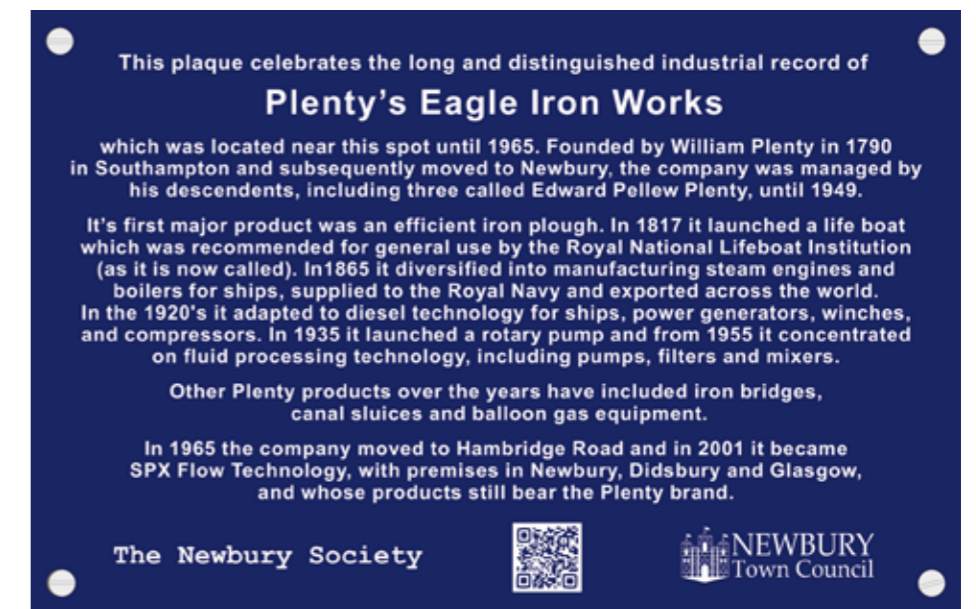


Figure 5.26 Plenty's Eagle Iron Works blue plaque

³¹ Newbury Town Council, "Blue Plaques", available at <http://46.101.85.17/blue-plaques.php>, [accessed 6 May 2020].

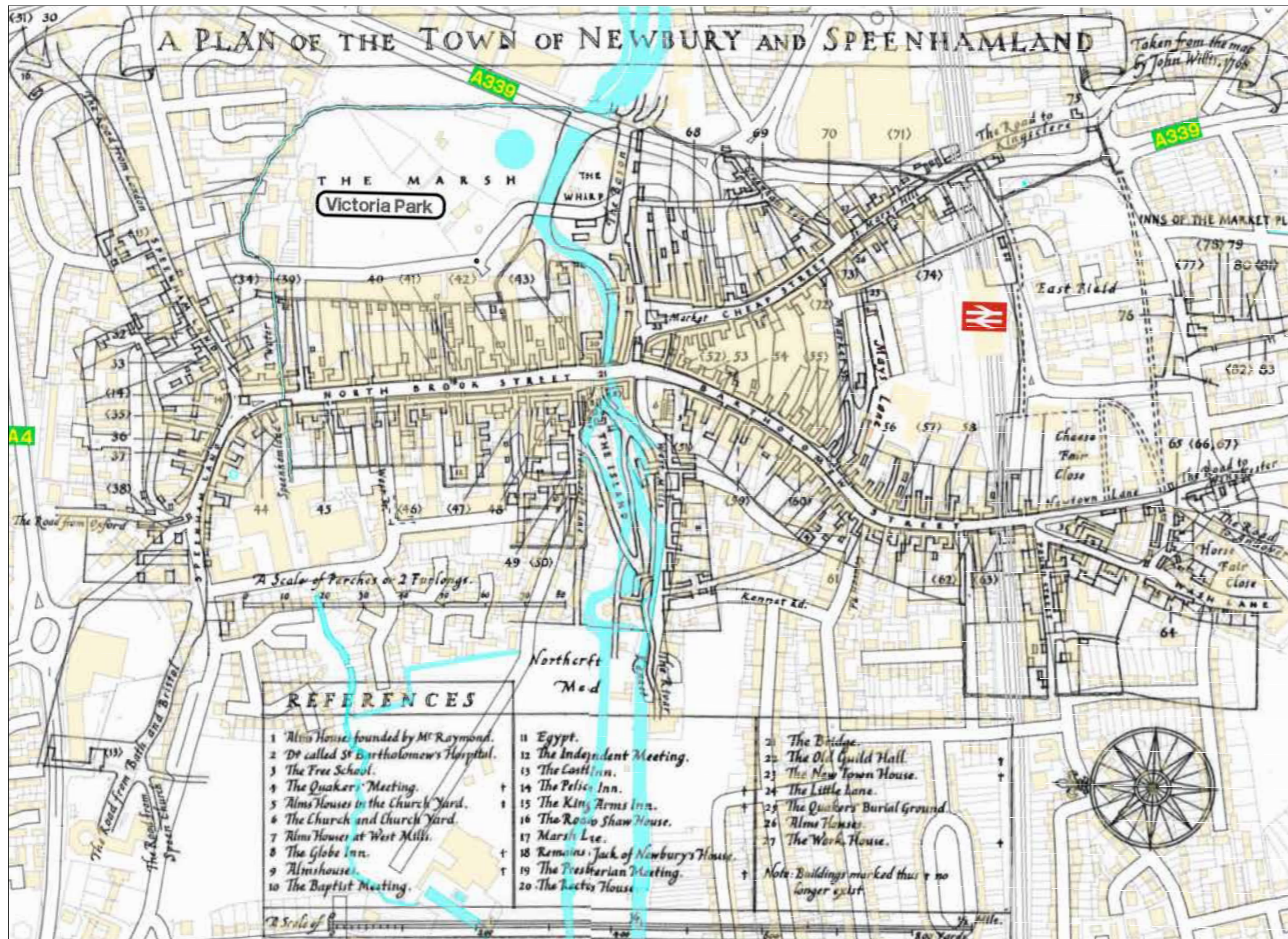


Figure 5.27 Overlay of 1770 Map on the Current Day Plan

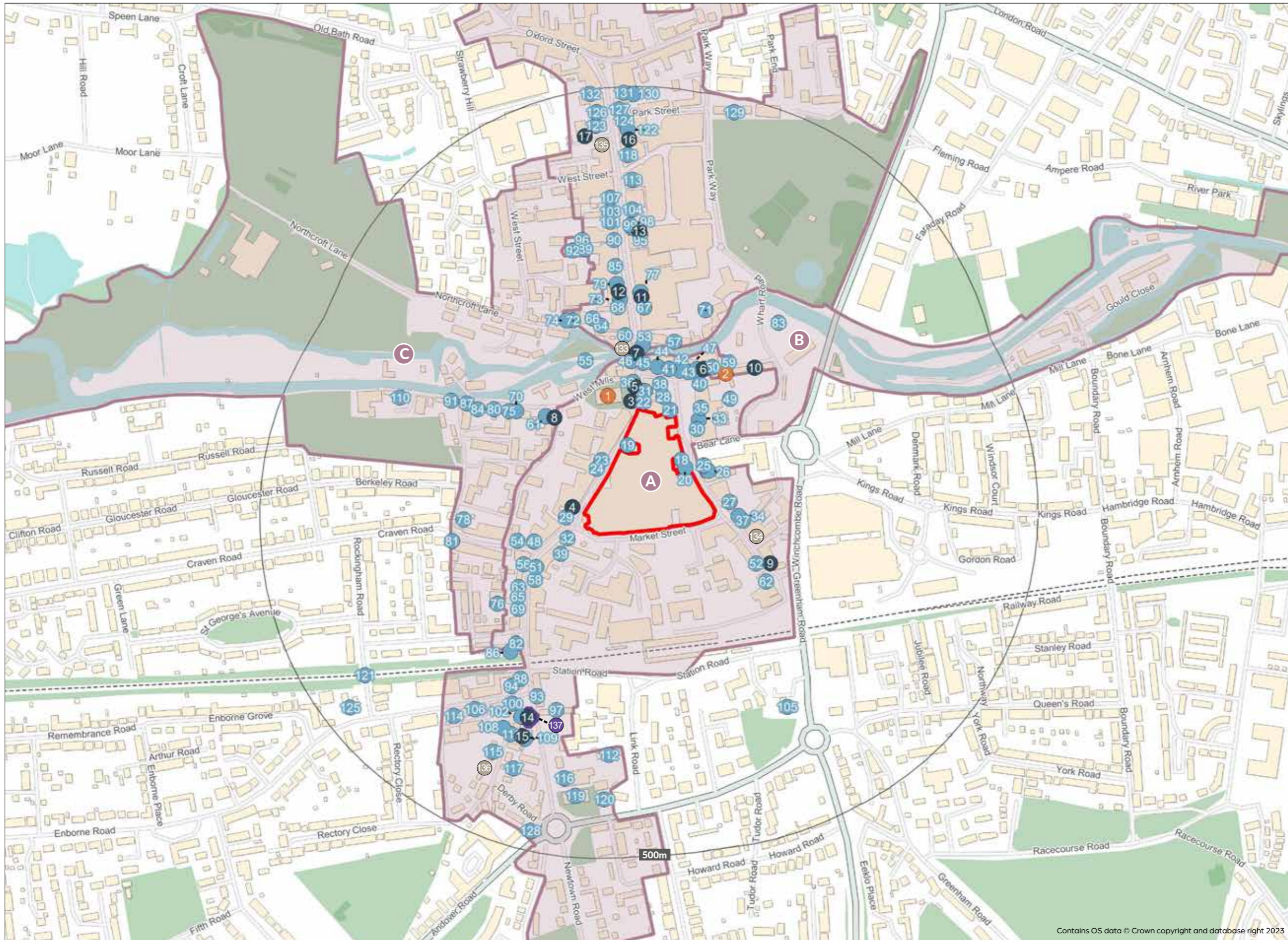
6.0
HERITAGE
OLD TOWN, NEWBURY

HERITAGE

- 6.1 The identification of heritage assets has been based on the methodology set out in **Section 2.0**. The search included all listed buildings, conservation areas, registered parks and non-designated heritage assets within the study area. Professional judgement has been used to select those which may experience change to their setting.
- 6.2 The heritage assets are identified below with a short description. The location of these heritage assets are identified in **Figure 6.1**.
- 6.3 In the context of the definition of setting offered in the Framework, (which advises this is 'surroundings in which a heritage asset is experienced'), this defines the setting of heritage assets in very broad terms. Indeed, such a broad scope means that many development proposals may be held to come within the setting of a heritage asset. Most would agree however that aside from some generic inter-visibility, a great number of such proposals could not reasonably be held to engage with or alter the setting of heritage assets in a material way.
- 6.4 In the present case, the proposed development affects the Newbury Conservation Area directly, though this is limited to one part of a much wider conservation area. The effect is predominantly localised to the streets immediately surrounding the Kennet Centre. The development also affects the settings of several listed buildings which abut and are enveloped by the existing Kennet centre and are in close proximity to it.
- 6.5 In other cases, owing to the nature and the height of the proposed development, the prevailing height of other buildings in the surrounding area, and the screening provided by the existing building forms, the effect on the setting of some built heritage assets is more restricted. While there are some views of the Site from more distant locations (as shown in **Section 8.0**), clearly this effect is less, the greater distance away.
- 6.6 For the purposes of this heritage and townscape assessment professional judgement has been used to select those built heritage assets that are likely to experience change to their setting, and then judgment applied as to whether this affects their heritage significance. Those receptors that are both physically and functionally separated from the Site have not been assessed as the heritage significance of these assets is unlikely to be affected.
- 6.7 The following section has been informed by the listings register for the heritage assets discussed, as found on the National Heritage List for England, available online at <https://historicengland.org.uk/listing/the-list/>

HERITAGE ASSET PLAN

- Application Site
- Conservation Areas
- A. Newbury Town Centre CA
- B. Kennet and Avon Canal East Conservation Area
- C. Kennet and Avon Canal West Conservation Area
- Listed Buildings
- Grade I
- Grade II*
- Grade II
- Locally Listed Buildings
- 133. 105B Northbrook Street
- 134. 58 Cheap Street
- 135. 58 - 59 Northbrook Street
- 136. 30 - 40 Argyle Road
- Scheduled Monuments
- 137. Litten Chapel



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LOCATION:
Kennet Shopping Centre, Newbury

DATE:
July 2020

SCALE:
1:6000 @ A3

FIGURE 6.1 Heritage Asset Plan

▲ NORTH



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HERITAGE ASSET PLAN KEY

 Application Site

Conservation Areas

- A. Newbury Town Centre CA
- B. Kennet and Avon Canal East Conservation Area
- C. Kennet and Avon Canal West Conservation Area

Grade I

- 1. Parish Church of St Nicolas, Bartholomew Street
- 2. Museum Wharf Street

Grade II*

- 3. South Gateway to Churchyard of St Nicolas' Church adjoining Bartholomew Street, Bartholomew Street,
- 4. 28, Bartholomew Street
- 5. North Gateway to Churchyard of St Nicolas' Church adjoining Bartholomew Street, Bartholomew Street
- 6. 5, Wharf Street
- 7. Bridge Over River Kennet, Bridge Street
- 8. St Nicolas House
- 9. 63, Cheap Street
- 10. Corn Stores, Wharf Street
- 11. 6-12, Northbrook Street
- 12. 91 And 92, Northbrook Street
- 13. 24, Northbrook Street
- 14. Litten Chapel (Part Of The Newbury Commercial School) , Newtown Road
- 15. St Bartholomew's Hospital, Argyle Rod
- 16. 42, Northbrook Street
- 17. Methodist Chapel, Northbrook Street

Grade II

- 18. Catherine Wheel Inn
- 19. Bricklayers Arms
- 20. 33 and 34, Cheap Street
- 21. 21-25, Market Place
- 22. 149, 150 and 151 , Bartholomew Street
- 23. 16, Bartholomew Street
- 24. 17, Bartholomew Street
- 25. Newbury Post Office
- 26. 41, Cheap Street
- 27. 48, 49 and 50, Cheap Street
- 28. 27, Market Place
- 29. 28a, 29a and 29, Bartholomew Street
- 30. Queen's Hotel
- 31. 152, 153 and 154 , Bartholomew Street
- 32. 114, 115, 118 and 119, Bartholomew Street
- 33. Corn Exchange
- 34. 53, Cheap Street
- 35. The Hatchet
- 36. Newbury Town War Memorial
- 37. King Charles Tavern
- 38. Town Hall And Municipal Buildings
- 39. Dolphin Inn
- 40. 24, Market Place
- 41. 32 and 34, Market Place

- 42. National Westminster Bank
- 43. Old Wagon And Horses
- 44. 4 and 5, Mansion House Street
- 45. 2 and 4, Bridge Street
- 46. 1, Bridge Street
- 47. 1 and 3, Wharf Street
- 48. Cooper's Arms
- 49. Cottage at rear of No 12 (The Hatchet)
- 50. 7A and 9, Wharf Street
- 51. 102-106, Bartholomew Street
- 52. 8, Cheap Street
- 53. 1, Northbrook Street
- 54. No 2 and former Oddfellows Hall
- 55. Newbury Lock
- 56. 40-45, Bartholomew Street
- 57. The Old St Nicolas Rectory (Part Of Nos 2 And 3)
- 58. The Eight Bells
- 59. The Corner House and Surgery
- 60. 102-103 Northbrook Street, and the former stables to 104 Northbrook Street
- 61. 4, West Mills
- 62. No. 6 Cheap Street
- 63. 48, 48a and 49, Bartholomew Street
- 64. 4, Northcroft Lane
- 65. Phoenix House
- 66. Newbury Arts Centre, The Temperance Hall
- 67. 6-12, Northbrook Street
- 68. 94, Northbrook Street
- 69. 51-53, Bartholomew Street
- 70. Craven House
- 71. Marsh Cottage
- 72. 14 And 16, Northcroft Lane
- 73. 93, 93a and 93b, Northbrook Street
- 74. Old Drummer's Arms
- 75. 10 and 11, West Mills
- 76. Range At Rear Of No 50
- 77. 6-12, Northbrook Street
- 78. 26-32, Craven Road
- 79. 90, Northbrook Street
- 80. 14, 15 and 16, West Mills
- 81. 29 and 31, Craven Road
- 82. 59 and 60, Bartholomew Street
- 83. The Stone Building (Kennet And Avon Canal Trust)
- 84. 17, 18 and 19, West Mills
- 85. 86, Northbrook Street
- 86. 61, Bartholomew Street
- 87. 20, 21 and 22, West Mills
- 88. 62, 63, 63a, 63b, and 64, Bartholomew Street
- 89. 7-12, Cromwell Place
- 90. 80, Northbrook Street
- 91. Weavers Cottages
- 92. United Reformed Church Hall
- 93. 72, 73 and 74, Bartholomew Street
- 94. The Garden House

- 95. 23, Northbrook Street
- 96. 2, 3 and 6, Cromwell Place
- 97. Lower Raymond Almshouses
- 98. 2 Bollards adjacent to south wall of No 25 Northbrook Street
- 99. The Castle Public House
- 100. Bartholomew Close
- 101. 77, Northbrook Street
- 102. The Litten
- 103. 73, Northbrook Street
- 104. 26 and 26a, Northbrook Street
- 105. Greenham House
- 106. 13a-27, Pound Street
- 107. 70, Northbrook Street
- 108. Bartholomew Manor
- 109. Building at rear of Nos 13 and 15 St Bartholomew Hospital
- 110. 32, West Mills
- 111. Gateway And Wall Of St Bartholomew Hospital
- 112. 6-13, Madeira Place
- 113. 33, 33a, 34, 35, 35a, 36 and 37, Northbrook Street
- 114. 33, Pound Street
- 115. St Faith, St Hilda, St Joann and St Monica
- 116. 22 and 24, Newtown Road
- 117. Upper Raymond Almshouses
- 118. 38 and 39a, Northbrook Street
- 119. Church of St John The Evangelist
- 120. Vicarage Of St John's Church
- 121. Rockingham Road Bridge
- 122. 43 and 44, Northbrook Street
- 123. The Monument
- 124. 45 and 46, Northbrook Street
- 125. St Nicolas School
- 126. 54 and 55, Northbrook Street
- 127. 49 and 50, Northbrook Street
- 128. Wellington Arms Public House
- 129. 1-12, Park Terrace
- 130. 51, Northbrook Street
- 131. King's Coffee House
- 132. 5, The Broadway

Locally Listed Buildings

- 133. 105B Northbrook Street
- 134. 58 Cheap Street
- 135. 58 - 59 Northbrook Street
- 136. 30 - 40 Argyle Road

Scheduled Monuments

- 137. Litten Chapel

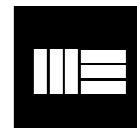
LOCATION:
Kennet Shopping Centre, Newbury

DATE:
July 2020

SCALE:
1:6000 @ A3

FIGURE:

 **NORTH**



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CONSERVATION AREAS

NEWBURY TOWN CENTRE CONSERVATION AREA (MAP REF: A)

- 6.8 The Newbury Town Centre Conservation Area was designated in March 1971 and last review in 2010 as part of the Core Strategy. As of July 2024 the Conservation Area is subject to a Draft Conservation Area Appraisal and Management Plan which is dated from December 2021.
- 6.9 The Conservation Area is characterised by the medieval market town of Newbury and its historic buildings and surviving thoroughfares of the town centre. The Site is situated to the centre of the Conservation Area. It covers a large geographical area, spanning approximately 1.3km north to south and 0.5km east to west. The area has a conventional town centre character and includes buildings of varying uses, ages, and architectural styles.
- 6.10 The core of the Conservation Area is made up by the town centre which is centred around Northbrook Street to the north, and Bartholomew Street and Cheap Street to the south, converging at bridge over the River Kennet. The Conservation Area includes a number of areas of open green spaces including that public parks, riverside meadows, allotments and playing fiends. Notable parks include Victoria Park to eastern side of the historic core. Such spaces make an important contribution to the visual qualities of the Conservation Area.
- 6.11 A description of the Site and its surrounding can be found in the Newbury Historic Character Study (2006). The Kennet Centre has its own character area and is described as:
“The area between Bartholomew Street, Cheap Street and Market Place was one of the earliest occupied areas of the medieval town. It appears from archaeological evidence to have been laid out with burgage plots along both sides. During the 19th century the rear yards were heavily built on, both for housing and for a brewery and the Eagle Iron Works. These older buildings were demolished when the Kennet Centre shopping mall was built in a number of phases from the 1970s. The present buildings have a multi-storey car park at the south end and a cinema is due to open on the corner of Market Street and Cheap Street. Although the Centre fills the area, a number of older buildings along the street frontages have been incorporated, mainly towards the northern end. The north-east corner of the centre encloses 21–25 Market Place, which possibly are of 17th-century origin. Further south 33–34 Cheap Street is also a 17th-century building, tile hung with carved bargeboards. The burgage plot layout to the rear has been completely lost. The interior of the Kennet Centre is typical of a modern shopping mall. The external appearance at the southern end is slab-like for the most part. Along the sides the design is not entirely out of keeping with the older buildings around in terms of roof heights and the centre is made of brick, but the frontage is completely uninteresting with no variety, unlike the surrounding streets. There is limited access, physical and visual, into the centre, but these street frontages have always been lined with buildings. The Kennet Centre falls within the Conservation Area”.
- 6.12 The Conservation Area contains a number of historic buildings that date between the sixteenth and twentieth centuries and represent the development and growth of Newbury. Later modern infill development is evident in places and is somewhat sympathetic to the post medieval character of the town centre.
- 6.13 Buildings within the Conservation Area are built from a range of materials and reflect different architectural styles. Many of the buildings from the Medieval period to the seventeenth century use timber framing including the Grade II listed 50 Northbrook Street and Bartholomew Manor. From the seventeenth century onwards most buildings within the town centre are evident as being built from brick, specifically that of red brick. Stone detailing and features, along with stucco, render and colour wash have been used in many buildings for decoration. Roofing materials vary within the Conservation Area, with a mix of slate and plain clay tiles being evident.
- 6.14 Newbury Town Centre Conservation Area contains a number of significant historic buildings, many of which have been listed or locally listed. Notably the Conservation Area includes five buildings designated at Grade I and twenty three at Grade II*, reflecting the historic and architectural nature of Newbury.
- 6.15 The ZVI at **Appendix 2.0** reflects that views of the Site are obtained from parts of the Conservation Area, most notably from the immediate streets of Bartholomew Street, Market Place, Cheap Stret and Market Place, as well as from Northbrook Street and part so Newbury Lock and Victoria Park.
- 6.16 The special interest of the Conservation Area is summarised in the Draft Newbury Town Centre Conservation Area Appraisal and Management Plan (2021) as the following:
“Newbury Town Centre Conservation Area is the historic settlement core that grew up around a crossing point of the river Kennet and medieval market-place. The main streets form an inverted Y, with the later addition of the east-west London to Bath road in Speenhamland at the northern end. The town’s success as a market town during the later medieval period derived from the cloth trade, bolstered by the town’s location between intersecting transport routes. Newbury’s location midway between London and Bath had importance in reviving the fortunes of the town centre in the Georgian period. The burgage plots laid out on Mansion House Street, Market Place, Cheap Street and the adjacent part of Bartholomew Street date from earlier in the medieval period, likely 13th century. The burgage plots laid-out on Northbrook Street date from slightly later, possibly the 15th century. The narrow footprint of the buildings in all of these areas means that the burgage plots are still legible today. Many of the buildings that sit on these plots were altered, re-faced or rebuilt in the 18th century, when the town experienced a period of revived prosperity when it became the primary overnight coaching stop on the route to Bath. This also saw a proliferation of coaching inns, particularly north of the town in Speenhamland, then part of Speen parish. Many of these Georgian inns survive, offering a characterful and distinctive building typology. Northbrook Street and Bartholomew Street are intersected by narrow passageways between buildings, several of which have rear courtyards. However, many such courts and yards have been subject to extensions and infill development. The organic nature of the route network means that there are numerous channelled views which unfold as the viewer walks along, with more of the townscape moving into view around the gently curving corners on the likes of Bartholomew Street and Cheap Street.

