

# EAGLE QUARTER II NEWBURY

HTVIA

September 2023

LOCHAILORT

# **(BUILT) HERITAGE, TOWNSCAPE AND VISUAL IMPACT ASSESSMENT**

**KENNET CENTRE, NEWBURY**

**SEPTEMBER 2023**







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# 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, townscape and visual receptors.

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

This report assesses the amended scheme as described in the Design and Access Statement issued by Collado Collins.

## 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 (redeveloped from the 1970s to accommodate the existing Kennet Centre) 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.

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 is planned to allow permeability and the buildings reflect the past historic Eagle Works' use of the site and draw on a local palette of materials.

The proposed naming of the development, blocks and streets within it all celebrates the history of the Eagle Works,

The street alignment allows additional views of local Landmarks (the Town Hall Clock Tower and St Nicolas Church). 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 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 that allows a visitor to see into and out of the site, including hitherto inaccessible views of the town hall tower.
- 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.

Any harmful effects are outweighed by corresponding benefits to setting. This assessment has been reached by way of careful consideration of settings impacts in accordance with Historic England Guidance.

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 202 of the NPPF.

If paragraph 202 is engaged, while the identified element of harm must be accorded great importance and weight, the paragraphs above identify significant heritage benefits which must also be accorded great weight in the balancing process.

If having undertaken this assessment (taking account of heritage benefits), 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 development will open up the currently opaque site with a series of openings, yards and passages running through the site, including a new civic square to the south of the site.

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, modern residential units and 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;
- The size of the units is likely to attract independent retail, creating a characterful shopping street populated by locally run small businesses;
- Improvements to accessibility around the perimeter of the Site;
- 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 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. 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.

## VISUAL

The views identified at **Section 8.0** and **Appendix 1.0** demonstrate the visual appearance of the proposed development from the surrounding environment.

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 and West Mills.

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, distance, interposing development, and the design of the development itself, drawing its design, form and materiality from the surrounding context.

The analysis shows that the proposed development would be partially visible in several of the other views, to varying degrees of prominence. This includes along Northbrook Street and within Market Place where the central element of the site can be seen to a greater degree of prominence.

Where this is the case, the architectural detailing of the blocks would be perceptible. The proposed fenestration pattern, brick detailing and variety in roof form would complement the surrounding built form and reflect the former Victorian industrial heritage of the Site. The layered massing of the proposed development will form an attractive feature on the skyline and contribute to breaking up the scale of the blocks.

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 (for example its past association with the Eagle works and engineering), and the history of Newbury as a whole. New views of the Grade II listed Town Hall Clock tower will be revealed from within the site, to the south. This will aid wayfinding within this part of Newbury.

Where the development is visible in closer views and within its immediate street context, the development represents a significant 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 and the genicular of Newbury.

Any perceived harm on amenity and townscape that might be identified due to the visibility of the central blocks of the development (in longer views), needs to be balanced against the significant enhancements to the character of the local area especially when experienced from the closest perimeter streets.

## 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

KENNET CENTRE, 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, Townscape and Visual Impact Assessment (the 'BHTVIA') 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 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.
- 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: Collado Collins Architects





**Figure 1.2** Aerial View. Source: Lochailort Investments

## THE PROPOSED DEVELOPMENT

- 1.5 The proposals are described in both the Design and Access Statement prepared by Collado Collins architects and the Planning Statement by Lochailort Newbury Ltd, and may be summarised as:
- “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 residents’ ancillary facilities; commercial, business and service floorspace including office (Class E (a, b, c, d, e, f, and g)); access, parking, and cycle parking; landscaping and open space; sustainable energy installations; associated works, and alterations to the retained Vue Cinema and multi storey car par.”*
- 1.6 More specifically the proposed development will deliver 426 apartments and approximately 555.49 sqm (GIA) of office space, 2,475.92 sqm (GIA) of commercial space, 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 have been sensitively designed through a collaborative process between Collado Collins Architects and Robert Adam Architectural Consultancy 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.



AMENDMENTS

- 1.8
- Following submission of the September 2022 application, a number of changes have been made and comprise of the following:
- Increased the overall number of units (now 426 units) though various internal reconfigurations, and replacement of the office floorspace in Block S with residential units;
  - 2 storeys removed from Blocks A and B;
  - One storey removed from on Block E;
  - New wing added to Block S; and
  - Removal of the additional proposed floor on the multi storey car park.
- 1.9
- The Proposed Development would not materially alter the hierarchy of buildings established by the previous application or their typologies; however, individual buildings have been altered to provide a betterment to the urban design function of the site and the visual impact of the proposed development.

PURPOSE OF THE REPORT

- 1.10
- The BHTVIA provides an assessment of the impact of the proposed development on heritage, townscape and visual receptors.
- 1.11
- 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.
- 1.12
- 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 BHTVIA assesses the potential of the proposed development to impact their significance by virtue of the development within their settings.

- 1.13
- The visual assessment will consider the impact of the proposed development upon visual receptors. The assessment relates to how people will be affected by changes in views and visual amenity at different places, including publicly accessible locations. Visual receptors are always people (although usually visual receptors are defined according to use e.g. residential, business, road, footpath etc.), rather than landscape features.
- 1.14
- The original March 2021 **BHTVIA** was informed by 16 accurate visual representations (verified views), however the current proposals are to be re-informed by Views 1, 2, 3, 4, 5, 6, 8 and 12 (8 Views), as requested by the Council's Conservation officer for the September 2022 **BHTVIA**. For completeness, the remaining 8 Views have been produced and presented as verified views at **Appendix 1.o** of this report.
- 1.15
- The location of the viewpoints has been informed by architectural and historic accounts of the area, an appraisal of the existing Site and surroundings, and relevant policy designations.

# 2.0 METHODOLOGY

KENNET CENTRE, 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;
  - Visual receptors within a 500m radius of the Site boundary, plus longer distance views where identified and relevant.
- 2.3 The respective heritage assets are identified in the heritage baseline at **Section 8.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.
- 2.6 **Section 7.o** identifies viewpoints that have informed the ‘visual study area’. The study area may be defined as the anticipated extent of visibility (from a height of approximately 1.5m (eye level) above the ground). It is acknowledged and accepted that judgments made by a surveyor are subjective, which provides limitations to the identification of a visual envelope. There will be areas within the study area where visibility is not possible e.g. due to interposing development. Conversely, the assessment considers further long distance views where identified and relevant.

## SITE VISIT

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

## ASSESSMENT PROCESS FRAMEWORK

### HERITAGE

- 2.8 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 BHTVIA , built heritage receptors do not include archaeological remains.
- 2.9 Paragraph 189 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.*
- 2.10 ‘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.*
- 2.11 This is reaffirmed by Historic Environment Good Practice Advice in Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment (2015).
- 2.12 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 189 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.

- 2.13 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.*

- 2.14 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”).
- 2.15 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

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

## TOWNSCAPE AND VISUAL

- 2.17 The framework for assessment of townscape and visual impact 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.
- 2.18 The two components of townscape and visual assessment are:
1. The assessment of townscape effects: assessing effects on the townscape as a resource in its own right; and
  2. The assessment of visual effects: assessing effects on specific views and on the general visual amenity experienced by people.

TOWNSCAPE

- 2.19

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.
- 2.20

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 2.2**.
- 2.21

The assessment was informed by both field survey and desk-based research of secondary sources, with reference to existing character assessments where applicable.
- 2.22

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

VISUAL

- 2.23      The visual baseline assessment established the area in which the proposed development may be visible, the different groups of people who may experience views of the proposed development, the places where they will be affected and the nature of the views and visual amenity at those points.
- 2.24      The baseline study identified individuals and / or defined groups of people within the area who will be affected by changes in the views, ‘visual receptors’. The following visual receptors are identified by GLVIA3 as being likely to be the most susceptible to change:
  - Residents and other frequent users of the area;
  - People, whether residents or visitors, who are engaged in outdoor recreation, including use of public rights of way, attractions or those whose attention or interest is likely to be focused on the landscape and on particular views; and
  - Communities where views contribute to the landscape setting enjoyed by residents in the area.
- 2.25      It should be noted that the assessment does not comprise a ‘residential amenity assessment’, which considers private viewpoints from residential properties. This is separate from townscape and visual assessment (refer to GLVIA3, paragraph 6.17).
- 2.26      Assessment viewpoints were identified based on a comprehensive review of the surrounding area, including the following criteria:
  - Heritage receptors;
  - Townscape character;
  - Where the development may be prominent;
  - Be visible from concentrations of residential areas;
  - Open spaces (parkland, publicly accessible space);
  - Potentially sensitive receptors (e.g. schools);
  - Accessibility to the public;
  - The viewing direction, distance and elevation;
  - Townscape and transport nodes.
- 2.27      The identification of viewpoints also considered any strategic or local viewpoints identified by the local planning authorities or other relevant bodies. The views were identified and assessed according to their visual amenity value, using the criteria contained in **Table 2.2**.

VISUAL AMENITY VALUE	
Value	Criteria / Examples
Exceptional	Identified in strategic views, into and out of World Heritage Sites, and/or views of national and international importance.
High	Views identified in the statutory development plan and/or views of national or regional importance, or particular local importance.  May comprise public open spaces where focus is on views/ public rights of way through highly valued townscape, regional routes or the immediate setting of elements of national cultural heritage value that are not compromised.
Medium	View identified in Supplementary Planning Documents including conservation area appraisals, and/or views of regional or local importance.  May comprise public rights of way through townscapes of moderate value, setting for elements of local and/or regional cultural heritage value or national value whose settings are already compromised.
Low	A view in an area of ordinary townscape value or good townscape value where significant elements detract.
Very Low	A view in an area of very low townscape quality (e.g. industrial areas/busy main roads) that have very few positive characteristics.

Table 2.2      Visual Amenity Value Criteria

ASSESSMENT OF SENSITIVITY

- 2.28      The first stage in the assessment of the proposed development on a heritage, townscape or visual receptor is to identify its sensitivity to the Development.
- 2.29      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.
- 2.30      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. For heritage receptors, susceptibility considers the setting of the receptor in conjunction with its value and the particular nature of the proposals. The criteria for determining susceptibility is described at **Table 2.3**.

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 2.3      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 2.4      Sensitivity (Nature of Receptor Likely to be Affected)

- 2.31      The baseline value of the receptor and its susceptibility were calibrated using the matrix at **Table 2.4**. 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

- 2.32 The second part of the assessment stage was to identify the magnitude of impact arising from the proposed development on the heritage, townscape or visual receptor.
- 2.33 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 2.5**.
- 2.34 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.

ASSESSMENT OF LIKELY EFFECTS

- 2.35 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 2.6**). 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 2.7**.
- 2.36 Professional judgement was required to determine the nature of the likely effects. Criteria defining the nature of effect is provided at **Table 2.8**.
- 2.37 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 heritage, townscape and visual 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 BHTVIA to describe the receptors and the judgements in regard to the significance of the identified effects.

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.
	No change to the value of the receptor.
Nil	No change to the value of the receptor.

Table 2.5 Magnitude of Impact Criteria

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 2.6 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 2.7 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 2.8 Nature of an Effect



## ACCURATE VISUAL REPRESENTATIONS

- 2.38 The BHTVIA as a whole is informed by 16 AVRs, however only 8 of these views have been taken forward for formal assessment, as per the September 2022 HTVIA, in which Views 1, 2, 3, 4, 5, 6, 8 and 12 were requested for by the Council's Conservation officer. For completeness, the remaining 8 View have been produced and presented as verified views at **Appendix 1.o** of this report.
- 2.39 The AVRs in particular provide the basis for the assessment of the proposed development and its effect on people, by virtue of change to views or visual amenity.
- 2.40 The AVRs were prepared in accordance with best practice guidance, including TGN 06/19 Visual Representation of Development Proposals Technical Guidance Note (2019) by the Landscape Institute. The methodology prepared by AVR London is provided at **Appendix 2.o**.
- 2.41 The AVRs are provided in the following scenarios:
- Existing – Baseline photography; and
  - Proposed – 'Existing' plus wire line (AVR1) or render (AVR3) of the proposed development.
- 2.42 The objective of a photomontage is to simulate the likely visual changes that would result from a proposed development, and to produce printed images of a size and resolution sufficient to match the perspective in the same view in the field.
- 2.43 Accurate visual representation is two-dimensional and cannot capture the complexity of the visual experience. It approximates the three-dimensional visual experience the observer would receive on site. Neither do they capture transient significant effects arising from noise or traffic on perception, or that wider range of expectations and associations that anyone in an urban scene may have.
- 2.44 A visit to the location from which the photographs were taken is strongly encouraged to appreciate and understand the visual impact.
- 2.45 The text accompanying each view seeks to contextualise it. Inevitably one must accept that judgement was involved in this specialist area on the basis of the above and the importance of design quality in the operation of policy. In preparing any written assessment, allowances were made for these factors as well as the assessor's knowledge of the scheme.

**3.0**

# **LEGISLATION AND PLANNING POLICY**

**KENNET CENTRE, 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.'<sup>1</sup> 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.<sup>2</sup>*

- 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',<sup>3</sup> with such a duty presenting a 'strong presumption' against a grant of planning permission where harm to a designated heritage asset is identified.<sup>4</sup>
- 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.'<sup>5</sup> The Setting of Heritage Assets (hereafter 'GPA3') provides 'advice on understanding setting and how it may contribute to the significance of heritage assets.'<sup>6</sup> It recommends a staged approach to proportionate decision taking.
- DEVELOPMENT PLAN**
- 3.6 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.
- 3.7 The statutory development plan and the policies relevant to the assessment of heritage, townscape and visual considerations are set out at **Table 3.1** below.

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 HTVIA

NATIONAL POLICY

NATIONAL POLICY	KEY PROVISIONS
National Planning Policy Framework (2023)	Design Paragraph 126 Paragraph 127 Paragraph 128 Paragraph 129 Paragraph 130 Paragraph 131 Paragraph 132 Paragraph 133 Paragraph 134 Historic Environment Paragraph 194 Paragraph 195 Paragraph 197 Paragraph 199 Paragraph 200–202 Paragraph 203 Paragraph 206

Table 3.2 Development Plan Policy Relevant to HTVIA

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

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

RELEVANT CASE LAW

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

- 3.8The approach to attributing weight to harm in cases involving listed buildings and their setting was recently clarified in the Citroen Garage<sup>7</sup> 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.
- 3.9In 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)

- 3.10The NPPF does not define ‘substantial’, and national guidance simply states that substantial harm is a ‘high test.’<sup>8</sup> 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.’<sup>9</sup>

- 3.11The *Bedford* (2013) judgement<sup>10</sup> 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."*  
*The point around the threshold for substantial harm has been considered more recently in respect of a proposed UK Holocaust memorial in Westminster*<sup>11</sup>. *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.’"*

- 3.12A ground of challenge of the decision was that the Inspector had erred by adopting the ‘Bedford’ test.
- 3.13Thornton 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)
- 3.14Thus 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:
- 3.15“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)
- 3.16Thus, 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

- 3.17Paragraph 200 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.
- 3.18Paragraph 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.