A significant contribution to the character of the conservation area derives from the historic St Bartholomew's Hospital and nearby almshouses, which sit to the south of the railway. Founded in the early 13th century, St Bartholomew's Hospital historically sat outside of Newbury and was subsequently subsumed by the expansion of the town in the 18th century. The oldest surviving remnants of St Bartholomew's Hospital date from the 16th century and they shaped the development of this pocket of Newbury, with other almshouses being developed in the area at a later date."

CONTRIBUTION OF THE SITE TO THE CHARACTER AND APPEARANCE OF THE CONSERVATION AREA

- 6.17 The Site is located centrally within the Conservation Area and is situated in a prominent historical position between Bartholomew Street, Cheap Street and Market Place.
- 6.18 The contribution that the existing Site makes to the Conservation Area has been wholly changed with the erection of the Kennet Centre, which has largely altered the understanding of the historic urban grain, surrounding townscape and appearance of the area. The current centre has obliterated any understanding of the historic pattern of development or the past historic uses of the site.
- 6.19 The Site itself is principally formed of the Kennet Centre, a large urban block which dates back to the 1970s and has been subject to later additions and alterations. These later alterations and additions are evident from the building's irregular plan form and appear in places to dominate this part of the townscape.
- 6.20 The shopping centre rises up to four storeys and is primarily built from brick and includes external panels, cladding and glazed elements. The frontage of the centre is relatively plain and uninteresting unlike the surrounding buildings which display variety in their frontage in terms of materials, fenestration pattern roof form etc.
- 6.21 The centre perimeter largely lacks activation and animation and is an inward facing building. The plain facades of the building harm the character and appearance of the conservation area.

**ENVELOPED LISTED BUILDINGS
THE NEWBURY (MAP REF: 19)**

- 6.22 The former Bricklayers Arms (now known as the Newbury) is Grade II listed and located immediately west outside but enveloped by the Site. The listed building has been incorporated into the Kennet Centre along the street frontage.
- 6.23 The two storey public house dates back to the early nineteenth century and is formed of a main double fronted block and later lower south extension with carriageway. The building is built from multi coloured stick brick, and features a hipped tiled roof to the main block and a slate roof to the south extension. Architectural features of the of the building include plain stucco bands at first floor level, recessed sash windows with red arches and a architrave doorway with a -bracketed pediment.
- 6.24 The significance of the building is derived from its historic and architectural interest as a surviving example of an early nineteenth century public house and forms a surviving fragment of an earlier streetscape.

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 6.25 The heritage asset is located to the east side of Bartholomew Street, with the highway retaining its their historic character as busy thoroughfares through Newbury. Part of the immediate setting is characterised by the movement and noise associated with pedestrian and vehicular traffic.
- 6.26 The contribution that the existing Site makes to the listed building has been wholly changed with the erection of the Kennet Centre, which has largely altered the understanding of the historic urban grain, surrounding townscape and appearance of the area.
- 6.27 The building is set within a busy town centre, where remnants of the historic built environment survive and represent a range of architectural styles, age and quality. The setting of the asset has always been within an urban environment and this activity and mix of uses contributes to an understanding of how the building would have functioned in the community.
- 6.28 The cluster of designated and non-designated heritage assets along Bartholomew Street and the wider town centre make a positive contribution to the setting of the building and the legibility of an early streetscape.

- 6.29 Views of the assets can be best experienced from placements along Bartholomew Street. The viewing experience of the asset, further reinforces the surrounding variation in development, with buildings being of different architectural styles, ages and quality.
- 6.30 However, the Kennet Centre surrounds the building on either side, and forms part of its immediate setting. The modern blank façade of the centre is uninteresting and detracts from the appreciation of the building. The coarse nature of the shopping centre diminishes the understanding of the historic streetscape The Kennet centre is an obviously modern and unattractive backdrop to the listed building with no relationship to it in terms of form, materials, use or rhythm.



Figure 6.2 The Grade II listed former Bricklayers Arms (now known as the Newbury). Source: BritishListedBuildings.co.uk

CATHERINE WHEEL INN (MAP REF: 18)

- 6.31 The Catherine Wheel Inn is Grade II listed and located immediate east outside the Site. The listed building has been incorporated into the Kennet Centre along the street frontage.
- 6.32 The public house dates between the early to mid nineteenth century and its two storeys high and three bays wide. The building is designed in Tudor style and is built from brick with ashlar dressings. The building has a slate roof with three decorated flute shafts. Architectural features of the building include an arched entrance, doorway, mullioned windows with arched heads and hood moulds, a crenellated parapet and a wide carriage entrance.
- 6.33 The significance of the building is derived from its historic and architectural interest as a surviving example of an early to mid nineteenth century public house, and, principally, through its decorative elevation that contributes to the streetscape.



Figure 6.3 The Grade II listed Catherine Wheel Inn. Source: BritishListedBuildings.co.uk

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 6.34 Similar to the Newbury (formally known as the Bricklayers Arms), the contribution that the existing Site makes to the listed building has been wholly changed with the erection of the Kennet Centre, which has largely altered the understanding of the historic urban grain, surrounding townscape and appearance of the area.
- 6.35 The heritage asset is located to the west side of Cheap Street, with the highway retaining its their historic character as busy thoroughfares through Newbury. The immediate setting is partially characterised by the movement and noise associated with pedestrian and vehicular traffic.
- 6.36 The buildings is set within a busy town centre, where remnants of the historic built environment survive and represent a range of architectural styles, age and quality. The setting of the asset has always been within an urban environment and this activity and mix of uses contributes to an understanding of how the building would have functioned in the community.
- 6.37 The cluster of designated and non designated heritage assets along Cheap Street and the wider town centre make a positive contribution to the setting of the building and the legibility of an early streetscape.
- 6.38 Views of the assets can be best experienced from placements along Cheap Street. The viewing experience of the asset, further reinforces the surrounding variation in development, with buildings being of different architectural styles, ages and quality.
- 6.39 The Site is principally formed of the Kennet Centre which surrounds the receptor to the north and south, and forms part of its immediate setting. The Kennet centre detracts from the setting of the Catherine Wheel in the same way that it does from the Newbury (formally the Bricklayers Arms),.

33 AND 34 CHEAP STREET (MAP REF: 20)

- 6.40 33 and 34 Cheap Street are Grade II listed and located immediate east outside the Site. The listed buildings have been incorporated into the Kennet Centre along the street frontage.

- 6.41 The former residential property dates back to 1679 and have been subject to renovations in the late nineteenth and mid twentieth centuries. The building today is formed of retail uses at ground floor, with residential accommodation above. The building is two and half storeys high and has three gabled bays with a tiled roof. Architectural features of building include gables with carved bargeboards, finals and light casement windows. At first floor levels the plastered front of the building is visible with wooden modillion eaves cornice above the three light casement windows. At ground floor level a modern shop front has been inserted.
- 6.42 The significance of the building is derived from its historic and architectural interest as a surviving building from the seventeenth century and forms a surviving fragment of an earlier streetscape. This is its principal interest, especially its antiquity.

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 6.43 Similar considerations apply to the effect that the Kennet Centre has on the significance of the listed building as to the Catherine wheel and the Newbury (formally the Bricklayers Arms). In other words, the ability to appreciate the significance of the building is diminished by the existing poor quality Kennet Centre.



Figure 6.4 The Grade II 33 and 34 Cheap Street. Source: BritishListedBuildings.co.uk

21-25 MARKET PLACE (MAP REF: 21)

- 6.44 21-25 Market Place are Grade II listed and located immediate north east outside the Site. The listed building has been incorporated into the Kennet Centre along the street frontage.
- 6.45 21-25 Market Place date back to the early nineteenth century and are a reconstruction of older buildings. A plaque with the date 1681 was found in property No.25 during its restoration in the late twentieth century. In the mid nineteenth century the properties formed five different buildings and today is formed of three occupations.
- 6.46 The building is three storeys and features a hipped welsh slate roof with a large brick chimney stack. The building has a stucco front with recessed sash windows, seven at first floor and five at second. At ground floor level a modern shop front has been inserted. The rear of property No.21 has a eighteenth century brick wing, which features some eighteenth century sash window, and a moulded brick overhang.
- 6.47 The property derives its special interest from its survival as a group of terraces from the early nineteenth century and form a surviving fragment of an earlier streetscape. They are of historic and architectural interest.

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 6.48 The heritage asset is located to the west side of Market Place, with the highway retaining its their historic character as busy thoroughfares through Newbury. The immediate setting is therefore characterised by the movement and noise associated with pedestrian and vehicular traffic.
- 6.49 The buildings are set within a busy town centre, where remnants of the historic built environment survive and represent a range of architectural styles, age and quality. The setting of the asset has always been within an urban environment and this activity and mix of uses contributes to an understanding of how the building would have functioned in the community.



Figure 6.5 The Grade II listed 21-25 Market Place. Source: BritishListedBuildings.co.uk.

- 6.50 The cluster of designated and non designated heritage assets along Market Place and the wider town centre make a positive contribution to the setting of the building and the legibility of an early streetscape.
- 6.51 Views of the assets can be best experienced from Market Place where a large paved square allows for the asset to be observed from multiple viewpoints. The viewing experience of the asset, further reinforces the surrounding variation in development, with buildings being of different architectural styles, ages and quality.
- 6.52 Due to its greater distance from the main facades of the Centre and its position in Market Square, the existing Kennet Centre is experienced more obliquely in views of this listed building. The harm to the setting of this asset by the Kennet Centre is therefore less than that of the assets discussed above, but nevertheless, the coarse nature of the shopping centre does diminish the understanding of the historic streetscape.

MORE DISTANT HERITAGE ASSETS

KENNET & AVON CANAL EAST CONSERVATION AREA (MAP REF: B)

- 6.53 The Kennet & Avon Canal East Conservation Area was designated in March 1983. The Conservation Area is located 210m north west from the centre of the site at its closest point.
- 6.54 The westernmost part of the Kennet and Avon Canal West Conservation Area adjoins the Kennet and Avon Canal East Conservation Area underneath Newbury Bridge. This specific area includes the water and canal structure, but not the bridge itself. To the east of the bridge, the area encompasses the canal tow path, which forms an integral feature associated with the canal. The boundary of the Conservation Area is defined by the Wharf area and includes the former listed granary and cloth hall (West Berkshire Museum). These areas have a strong historic and visual connection to the canal and are an important part of their surroundings. Further east, the Conservation Area encompasses areas forming part of the Newbury and Greenham Lock Marina, along with the associated towpath.
- 6.55 The heritage value of the of the Conservation Area is derived from the character and appearance of the waterway, its banks and towpath, as well as bridges crossing it and a number of adjoining spaces and buildings that contribute to its special historic character and interest.

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 6.56 The setting of the Conservation Area is notable mixed, being defined in the west by Newbury Town Centre, including that of Newbury Town Centre and Kennet & Avon Canal West Conservation Areas. The proximity and relationship with the adjoining Conservation Areas makes a positive contribution to it setting. To the west, the Conservation Area is defined by a mix of green and open spaces as well as later suburban residential development.
- 6.57 Whilst the site is within close proximity to the Conservation Area, it makes no particular contribution to an appreciation of its special interest.

ENNET & AVON CANAL WEST CONSERVATION AREA (MAP REF: C)

- 6.58 The Kennet & Avon Canal West Conservation Area was designated in March 1983. The Conservation Area is located 180m north east from the centre of the site at its closest point.
- 6.59 The easternmost part of the Kennet and Avon Canal West Conservation Area adjoins the Kennet and Avon Canal East Conservation Area underneath Newbury Bridge. This specific area includes the water and canal structure, but not the bridge itself. To the west of the bridge, the boundary of the Conservation Area is defined by Northcroft Lane in the north, and West Mills, Oddfellows Road and Kennet Road in the south. These areas have a strong visual connection to the canal and are an important part of their surroundings. Further west the area forming part of the Conservation Area encompasses green and open space forming part of the river and canals flood plain, as well as park and open land.
- 6.60 The heritage value of the of the Conservation Area is derived from the character and appearance of the waterway, its banks and towpath, as well as bridges crossing it and a number of adjoining spaces and buildings that contribute to its special historic character and interest.

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 6.61 The setting of the Conservation Area is notable mixed, being defined in the east by Newbury Town Centre, including that of Newbury Town Centre and Kennet & Avon Canal East Conservation Areas. The proximity and relationship with the adjoining Conservation Areas makes a positive contribution to it setting. To the east, the Conservation Area is defined by a mix of light industrial and commercial estates which makes a negative contribution to its setting.
- 6.62 Whilst the site is within close proximity to the Conservation Area, it makes no particular contribution to an appreciation of its special interest.

LISTED BUILDINGS

PARISH CHURCH OF ST NICOLAS (MAP REF: 1)

- 6.63 The Parish Church of St Nicolas is Grade I listed and located approximately 140m north west from the centre of the site.
- 6.64 The first church of St Nicolas to stand on this site was probably first built towards the end of the 11th century. Some of the foundations of the north porch of this building can be found just outside the building that stands today. The rest of the foundations of this Norman building may survive, but are covered by the present structure.
- 6.65 Much of the fabric of the present building dates to the early-16th century and certain monuments and fixtures that survive in the interior date to the 16th, 17th and 18th centuries.
- 6.66 St Nicolas is known for its recognisable and quality Perpendicular Gothic architectural style. It is also of a remarkably large size for a parish church in Berkshire.
- 6.67 The church is a good surviving example of a 16th-century parish church, it stands as a central feature within Newbury town centre, a town of some importance in the local area when the church was constructed. Despite certain interior alterations of the 19th century onwards, the 16th-century building remains largely intact.
- 6.68 The stained glass of the windows in the church was executed by the firm of John Hardman & Co. Hardman was one of the pioneers of the stained glass revival of the 19th century and his company became one of the world's leading manufacturers of stained glass and ecclesiastical fittings.
- 6.69 The historic interest of St Nicolas lies in its position as the main parish church of Newbury, Berkshire. Situated in the centre of the town, the church has played a major role in both the Christian and wider cultural life of the town for at least 500 years.
- 6.70 The church's connection with John Smallwood (John of Newbury) is also of note, being one of the most successful and wealthy members of Newbury's community in the 16th century. The fortune Smallwood amassed, which helped to build the church, was amassed as a result of the successful trade in wool and cloth that occurred in Newbury in the 16th century.



Figure 6.6 The Grade I listed Parish Church of St Nicolas. Source: BritishListedBuildings.co.uk.

- 6.71 St Nicolas is also associated with an infamous event of 1556, during the reign of Queen Mary I: in this year three Protestants (Julius Palmer, Thomas Askew and John Gwin) were accused of heresy, tried in St Nicolas church, and convicted, burned at the stake on Enborne Road (they were known as the Newbury Martyrs).
- 6.72 The church also has association with John Wesley, who is known to have preached from the pulpit in 1740.
- #### CONTRIBUTION OF SETTING TO HERITAGE VALUE
- 6.73 The heritage asset is located to the south side of West Mills and to the west side of Bartholomew Street. The immediate setting of the church is formed of the church yard, which allows for views of both the church and towards Newbury town centre.
- 6.74 The buildings is set within a busy town centre, where remnants of the historic built environment survive and represent a range of architectural styles, age and quality.
- 6.75 Since the church's construction its setting has been subject to change with the development of the town through the centuries, including the creation of the Kennet and Avon Canal itself. The setting of the asset as town centre has always been within an urban environment and this activity and mix of uses contributes to an understanding of how the building would have functioned in the community.

- 6.76 The cluster of designated and non designated heritage assets along West Mills, Bartholomew Street and the wider town centre make a positive contribution to the setting of the building and the legibility of an early streetscape.
- 6.77 The Site is located to the south east of the receptor. The modern blank façade of the centre is uninteresting and detracts from the appreciation of the building, although this is experienced more obliquely along Bartholomew Street. Along West Mills the Site makes a natural contribution to the appreciation of understanding the receptor.
- 6.78 The church is also experienced in views from the Canal towpath to the north of the canal. While this presents a pleasing aspect of the church, the canal itself contributes to the setting of the church as a visual historic record of the iterative changes to Newbury.
- 6.79 The church terminates views of West Mills in a pleasing fashion, although modern office block at the eastern end of West Mills detracts from the immediate approach to the church. One can obviously appreciate the aesthetic, architectural and historic significance of the church from West Mills, within its immediate setting, at the location that forms the main western entrance to the church. This is a tightly defined experience with long views obscured by trees and surrounding buildings.
- 6.80 The church obviously has a formal relationship with Grade II* listed gateway to the church on Bartholomew Street which enhances the significance of both.



Figure 6.7 Inside the Grade I listed Parish Church of St Nicolas. Source: BritishListedBuildings.co.uk.

MUSEUM WHARF STREET (MAP REF: 2)

- 6.81 Museum Wharf Street is Grade I listed and located approximately 180m north east from the centre of the Site.
- 6.82 Built between 1626–27 by Master Carpenter Richard Emmes of Speenhamland for the Newbury Corporation, the building was originally built as a cloth factory, and later used a workhouse, school and a grain store. Since the early twentieth century the building has been used as museum and been subject to later alterations and extensions over the centuries. It is worth noting that in the 1930s the building was altered to include a link to adjacent Corn Stores building.
- 6.83 The building is two and half storeys high and is timber framed with plaster panels and has a tiled roof with later brick chimneys. Architectural features to the building include that of three label gables to the roof, carved brackets and moulded bressummer and arrange of window types such as mullioned windows, light attic windows, and light windows with transoms.
- 6.84 The listing description notes the interior as being modern.
- 6.85 The heritage value of the building is derived from its high interest as a structure from the early Stuart period. The building has interest with its association and relationship with the adjacent Grade II listed former corn stores. The building has historic interest as it represents the development of the cloth industry in the seventeenth century and agriculture industry in the eighteenth century.