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

3.19      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 201 and 202) of the NPPF, 2021), 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

3.20      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].

3.21      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

3.22      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);
- Guidelines for Landscape and Visual Impact Assessment Third Edition (GLVIA) (2013);
- 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

3.23      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

3.24      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.

3.25      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.

3.26      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 hsiotirc assets identified through the Historic Environment Record for West Berkshire and the extent of their significance.

3.27      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.

3.28      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.

3.29      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 cente and major town centre for the District. .

3.30      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 appeal 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

3.31      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.

3.32      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.

3.33 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 199 which states that great weight should be accorded to the conservation of designated heritage assets.

3.34 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.

### TALL BUILDINGS, HISTORIC ENGLAND ADVICE NOTE 4 (MARCH 2022)

3.35 Historic England published revised guidance on tall buildings on Friday 4th March 2022. The purpose of 'Historic England Advice Note 4' (HEAN4) is to provide advice on planning for tall buildings within the historic environment. The document supersedes a 2015 iteration that itself was seen as a replacement for the 2007 guidance jointly authored with CABE.

3.36 Key themes from the revised guidance include:

- Greater emphasis on a plan-led approach towards identifying suitable locations for tall buildings;
- Setting out the evidence required by local planning authorities to undertake a sieving process to identify appropriate locations for tall building;
- A checklist to inform the drafting of tall building policies within the development plan; and
- Recommendation to explore alternative forms of development to deliver high density development

3.37 The advice note also highlights tools that can improve transparency and aid decision making. Examples recommended as best practice include: presentation of schemes to design review panels, provision of both fixed and kinetic views, and undertaking zone of theoretical visibility studies to understand extent of visual impact.

3.38 With regards to mitigation, the note acknowledges that developing tall buildings in the right location, and at the right height can have a positive influence on the townscape with minimal or no impact to the historic environment. The note continues by recognising that there may be circumstances, where impacts on the historic environment may take place. It is noted that such impacts can be reduced by the following mitigation measure, such as

- *“Locating taller elements of a development on less sensitive parts of a site, by carefully considering layout;*
- *Creating a human scale experience by setting tall buildings back from the street and/or ensuring that the base of the tall building enhances or better reveals heritage assets, historic street patterns and spaces;*
- *Designing the tall building to be sympathetic within the local context using materials, massing, and discrete or subtle architectural and functional features;*
- *Minimising the bulk of tall buildings, especially at their tops, to help reduce the overall perception of mass; and*
- *Designing the tall building to take account of the profile and silhouette of a cluster, and prominence of the cluster within the historic town or cityscape.”*

### NATIONAL DESIGN GUIDE (2019)

3.39 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.

3.40 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)

3.41 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.

3.42 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.

3.43 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 railways 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.

3.44 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)**

3.45 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.

3.46 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.

3.47 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.

3.48 When adopted it will be used to guide future developments and improvements in conjunction with policies in the development plan.

3.49 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 our website.

**4.0**

# **HISTORIC BACKGROUND: NEWBURY**

**KENNET CENTRE, 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.<sup>12</sup>

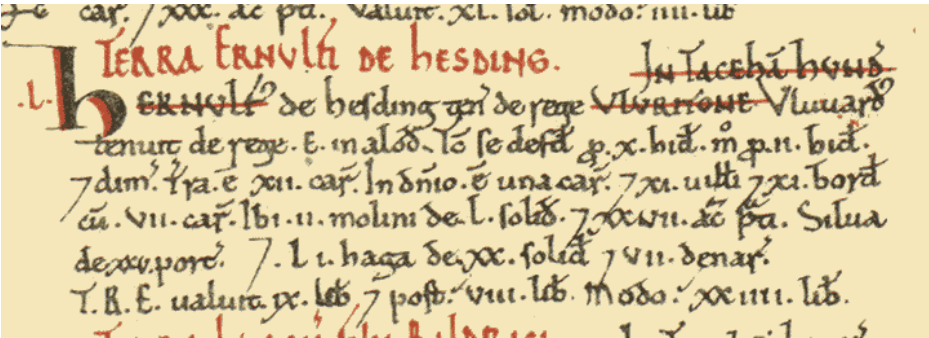


Figure 4.1 Newbury's entry in the Domesday Book

- 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.<sup>13</sup>
- 4.3 Newbury had doubled in size by the 12th century and became a reasonably significant settlement, sitting on a major toll road route. <sup>14</sup> 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).<sup>15</sup>
- 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.<sup>16</sup>
- 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.<sup>17</sup> 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 Northbrook 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,<sup>18</sup> 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.

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

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.  
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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

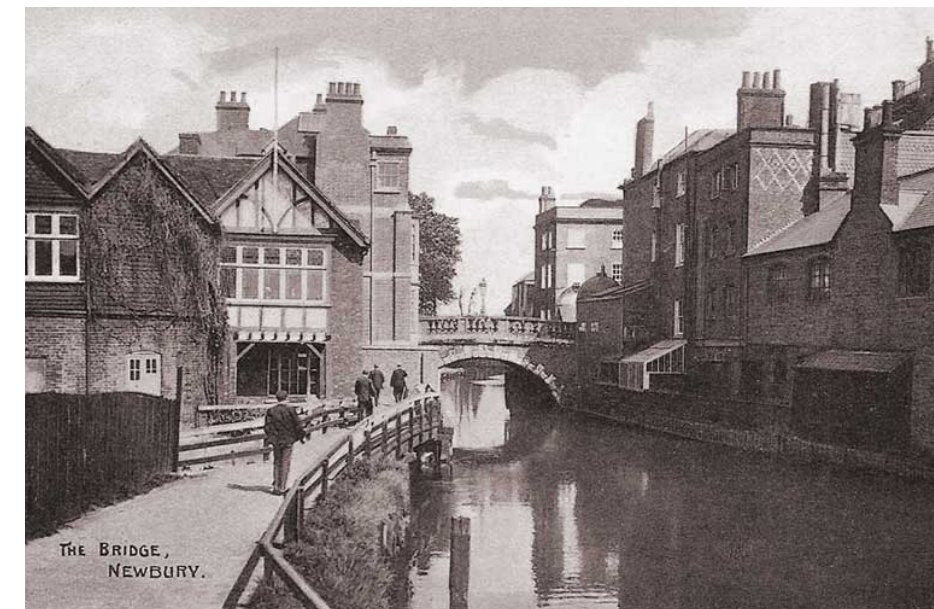


Figure 4.5 Bridge over the River Kennet at Newbury, 1904



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.<sup>19</sup>
- 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.

<sup>19</sup> Ibid.

### SEE APPENDIX 3.0 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.<sup>20</sup>
- 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.

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



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 3.0 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).<sup>21</sup> 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.<sup>22</sup>

<sup>21</sup> Ibid.  
<sup>22</sup> 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 3.0 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 3.0 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 3.0 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 Sandleford 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. Sandleford 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

## MANUFACTURING AS A THEME IN NEWBURY'S HISTORY

- 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, malthouses 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.	4.74	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	4.79	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.
4.71	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.	4.75	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	4.80	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.
4.72	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.	4.76	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).	4.81	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).
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.	4.77	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.		



## 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 malhouses 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 malhouses 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

- 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, Elliotts 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, Elliotts 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.

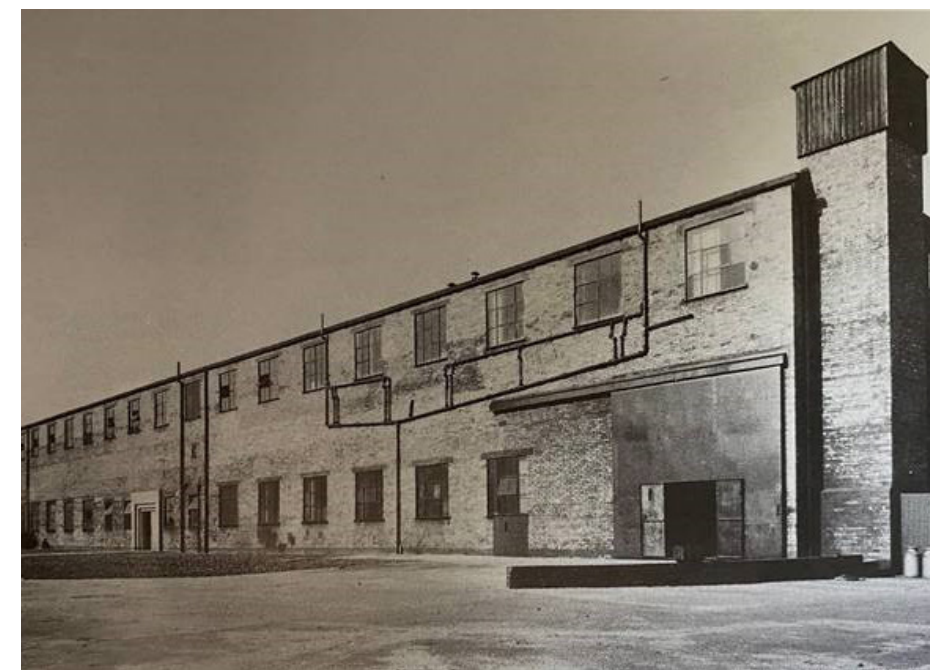


Figure 4.14 Elliot's Factory 1940s

- 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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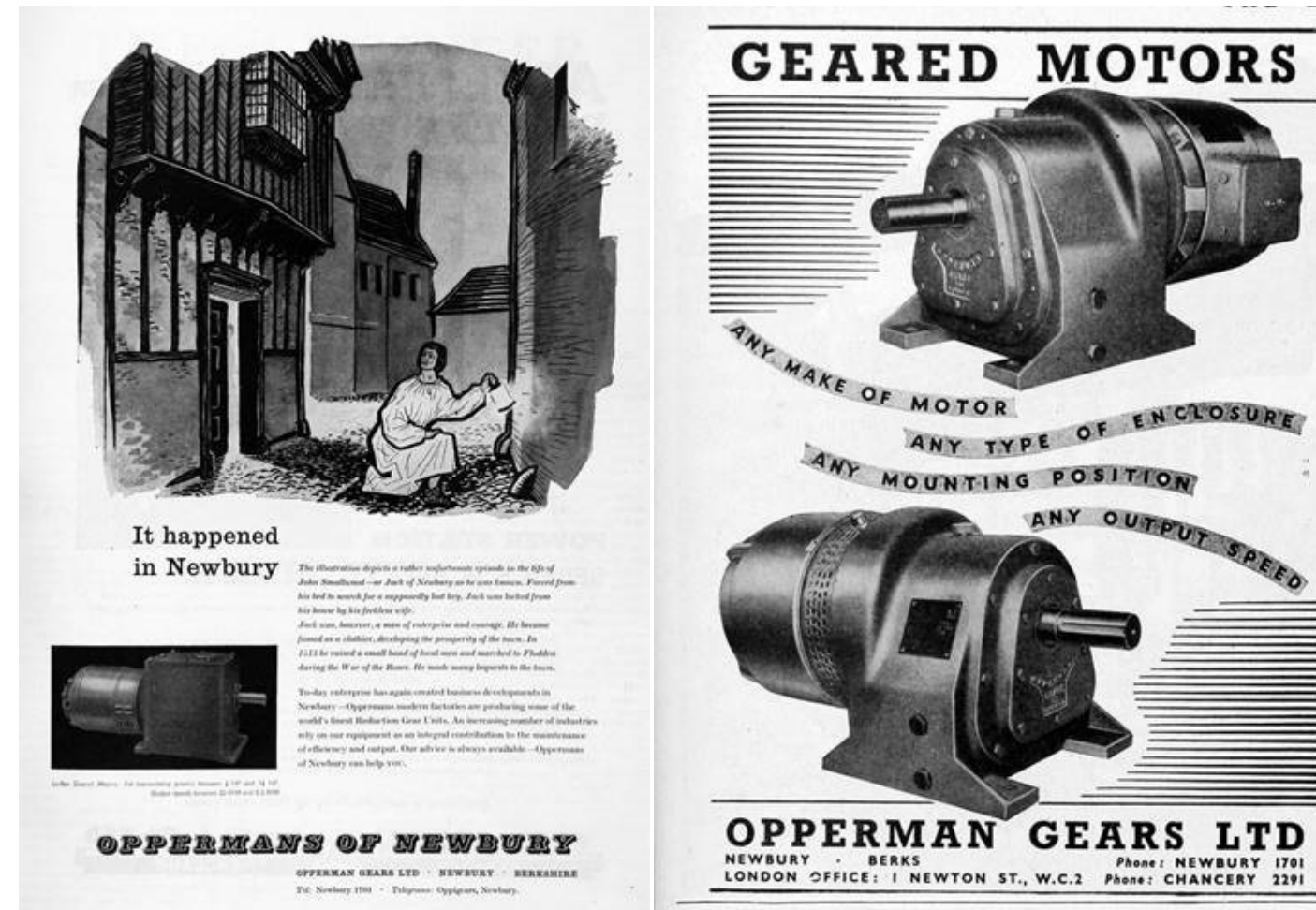


Figure 4.15 Advertisements for Oppermans of Newbury

**5.0**

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

**KENNET CENTRE, 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.<sup>23</sup> 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 3.0**).
- 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.

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

- 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.<sup>24</sup>
- 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.<sup>25</sup>
- 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](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.