CORN STORES (MAP REF: 10)

- 6.86 The Corn Stores are Grade II* listed and located approximately 205m from the centre of the Site.
- 6.87 Historically situated on the old wharf of the River Kennet, the former old granary and corn warehouse dates from the late seventeenth century and has been subject to later alterations in the 1930s and 1970s.
- 6.88 The long narrow, two storey building is built from red brick in a Flemish bond with some vitrified headers. Above the building is formed of a clay plain tiled roof with gabled ends. The building features a cantilevered timber gallery to its northern front, which is accessed from a double flight of wood stairs to its centre.

- 6.89 It is noted that in the 1930s the building was altered when the front wall of the ground floor had been replaced by bay windows.
- 6.90 The heritage value of the building is derived from its high interest as a structure from the late Stuart period. The building has interest with its association and relationship with the adjacent Grade I listed former cloth factory. The building has historic interest as it represents the development of the agriculture industry in the seventeenth century.

CONTRIBUTION OF SETTING TO HERITAGE VALUE OF CORN STORES AND CLOTH STORE

- 6.91 The location of the two buildings on Newbury Wharf Newbury Wharf is experienced only in a much changed and modern context. The former wharf was redeveloped in the 20th Century and the A339 crosses the canal next to a large roundabout. The area is now dominated by car parks and the telephone exchange, the bus station and modern library.
- 6.92 The Granary in particular has been entirely divorced from its original setting, it sits almost entirely within a modern context and car park. When approaching from Wharf Road, the building is experienced with taller buildings in the backdrop. The BT Building is centrally located visible above the roof of the cloth store from this position, and the wide view from the elevated position of Wharf Road takes in a wide vista of modern development, the bus station and transport infrastructure. While the modern library building takes its design cues from historic wharf warehouse stores, it is a prominent foreground feature on the approach. The southern side of the corn store is similarly dominated by car park infrastructure. None of this setting contributes to the interest of the corn stores (indeed it actively detracts), and while the former cloth store is a more peripheral element in views across the wharf, it is too a detracting element in an appreciation of the pair of buildings. This is illustrated in the series of photographs below.
- 6.93 The only historic context for the pair of buildings remaining is on Wharf Street looking towards Northbrook Street and this part of its setting (arguably the most important aspect of the setting of the former cloth store) is not affected by the development due to a lack of intervisibility.

GROUP 1 - HERITAGE ASSETS ALONG WEST MILLS

ST NICOLAS HOUSE, 4, CRAVEN HOUSE, 10 WEST MILLS, 11 WEST MILLS, 14 WEST MILLS, 15 AND 16 WEST MILLS, 17 AND 18 WEST MILLS, 19 WEST MILLS, 20 WEST MILLS, 21 WEST MILLS, 22 WEST AND WEAVERS COTTAGES

- 6.94 The listed buildings along West Mills are located to north west of the Site and are situated between approximately 175m and 340m from the centre of the Site. This group of heritage assets along West Mills are briefly discussed below and includes:
- St Nicolas House (Grade II*),
 - 4 West Mills (Grade II),
 - Craven House (Grade II),
 - 10 West Mills (Grade II),
 - 11 West Mills (Grade II),
 - 14 West Mills (Grade II),
 - 15 and 16 West Mills (Grade II),
 - 7 and 18 West Mills (Grade II),
 - 19 West Mills (Grade II),
 - 20 West Mills (Grade II),
 - 21 West Mills (Grade II),
 - 22 West (Grade II), and
 - Weavers Cottages (Grade II)
- 6.95 The Grade II* listed St Nicolas House is an early to mid eighteenth century town house designed in the style of master builder James Clarke of Newbury. The building has been subject to later extensions to the rear, south and west. The two storey double fronted building is built from blue grey bricks with red brick dressings and features a tiled roof.
- 6.96 4 West Mills originally formed part of the early nineteenth century extension to the Grade II* St Nicolas House was converted to form an individual dwelling in the mid nineteenth century. The two storey building has a stucco façade with a hipped slate roof. The entrance to the building features a late eighteenth century Doric prostyle portico.
- 6.97 Craven House is a late eighteenth or early nineteenth century townhouse that is two storeys high and three bays wide. The building is built from red brick and has mansard hipped slate roof with a brick chimney. Architectural features to the building includes a round arched doorway with fanlight, round arched ground floor windows, recessed sash windows at first floor level and two flat topped sash dormers
- 6.98 10 West Mills is an early nineteenth century townhouse that is two storeys high and five bays wide. The building has a rendered façade and a half hipped tile roof. The building features a round arched doorway, recessed sash windows to ground and first floor levels and two sash dormers.

- 6.99 11 West Mills is an early nineteenth century almshouse which is two storeys high and built from brick. The building has a hipped slate roof tall brick stacks. Features of the building include two Gothic light casement windows with arched heads.
- 6.100 14 West Mills is an early nineteenth century remodelling of an older building. The building is two storeys high and is partially timber framed with a painted plaster front and tile hung gable.
- 6.101 15 and 16 West Mills form a set of cottages that date between the late seventeenth and early nineteenth centuries. No. 15 is one half storeys high and has coloured wash brick faced with a tiled roof. The building features early nineteenth century sash windows and central timber framed gabled porch. No.16 is two storey high and has colour washed plastered façade with a hipped tile roof. The building features sash windows and a framed doorway with boarded door.
- 6.102 17 and 18 West Mills dates back to the late fifteenth century and originally formed a hall house. The now two cottages are oak frame and brick and feature a clay tiled roof with brick chimneystacks. The building has had a modern extension and series of modern features added.
- 6.103 19 West Mills is a mid nineteenth century cottage that is two storeys high and built from brick with a tiled roof. The façade of the building has been painted. Architectural features of the building include a recessed doorway with a partial glazed door and gabled hood.
- 6.104 20 West Mills is a an early nineteenth century almshouses that is now in single occupation. The two storey building has a cement rendered brick façade and hipped tile roof with tall brick stacks. Architectural features of the building include segmental arched windows at ground floor level, slightly recessed sash windows at first floor level and a modern porch.
- 6.105 21 West Mills is mid to late eighteenth century cottage that is two storeys high and dormer. The building is built from brick features a tiled roof, casement windows and doorway with a pedimented hood.

- 6.106 22 West Mills is an early to mid eighteenth century townhouse. The two storey double fronted property is built from red brick and has a hipped tiled roof. Architectural features of the building include sash windows with brick arches, two hipped casement dormers and a modern brick porch.
- 6.107 Weavers Cottages date back to the seventeenth century, and form a terrace of former seven cottages that were later converted into two dwellings in 1963. The buildings are one and half storeys high and feature a rendered brick and timber frame. The roof of the cottages is tiled and features six dormers. The conversion in 1963 saw the addition of the gabled dormers and porches
- 6.108 The buildings derive their special interest from its survival as a group of buildings that date between the fifteenth and nineteenth century and form a surviving fragment of an earlier streetscape. The buildings also have local historical interest by virtue of its association with the historic development of Newbury. They are of historic and architectural interest.
- #### CONTRIBUTION OF SETTING TO HERITAGE VALUE
- 6.109 The heritage asset are located to the south side of West Mills, a quiet residential street. The north side of the street runs parallel with the Kennet and Avon canal, which forms an attractive townscape feature and provides opportunities for the appreciation of the heritage assets and the surrounding context of the landscape.
- 6.110 The cluster of designated heritage assets along West Mills make a positive contribution to the setting of the buildings and the legibility of an early streetscape.
- 6.111 Views of the assets can be best experienced from placements along West Mills, as well as from the canal towpath to the north side of the canal. The viewing experience of the asset, further reinforces the surrounding variation in development, with buildings being of different architectural styles, ages and quality.
- 6.112 There is very limited intervisibility between the listed buildings and the Site due to interposing development. The Site does not contribute to the appreciation of understanding of the listed buildings.

GROUP 2 - HERITAGE ASSETS ALONG BARTHOLOMEW STREET

16 BARTHOLOMEW STREET, 17 BARTHOLOMEW STREET, 28 BARTHOLOMEW STREET, 28A BARTHOLOMEW STREET, 29A AND 29 BARTHOLOMEW STREET, 118 AND 119 BARTHOLOMEW STREET, 114 AND 115 BARTHOLOMEW STREET, DOLPHIN INN, COOPER'S ARMS, 40-45 BARTHOLOMEW STREET, 104-106 BARTHOLOMEW STREET, 102 AND 103 BARTHOLOMEW STREET, THE EIGHT BELLS, 48, 48A AND 49 BARTHOLOMEW STREET, PHOENIX HOUSE AND 51-53 BARTHOLOMEW STREET

- 6.113 The listed buildings along Bartholomew Street are located to west and south west of the Site and are situated between approximately 85m and 290m from the centre of the Site. This group of heritage assets along Bartholomew Street are briefly discussed below and includes:
- 28 Bartholomew Street (Grade II*),
 - 16 Bartholomew Street (Grade II),
 - 17 Bartholomew Street (Grade II),
 - 28A Bartholomew Street (Grade II),
 - 29A and 29 Bartholomew Street (Grade II),
 - 118 and 119 Bartholomew Street (Grade II),
 - 114 and 115 Bartholomew Street (Grade II),
 - Dolphin Inn (Grade II),
 - Cooper's Arms (Grade II),
 - 40-45 Bartholomew Street (Grade II),
 - 104-106 Bartholomew Street (Grade II),
 - 102 and 103 Bartholomew Street (Grade II),
 - The Eight Bells (Grade II),
 - 48, 48A and 49 Bartholomew Street (Grade II),
 - Phoenix House (Grade II), and
 - 51-53 Bartholomew Street (Grade II)
- 6.114 The Grade II* listed 28 Bartholomew Street is a two storey mid-eighteenth century town house. The double front with five windows building is built from red brick with stone dressings. The building has a low hipped slate roof which is hidden behind a moulded cornice and brick parapet. Architectural details include sash windows with glazing bars, and attractive doorway with panelled pilasters and a pediment above. The doorway further features a panelled door with an elliptical decorated fanlight above.
- 6.115 16 Bartholomew Street historically formed part of the Sugar Loaf Inn along with the adjacent 17 Bartholomew Street. The ground and first floor of the altered building date back to the mid eighteenth century, whereas the top storey forms a later early nineteenth century addition to the end three bays. The building is built from multi coloured stock brick and has a hipped tile roof. Features of the building include sash windows with gauged brick arches, an early nineteenth century doors with a half glazed door and a modern shop front at ground floor level.
- 6.116 17 Bartholomew Street historically formed part of the Sugar Loaf Inn along with the adjacent 16 Bartholomew Street. The two storey building is built from multi coloured stock brick and a slate roof. Features of the building include recessed sash windows, a mid nineteenth century shop front and a large carriageway entrance.
- 6.117 28a Bartholomew Street forms a altered late eighteenth century two storey home. The two bay building has a stuccoed front and pitched tile roof. The building features later additions such as modern light casement windows, doorway and shop front.
- 6.118 29A and 29 Bartholomew Street form a mid nineteenth century shop. The three storey building is built from multi coloured brick and has a slate roof. At ground floor the building features an altered mid nineteenth century shop front, above the first and second floors have recessed sash windows.
- 6.119 118 and 119 Bartholomew Street are thought to date between the late eighteenth and early nineteenth centuries, and is three storeys high. The building is built from brick and feature a tiled roof. At ground floor the building features a late nineteenth century shop front, with a French windows and recessed sash windows above.
- 6.120 114 and 115 Bartholomew Street are thought to date between the late eighteenth and early nineteenth centuries, and is three storeys high. The building is built from brick and has a half hipped tile roof. At ground floor the building features a modern shop front, with recessed sash windows above. At first floor level two windows have side lights.
- 6.121 The Dolphin Inn dates between the seventeenth and eighteenth centuries and was later fronted between the late eighteenth and early nineteenth centuries. The double fronted, two storey building is built from red brick and has a tiled roof. The north end of the inn features an additional two storey carriage entrance bay. The doorway has a bracketed roof and the windows are formed of flush framed sash windows.
- 6.122 Cooper's Arms is a two storey building, that forms an early nineteenth century refronting of an older building. The building is built from multi coloured stock brick and has a tiled roof. Ground and first floor levels have gauged arched sash windows. The roof of the building has a sash dormer with a raking roof.
- 6.123 40-45 Bartholomew Street form a collection of early nineteenth century terrace of houses and shops. The two storey buildings are built from brick and feature a tiled roof with dormers. Properties Nos 42-45 have a stuccoed front. At ground floor properties have nineteenth century shop fronts, whereas above they have sash windows with glazing bars.
- 6.124 102 and 103 and 104-106 Bartholomew Street form a pair of homes that are thought to date from the sixteenth or seventeenth century and have since been refronted in the late eighteenth century. The two storey building now forms three dwellings and its built from a timber frame with a grey brick front. Other features of the building include a tiled roof and a central passageway with semi-elliptical archway.
- 6.125 The former Eight Bells public house dates from the seventeenth century and has been subject to a modern extension to the rear. The one and half storey high building has timber frame with a plastered front. The roof of the building is tiled, and has a three gabled bays that feature bargeboards and finials.
- 6.126 The building at 48, 48A and 49 Bartholomew Street was formally a residential property that was constructed in the late eighteenth century. The two storey building is now formed of commercial uses at ground and first floor level. The building is built from brick, and has tiled roof with three dorms. At ground floor the building features modern Georgian style shop fronts.
- 6.127 Phoenix House is a early to mid eighteenth century town house which is designed in the style of master builder James Clarke of Newbury. The former Brewer's House now forms a collection of serviced apartments. The two storey symmetrical double fronted building is built from red brick and features a slate roof with coped gables. The roof is largely hidden by a tall parapet with pilasters and pediment over. Other architectural features includes a nineteenth century stone pedimented doorcase and recessed sash windows with red brick segmental arches above.

6.128 51–53 Bartholomew Street are a set of early nineteenth century double fronted terraces. The two storey buildings are built from red brick and have Welsh slate roofs with brick chimneystacks. The sash windows are recessed and have gauged flat brick arches. Properties No.52 and 53 feature wooden panelled doors. The doorway of property No.51 has been replaced by windows.

6.129 The buildings derive their special interest from its survival as a group of buildings that date between the fifteenth and nineteenth century and form a surviving fragment of an earlier streetscape. The buildings also have local historical interest by virtue of its association with the historic development of Newbury. They are of historic and architectural interest.

CONTRIBUTION OF SETTING TO HERITAGE VALUE

6.130 The heritage assets are located along Bartholomew Street, with the highway retaining its historic character as busy thoroughfares through Newbury. The immediate setting is therefore characterised by the movement and noise associated with pedestrian and vehicular traffic.

6.131 The buildings are set within a busy town centre, where remnants of the historic built environment survive and represent a range of architectural styles, age and quality. The setting of the assets has always been within an urban environment and this activity and mix of uses contributes to an understanding of how the buildings would have functioned in the community.

6.132 The cluster of designated and non designated heritage assets along Bartholomew Street and the wider town centre make a positive contribution to the setting of the buildings and the legibility of an early streetscape.

6.133 Views of the assets can be best experienced from placements along Bartholomew Street. The viewing experience of each building, further reinforces the surrounding variation in development, with buildings being of different architectural styles, ages and quality.

6.134 There is some intervisibility between the receptors and the Site, in the setting of the north most assets. In views from these assets the modern architectural approach and blank façade of the Kennet Centre contrasts starkly with the more decorative elevations of this group of heritage assets, detracting from their setting and appreciation of the significance of the assets.

GROUP 3 - HERITAGE ASSETS ALONG CHEAP STREET

63 CHEAP STREET, NEWBURY POST OFFICE, 41 CHEAP STREET, 48, 49 AND 50 CHEAP STREET, 53 CHEAP STREET, KING CHARLES TAVERN, 8 CHEAP STREET, 6 CHEAP STREET AND 58 CHEAP STREET

6.135 The listed buildings along West Mills are located to east and south east of the Site and are situated between approximately 75m and 235m from the centre of the Site. This group of heritage assets along Cheap Street are briefly discussed below and includes:

- 63 Cheap Street (Grade II*)
- Newbury Post Office (Grade II)
- 41 Cheap Street (Grade II)
- 48 Cheap Street (Grade II)
- 49 and 50 Cheap Street (Grade II)
- 53 Cheap Street (Grade II)
- King Charles Tavern (Grade II)
- 8 Cheap Street (Grade II)
- 6 Cheap Street (Grade II) and
- 58 Cheap Street (Locally Listed Building)

6.136 63 Cheap Street is a Grade II* listed building and forms a Georgian town house dating back to 1796 (identifiable from the date plaque on the front of the building). The two storey building is double fronted within three bays and built from multi coloured stock brick. The building has a half hipped, mansard tiled roof with three dorms and a brick chimney stack. Architectural features of the building include segmental bowed bay windows on the outer bays, round arched Doric doorway with a panelled door and decorated fan light.

6.137 Newbury Post Office dates back to late nineteenth century and was designed by the Board of Works. The building has been subject to later extensions and modifications. The three storey building is built from red brick with stone dressings and has a pitched tiled roof. The building is formed of three bays, with a slightly projecting central bay and central decorated gable. At ground floor the building features a large round arched, with mullion windows at first floor and two hipped dormers above.

6.138 41 Cheap Street forms a pair of early nineteenth century houses. The two storey building is built from red brick and has a tiled roof. Features of the building include recessed sash windows and wooden doorways with panelled doors and rectangular fanlights.

6.139 48 Cheap Street forms a mid to late seventeenth century house, that was refronted in the early nineteenth century. The three storey building has a render brick façade and hipped tiled roof with projecting eaves. At ground floor the building features a modern shop front, with recessed sash windows to the first and second floors.

6.140 49 and 50 Cheap Street form a pair of buildings that are thought to date between the late seventeenth and early eighteenth centuries. The buildings have been since been remodelled in the mid nineteenth century. The two storey buildings have a stuccoed front with a tiled roof and dormers. At ground floor level the buildings have late nineteenth century shop fronts, with sash windows above.

6.141 53 Cheap Street is thought to date from the eighteenth century and has been since refronted in the mid nineteenth century. The two storey building has a rendered brick front and tiled roof. At ground floor level the building features a mid nineteenth century shop front with recessed sash windows at first floor and dormers above.

6.142 The King Charles Tavern forms a mid nineteenth century public house. The two storey double front building has a stucco front and a half hipped tile roof and dormers. Features of the building include sash windows and a central door with a part glazed door with a bracketed hood above.

6.143 8 Cheap Street forms an early nineteenth century townhouse which was the remodelling of the mid eighteenth century building. The two storey building has a painted brick façade and hipped tiled roof with dormers. The building has been altered to feature a modern one storey side entrance.

6.144 6 Cheap Street forms an early nineteenth century town house. The two storey and semi basement building is double fronted and built from red brick with yellow brick dressing. The building has a hipped Welsh slate roof with moulded brick stacks. Architectural features of the building include a recessed entrance, with a panelled door and rectangular fanlights. At ground and first floor the house has recessed sash windows.

6.145 58 Cheap Street was built between 1905 and 06 as Newbury Free Library. The two storey building is designed in the Edwardian Tudor style and is built from red brick with stone mullion and transom window. The building has a tiled roof and a projecting porch to the left.

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 6.146 The heritage asset are located along Cheap Street, with the highway retaining its their historic character as busy thoroughfares through Newbury. The immediate setting is therefore characterised by the movement and noise associated with pedestrian and vehicular traffic.
- 6.147 The buildings are set within a busy town centre, where remnants of the historic built environment survive and represent a range of architectural styles, age and quality. The setting of the assets has always been within an urban environment and this activity and mix of uses contributes to an understanding of how the buildings would have functioned in the community.
- 6.148 The cluster of designated and non designated heritage assets along Cheap Street and the wider town centre make a positive contribution to the setting of the buildings and the legibility of an early streetscape.
- 6.149 Views of the assets can be best experienced from placements along Cheap Street. The viewing experience of the asset, further reinforces the surrounding variation in development, with buildings being of different architectural styles, ages and quality.
- 6.150 There is some intervisibility between the receptors and the Site, in the setting of the north most assets. In views from these assets the modern architectural approach and blank façade of the Kennet Centre contrasts starkly with the more decorative elevations of this group of heritage assets, detracting from their setting and appreciation of the significance of the assets.