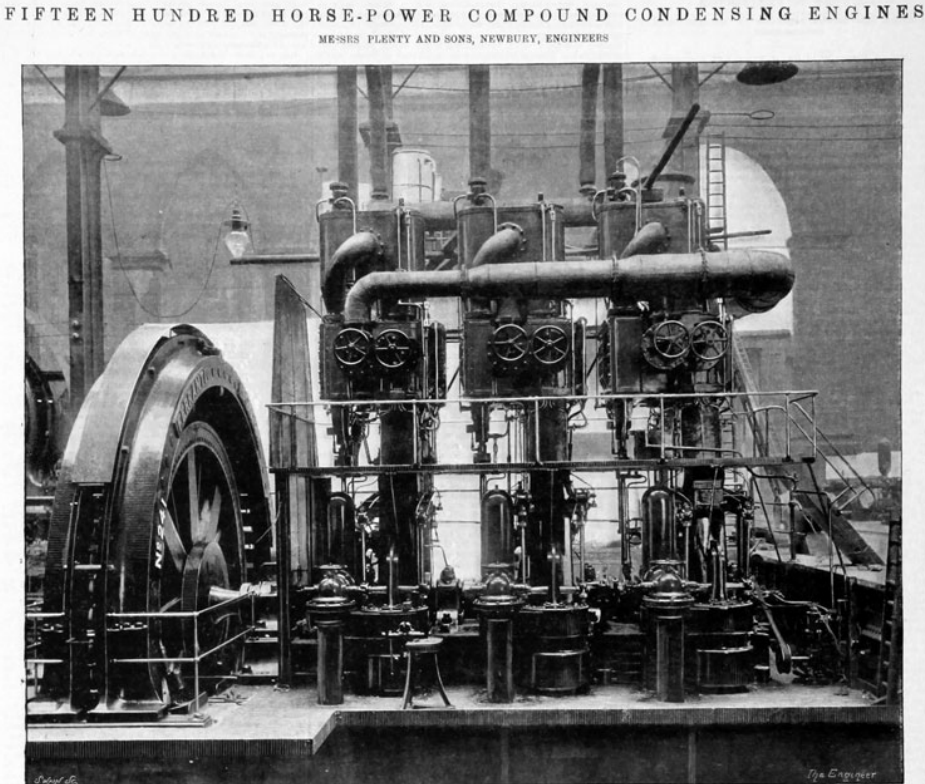


Figure 5.2 Plenty and Sons advertising poster

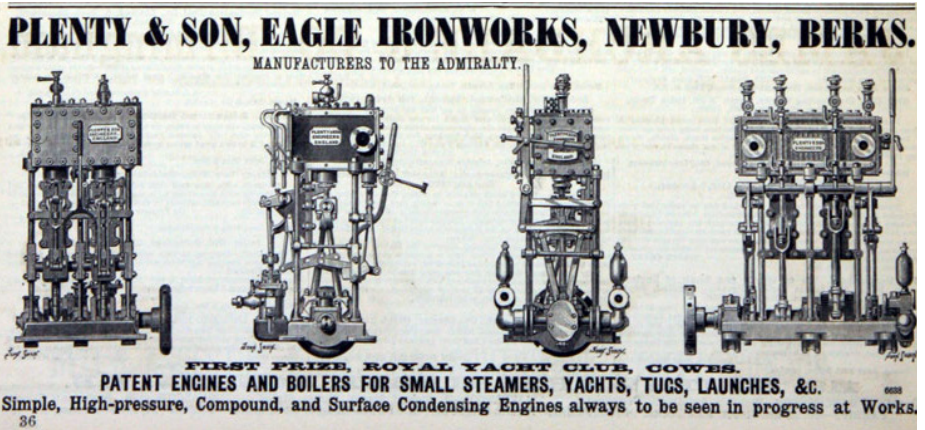


Figure 5.3 Plenty and Sons advertising poster





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.<sup>26</sup>
- 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).<sup>27</sup>
- 5.1 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.

<sup>26</sup> Grace's Guide to British Industrial History, "Plenty and Son". Available at [https://www.graces-guide.co.uk/Plenty\\_and\\_Son](https://www.graces-guide.co.uk/Plenty_and_Son)

<sup>27</sup> Newbury Diesel Company, "Plenty Co", available at <http://rowifi.com/ndc/plenty---co-newbury.html>



- 5.2 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.<sup>28</sup>
- 5.3 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.
- 5.4 In 1966 land that had formerly been the site of Plenty and Sons and Nias Ltd was sold to Ravenscroft 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.<sup>29</sup>

<sup>28</sup> Newbury Town Council, “Blue Plaques”, available at <http://46.101.85.17/blue-plaques.php>, [accessed 6 May 2020].

<sup>29</sup> 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.