GROUP 4 - HERITAGE ASSETS ALONG NORTHBROOK STREET

91 AND 92 NORTHBROOK STREET, 24 NORTHBROOK STREET, 94 NORTHBROOK STREET, 93, 93A AND 93B NORTHBROOK STREET, 6-12 NORTHBROOK STREET (FORMERLY LISTED AS NO8), 6-12 NORTHBROOK STREET (FORMERLY LISTED AS NO 7), 6-12 NORTHBROOK STREET (FORMERLY LISTED AS NO 9), 90 NORTHBROOK STREET, 86 NORTHBROOK STREET, 80 NORTHBROOK STREET, 23 NORTHBROOK STREET, THE CASTLE PUBLIC HOUSE, 77 NORTHBROOK STREET, 73 NORTHBROOK STREET, 26 AND 26A NORTHBROOK STREET, 70 NORTHBROOK STREET, 33, 33A AND 34 NORTHBROOK STREET

- 6.151 The listed buildings along Northbrook Street are located to the north of Site and are situated between approximately 215m and 490m from the centre of the Site. This group of heritage assets along Northbrook Street are briefly discussed below and includes:
 - 91 and 92 Northbrook Street (Grade II*)
 - 24 Northbrook Street (Grade II*)
 - 6-12 Northbrook Street (formerly listed as No 8) (Grade II*)
 - 6-12 Northbrook Street (formerly listed as No 7) (Grade II)
 - 6-12 Northbrook Street (formerly listed as No 9) (Grade II)
 - 94 Northbrook Street
 - 93, 93a and 93b Northbrook Street
 - 90 Northbrook Street
 - 86 Northbrook Street
 - 80 Northbrook Street
 - 23 Northbrook Street
 - The Castle Public House
 - 77 Northbrook Street
 - 73 Northbrook Street
 - 26 and 26a Northbrook Street
 - 70 Northbrook Street
 - 33, 33a and 34 Northbrook Street
- 6.152 91 and 92 Northbrook Street is three storey seven bay building that dates from approximately 1740. The building is built from red brick with rubbed dressing and has a hipped tiled roof. At ground floor the building has a modern shop front. At first and second floor levels the building has a gauged segmental arched sash windows with glazing bars.

- 6.153 24 Northbrook Street is a two storey building that dates from the early sixteenth century and has been subject to later alterations. The building is timber framed with a stucco front and has a tiled roof with a carved bargeboards. At ground floor the building features a modern shop front with two recessed sash windows with glazing bars at first floor level.
- 6.154 6-12 Northbrook Street (formerly listed as No 8) is a three storey building that dates back to approximately 1669 and has been subject to later alterations. The building is built from red brick and has a tiled roof with two tiled gables. St ground floor the building has a modern shop front with four recessed sash windows with glazing bars at first and second floor levels. The interior of the building features a seventeenth staircase.
- 6.155 6-12 Northbrook Street (formerly listed as No 7) is three storey former terrace that dates from the late eighteenth century and has been subject to later alterations. The building is built from multi coloured stock brick with a later brick parapet. At ground floor the building features a modern shop front with eight recessed sash windows on the first floor and five on the second.
- 6.156 94 Northbrook Street is a three storey building that forms an early nineteenth century re-fronting of a former seventeenth century house. The three bay building has a stucco front with a slate roof. At ground floor the building features a decorated late nineteenth century shop front with architraved sash window at first and second floors.
- 6.157 93, 93a and 93b Northbrook Street is a three storey building that forms a early to mid nineteenth century re-fronting of an older house. The building has a stucco front with a ripped rille roof, which is partially hidden by a cornice and parapet. At ground floor level the building features a modern shop front with five recessed sash windows with glazing bars at first and second floor levels.
- 6.158 6-12 Northbrook Street (formerly listed as No 9) is three storey building that dates from the late eighteenth century and has been subject to later alterations. The three bay building is built from multi coloured brick and has tiled roof. At ground floor the building features a modern shop front with five recessed sash windows with glazing bars at first and second floor levels.
- 6.159 90 Northbrook Street is a three storey building that dates from the early to mid nineteenth century and has been since subject to later alterations. The building has a rendered façade and a hipped Welsh slate roof. At the ground floor the building has a modern shop front with recessed sash windows.

- 6.160 86 Northbrook Street is a three storey shop that's from the late eighteenth century and has been subject to later alterations. The building is built from multi coloured stock brick and has a Welsh slate roof. The building features an unaltered doorway with decorated elliptical fanlight. At first and second floor levels the building recessed sash windows with glazing bars.
- 6.161 80 Northbrook Street is a three storey and attic built that forms an early nineteenth century refronting of an older building. The building has a stucco front with a hipped tiled roof. At ground floor level the building features a modern shop front with one architraved sash windows at first and second floor levels.
- 6.162 23 Northbrook Street is a three storey building that forms an early nineteenth century refronting of an older building. The building has a stucco front with a Welsh Slate roof. At ground floor the building features a modern shop front with two recessed sash windows with glazing bars at first and second floors.
- 6.163 The Castle Public House historically formed the Brewer's House of the Satchell and Somerset Brewery and has since been converted to a shop. Dating from the late eighteenth century the two storey building is built from multi coloured stock brick, with red brick dressing and has a slate roof. At ground floor the building features a modern shop front with recessed sash windows and brick parapet above.
- 6.164 77 Northbrook Street is a three storey building that dates from the early nineteenth century. The building has a painted brick façade and hipped slate roof. At ground floor the building features a modern shop front at ground floor level, with recessed sash windows above.
- 6.165 73 Northbrook is three storey shop that dates between the early and mid nineteenth century. The building has a painted red brick façade with a parapet. At ground floor the building features a double wooden shop front with recessed sash windows at first and second floor levels.
- 6.166 26 and 26a is two storey and attic former townhouse that dates between the early and mid eighteenth century and has since been subject to later alterations. The building is built from red brick and has a hipped tiled roof. At ground floor the building has a modern shop front, with arched windows on the first floor and round arched window in the attached. Above the first floor the building features a red brick parapet amped up on central pedimented bay.

- 6.167 70 Northbrook Street is a two storey former house that dates from the early to mid eighteenth century and has been since subject to later alterations. The building has been constructed timber front with a stucco front and has tiled roof. At ground floor the building features a modern shop front with recessed sash windows and glazing bars above.
- 6.168 33, 33a and 34 Northbrook Street are a three storey building, that forms an early nineteenth century refronting of an older building. The building has a red brick front with slate roof, which is partially hidden by a brick parapet. At ground floor the properties have modern shop fronts, with round arched windows to the first floor and Venetian windows to the second floor.

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 6.169 The heritage assets are located along Northbrook Street, with the highway retaining its their historic character as busy thoroughfares through Newbury. The immediate setting is therefore characterised by the movement and noise associated with pedestrian and vehicular traffic.
- 6.170 The buildings are set within a busy town centre, where remnants of the historic built environment survive and represent a range of architectural styles, age and quality. The setting of the assets has always been within an urban environment and this activity and mix of uses contributes to an understanding of how the buildings would have functioned in the community.
- 6.171 The cluster of designated and non designated heritage assets along Northbrook Street and the wider town centre make a positive contribution to the setting of the buildings and the legibility of an early streetscape.
- 6.172 Views of the assets can be best experienced from placements along Northbrook Street. The viewing experience of the asset, further reinforces the surrounding variation in development, with buildings being of different architectural styles, ages and quality.
- 6.173 There is very limited intervisibility between the receptors and the Site due to their distance and interposing development. In closer views the modern architectural approach and blank façade of the Kennet Centre contrasts starkly with the more decorative elevations of this group of heritage assets, detracting from their setting and appreciation of the significance of the assets.

GROUP 5 - HERITAGE ASSETS ALONG MARKET PLACE, WHARF STREET, MANSION HOUSE STREET, BRIDGE STREET AND THE NORTHERN END OF BARTHOMOLEW STREET

5 WHARF STREET, BRIDGE OVER THE RIVER KENNET, 149, 150 AND 151 BARTHOMOLEW STREET, 27 MARKET PLACE, QUEEN'S HOTEL, 152, 153 AND 154 BARTHOMOLEW STREET, CORN EXCHANGE, THE HATCHET, TOWN HALL AND MUNICIPAL BUILDINGS, 24 MARKET PLACE, 28 AND 30 MARKET PLACE, 32 AND 34 MARKET PLACE, OLD WAGON AND HORSES, 4 AND 5 MANSION HOUSE STREET, 2 AND 4 BRIDGE STREET, 1 BRIDGE STREET, 1 AND 3 WHARF STREET, 7A AND 9 WHARF STREET

- 6.174 The collection of listed buildings are located to the immediate north of the Site and are situated between approximately 110m and 200m from the centre of the Site. This group of heritage assets Market Place, Wharf Street, Mansion House Street, Bridge Street and the northern end of Barthomolew Street are briefly discussed below and includes:
- South and North Gateway buildings (Grade II)
 - to Churchyard of St Nicolas' Church adjoining Barthomolew Street (Grade II*)
 - 5 Wharf Street (Grade II*)
 - Bridge over the River Kennet (Grade II*)
 - 149, 150 and 151 Barthomolew Street (Grade II)
 - 27 Market Place (Grade II)
 - Queen's Hotel (Grade II)
 - 152, 153 and 154 Barthomolew Street (Grade II)
 - Corn Exchange (Grade II)
 - The Hatchet (Grade II)
 - Town Hall and municipal buildings (Grade II)
 - 24 Market Place (Grade II)
 - 28 and 30 Market Place (Grade II)
 - 32 and 34 Market Place (Grade II)
 - Old Wagon and Horses (Grade II)
 - 4 and 5 Mansion House Street (Grade II)
 - 2 and 4 Bridge Street (Grade II)
 - 1 Bridge Street (Grade II)
 - 1 and 3 Wharf Street (Grade II)
 - 7a and 9 Wharf Street (Grade II)

- 6.175 The south and north gateway to the Churchyard of St Nicolas' Church date from approximately 1770. Designed in Strawberry Hill Gothic style, the gateways are built from Portland Stone and feature a central pointed archway with detailing and flanked by wall sections. The gateways feature double iron gates.
- 6.176 The Bridge over the River Kennet dates to approximately 1769/72 and was built by James Clarke. The bridge is built from brick with stone dressings.
- 6.177 5 Wharf Street is three storey town house that dates from the early to mid eighteenth century. Designed in the style of master building James Clarke of Newbury, the building is built red brick and has a tiled roof which is partially hidden behind a brick parapet. At ground floor the building has an early nineteenth century wooden detailed doorcase with a panelled door. At ground, first and second floors the building has slighted arched sash windows with glazing bars.
- 6.178 149 Bartholomew forms a two storey former house and inn that's from the late eighteenth century. The building is built from brick and has tiled roof. At ground floor the building features a late nineteenth century shop front with two flush framed sash windows at first floor level.
- 6.179 150 and 151 Bartholomew form a three storey former house that dates from the late eighteenth century. The building is built from multi coloured stock brick with a hipped brown tile roof. At ground floor the building features modern shop fronts with sash windows with glazing bars to the first and second floors. The first floor level features two out bays.
- 6.180 27 Market Place historically formed two buildings, No 27 which dates from the late eighteenth century and No 29 which dates from the mid nineteenth century. The two storey buildings are built from red brick and have hipped tiled roof. At ground floor the buildings feature modern alterations, with sash windows at first and second floor levels.
- 6.181 152 and 153 Bartholomew Street form a three storey shop that dates from the early nineteenth century and has since been altered. The building is built from grey brick and has a hipped slate roof. At ground floor the building has a late nineteenth century shop front, with recessed sash windows with glazing bars to first and second floors.
- 6.182 154 Bartholomew Street forms a three storey building that dates from the late eighteenth century and has been since subject to later alterations. The building is built from multi coloured stock brick and has a half hipped tile roof. At ground floor the building features modern openings.
- 6.183 The Queens Hotel is three storey building that forms a mid nineteenth century refronting of an older inn. The building has a stucco front with a bracketted cornice and parapet. At ground floor the building features a doorway with pilasters and a segmental pediment. At ground floor the building has four light windows, with five architraved sash windows at first and second floor levels.
- 6.184 The Corn Exchange is a single storey building that dates to approximately 1861-2. Designed in a Italianate style the three bay building is built from Bath stone and has a slate roof, which is hidden behind a pediment. At ground floor level the corn exchange features a central entrance with a panelled door and round arched windows.
- 6.185 The Hatchet is a three storey public house that dates from the early nineteenth century. The building has a stucco façade with a tiled roof. At ground floor level the building has a round arched ground floor opening. In addition at ground, first and second floor levels the building has recessed sash windows with glazing bars.
- 6.186 The Town Hall and municipal buildings range between two and three storeys and date between the late nineteenth and early twentieth centuries. Designed in the Gothic style the buildings are built from polychrome red and blue brick and have a steep tiled roof. Architectural features of the building include a four-storey clock-tower with tall lancet windows.
- 6.187 28 and 30 Market Place is three storey building that dates from the mid nineteenth century. Designed in a Italian Gothic style the building is built from Bath stone and has a slate roof which is partially hidden behind a parapet. The building features round arched recessed windows at first floor level and Segmental-arched sash windows at second floor level.
- 6.188 32 and 34 Market Place historically formed two three storey buildings, with No 32 forming an early nineteenth century refronting of an older building and No 34 forming a late eighteenth century refronting of an older building. The buildings are built from grey brick, with No 34 using red brick dressings. Both properties feature modern shop fronts, with windows above.
- 6.189 Old Wagon and Horses is a two and half storey building that forms an early nineteenth century refronting of a seventeenth century building. The building has a stucco front with a Welsh slate roof and gable. At ground floor level the building has a detailed wooden doorcasre and a panelled door with a rectangular fanlight. At ground and first floor levels the building has slightly recessed sash windows.
- 6.190 4 Mansion House Street is three storey building that forms a mid to late nineteenth century refronting of an older building. The building is built from grey brick with red dressings and has a hipped tile roof. At ground floor level the building features a late nineteenth century shopfront, with architraved sash windows with glazing bars to first and second floor levels
- 6.191 5 Mansion House Street is a three storey building that dates from the early to mid eighteenth century. The building is built from red brick and has hipped tile roof. At ground floor the building features a modern shop front, with three segmental arched, flush framed sash windows at first and floor levels.
- 6.192 2 Bridge Street is a three storey building that dates from the late eighteenth century. The building is built from red brick and has a slate roof which is partially hidden behind a brick parapet. At ground floor the building features a modern shop front with recessed sash windows with glazing bars to the first and second floors.
- 6.193 4 Bridge Street is a three storey building that dates from the late eighteenth century. The building is built from grey and red brick and has a slate roof which is partially hidden behind a brick cornice and parapet. At ground floor the building features a modern shop front with recessed sash windows with glazing bars to the first and second floors.
- 6.194 1 Bridge Street forms a three storey building that dates from the early nineteenth century. The building has a stucco front with a slate hipped roof. At ground floor level the building features a lower entrance extension to the north end. The façade of the building has a mid twentieth century Neo-Georgian styled stone bank front with bow windows. At first and second floors the building has a recessed sash windows with glazing bars.
- 6.195 1 and 3 Wharf Street is a two storey building that forms a mid nineteenth century fronting of older timber framed building. The building has stucco front and a pitched tiled roof. At ground floor level the building has an altered entrance and five slightly recessed sash windows at first floor level.
- 6.196 7 and 9 Wharf Street are a one storey building that date to approximately 1830. The building has a rendered front with an irregular hipped tile roof. At ground floor level No 7 has a centred arched doorway while No 9 has a modern entrance. The building has three recessed sash windows with glazing bars.

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 6.197 The heritage assets are located to the north side of the Site and front onto Market Place, Wharf Street, Mansion House Street, Bridge Street and the northern end of Barthomolew Street. The highways retain their historic character as busy routes through Newbury. The immediate setting is therefore characterised by the movement and noise associated with pedestrian and vehicular traffic.
- 6.198 The buildings are set within a busy town centre, where remnants of the historic built environment survive and represent a range of architectural styles, age and quality. The setting of the assets has always been within an urban environment and this activity and mix of uses contributes to an understanding of how the buildings would have functioned in the community.
- 6.199 The cluster of designated and non designated heritage assets within the town centre make a positive contribution to the setting of the buildings and the legibility of an early streetscape.
- 6.200 The modern architectural approach and blank façade of the Kennet Centre contrasts starkly with the more decorative elevations of this group of heritage assets. On that basis we consider that the Site detracts from the setting and appreciation of the significance of the assets.

HERITAGE ASSESSMENT

NEWBURY TOWN CENTRE CONSERVATION AREA

- 6.201 The Site is located centrally within the Conservation Area and is situated in a prominent historical position between Barthomolew Street, Cheap Street and Market Place.
- 6.202 The existing Site itself is principally formed of the Kennet Centre, a large urban block which dates back to the 1970s, and has been subject to later additions and alterations. The current shopping centre is of little to no architectural merit and has largely obliterated the understanding of the historic urban grain, surrounding townscape and appearance of the area. As a whole, the existing building detracts from the conservation area's character and appearance. This is further supported by the Draft Conservation Area Appraisal and Management Plan (2021) which identifies many of the shopping centres perimeter buildings as 'negative contributors, which detract from the appearance and character area of the conservation area.
- 6.203 There is to be no harm to the character and appearance of the conservation area from the building's demolition.
- 6.204 The layout of the Proposed Development has been designed to reflect the historic grain and permeability of the site, prior to the construction of the Kennet Centre. The proposals feature a series of buildings arranged in an irregular pattern to create a varied townscape, showcasing diverse building typologies and scales. The proposed layout includes a network of interconnected courts, yards, and mews, accessible through carriage arches, openings, and passageways, evoking the historic character of the site. The proposed roofscape to building, again references to the prior buildings, with a variety of roof forms, including that of hipped, gabled, and mansard roofs.
- 6.205 The proposals include the demolition of a three storey, late twentieth century building at 17-19 Market Place. The current building whilst having some attractive features is of poor quality internally and of modern construction throughout.
- 6.206 The replacement building is forms part of the Eagle Yard quarter and is known as 'Eagle House'. The building rises to three storeys and echoes the scale of the existing building at 17-19 Market Place. The building has been

designed in a restrained classical elevation and contains a name plaque above its central doorway, the name of the building pays homage the Eagle Works that had occupied the site historically.

- 6.207 The building additionally includes several decorative pilaster capitals, sash windows, and a traditionally designed ground floor accommodating a retail unit. Moreover, a pedestrian passage will be situated to the south of the building, providing a link to Eagle Yard. The new Eagle House represents an enhancement over the existing structure, offering high-quality architecture that respects the conservation area and introduces new pathways connecting to Eagle Yard.
- 6.208 Based on the above we conclude that there will be no harm from the demolition of 17-19 Market Place, subject to the acceptability of a replacement building. Furthermore, we find that the replacement block is at least as good as the building it replaces, and therefore the statutory duty is met in this regard in that the replacement of the block at least preserves the character and appearance of the conservation area.
- 6.209 The perimeter of the Site is proposed to be developed at a scale consistent with the prevailing streetscape. The perimeter blocks have been designed to reflect the historic and prevailing commercial street pattern. The design of these perimeter blocks buildings has been sensitively designed to take into account the vernacular of Newbury and the special interest of the town centre.
- 6.210 The proposed fenestration pattern, brick detailing and variety in roof form around the perimeter represents a significant enhancement to the local character and appearance of the conservation area.

6.211 Along Bartholomew Street buildings form a collection of modern vernacular buildings, based on Georgian, Victorian and Edwardian architecture. Buildings rise to between three and four storeys, within several buildings featuring accommodation within the roofscape. Buildings are built from brick, with some buildings featuring fully or partially rendered elements. The detailing to buildings along the street, is further expressed in changes in window types, the use of shopfront or residential porches at ground floor, and the variation in roof forms and types.

6.212 Along Cheap Street and Market Place, buildings again employ a modern vernacular drawing on Georgian, Victorian and Edwardian architectural influences in the town. Collectively forming a set of terraces, interspersed by existing development, buildings rise in height from three storeys in the north to six storeys along Cheap Street. Buildings are to be built in brick, with some featuring either full or partial rendered elements. At ground floor, some buildings feature complimentary traditional design shopfronts, whilst residential entrances are often set within doorways with a glazed

elements above. A range of window types between buildings can be seen, sash windows, to semi arched windows. The variety of detailing, height and form reflects the prevailing character of this part of Newbury.



Figure 6.8 Bartholomew Street Elevation. Source: Woods Hardwick



Figure 6.9 Cheap Street and Market Place Elevation. Source: Woods Hardwick

6.213 Along Market Street buildings form a series of warehouse-type buildings between the carpark building and the cinema. Buildings rise between four and six storeys, and their design has been influenced by Victorian warehouse typology and are built from brick with rendered elements. The façade of the buildings are complemented by either sash and crittal window and metal balconies. This reflects the commercial and industrial history of Newbury.



Figure 6.10 Market Street. Source: Woods Hardwick

- 6.214 The perimeter buildings effectively 'turn the corner' into the site so that the side returns of buildings reflect the wider character of the perimeter buildings. This responds to and respects the historic street character and transitions successfully to the larger southern buildings which would complement the surrounding built form and reference the former industrial heritage of the area, including its metal work and textiles industry.
- 6.215 Active uses are reintroduced at ground floor benefit the character of the Conservation Area. The taller larger buildings are located within the south, reflecting the change in scale and grain to the south of Market Street towards the railway, and away from the finer grain medieval heart of Newbury.
- 6.216 As part of the design development a number of design mitigation principles have informed the location of the taller and large buildings on the site, including their design. Such measures include:
- The proposed development is formed of a series of blocks that range in height between two and six storeys. The massing of these blocks has been carefully designed, with the perimeter blocks, proposing small scale buildings that are consistent with the prevailing streetscape, whilst the taller buildings have been positioned to the south of the site where the coarser block of Plenty's Iron works were historically located and away from the historic sensitive area;
 - The design of the taller buildings on the site reflects the historic uses of the site which was formerly occupied by the Eagle Works and the wider industrial heritage of Newbury;
 - The southern buildings adopt an idiom to reflect the industrial heritage of the site, with a series of warehouse buildings, reflecting metal work and textile heritage of the site;
 - The bulk of the taller buildings is reduced through subtle changes in the brickwork including that of the proposed colours and hues, bonds and articulation all of which creates variation. Further articulation to the roofscape including the addition of pitched roofs further contributions in minimising the bulk of the taller buildings, whilst referencing the heritage of the site and town centre; and
 - The massing of the taller blocks responds to existing tall buildings in Newbury, sitting well below that of the listed Town Hall Clock Tower and the Telephone Exchange Building.
- 6.217 Whilst the proposed development would be visible from some areas within the conservation area, these areas would be largely limited to streets that align with the site, along from areas of open space and unbuilt space. The proposed design and material palette marks an improvement on the existing building which is monotonous and impermeable. The design concept of the proposals is based on the Site history and existing architecture within the town centre.
- 6.218 The proposed buildings reflect a modern vernacular take on Georgian, Victorian and Edwardian buildings within the town centre, reflecting a 21st century use. The appearance and detailing of the proposed buildings has been influenced by the existing context, with reference to the existing window styles, door styles, passageways and openings, brickwork, architecture features and roofscapes.
- 6.219 Brick is proposed as the main façade material and is complemented through subtle changes in hues, bonds and articulation, which creates a sense of individuality and character to the buildings, a feature that is found within the existing townscape within the town centre. The brickwork is complemented by architectural expression and detailing, which further breaks down the buildings form and contribute to creating a series of attractive facades. Details between buildings vary, giving a sense of individual character, echoing the variation of buildings within the wider town centre. Architectural features to the perimeter buildings, but are limited to include traditional designed shop, iron detailing in the form of gateways and balustrades and rendered elements. Internally, the residential quarters exhibit a continued variation in detailing including render elements, iron detailing, and a range of window types such as sash and critical windows.
- 6.220 The proposed public realm and landscaping proposals include the opening up of the site and the creation of a network mews, yards and passageways. These routes are to be complemented by spill out areas and landscaped courtyards and communal gardens. Such new spaces through the site will invite exploration by visitors and will marks a significant improvement on the existing site which is enclosed has as no external landscaping.
- 6.221 The naming of the quarters, streets and buildings pay-homage to the history of the site and the wider town centre.
- 6.222 Overall, the proposed development would not harm the significance of the Conservation Area and, we consider it would provide significant enhancements in the immediate local context. These enhancements should be accorded significant weight in the determination of the application.
- 6.223 The conservation area covers a wide area, and a wide range of factors contribute to its significance, deriving from its historic and architectural interest as a town on the Kennet, with a predominantly Georgian Town Centre with some buildings from older periods. The fine grain development and materiality of the conservation area, and variety in the streetscape is a significant contributor to its significance. This built heritage and townscape assessment demonstrates that the development will have little, if any, impact on these wider aspects of its significance. It will be invisible from various important views around the conservation area and it will be barely perceptible from Victoria Park. It will not be visible from many parts of the CA to the south and the side streets to Northbrook Street. The significance of the wider conservation area is maintained. As set out in the Citroen decision, these are relevant factors in the assessment of harm to the conservation area. The significance of the Newbury Conservation Area is multi-faceted and many of those factors are unaffected. We find that on balance, the proposed development would result in a net enhancement to the character and appearance of the Newbury Town Centre Conservation Area.
- LISTED BUILDINGS ENVELOPED WITHIN THE KENNET CENTRE**
- 6.224 The enveloped listed buildings include the Grade II listed the Newbury (formally the Bricklayers Arms), Catherine Wheel Inn, 33 and 34 Cheap Street and 21-25 Market Place. The listed buildings have been incorporated into the Kennet Centre along the street frontage. The impact of the proposed development to the heritage asset is largely coterminous in its local effect with that of Newbury Town Centre Conservation Area, which is discussed above.
- 6.225 With regards to the proposed development and the enveloped listed buildings, the perimeter of the Site is proposed to be developed at a scale consistent with the prevailing streetscape. The perimeter blocks have been designed to reflect the historic and prevailing commercial street pattern.
- 6.226 As noted above, the design of these perimeter blocks has been sensitively designed to take into account the vernacular of Newbury and the special interest of the town centre.

- 6.227 Along Cheap Street, Market Place and Bartholomew Street the perimeter blocks are divided up according to variations in their functions and locations. Buildings have been designed as a complete structure rather than just a façade and the window patterns relate directly to the uses behind. Each building is also designed individually, with character and detail taken from buildings in the historic centre and each relate to its immediate context and restoring the rhythm of the street.
- 6.228 Materials for the perimeter blocks have a traditional character and relate to their immediate surroundings. Brick forms the primary materiality and is complimented by detailing that includes decorative brick and ironwork, as well as, stuccoed and rendered elements.
- 6.229 Active uses are reintroduced at ground floor and will benefit the setting of the adjacent listed buildings. Thus, the development will provide an enhanced contextual 'cue' to the listed buildings and enable them once again to be ready within an active streetscape rather than the current unattractive and inactivated facades of the centre.
- 6.230 The proposed design and material palette marks an improvement on the existing building which is monotonous and opaque. The proposed architecture, fenestration pattern, brick detailing and variety in roof form would complement the surrounding existing built form.
- 6.231 The existing shopping centre detracts from the enveloped listed buildings and the development of the Site with high quality architecture that reflects the surrounding townscape character has the potential to enhance the setting of the listed buildings.
- 6.232 The development does not alter the principal aspects of significance of the Newbury, the Catherine Wheel Inn as an example of nineteenth century public houses, and their aesthetic appearance. They no longer exist as part of their original streetscape, but the development results in improvements in that regard. Similarly, the principal 33 and 34 Cheap Street is maintained in that this can still be understood and appreciated as a late seventeenth century pair of attractive buildings. Similar considerations apply to 21–25 Market Place.
- 6.233 The proposed development would not impact the setting of the listed buildings. It would at least preserve their special interest in accordance with Section 66 of the Planning (Listed Buildings and Conservation Areas Act) 1990, and we identify an enhancement to their local settings. These

enhancements should be accorded significant weight in the determination of the application.

KENNET & AVON CANAL EAST AND WEST CONSERVATION AREAS (MAP REF: B)

- 6.234 The Kennet & Avon Canal East and West Conservation Areas are located between 180m and 210m from the centre of the site at their closest point.
- 6.235 The ZVI at **Appendix 2.0** demonstrates that the proposed development is not generally visible and almost entirely occluded view from the most sensitive parts of the canal side path, either to the east or west of Northbrook Street. Thus, users of the canal path will be unaffected by the proposals, and they will continue to be able to traverse the canal with no material impact to that experience.
- 6.236 From limited positions where the proposed development is capable of being glimpsed, the impact is negligible due to the angle of view, interposing development and the design of the development itself, drawing its design, form and materiality from the surrounding context.
- 6.237 In longer views, it is possible the proposals may become more apparent, however they would likely form a peripheral feature and seen in the context of the existing development within the townscape. Where visible, the proposals attractive townscape feature and would enhance the legibility and wayfinding towards this part of Newbury town centre.
- 6.238 The Proposed Development would not impact the significance of the Conservation Areas.

CHURCH OF ST NICOLAS

- 6.239 The Parish Church of St Nicolas is Grade I listed and located approximately 140m from the centre of the Site. The impact of the proposed development to the heritage asset is largely coterminous with that of Newbury Town Centre Conservation Area, which is discussed above.
- 6.240 The ZVI at **Appendix 2.0** demonstrates the limited intervisibility between the church and the proposed development. Where glimpsed views are given, the Grade I church will remain a prominent feature and the views of the proposed development would be limited due to its proposed scale and interposing development and vegetation. Where visible, the proposed development would form a peripheral a feature and would be seen in conjunction with existing development in the town centre. The proposed fenestration pattern and brick would complement the surrounding built

form and provide an attractive contrast to the bath stoned Church of St Nicolas.

- 6.241 The architectural, historic and internal significance of the church is wholly unaffected by the proposed development.
- 6.242 As set out in this section there are no impacts on an appreciation of the church from the Canalside to the north.
- 6.243 The overall significance of the church is unaffected by the proposed development.
- 6.244 The proposed development would not impact the setting of the listed building. It would at least preserve its special interest in accordance with Section 66 of the Planning (Listed Buildings and Conservation Areas Act) 1990.

MUSEUM AND CORN STORES

- 6.245 The Grade I Museum building and the Grade II* Corn Stores are located between 180, and 205m north east from the centre of the site. The impact of the proposed development to the heritage assets is largely coterminous with that of Newbury Town Centre Conservation Area, which is discussed above.
- 6.246 With regards to the building, Newbury Wharf is experienced only in a much changed and modern context. The Corn Store has been entirely divorced from its original setting, it sits almost entirely within a modern context and car park. When approaching from Wharf Street, the building is experienced with later buildings in the backdrop, including that of taller development. These aspects of the setting make little or no contribution to its significance. The only surrounding historic context remaining is on Wharf Street looking towards Northbrook Street past the Museum (former Cloth Hall) and this part of its setting, arguably its most important, is not affected by the development, and views of the town hall clock tower are maintained.
- 6.247 Where the setting is changed, this is in the context of an almost entirely modern backdrop, of a part of the setting that makes only a minor contribution to the significance of the building. The proposed development would not adversely affect the setting of the buildings and does not impact on that part of the setting that remains that contributes to its significance. As a result, the proposals would at least preserve their special interest in accordance with Section 66 of the Planning (Listed Buildings and Conservation Areas Act) 1990.

6.248 There is no impact on the elements of setting that contribute to the significance of the cloth store, namely the narrow medieval street layout and views from Market Place which are unaffected by the development.

GROUP 1 HERITAGE ASSETS ALONG WEST MILLS

6.249 The listed buildings along West Mills are located to north west of the Site and are approximately situated between 175m and 340m from the centre of the Site. The impact of the proposed development to the heritage assets is largely coterminous with that of Newbury Town Centre Conservation Area, which is discussed above.

6.250 From along West Mills the intervisibility of the proposed development would be limited due to interposing development and distance. Thus, the effect on the setting of these assets is significantly less than the local enhancements immediately adjacent to the centre. Where visible, the proposed development would form a peripheral feature and would be seen as part of the existing town centre development.

6.251 The proposed development would not impact the setting of the listed buildings. It would preserve their special interest in accordance with Section 66 of the Planning (Listed Buildings and Conservation Areas Act) 1990.

GROUP 2 HERITAGE ASSETS ALONG BARTHOLOMEW STREET

6.252 The listed buildings along Bartholomew Street are located to west and south west of the Site and are approximately situated between 85m and 290m from the centre of the Site. The impact of the proposed development to the heritage assets is largely coterminous with that of Newbury Town Centre Conservation Area, which is discussed above.

6.253 The heritage assets are experienced within the context of Newbury town centre. Their setting already comprises of mixed development which displays a variety of architectural styles that predominantly date between the seventeenth and twentieth centuries.

6.254 The proposed development includes the partial demolition of the existing Kennet Centre and replacement with several blocks that vary between two and six storeys. From along Bartholomew Street blocks at the perimeter of the site being proposed are at scale consistent with the prevailing streetscape, with taller blocks being located to the south of the Site. The perimeter blocks have been sensitive designed to reflect the historic and traditional character of the town centre area. Active uses are

reintroduced at ground floor with a number of retail units which will benefit the setting of the immediate and wider listed buildings.

6.255 As the observer moves north along Bartholomew Street, they will readily be able to appreciate the architectural detailing of the blocks. The proposed fenestration pattern, brick detailing and variety in roof form would complement the surrounding built form and reference the surrounding historic Georgian, Victorian and Edwardian buildings within the town centre.

6.256 The proposed development would not impact the setting of the listed buildings. It would at least preserve their special interest in accordance with Section 66 of the Planning (Listed Buildings and Conservation Areas Act) 1990 and we identify some enhancement to the settings of the buildings closest to the centre. The enhancements should carry significant weight in the determination of the application.

GROUP 3 HERITAGE ASSETS ALONG CHEAP STREET

6.257 The listed buildings along Cheap Street are located to east and south east of the Site and are situated between approximately 75m and 235m from the centre of the Site. The impact of the proposed development to the heritage assets is largely coterminous with that of Newbury Town Centre Conservation Area, which is discussed above.

6.258 The heritage assets are experienced within the context of Newbury town centre. Their setting already comprises of mixed development which displays a variety of architectural styles that predominantly date between the seventeenth and twentieth centuries.

6.259 The proposed development includes the demolition of the existing Kennet Centre and replacement with several blocks that vary between two and six storeys. From along Cheap Street blocks at the perimeter of the Site being proposed at scale consistent with the prevailing streetscape, with taller blocks being located to the south of the Site. The perimeter blocks have been sensitive designed to reflect the historic and traditional character of the town centre area.

6.260 As the observer moves north Cheap Street, they will readily be able to appreciate the architectural detailing of the blocks. The proposed fenestration pattern, brick detailing and variety in roof form would complement the surrounding built form and reference the surrounding historic Georgian, Victorian and Edwardian buildings within the town centre.

6.261 The proposed development would not impact the setting of the listed buildings. It would at preserve their special interest in accordance with Section 66 of the Planning (Listed Buildings and Conservation Areas Act) 1990 and paragraph 209 of the NPPF. We identify some enhancement to those settings closest to the centre.

GROUP 4 HERITAGE ASSETS ALONG NORTHBROOK STREET

6.262 The listed buildings along Northbrook Street are located to the north of Site and are approximately situated between 215m and 490m from the centre of the Site. The impact of the proposed development to the heritage assets is largely coterminous with that of Newbury Town Centre Conservation Area, which is discussed above.

6.263 The ZVI at **Appendix 2.0** demonstrates the visual impact of the proposed development from Northbrook Street, with the visibility of the proposals being limited to only the street and not the adjoining side streets.

6.264 Views from along the street would likely be limited to the upper storeys and roofscape of the taller six storey volumes to the south of the Site, with the majority of the proposals being occluded from interposing development.

6.265 The proposed development varies in height, with a number of blocks between two and six storeys, with blocks at the perimeter of the Site being proposed at scale consistent with the prevailing streetscape, and taller blocks being located to the south of the Site. From Northbrook Street the layering of the massing would likely be visible and would contribute to breaking up the mass of the proposals. The blocks would sit comfortably within the existing townscape, sitting below the roofline of existing development in the fore and middle ground of the view. Over these distance the variation in the roofscape, including that of gable ends, reflect the historic townscape and form an attractive feature.

6.266 As observers travel south along Northbrook Street, they will be readily be able to appreciate the architectural detailing of the blocks. The local enhancements to the centre on Bartholomew Street will be more readily apparent from the bridge of the River Kennet. The proposed fenestration pattern, brick detailing and variety in roof forms would complement the surrounding built form and reflect the surrounding historic Georgian, Victorian and Edwardian buildings within the town centre.

6.267 The immediate local setting of the Northbrook Street listed buildings are unaffected by the proposals in that the buildings will continue to be

appreciated. As a result, the proposed development would not impact the setting of the listed buildings. It would preserve their special interest in accordance with Section 66 of the Planning (Listed Buildings and Conservation Areas Act) 1990.

GROUP 5 HERITAGE ASSETS ALONG MARKET PLACE, WHARF STREET, MANSION HOUSE STREET, BRIDGE STREET AND THE NORTHERN END OF BARTHOMOLEW STREET

- 6.268 The collection of listed buildings are located to the immediate north of the Site and are approximately situated between 110m and 200m from the centre of the Site. The impact of the proposed development to the heritage assets is largely coterminous with that of Newbury Town Centre Conservation Area, which is discussed above.
- 6.269 The heritage assets are experienced within the context of Newbury town centre. Their setting already comprises of mixed development which displays a variety of architectural styles that predominantly date between the seventeen and twentieth centuries.
- 6.270 The proposed development includes the demolition of the existing Kennet Centre and replacement with several blocks that vary between two and six storeys. The blocks at the perimeter of the Site being proposed at scale consistent with the prevailing streetscape, with taller blocks being located to south of the Site.
- 6.271 The ZVI at **Appendix 2.0** demonstrates that the visual impact of the proposed development from the Group would largely be limited to along Bridge Street, Barthomolew Street and Market Place with the remaining streets subject to visibility of very glimpsed views.
- 6.272 From along Market Place, views of the proposed development would be largely limited to the replacement buildings along the street including that of Eagle House, Ulvritone House, Newburgh House and Falkland House. Further views may be gained towards and down Cheap Street, in which the taller buildings of Kennet House and Craven House would be visible. The proposed fenestration pattern, brick detailing and variety in roof form would complement the surrounding built form and reference the surrounding historic Georgian, Victorian and Edwardian buildings within the town centre, including the historic industrial uses on the Site.
- 6.273 In views from Market Place, the proposed scale of development has been designed sensitively, responding to the scale of prevailing streetscape, with taller blocks being located to the south of the Site. In the views from

the square and immediate streets, the dominance of the town hall clock tower is maintained. The angle of view and the central location of the taller elements in the south of the site reduces their perceived prominence on the setting.

- 6.274 The existing shopping centre detracts from the enveloped listed buildings and the development of the Site with high quality architecture that reflects the surrounding townscape character has the potential to enhance the setting of the listed buildings. The immediately effect of the development is to improve the local setting by virtue of the quality of the [proposed perimeter buildings.
- 6.275 The proposed development enhance the setting of the listed buildings. It would preserve their special interest in accordance with Section 66 of the Planning (Listed Buildings and Conservation Areas Act) 1990 and paragraph 209 of the NPPF.

SUMMARY

- 6.276 The heritage assessment concludes that the proposed development would at least preserve the character and appearance of the Newbury Town Centre Conservation Area, the special interest of all listed buildings and the significance of non-designated heritage assets in the surrounding environment.
- 6.277 The proposed development also results in a significant enhancement to the part of the conservation area that is closets to the centre by virtue of the demolition of the existing Kennet Centre, which currently detracts from the conservation area's character and appearance, and replacement with buildings that better reflect the character of the conservation area. These enhancements are manifested in:
- The redesign of the perimeter buildings along Bartholomew Road, Cheap Street and Market Place, further taking into account the vernacular of Newbury and the special interest of the town centre;
 - The reintroduction of several commercial units to the perimeter buildings, creating active and animated frontages;
 - The introduction of those uses themselves enhance the character of this part of the conservation area, and reflect the historic pattern of residential and commercial uses which was lost with the first development of the Kennet Centre;
 - Introducing a fenestration pattern at upper floors that better reflects the historic streetscape;

- Introducing a varied roofline around the perimeter of the site that better reflects the historic development of this part of the conservation area;
 - The removal of large blank blocks generally and the introduction of a development that better reflects the historic grain of this part of the conservation area;
 - The use of appropriate materials including the use of brick along with architectural detailing and fenestration which reference the historic buildings within the town centre and the former industrial heritage of the site; and
 - A development pattern that introduces permeability to the site allowing future residents and pedestrians to move in and through the site;
 - Improvements to the public realm in and around the Site and marks a significant improvement on the existing site which is enclosed has as no external landscaping.
- 6.278 Similar benefits accord to the local settings of listed buildings, especially those that are enveloped within the existing Kennet Centre.
- 6.279 Accordingly, it would satisfy sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas Act) 1990, and the relevant parts of national policy and the development plan relating to heritage assets.
- 6.280 In accordance with statutory provision and paragraph 205 of the NPPF, these enhancements should carry great weight in the determination of this application.
- 6.281 Thus, we identify no harm arising to the significance of any designated heritage asset and we do not consider that the provisions of the NPPF set out at paragraphs 207–208 engage.
- 6.282 Notwithstanding, should the planning authority arrive at a different conclusion and identify any element of harm to the significance of any Designated Heritage Asset, then this must be 'less than substantial'. This would be at the very minor end of the scale given the conclusions above
- 6.283 In such a judgement, it would be incumbent for the decision maker to identify the benefits that also arise to that designated heritage asset, thus striking an 'internal heritage balance' consistent with recent case law and the Whitechapel Bell Foundry appeal decision.
- 6.284 It is only after striking that the NPPF provisions relating to harm would be engaged if there was a net residual harm to the significance of that asset.

- 6.285 If paragraph 208 is engaged, while the element of harm must be given great importance and weight, it would be incumbent upon them to weigh other wider planning benefits against that harm, such as housing benefits, economic benefits and so on. Such benefits are discussed further in the Planning Statement by Lochailort Newbury Ltd. These planning benefits would include heritage benefits identified to other heritage assets, along with townscape benefits.
- 6.286 Overall, the proposed development represents an opportunity to provide a significantly enhanced residential offer for Newbury, whilst also being a catalyst for wider regeneration and economic benefits. The proposed uses, architectural quality and urban design features demonstrably improve the appearance, character and function of the townscape, the conservation area and the settings of various listed buildings.