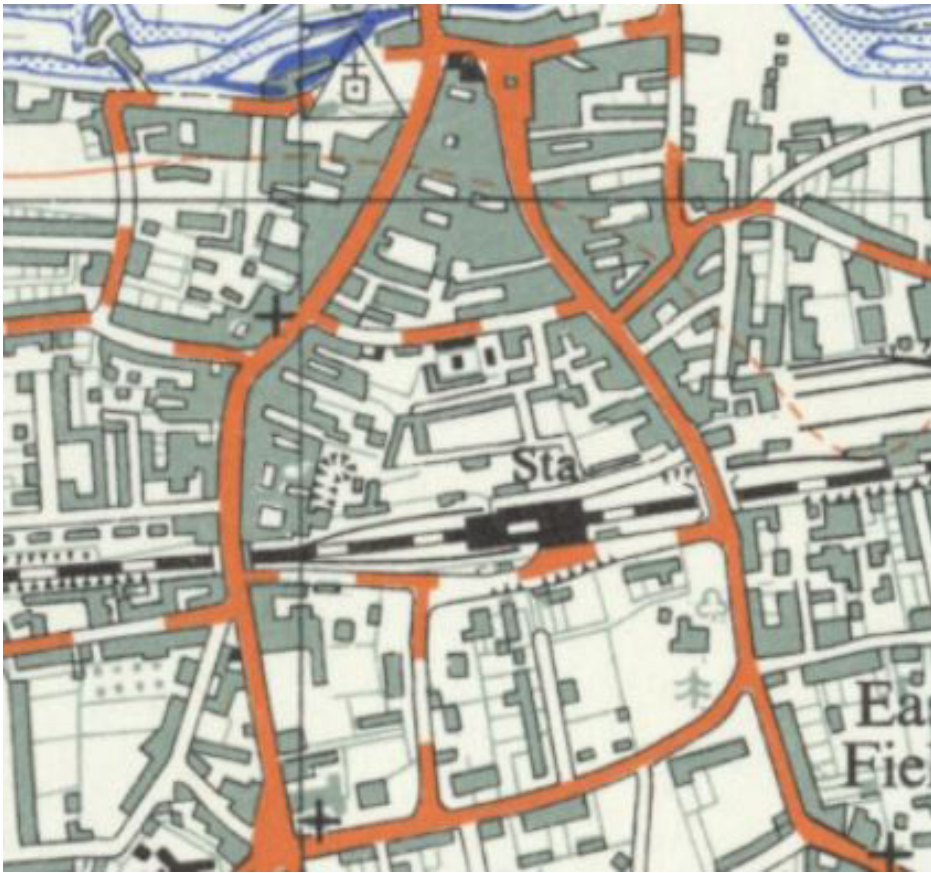


Figure 5.9 Extract from Ordnance Survey map of 1961



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

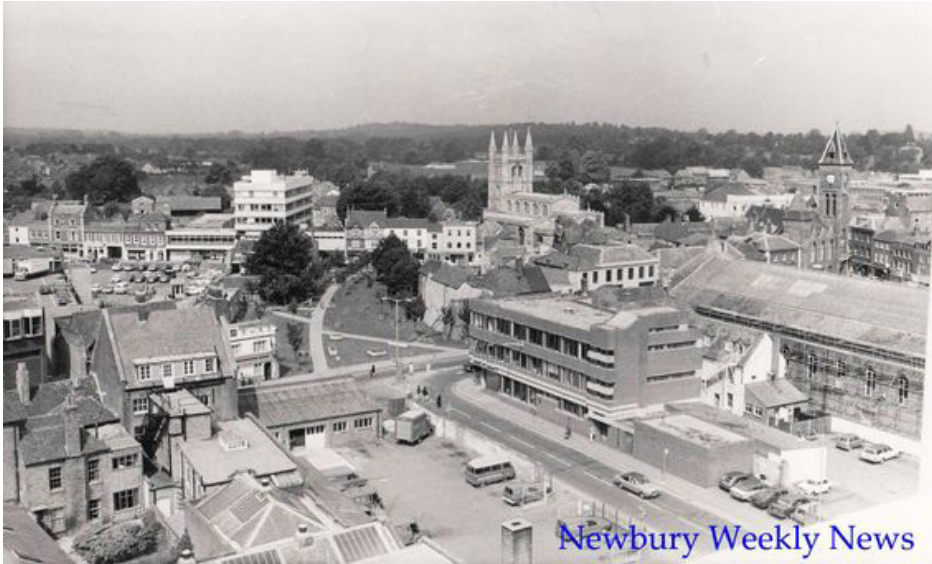


Figure 5.11 Bartholomew Street and Market Street, before the building of the Kennet Centre in the 1970s



- 5.5 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.
- 5.6 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 Ravenscroft Properties felt the scheme was “not viable...because building costs far exceed the projected rental value of the sites”.
- 5.7 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.
- 5.8 After fears Ravenscroft 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.
- 5.9 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.<sup>30</sup>
- 5.10 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 5.13 The building of the Kennet Centre, 1970s–80s



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



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

<sup>30</sup> 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.



5.11 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



5.12 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 5.22 Kennet Centre interior, c. 1985