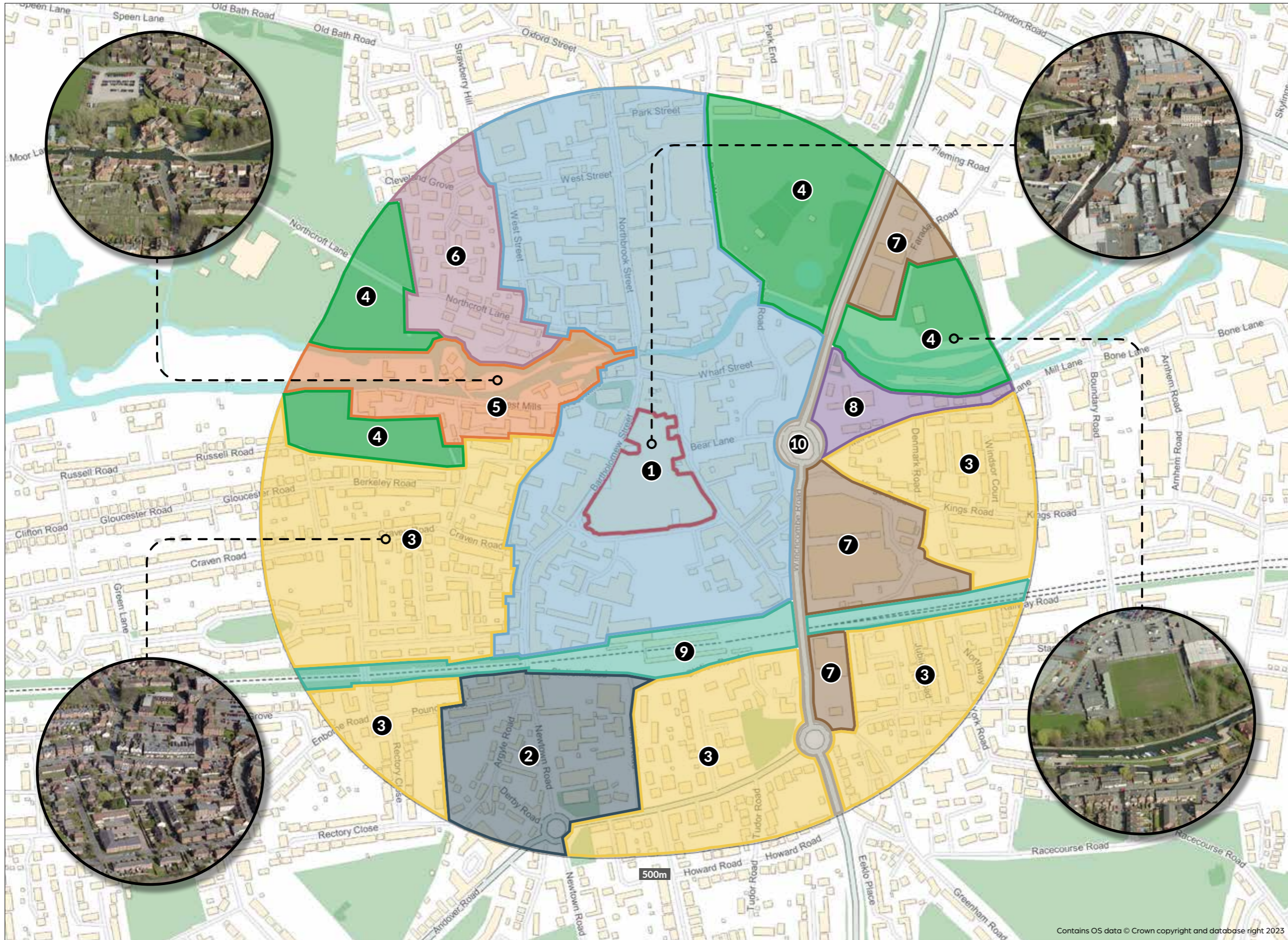
7.0
TOWNSCAPE
OLD TOWN, NEWBURY

TOWNSCAPE

- 7.1 This section describes the townscape character of the Site and its surroundings. We have undertaken a review of relevant existing characterisation studies applicable to the Site, including the Newbury Historic Character Study (undertaken by Oxford Archaeology 2006) and the Newbury Town Design Statement (June 2017) prepared by Newbury Town Council.
- 7.2 Accordingly, the analysis presented here has been informed by the extant townscape studies that have been undertaken for the Newbury town council and local authority as part of their evidence gathering process.
- 7.3 From our initial townscape appraisal, we have categorised the surrounding townscape into 10 areas within a 500m radius of the Site (**Figure 7.1**). These areas broadly comprise of the town centre, residential areas, areas of open space and transport infrastructure, reflecting the historic development of the area. These character areas are referred to as:
- Townscape Character Area 1: Newbury Town Centre (including the site)
 - Townscape Character Area 2: St Bartholomew's and The City
 - Townscape Character Area 3: Mixed Residential Development
 - Townscape Character Area 4: Parks, Allotments, and Open Spaces
 - Townscape Character Area 5: Millside Development
 - Townscape Character Area 6: Late Twentieth Century Housing
 - Townscape Character Area 7: Commercial Units
 - Townscape Character Area 8: Late Twentieth Century Public and Commercial Blocks
 - Townscape Character Area 9: Rail Corridor
 - Townscape Character Area 10: Highway Infrastructure

TOWNSCAPE CHARACTER AREA PLAN

- Application Site
- 1** Newbury Town Centre
- 2** St Bartholomew's and The City
- 3** Mixed Residential Development
- 4** Parks, Allotments, and Open Spaces
- 5** Millside Development
- 6** Late Twentieth Century Housing
- 7** Commercial Units
- 8** Late Twentieth Century Public and Commercial Blocks
- 9** Rail Corridor
- 10** Highway Infrastructure



LOCATION:
Kennet Shopping Centre, Newbury

DATE:
July 2020

SCALE:
1:6000 @ A3

FIGURE 7.1 Townscape Character Area Plan



FIGURE GROUND PLAN

Application Site



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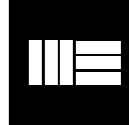
LOCATION:
Kennet Shopping Centre, Newbury

DATE:
September 2023

SCALE:
1:6000 @ A3

FIGURE 7.2 Figure Ground Plan

▲ NORTH



MONTAGU EVANS
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CHARACTER AREA 1: NEWBURY TOWN CENTRE

- 7.4 The Townscape Character Area Plan identifies the Site within Character Area 1, Newbury Town Centre. The character of the area generally comprises of the dense historic medieval core of Newbury, which built around the Northbrook Street to the north, and Bartholomew Street and Cheap Street to south, converging at the bridge over the River Kennet.
- 7.5 The Newbury Town Plan 2019 – 2036 (Note that this is not neighbourhood plan and has not been adopted as an SPD) summaries Newbury as “a town which retains a strong sense of its own cultural, social, and historic identity, and its historic centre has largely retained its architectural character. It has a pleasing diversity of styles and periods from the 17th century to the modern period, the 18th century and early 19th century buildings being perhaps the most distinguished. Five buildings are designated Grade I and 23 are Grade II*”.
- 7.6 The town centre is centralised around the main shopping streets of Northbrook Street to the north and Bartholomew Street and Cheap Street to the south. This highway forms part of the principal corridor through the town centre and would be subject to vehicular and pedestrian traffic, contributing to the sense of a busy urban environment.
- 7.7 The commercial nature of the character area and the town centre is reflected in usages of the area, with commercial premises being located at ground with residential or office space above.
- 7.8 Buildings within the character area, vary in age, quality and architectural styles, creating a varied and interesting townscape. Buildings in this area span multiple periods from the medieval era to the modern age.
- 7.9 17th century buildings in the character area, such as the Grade II* Corn Stores and Grade II Museum are characterised by their timber frames and gabled roofs. Both buildings feature jettied upper floors and exposed timber framing. Georgian styled buildings within the character area are generally marked by their symmetry, classical proportions, and restrained style. Buildings from this period are typically constructed from brick or stone. Symmetrical fenestration patterns with sash windows, glazing bars, and classical detailing are common. Victorian buildings within the character area such as the Town Hall and the Corn Exchange, showcase the grandeur of the era. These buildings predominantly feature red brick or stones facades embellished with decorative stone or brickwork, terracotta detailing, and ornate ironwork. Many Victorian buildings feature larger windows with decorative surrounds, often incorporating stained glass, bay windows, and intricate tracery.
- 7.10 The character area also features modern and contemporary development including the mixed-use, part seven storey Parkway development and the mixed use, part four, five and six storey Weavers Yard development. Whilst modern in style, these development takes cues from the range of architectural styles found in the town centre.
- 7.11 As reflected within the Figure Ground Plan at **Figure 7.2**, older Jacobean, Georgian and Victorian buildings are characterised by fine grain blocks, whereas later twentieth and early twenty-first century development is made up of larger and coarser blocks.
- 7.12 The scale of older Jacobean, Georgian and Victorian buildings is relatively low rising between two and four storeys, although landmarks such as the clock-tower associated with Victorian town hall rises to 4 storeys. As mentioned above, moder modern development reaches new height varying between three and four storeys to six and seven storeys.
- 7.13 The street pattern of Newbury retains its fundamental medieval route structure. The town's street layout reflects its historical role as a centre of mercantile trade. The wide streets and open spaces, which historically hosted markets, such as Northbrook Street and Market Place, continue to serve as the primary shopping routes today.
- 7.14 The character area and town centre feature a number of existing passages and alleys which contribute to the town's character and include:
- The Arcade, formerly known as Church Court, has largely retained its historic charm, connecting Bartholomew Street to Market Square through narrow passages. Despite some redevelopment, the arcade features original shop fronts with large picture windows, ornamental door surrounds, and ornate timber work.
 - The Eight Bells: Previously a public house, now a shopping arcade, retains a very early timber-framed carriage arch with white render and painted brick. The passageway, defined by a brick and stone arch, connects Bartholomew Street to the Eight Bells Pay & Display Car Park
 - Weavers Walk: This modern development replaces historic buildings with sympathetic structures that create a vibrant courtyard, mainly used by cafés and coffee shops. The space is framed by red brick buildings with plain tile roofs, featuring a central walkway and modest landscaping.
- 7.15 The majority of the town centre is located within the Newbury Town Centre Conservation Area and includes a concentration of designated and non-designated heritage assets. Notable listed buildings include the Grade I, 16th century Parish Church of St Nicolas and early 17th century former cloth factory at 1 Wharf Street (now known as the Museum). The heritage assets reflect the historic nature of the town centre and make a positive visual contribution to the character and appearance of the area.



Figure 7.3 Newbury Town Centre, Bartholomew Street. Source: Basher Eyre, geography.org.uk.



Figure 7.5 Newbury Town Centre, Bridge Street. Source: Basher Eyre, geography.org.uk.



Figure 7.4 Newbury Town Centre, Northbrook Street towards Wharf Street. Source: Basher Eyre, geography.org.uk.



Figure 7.6 Newbury Town Centre, Northbrook Street. Source: Basher Eyre, geography.org.uk.

7.16 The River Kennet meanders through the centre of the town and is lined with a number of buildings. A towpath runs alongside the canal, which forms part of the National Cycle Network Route 4 between Newbury and Reading. The canal adds to the historic and visual interest of the townscape.

7.17 The Site itself is principally formed of the Kennet Centre, a large urban block which dates back to the 1970's, and has been subject to later additions and alterations. The shopping centre contains a mix of retail, leisure and restaurant uses, along with a multi storey car park. The interior of the centre is typical of a modern shopping mall. The centre is generally low rise (up to four storeys) and primarily built from brick and includes external panels, cladding and glazed elements. The northern end of the building incorporates a number of older listed buildings along the street frontage, including the Grade II listed the Newbury (formally the Bricklayers Arms), Catherine Wheel Inn and 33 and 34 Cheap Street. The building is typical of shopping centres from this time and in places actively detracts from the character and appearance of the surrounding area.

7.18 Prior to the Kennet Centre, the Site was made up from a series of fine grain blocks, made up of larger central buildings which are supported by a series of smaller ancillary structures or outbuildings. Hardstanding areas were evident between buildings forming yard areas and spaces for storage. Brick is evident as the prominent material used in buildings and structure, with a mix of gabled and hipped roofs above.



Figure 7.7 Inactivated façade of Kennet Centre along the north of Bartholomew Street.



Figure 7.9 Inactivated façade of Kennet Centre along the Market Place and Cheap Street.



Figure 7.8 Inactivated façade of Kennet Centre along the south of Bartholomew Street.



Figure 7.10 Inactivated façade of Kennet Centre along Market Street.

CHARACTER AREA 2: ST BARTHOLOMEW'S AND THE CITY

- 7.19 Character Area 2 is located to the south of the study area and is formed of a mixed use area to the south of the town centre.
- 7.20 The character area is centralised around the former St Bartholomew's Hospital and Newton Road and is characterised by a number of uses including residential, commercial places of worship and schools.
- 7.21 The variation in usages within the character area is evident within the built environment which varies in form, age and architectural styles. Buildings are largely between two and three storeys high, and unified with their use of brick. Development is arranged around semi-private roads, and either has access to rear gardens or to shared areas of green space.
- 7.22 Newtown Road forms a busy thoroughfare into the town centre and is subject to heavy pedestrian and vehicular traffic, contributing to the sense of a busy urban environment. The use and noise, fumes and traffic generated by the highway is a dominant characteristic of this area.
- 7.23 Part of the character area is located within the Newbury Town Centre Conservation and incorporates a number of listed and locally listed buildings, which contribute to the rich and varied townscape.
- 7.24 The character area is well contained through the orientation of streets and density of development, and there is limited intervisibility with the Site.

CHARACTER AREA 3: MIXED RESIDENTIAL DEVELOPMENT

- 7.25 Character Area 3 is located to east, south and west of the study area and comprises of varied residential development that surround the fringe of Newbury the town centre.
- 7.26 Buildings within the character area vary in age, form and height, creating a mixed townscape. The character area have evolved through piecemeal development and includes late nineteenth century fine grain semi detached and terraced properties, interwar dwellings and late twentieth century blocks of flats, including social housing developments. Dwellings are unified with their use of brick, although the form and architectural styles of blocks differ across the character area. This gives the area a heterogeneous appearance which is reinforced with the irregularity of the urban grain.

7.27 Dwellings generally have a regular street alignment, which streets generally running broadly north to south and east to west. The streets are subject to light traffic, notwithstanding the area has a calm residential character.

7.28 Although generally well contained through orientation of streets and the regularity of development, some views out to the wider area are obtained from within the character area including in the direction towards the Site and the town centre. In these views, glimpsed views are gained of taller and coarser development within the town centre.

CHARACTER AREA 4: PARKS, ALLOTMENTS, AND OPEN SPACES

7.29 Character area 4 is located to the north east and north of west of the study area and characterised by a collection green open spaces. These localities have been grouped because of their shared characteristics and setting on the fringe of the town centre, set between areas of residential development.

7.30 The green spaces are made of a collection of green open spaces and include Victoria Park, West Mills allotments and Northcroft Park. The spaces are unified by grassed expanses, vegetation and mature trees. Within the character area the built form is limited, and largely formed of detached structures relating to the recreation facilities found in the parks.

7.31 Although partially enclosed from mature trees, the location and open nature of the spaces afford a number of views towards the Site and town centre. In these views, existing taller and larger buildings are a characterised feature and so form part of the surroundings in which this area is experienced.

CHARACTER AREA 5: MILLSIDE DEVELOPMENT

7.32 Character area 5 is located the west of the study area and is characterised by the Kennet and Avon Canal and development along West Mills.

7.33 The canal and the channels of the river pass through the centre of the character area and form an important route for pedestrians and cyclists, as well as adding feature of physical value and visual interest to the townscape.

7.34 The built form within the character area is largely formed of a number historic buildings which date between the seventeenth and nineteenth centuries. The architectural styles and detailing of the buildings vary, and consists of a collection of cottages, almshouses and detached houses.

7.35 To the east, the canal side is formed of a number of wharf-like buildings. These three storeys blocks date from the late twentieth century and are built from red brick with timber boarding detailing. Blocks are set within a quiet narrow road and would be subject to light traffic, notwithstanding the area has a clam waterfront character.

7.36 The character area lies within the Newbury Town Centre Conservation Area and includes a number of listed buildings along West Mills. The number of heritage assets reflect the historic nature of this part of the town, and make a positive visual contribution to the character and appearance of the townscape

7.37 Although generally well contained through orientation of streets and the regularity of development, some views out to the wider area are obtained from within the character area including in the direction towards the Site and the town centre. In these views, glimpsed views are gained of taller and coarser development within the town centre.

CHARACTER AREA 6: LATE TWENTIETH CENTURY HOUSING

7.38 Character Area 6 is located the north west of the study area and is characterised by a late twentieth century residential estate.

7.39 The built form within the character is formed of collection of terraces which vary between two and three storeys. Dwellings are built from brick and in places are clad in timber coloured boarding to the upper floors. Design features of the properties include gabled roofs, modern UPVC windows and a small porch roof the principle entrance. Development is arranged around semi-private roads, with small front and rear gardens, notwithstanding the area has a clam residential character.

7.40 Although generally well contained through orientation of streets and the regularity of development, some views out to the wider area are obtained from within the character area including in the direction of the town centre. In these views, glimpsed views are gain of taller and coarser development along Strawberry Hill and West Street.

CHARACTER AREA 7: COMMERCIAL UNITS

7.41 Character area 7 is located to the east of the study area and comprises of a dispersed collection of commercial and industrial units. These localities have been grouped because of their shared characteristics and setting on the fringe of the town centre

7.42 The built form consists of small to medium blocks which are set with hard landscaped areas, often forming areas of storage and car parking. Building typologies reflect the commercial and industrial nature of the area and are generally formed retail and light industrial units, which vary between one and two storeys.

7.43 Brick, corrugated metal and steel form prominent buildings materials used within the character area, with many of the units having low pitched roofs or flat roofs. The buildings are generally utilitarian in appearance, serving as part of the commercial and industrial development.

CHARACTER AREA 8: LATE TWENTIETH CENTURY PUBLIC AND COMMERCIAL BLOCKS

7.44 Character area 8 is located to east of the character area and is characterised by the police station, magistrates court, a number of commercial industrial units and a few modern dwellings.

7.45 Historically forming part of land associated with Greenham Wharf, the built from within the character area is dominated by the late twentieth century brick and concrete police station and attached magistrates Court. Built in 1965, the buildings are not of architectural merit and form a neutral element within the townscape.

7.46 To the south, a collection of brick terraced and semi detached buildings front onto Mill Lane. The two storeys dwellings date from the twentieth century, and are built from brick and feature pitched roofs. Their location between the road and police station, means they have narrow front and rear gardens. To the east, a number of small commercial industrial units also front onto Mill Lane. The units are set back from the road and situated in hard landscaped areas, forming areas of car parking. The single storey units are characterised by a mix of brick and corrugated metal facades with pitched roofs. The buildings are generally utilitarian in appearance, serving as part of the commercial and industrial development.

CHARACTER AREA 9: RAIL CORRIDOR

- 7.47 Character area 9 is located to the south of the character area and is characterised by the railway corridor which runs east to west across the study area. The railway lines and supporting infrastructure are utilitarian in appearance, serving part of the transport network.
- 7.48 Newbury railway station is located to centre of the character area and is made up a three platforms, a single storey red brick station building and a modern footbridge. The station is operated by Great Western Railway and provides frequent services between London Paddington, Exeter St Davids and Reading. The main station building dates from 1908 and forms good example of Edwardian railway architecture. The station's facilities include a staffed ticket office, waiting rooms, covered bicycle storage and a taxi rank.
- 7.49 Whilst the character is generally open, it is not accessible to the public and only a fleeting experience for those when traveling over the station footbridge or the adjacent road and pedestrian bridges. Boarded by a mix of brick walls, security fencing, vegetation adjacent buildings, the area is well defined are relatively enclosed.

CHARACTER AREA 10: HIGHWAY INFRASTRUCTURE

- 7.50 Character area 10 comprises of the A339 main road which runs between Newbury in Berkshire and Alton in Hampshire.
- 7.51 Built in 1966 for traffic to bypass the town centre, the highway is formed of a tarmacked surface with pavements to either side, and separated by a low rising metal railings. The use and noise, fumes and traffic generated by the highway is a dominant characteristic of this area. The road is utilitarian in appearance, serving part of the transport network.
- 7.52 The road divides the townscape and act as a physical and visual barrier between the east of the west of the study area. Whilst the character of the road is generally open, it is transiently experienced when traveling along in vehicles or walking along its pavements. The road is well defined and relatively enclosed by neighbouring development and mature trees.

TOWNSCAPE ASSESSMENT

THE EXISTING SITE

- 7.53 The site measures an area of 2.19 ha (5.4 acres) and is principally formed of the large coarse block as the Kennet Centre. The shopping centre dates from the early 1970s and has been subject to various later additions and alterations. The shopping centre contains a mix of retail, leisure and restaurant uses, along with Vue Cinema to the south east corner of the site and multi storey car to the south west corner. The centre is generally low rise, rising up to four storeys and primarily built from brick and includes external panels, cladding and glazed elements. The building is typical of shopping centres from this time and is of little architectural merit and actively detracts from the character and appearance of the surrounding area.
- 7.54 Existing pedestrian access into the site is from all edges, whereas vehicular access is gained from the south and west and directly leads to the multi-storey car park on the west or roof parking to the south. It is worth noting that the boundary of the Site wraps around a number listed buildings along the street frontage, including the Grade II listed the Newbury (formally the Bricklayers Arms), Catherine Wheel Inn and 33 and 34 Cheap Street.

THE PROPOSED DEVELOPMENT

- 7.55 A description of the proposals (the 'proposed development') is provided within the Planning Statement prepared by Lochailort Newbury Ltd and Design and Access Statement prepared by Woods Hardwick and may be summarised as:
- 7.56 "Full planning permission for the redevelopment of the Kennet Centre comprising the partial demolition of the existing building on 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" More specifically the proposed development will deliver 317 Build to Rent and/or Private Sale Dwellings, 5 Retail Units, and a Community Hub (which includes that of concierge, parcel storage, community meeting room/gym) alongside significant new areas of landscaping and indoor and outdoor amenity areas.

PROPOSED USES

- 7.57 The proposed development envisages the delivery of several residential quarters, as well as commercial floorspace to the perimeter buildings. The proposals are tied together by a network of mews, yards and passageways along with shared landscaped spaces, enhancing the public realm offer and connecting the site to the wider town centre and Weavers Yard. The proposed uses for the Site accord with the preferences for redeveloping urban sites and focusses on enhancing the vitality and viability of Newbury town centre as the district's main town.
- 7.58 The proposed development will provide 317 dwellings in a range of housing types including that of mixed bedroom homes, maisonettes and apartments. The proposed residential use on the Site will make an important contribution to the Council's annual and strategic housing target and will add to the established mix of residential stock.
- 7.59 The proposals also seek to provide approximately 342.6 sqm of commercial space across 5 retail units at ground floor. The uses proposed by the development are consistent with the existing uses of the Site and are complementary to the town centre. The range of usages at ground floor including the retail units and entrances to buildings contribute in activating the existing street frontages along Bartholomew Street, Market Street and Cheap Street.
- 7.60 In addition to the above, the proposals include the provision of amenity spaces for residents in the form of private gardens, shared gardens, roof terraces, balconies, frontage amenity and community amenity.
- 7.61 The proposed uses, along with the landscape and public realm enhancements, are complementary to the character area and the wider town centre, which will be characterised by residential and commercial uses. The uses will contribute to livening the environment and experience around and within the Site.

LAYOUT AND PERMEABILITY

- 7.62 The layout of the proposed development has been designed to reflect the historic grain and permeability of the site. The layout proposes a series of buildings that are laid out in an irregular pattern, giving the impression of varied townscape, that will feature different building typologies, scales, and roof forms. In addition, the proposed layout features a series of interconnected courts, yards, and mews, accessible through carriage arches, openings, and passageways, reminiscent of the site, prior to construction of Kennet Centre. Each Court, Yard, and Mews possesses its own distinct sense of place, identity, and belonging, thereby contributing to the development of a strong sense of community and neighbourliness.
- 7.63 The primary access to the development is gained from Market Street through to Cheap Street via a one-way route. This route would allow for vehicular access to part of the residential areas, including that of on-site car parking. A number of vehicle and pedestrian access are also proposed along Bartholomew Street and Cheap Street to other residential areas. The proposals also include several pedestrian only accesses along Bartholomew Street and Cheap Street offering connections in and through the development.
- 7.64 Building on the historic permeability of the site, and forms of passageways within the wider town centre, internal pedestrian movement within the site is facilitated primarily through a network of passages and roadways that converge towards the centre of the site from its periphery.
- 7.65 The proposed pedestrian passages and walkways enable movement between the town centre, along Bartholomew Street and Market Place/ Cheap Street, towards Market Street and Newbury Railway Station.

FORM, SCALE AND MASSING

- 7.66 The proposed development is formed of a collection of residential quarters with buildings ranging in height between two and six storeys. The massing arrangement of the proposals is generally distributed to three and four stories along the perimeter of the Site with the taller and coarse blocks being concentrated to the south of the site. The proposed massing has been designed to reflect the historic form, prior to the construction of the Kennet Centre, with the massing dissipation from north to south.
- 7.67 The massing of these blocks has been carefully designed, with the perimeter and centre blocks, proposing a series of low rise, fine grain

buildings that are consistent with the prevailing streetscape. The scale and form of these buildings been designed to reflect the historic and prevailing commercial street pattern within the town centre.

- 7.68 The proposed taller and larger buildings are positioned to the south of the site, aligning with site's less sensitive areas and the emerging development at Wavers Yard. The design of these buildings has been influenced by the site's industrial heritage. These buildings adopt an idiom to reflect the industrial heritage of the site and wider town centre. The variation in massing contributes to breaking up the scale of the building and creates an expressive architectural form that reduces the perception of bulk.
- 7.69 The proposal drawings within the DAS demonstrate how buildings are read as several distinct elements, each with their own individual expression, albeit sharing the same architectural language. The architectural treatment to each of the blocks, further breaks down the massing of the proposals, creating a series of elegant, connected forms, which complement the heritage of the town centre and the existing built form.
- 7.70 The ZVI at **Appendix 2.0** demonstrates the visibility of the proposed development in the surrounding townscape. The ZVI reflects that views of the proposals within the immediate townscape would be limited to the streets of Bartholomew Street, Market Place, Cheap Street and Market Place. Within the wider townscape, views of the proposed development would be largely screened, views being limited to streets that align with the site or from areas of open space such as Newbury Lock and Victoria Park. Where visible, the proposed development would form an attractive townscape feature and would enhance the legibility and wayfinding towards Newbury town centre.
- 7.71 Whilst the proposed development would introduce a new feature in the view, the majority of the proposals would be occluded from view, with views largely being limited to the five and six storey volumes. Where visible, the proposed development would likely sit comfortably within the existing townscape and appear subservient to notable tall buildings including town hall clock tower. The overall composition is balanced, and the scale, form and massing of the proposed development has been designed to respond and complement the existing town centre, and improve the existing condition with buildings of high quality architecture.

- 7.72 In closer views to the Site, in particular those along Bartholomew Street, Market Place and Cheap Street, the width of the streets, orientation of buildings and positions of the taller blocks within the site means that the experience of the proposed development is defined by the fine grain perimeter blocks, which has been designed to reflect the historic, grain and materiality of the surrounding streets within Newbury Town Centre.

DESIGN AND ARCHITECTURE

- 7.73 The architecture of the proposed development has been influenced by the surrounding context and the site's history and has been designed to complement the Conservation Area and adjacent listed building.
- 7.74 The proposed buildings reflect a modern vernacular take on Georgian, Victorian and Edwardian architectural influences, with such styles being complementary to the surrounding town centre area. The buildings are arranged as a series of terraces or around a courtyard, with varying styles being applied to different plots, again reflecting the varying composition of buildings and styles within the wider town centre.
- 7.75 Along the site's more sensitive perimeter, buildings along Bartholomew Street, Market Place and Cheap Street have been sensitively designed to take into account the vernacular of Newbury and the special interest of the town centre, with these buildings being finer in grain, low rising and fragmented, reflecting the historic plot pattern, form, design and use of the buildings surrounding these street edges.
- 7.76 Behind the perimeter buildings, the internal areas of the Site have been designed as several residential quarters; each with their own character and reference to part of the town centre.
- 7.77 These quarters vary from cottage and mews like development, to Victorian detached and semi dwellings. Towards to the south of the Site, buildings step up in height to form a collection of warehouse buildings, referencing the historical Eagle Works on the Site, as well as the industrial heritage of the town.



Figure 7.11 Watercolour Imagery giving an impression of how the proposed development would be seen from along Bartholomew Street. Source: Chris Draper



Figure 7.13 Watercolour Imagery giving an impression of how the proposed development would be seen from inside the development (1). Source: Chris Draper



Figure 7.12 Watercolour Imagery giving an impression of how the proposed development would be seen from along Market Place. Source: Chris Draper



Figure 7.14 Watercolour Imagery giving an impression of how the proposed development would be seen from inside the development (2). Source: Chris Draper



Figure 7.15 Watercolour Imagery giving an impression of how the proposed development would be seen from inside the development (3). Source: Chris Draper



Figure 7.17 Watercolour Imagery giving an impression of how the proposed development would be seen from inside the development (5). Source: Chris Draper



Figure 7.16 Watercolour Imagery giving an impression of how the proposed development would be seen from inside the development (4). Source: Chris Draper



Figure 7.18 Watercolour Imagery giving an impression of how the proposed development would be seen from inside the development (6). Source: Chris Draper

7.78 Many of these quarters to the north and centre of the Site, are formed by a collection of modest mews houses and townhouses, each varying in appearance yet thoughtfully designed to complement one another. The buildings employ a variety of materials, including light-coloured painted brick for the mews houses and different shades for the townhouses. "The Smithy" is distinguished by its red/orange brick, contrasting with other structures such as "The Bellows," which is envisaged to be constructed with buff London stock brick.

7.79 Situated to the south of the Site, the quarter known as Plenty's Place sees an increase in scale to buildings, with heights rising to between four, five and six storeys. The variation in scales proposed for the area serves as an attractive feature, effectively reducing the perception of mass and contributing to a more harmonious and visually appealing streetscape. Whilst, the architecture of the quarter continues to reflect residential Georgian, Victorian, and Edwardian influences, the area also introduces elements of industrial architectural styles, incorporating workshop and warehouse-style buildings. These buildings are further enhanced by details such as Crittall windows, hoists, and ironwork.

7.80 The proposed material palette of the has been selected to respond to the history of the Site and complement the surrounding historic built form. Brick is proposed as the main façade material, a robust material which provides further weight to the appearance of the buildings. The use of brick throughout the development ensures buildings read as one, although subtle changes in hues, bonds and articulation creates variation. The varying brickwork of each volume further contributes to distinguishing the buildings from one another and reduces the overall perception of mass.

7.81 The brickwork is complemented by architectural expression and detailing, which further breaks down the buildings form and contribute to creating a series of attractive facades.

7.82 Details between buildings vary, giving a sense of individual character, echoing the variation of buildings within the wider town centre. Architectural features to the perimeter buildings, but are limited to include traditional designed shop, iron detailing in the form of gateways and balustrades and rendered elements. Internally, the residential quarters exhibit a continued variation in detailing including render elements, iron detailing, and a range of window types such as sash and critical windows.

7.83 The roofscape to buildings has been designed to reference the buildings on the Site prior to the Kennet Centre, with a number hipped, gabled and mansard roofs being proposed. The proposed roofscape of the proposed development can be seen at **Figure 7.19**.

7.84 The proposed design, fenestration and material palette marks an improvement on the existing building which is monotonous and opaque. The proposed development would form a congruent and attractive addition to the townscape and its high architectural design will deliver considerable urban design benefits.

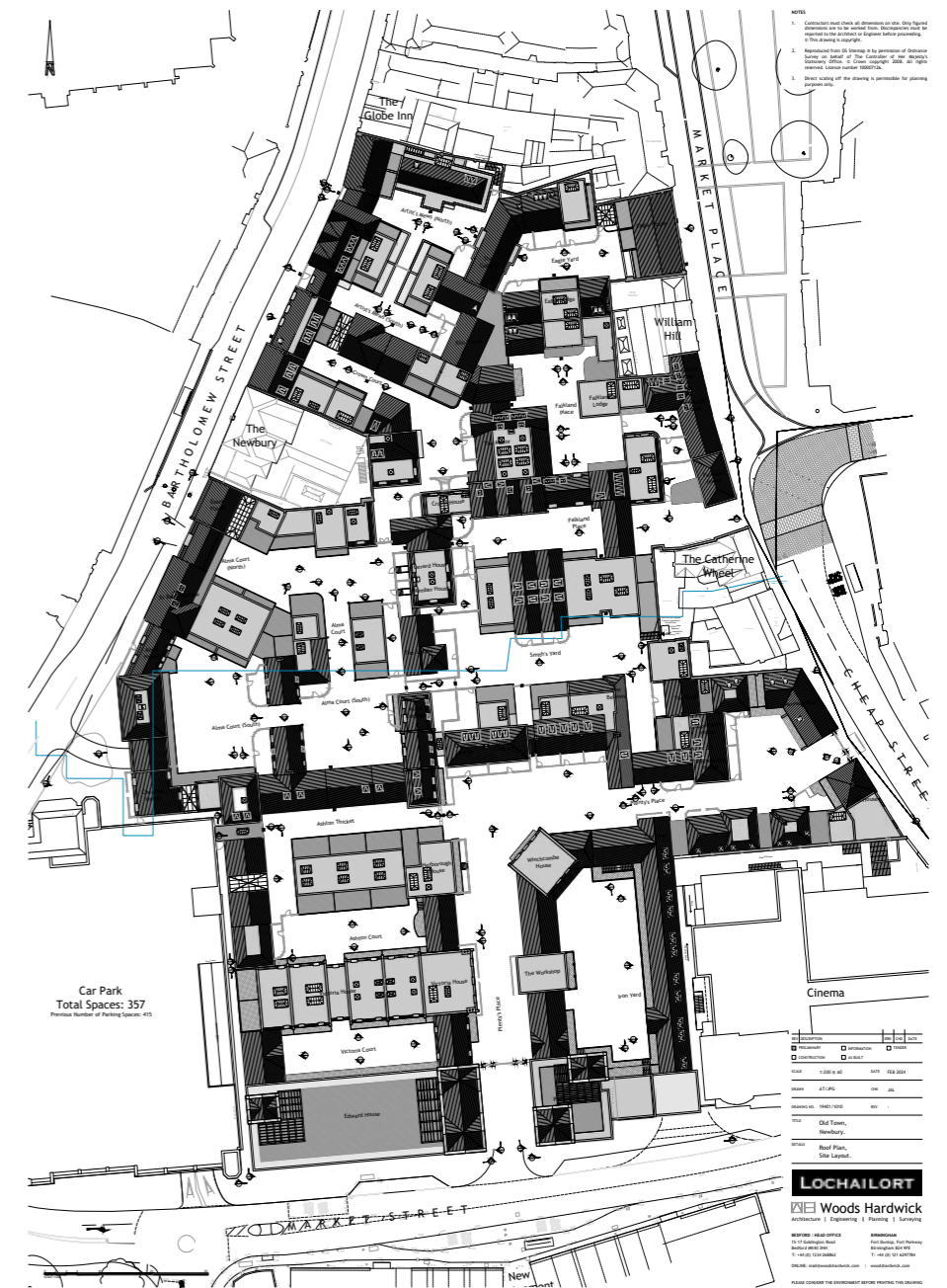


Figure 7.19 Proposed Development Roofscape. Source: Woods Hardwick

PUBLIC REALM AND LANDSCAPING

- 7.85 The emerging proposals include substantial improvements to the public realm in and around the Site and marks a significant improvement on the existing site which is enclosed has as no external landscaping. The proposed development has been designed to enhance the existing pedestrian environment and improve the private amenity space for residents. The ground floor landscaping can be seen at **Figure 7.20**.
- 7.86 The public realm and landscaping improvements include but are not limited to the following:
- Spill-out areas at ground level;
 - Walled/railed frontages;
 - Private rear gardens;
 - Balconies;
 - Roof terraces;
 - Communal gardens;
 - landscaped courtyards; and
 - Community Hub (rooftop gardens).
- 7.87 It is worth noting that certain amenity typologies are distributed across various floor levels to provide dwellings with differing qualities of amenity. Each dwelling benefits from access to multiple types of amenity provisions, for instance, many mews houses feature both frontage spill-out spaces and roof terraces.
- 7.88 The upper floor of Edward House and Pellow House, located along the Market Street frontage, has been designed as communal roof-top space that will include areas of landscaping, awning, restrooms, a kitchenette and a community meeting spaces. This communal roof-top space aims to foster a sense of community and provide residents with a versatile and attractive environment for relaxation and social interaction.
- 7.89 The improvements to the public realm will improve accessibility, amenity space and enhance biodiversity. The proposals contribute to an integrated townscape, activate the streetscene, and encourage movement through the Site in a way that is currently not possible.



Figure 7.20 Ground Floor Landscaping. Source: Woods Hardwick & Project Centre

SUMMARY

- 7.90 The positive townscape effects are greatest for the character areas closest to the Site. The effect on townscape Character Area 1: Newbury Town Centre is beneficial. The proposed development will replace the existing building of little architectural merit that actively detracts from the character and appearance of the surrounding area, with a new vibrant mixed-use neighbourhood in the heart of Newbury.
- 7.91 The proposed development has been carefully considered in relation to its surrounding context and would improve the character and function of the townscape by virtue of the proposed design, layout and uses that are congruent and complementary to the area.
- 7.92 For the rest of the character areas, there will be a limited effect, with the proposals either being largely occluded from these areas or having no effect on the appearance of this part of the townscape, nor the way it functions.
- 7.93 A summary table of the impacts to each townscape character area is provided at the end of this section at **Table 7.1**.
- 7.94 The main benefits of the proposed development in townscape terms may be identified as:
- The comprehensive regeneration of the underused Kennet Centre with the delivery a high quality residential led mixed use development;
 - The delivery of a significant amount of high quality, residential units of a modern standard, design to take account of the historic character and vernacular of Newbury ;
 - The delivery of flexible commercial floorspace within the town centre;
 - This is a mix of uses that reflects and enhances the character of this part of the town centre;
 - The delivery of active retail use at street level, enhancing the vitality of the street scene through the creation of new active frontage;
 - Improvements to accessibility around the perimeter of the Site; and a permeable site that encourages exploration through characterful streets and spaces;
 - The delivery of landscaping and public realm enhancements through the provision of publicly accessible amenity space on the Site;

- New public realm tree planting will contribute to landscape enhancement, habitat enhancement and urban greening; and
- Ensuring the best use of the Site, delivering a sustainable form of development in accordance with current adopted planning policy.

7.95 The proposed development would form a congruent and attractive addition to the townscape and its high architectural design will deliver considerable urban design benefits. In terms of design quality and materials, the proposals meet the requirement of Policy CS14, CS18, CS19 of the Core Strategy.

Table 7.4 Townscape Impact Summary Table

MAP REF	RECEPTOR	TOWNSCAPE VALUE	SUSCEPTIBILITY TO CHANGE	SENSITIVITY	MAGNITUDE OF IMPACT	LIKELY EFFECT
1	Newbury Town Centre Conservation Area Town Hall and municipal buildings (Grade II)	High	Medium	Medium	Medium	Moderate Beneficial
2	St Bartholomew's and The City	Medium	Medium	Medium	Very Low	Negligible Beneficial
3	Mixed Residential Development	Low to Medium	Low	Low	Very Low	Negligible Beneficial
4	Parks, Allotments, and Open Spaces	Medium	Low	Low to Medium	Very Low	Negligible Beneficial
5	Millside Development	Medium	Low	Low to Medium	Very Low	Negligible Beneficial
6	Late Twentieth Century Housing	Low to Medium	Low	Low	Very Low	Negligible Beneficial
7	Commercial Units	Low	Low	Low	Very Low	Negligible Neutral
8	Late Twentieth Century Public and Commercial Block	Low	Low	Low	Very Low	Negligible Neutral
9	Rail Corridor	Low	Low	Low	Very Low	Negligible Neutral
10	Highway Infrastructure	Very Low	Low	Low	Very Low	Negligible Neutral

8.0 CONCLUSION

OLD TOWN, NEWBURY

CONCLUSION

- 8.1 This Heritage and Townscape Statement has been prepared by Montagu Evans LLP on behalf of the Applicant to assess the impact of proposals at the Kennet Centre, Market Street/Bartholomew Street/Cheap Street/Market Place, Newbury RG14 5EN on heritage, townscape and visual receptors.
- 8.2 The report has been prepared in accordance with legislation, planning policy and best practice guidance.
- 8.3 The existing site is principally formed of the Kennet Centre, a large block which dates back to the 1970s, and has been subject to later additions and alterations. The shopping centre contains a mix of retail, leisure and restaurant uses, along with a multi storey car park. The interior of the centre of is typical of a modern shopping mall. The building is typical of shopping centres from this time and is of little architectural merit and actively detracts from the character and appearance of the surrounding area. The building makes a negative contribution to the Conservation Area in which it is located and detracts from the ability to appreciate the significance of a number of listed buildings.
- 8.4 The proposed development involves the redevelopment of the existing site to create a new vibrant mixed-use neighbourhood in the heart of Newbury and has been sensitively designed to respond and complement the historic Newbury town centre.
- 8.5 The proposed development envisages the delivery of several residential quarters, as well as commercial floorspace to the perimeter buildings. The proposals are tied together by a network of mews, yards and passageways along with shared landscaped spaces, enhancing the public realm offer and connecting the site to the wider town centre and Weavers Yard.