Figure 5.23 Kennet Centre interior, c.1985

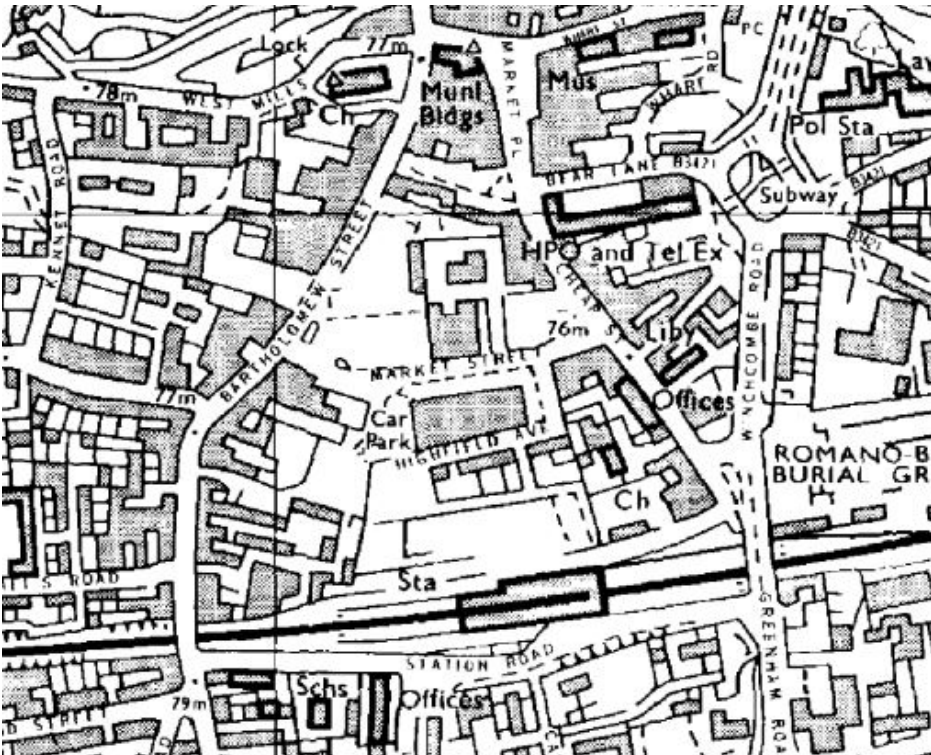


Figure 5.24 Ordnance Survey Map, 1982

5.13 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.<sup>31</sup>



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

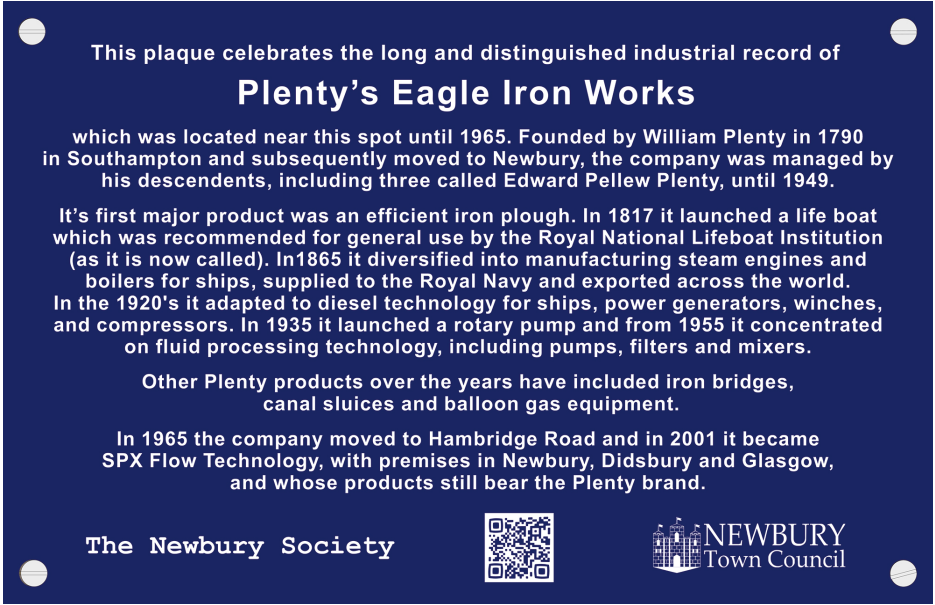


Figure 5.26 Plenty's Eagle Iron Works blue plaque

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







# 6.0 HERITAGE

KENNET CENTRE, 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

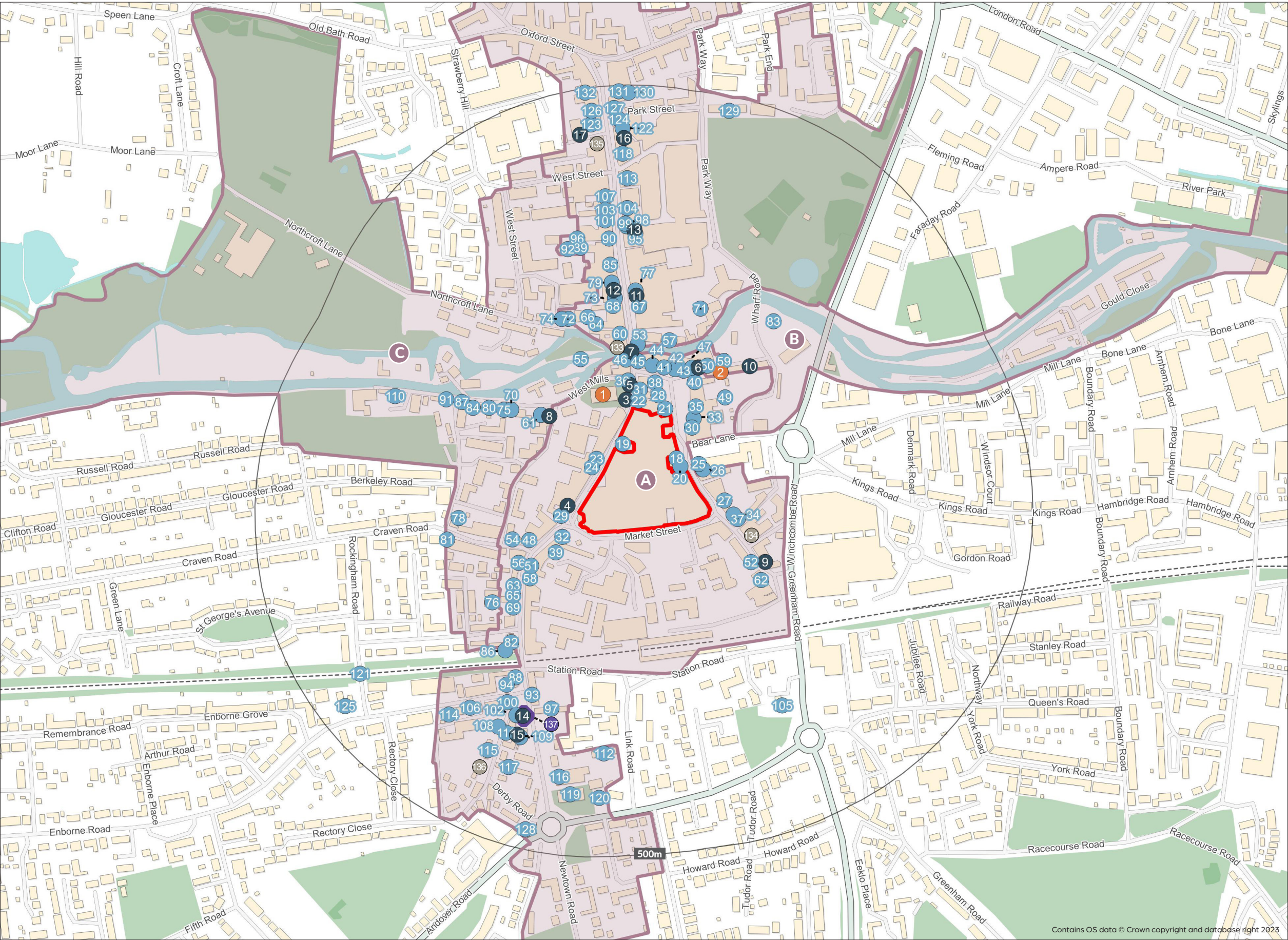
In the present case, the proposed development affects the Newbury Conservation Area directly, though this is limited to one part of a much wider conservation area. The effect is predominantly localised to the streets immediately surrounding the Kennet Centre. The development also affects the settings 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 BHTVIA 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

LOCATION:  
Kennet Shopping Centre, Newbury

DATE:  
July 2020

SCALE:  
1:6000 @ A3

FIGURE 6.1 Heritage Asset Plan

▲ NORTH



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



MONTAGU EVANS  
CHARTERED SURVEYORS  
5 BOLTON STREET,  
LONDON W1J 8BA  
T: 020 7493 4002  
WWW.MONTAGU-EVANS.CO.UK

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 September 2023 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

Views towards the Site are obtained from some parts of the Conservation Area, most notability from Northbrook Street, Newbury Lock and St Nicolas Church. These are reflected at the Views at **Section 8.o** and **Appendix 1.o** of the report.
- 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 18 th 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 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 was 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 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 hen 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 it 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 is 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 rood with a brick chimney. Architectural features to the building includes a round arched doorway with fanlight, round arched ground floor windows, receded 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 asset are located along Bartholomew 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.

6.131 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 refronting 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 refronting of an older house. The building has a stucco front with a ripped rile 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 rood. 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 tailed 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 BARTHOLOMEW STREET, 27 MARKET PLACE, QUEEN’S HOTEL, 152, 153 AND 154 BARTHOLOMEW 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 to Churchyard of St Nicolas' Church adjoining Bartholomew Street (Grade II\*)

• 5 Wharf Street (Grade II\*)

• Bridge over the River Kennet (Grade II\*)

• 149, 150 and 151 Bartholomew Street (Grade II)

• 27 Market Place (Grade II)

• Queen’s Hotel (Grade II)

• 152, 153 and 154 Bartholomew 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)
- (BUILT) HERITAGE, TOWNSCAPE AND VISUAL IMPACT ASSESSMENT | SEPTEMBER 2023



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.	6.183	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.	6.190	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
6.176	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.	6.184	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.	6.191	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.
6.177	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.	6.185	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.	6.192	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.
6.178	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.	6.186	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-stage clock-tower with tall lancet windows.	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.
6.179	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 secon floors. The first floor level features two out bays.	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.	6.194	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.
6.180	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.	6.188	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.	6.195	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.
6.181	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.	6.189	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.	6.196	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.
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.				

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 Bartholomew 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. There is no harm to the character and appearance of the conservation area from the building’s demolition.
- 6.203

The proposed development includes the partial demolition of the existing Kennet Centre and redevelopment on the Site with a number of buildings that better reflect the character and special interest of the conservation area.
- 6.204

It is worth noting that 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. The replacement building forms part of Block H of the proposals and is to be three storeys high, echoing the scale of the existing building at 17–19 Market Place. The building has a restrained classical elevation and contains a date plaque, a small sculpture of an eagle as a reference to the Eagle Works that had occupied the site historically, and four specially designed pilaster capitals that incorporate the crest of the town. Furthermore, the building will feature a central passage that will link Market Place to the proposed New Street. Block H marks an improvement on the existing building with a new building of high-quality architecture that further responds to the conservation area and creates new routes through to Market Place. Based on the above we conclude that there should be no harm from the demolition 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.

- 6.205

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 builds on the previous scheme and have been sensitively designed through a collaborative process between Collado Collins Architects and Robert Adam Architectural Consultancy to further take into account the vernacular of Newbury and the special interest of the town centre.
- 6.206

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.



6.207 Block C is situated along Cheap Street, just to south of junction with Market Place and Bear Lane. The block has been divided into three, and reading the street elevations from left to right includes a decorated archway building, followed by modern brick building with traditional details. The mass of final the building steps down in height and is formed of red brick Arts and Crafts styled building.

6.208 Block E is positioned adjacent to the Grade II Bricklayers Arms (now known as the Newbury Arms) the four-storey building is designed in the classical style and is built from brick with render and stone detailing. The southern part of the building is further expressed through vernacular detailing in the form of arched windows, oriels with pendentives and recessed porches.