HERITAGE

- 8.6 We have assessed the existing Site and its contribution to the Newbury Town Centre Conservation Area and have come to the view that the replacement of the current building would not harm the overall character and appearance of the Conservation Area or harm the significance of nearby designated and non-designated heritage assets, when the design of the replacement building is considered.
- 8.7 In summary, the proposed development results in various enhancements to the Newbury Conservation Area itself:
- The redesign of the perimeter buildings along Bartholomew Road, Cheap Street and Market Place, further taking into account the vernacular of Newbury and the special interest of the town centre;
 - Replacing blank frontages at ground floor of the perimeter blocks with animated and active commercial uses, ;
 - The introduction of those uses themselves enhance the character of this part of the conservation area, and reflect the historic pattern of residential and commercial uses which was lost with the first development of the Kennet Centre;
 - Introducing a fenestration pattern at upper floors that better reflects the historic streetscape;
 - Introducing a varied roofline around the perimeter of the site that better reflects the historic development of this part of the conservation area;
 - The removal of large blank blocks generally and the introduction of a permeable development that better reflects the historic grain and street layout of this part of the conservation area;
 - ;
 - The use of appropriate materials including the use of brick along with architectural detailing and fenestration which reference the historic buildings within the town centre and the former industrial heritage of the site; and
 - A development pattern that introduces permeability to the site that reflects the historic Site character; and
 - Improvements to the public realm in and around the Site and marks a significant improvement on the existing site which is enclosed has as no external landscaping.

- 8.8 Similar benefits accord to the local settings of listed buildings, especially those that are enveloped within the existing Kennet Centre.
- 8.9 Accordingly, it would satisfy sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas Act) 1990, and the relevant parts of national policy and the development plan relating to heritage assets.
- 8.10 In accordance with statutory provision and paragraph 205 of the NPPF, these enhancements should carry great weight in the determination of this application.
- 8.11 Thus we identify no harm arising to the significance of any designated heritage asset and we do not consider that the provisions of the NPPF set out at paragraphs 207–208 engage.
- 8.12 Notwithstanding, should the planning authority arrive at a different conclusion and identify any element of harm to the significance of any Designated Heritage Asset, then this must be 'less than substantial'. This would be at the very minor end of the scale given the conclusions above
- 8.13 In such a judgement, it would be incumbent for the decision maker to identify the benefits that also arise to that designated heritage asset, thus striking an 'internal heritage balance' consistent with recent case law and the Whitechapel Bell Foundry appeal decision.
- 8.14 It is only after striking that the NPPF provisions relating to harm would be engaged if there was a net residual harm to the significance of that asset.
- 8.15 If paragraph 208 is engaged, while the element of harm must be given great importance and weight, It would be incumbent upon them to weigh other wider planning benefits against that harm, such as housing benefits, economic benefits and so on. Such benefits are discussed further in the Planning Statement by Lochailort Newbury Ltd. These planning benefits would include heritage benefits identified to other heritage assets, along with townscape benefits.

TOWNSCAPE AND VISUAL

- 8.16 In townscape terms, the proposed development both reflects and enhances the character of this part of Newbury. It will form an attractive addition to the townscape with high architectural design qualities. The proposals will open up the currently impermeable site with a series of mews, yards and passageways running through the site.

8.17 The central part of the development takes its cue from the industrial heritage of this part of Newbury. The former Eagle Works which used to occupy the site were demolished to make way for the existing centre. The works themselves were historically significant and this past heritage is reflected in the naming of the development and an architectural approach which reflects the Victorian approach to factories and buildings such as breweries in their form, rhythm, materiality and detailing. The development therefore will be locally distinctive and embedded within the local context.

8.18 The ZVI at **Appendix 2.0** demonstrates the visual appearance of the proposed development from the surrounding environment.

8.19 The development is not generally visible from the most sensitive parts of the canal side path, either to the east or west of Northbrook Street. Thus, users of the canal path will be unaffected by the development and they will continue to be able to traverse the canal with no material impact to that experience. This is the same further west – the development will have a negligible impact on views from and around the swing bridge.

8.20 Where the proposed development is capable of being glimpsed from limited positions from these sensitive locations, the impact is negligible due to the angle of view, interposing development and the design of the development itself, drawing its design, form and materiality from the surrounding context.

8.21 The proposed development will also create new hitherto unavailable views through, into and out of the development. This will allow the users of the proposed development to better understand the historic context of the site and the history of Newbury as a whole.

8.22 Where the development is visible in closer views and within its immediate street context, the development represents a significance enhancement to visual amenity arising from the removal of the existing unattractive Kennet Centre and the replacement of the perimeter with development that better reflects the history of the Site.

8.23 The main benefits of the proposed development in townscape terms are identified as:

- The comprehensive regeneration of the underused Kennet Centre with the delivery a high quality residential led mixed use development;
- The delivery of a significant amount of high quality, residential units of a modern standard, design to take account of the historic character and vernacular of Newbury ;

- The delivery of flexible commercial floorspace within the town centre;
- This is a mix of uses that reflects and enhances the character of this part of the town centre;
- The delivery of active retail use at street level, enhancing the vitality of the street scene through the creation of new active frontage;
- Improvements to accessibility around the perimeter of the Site; and a permeable site that encourages exploration through characterful streets and spaces;
- The delivery of landscaping and public realm enhancements through the provision of publicly accessible amenity space on the Site;
- New public realm tree planting will contribute to landscape enhancement, habitat enhancement and urban greening; and
- Ensuring the best use of the Site, delivering a sustainable form of development in accordance with current adopted planning policy.

8.24 Overall, the proposed development represents an opportunity to provide a significantly enhanced residential offer for Newbury, whilst also being a catalyst for wider regeneration and economic benefits. The proposed uses, architectural quality and urban design features demonstrably improve the appearance, character and function of the townscape, the conservation area and the settings of various listed buildings.

SUMMARY

8.25 The proposed development has evolved through a detailed understanding of the Site, history of the area and its surrounding context.

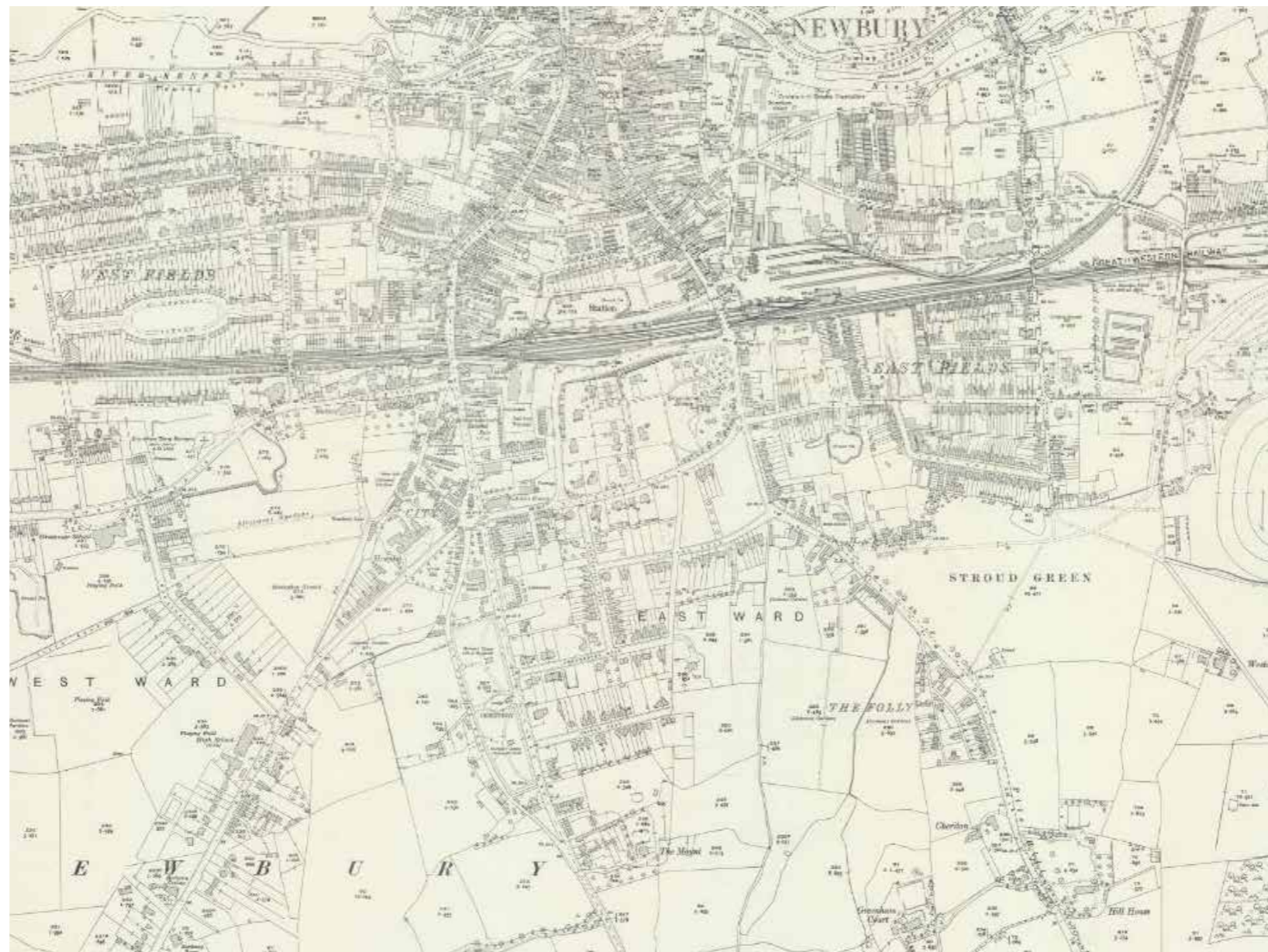
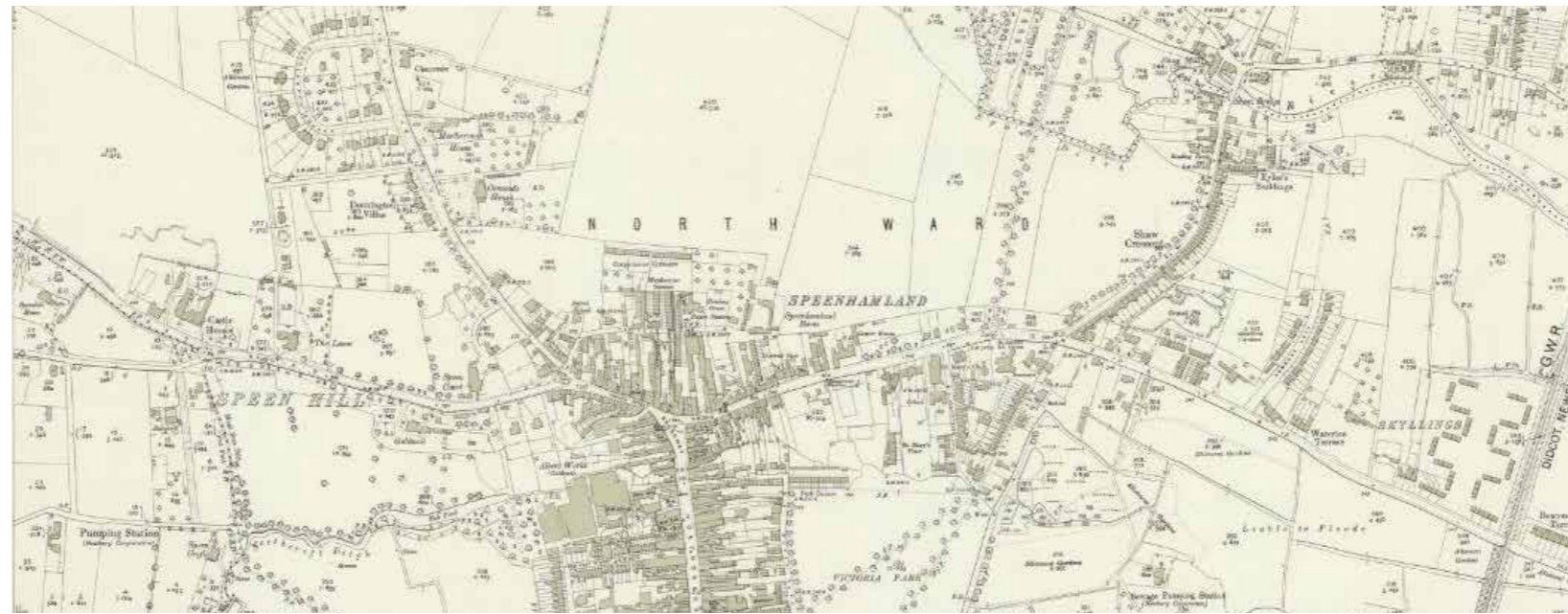
8.26 The proposed development represents an opportunity to maximise the potential of the site and develop a collection of buildings that are of high architectural quality, which responds to the surrounding conservation area and listed buildings, and positively contributes to the area.

APPENDIX 1: HISTORICAL MAPPING OF NEWBURY

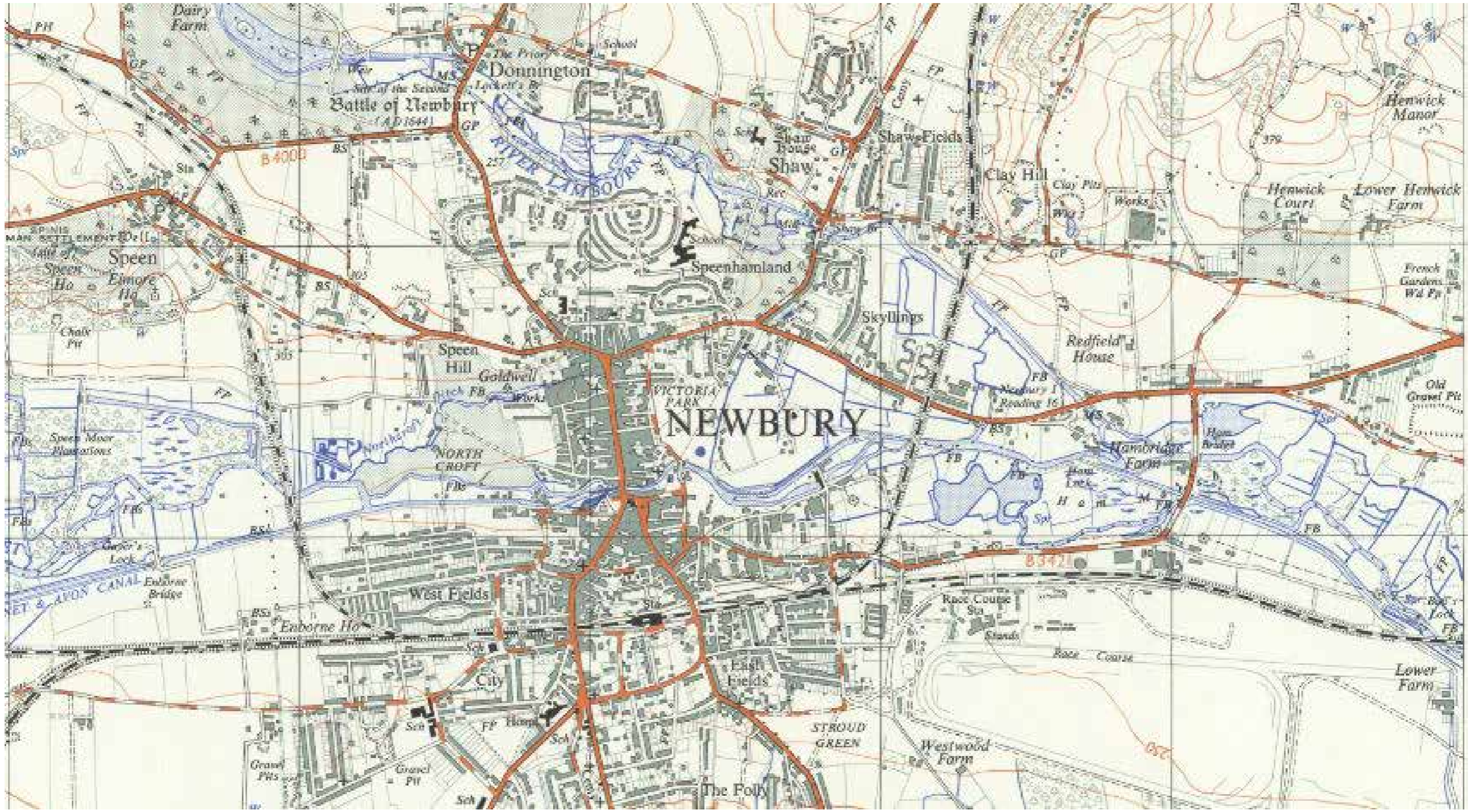
OLD TOWN, NEWBURY





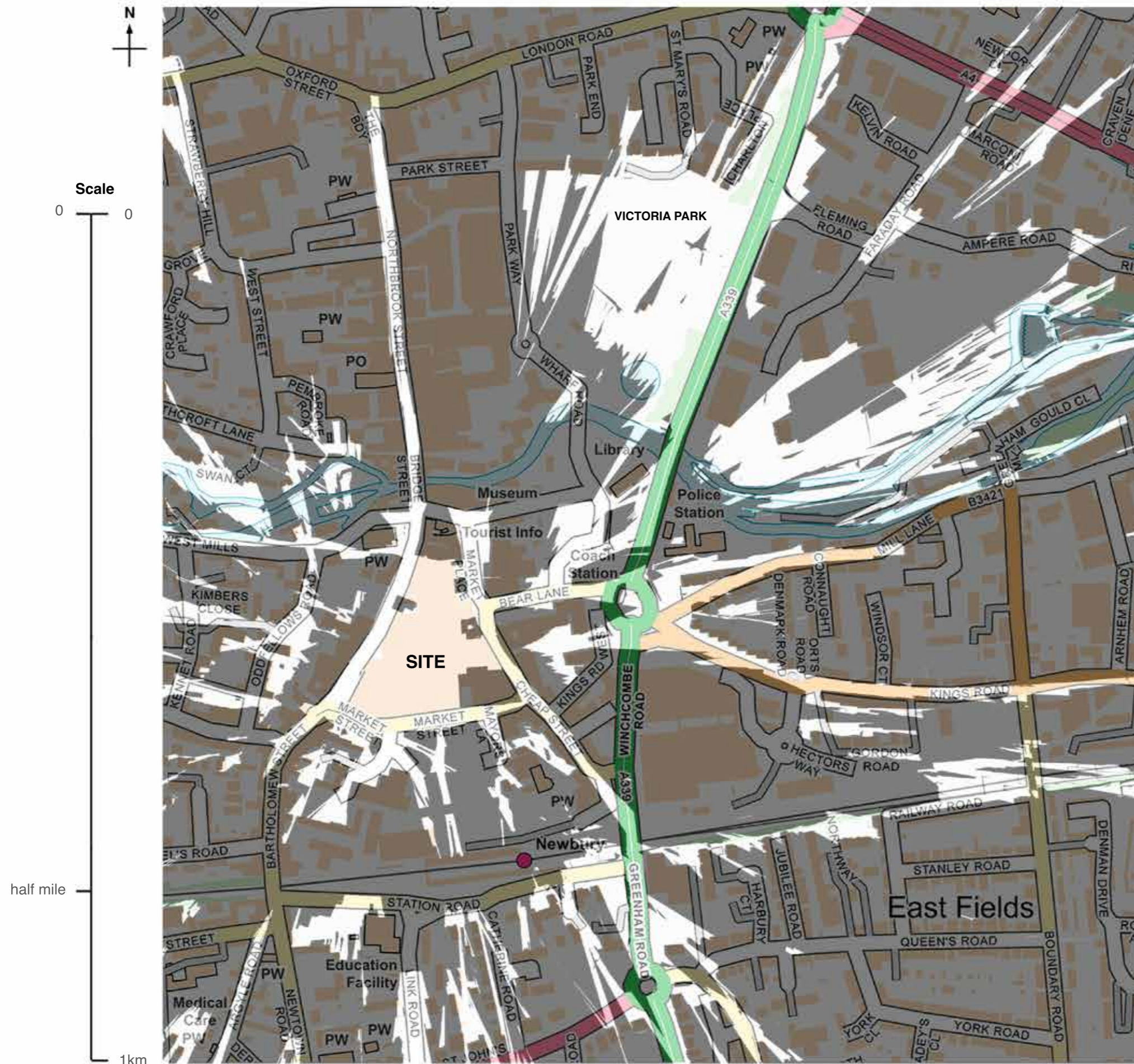






APPENDIX 2: ZONE OF VISUAL INFLUENCE

OLD TOWN, NEWBURY



Map of central Newbury

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Zone Of Visual Influence

Image by Anderson Terzić.
30 July 2024

Key

- The development is likely to be hidden by existing buildings
- The development is likely to be either visible or hidden by existing trees. This zone is called the 'Zone of Visual Influence' (ZVI).

Note

The map extent is limited by the available data. The ZVI extends beyond the area covered by this map. For example, the development will be visible from Goldwell Park and Donnington Castle.

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