Figure 6.8 Block C Elevations. Source: Collado Collins Architects



Figure 6.9 Block E Elevations. Source: Collado Collins Architects



- 6.209 Block F is located to the corner of Bartholomew Street and New Street and is divided into four buildings. Reading the street elevations from left to right, the corner building is distinguished by its classical appearance and features a rendered façade and a curved corner element. The adjacent narrow building continues to reflect the classical style and forms a one bay wide building with an arched gable above.
- 6.210 Next to this is a three storey brick vernacular building, which incorporates recessed porches, oriel windows and hipped roof. The final building within the block consists of a three storey building which is designed in the Arts and Crafts style and features a brick detailing, a projecting gable with stained timber bargeboard and a timber oriel window.



Figure 6.10 Block F Elevations. Source: Collado Collins Architects

- 6.211 Block G is situated along Market Place to north of the junction with Cheap Street and Bear Lane. The block has been divided into three, and reading the street elevations from left to right includes a predominantly rendered archway building with accommodation above, which provides signposting and access to Mays Lane. The middle building steps up in height and forms a modern brick building which echoes the industrial style blocks to the centre of the site, whilst featuring further architectural detailing. Adjacent, the mass of the block steps back down to three storey and is formed of three storey Arts and Crafts styled building.



Figure 6.11 Block G Elevations. Source: Collado Collins Architects

- 6.212 Block H is located along Market Place, opposite the Corn Exchange. As previously earlier, the block has been designed with a restrained classical elevation and contains a date plaque, a small sculpture of an eagle as a reference to the Eagle Works that had occupied the site historically, and four specially designed pilaster capitals that incorporate the crest of the town.
- 6.213 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 central buildings which would complement the surrounding built form and reference the former Victorian industrial heritage of the Site.
- 6.214 Active uses are reintroduced at ground floor and will benefit the setting of the Conservation Area. The taller larger buildings are located within the central part of the Site, reflecting the historic pattern of use of the Site, formerly occupied by the larger Eagle Works.



Figure 6.12 Block H Elevations. Source: Collado Collins Architects

- 6.215 Historic England’s latest advice note on tall buildings advises that developing tall buildings in the right location, and at the right height can have a positive influence on the townscape with minimal or no impact to the historic environment. With regards to mitigation such impacts the proposed development has taken the following measures:
- The proposed development is formed of a collection of nine blocks that range in height between two and seven 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 centre of the site where the coarse block of Plenty’s Iron works were historically located and to the south of the site adjacent to the car park and cinema, away from the historic sensitive area;
  - The design of the taller buildings on the site reflects the historic pattern of use of the site which was formerly occupied by the Eagle Works. The central buildings adopt an idiom to reflect the industrial heritage of the site, with brick being proposed as the main façade. To complement the brickwork, details such as canopies, balustrades and window frames are proposed in dark metal as a symbolic echo to the 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. The varying brickwork of each volume further contributes to distinguishing the volumes from one another and reduces the overall perception of mass. Further articulation to the roofscape including the addition of pitched roofs further contributions in minimising the bulk of the tall 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, siting below that of the listed Town Hall Clock Tower and the Telephone Exchange Building.
- 6.216 Whilst the proposed development would be visible from areas within the conservation area, these areas would be largely limited to streets that align with the site, along with 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 industrial heritage of the Site and has been informed by the typology of warehouses and factories.

- The scheme incorporates elements of these typologies with the use of double pitched roofs and Crittalllike windows. The chosen palette of materials is largely based on brickwork, which forms a prominent material within the conservation area. The brickwork is complemented by architectural expression and detailing, and includes the use of dark grey metal canopies, balustrades and window frames, which echo the former iron works on the Site. Further detailing to the blocks pay homage to the textile heritage of the town, with the use blue brick, tinted cerement based materials and bronze metal detailing, which reference the colour the Woad seeds and textile dyes.
- 6.217 The proposed public realm and landscaping proposals include the opening up of the existing built form with a new pedestrianised route (New Street) which will connect Market Street to Bartholomew Street and Cheap Street, along with a new public square to the south of the Site. These new spaces through the site will invite exploration by visitors, and views into and out of the Site, including of important features within the townscape such as the Grade I Church of St Nicolas and the Grade II town hall.
- 6.218 The naming of the streets reflects the original routes throughout the site that were present historically and therefore reflect the history of this part of Newbury.
- 6.219 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.
- 6.220 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 BHTVIA 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

- 6.221
- 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.
- 6.222
- 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.
- 6.223
- As noted above, the design of these perimeter blocks builds on the previous scheme and have been sensitively designed through a collaborative process between Collado Collins Architects and Robert Adams to further take into account the vernacular of Newbury and the special interest of the town centre.
- 6.224
- Along Cheap Street, Market Place and Bartholomew Street the perimeter blocks are divided up according to variations in their functions and locations. Each building is designed as a complete structure rather than just a façade and the window patterns relate directly to the uses behind. Each building is also designed individually, with character and detail taken from buildings in the historic centre and each related to its immediate context and restoring the rhythm of the street.
- 6.225
- Materials for the perimeter blocks have a traditional character and relate to their immediate surroundings. Such detailing includes that of stuccoed and rendered elements timber, hanging clay wall tiles, slate and stained or painted timber.

- 6.226
- 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.
- 6.227
- The proposed design and material palate 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.
- 6.228
- 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.
- 6.229
- 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.
- 6.230
- 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)

- 6.231
- 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.
- 6.232
- Views 6, 9, 13, 14, 15 and 16 at **Section 8.0** and **Appendix 1.0** demonstrate 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.

- 6.233
- This is the same further west – the development will have a negligible impact on views from and around the swing bridge.
- 6.234
- 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.
- 6.235
- In longer views such as View 8 and 13, the proposals would be more apparent and visible at varying degrees of prominence. . The layered massing of the proposed development will form an attractive feature in on the skyline and contribute in breaking up the scale of the blocks. Where more visual prominent the proposed development would form an attractive townscape feature and would enhance the legibility and wayfinding towards this part of Newbury town centre.
- 6.236
- The Proposed Development would not impact the significance of the Conservation Areas.

CHURCH OF ST NICOLAS

- 6.237
- 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.
- 6.238
- Views 13, 14 and 15 at **Appendix 1.0** demonstrates the visual impact of the proposed development from the canal towpath, canalside and West Mills.
- 6.239
- In these views, the Grade I church forms a prominent feature, notwithstanding from this location shows that intervisibility of the proposed development would be limited due to its proposed scale and interposing development and vegetation. Where visible, the proposed development would not form a prominent 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.
- 6.240
- The architectural, historic and internal significance of the church is wholly unaffected by the proposed development.

- 6.241 As set out in this section there are no impacts on an appreciation of the church from the Canalside to the north.
- 6.242 The overall significance of the church is unaffected by the proposed development.
- 6.243 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

- 6.244 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.
- 6.245 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 Road, the building is experienced with taller buildings in the backdrop. 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 is setting (arguably its most important) is not affected by the development, and views of the town hall clock tower are maintained.
- 6.246 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.
- 6.247 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

- 6.248 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.
- 6.249 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 not form a prominent feature and would be seen in conjunction with existing development in the town centre.
- 6.250 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

- 6.251 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.
- 6.252 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.
- 6.253 The proposed development includes the partially demolition of the existing Kennet Centre and replacement with several blocks that vary between two and eleven storeys. From along this Bartholomew Street blocks at the perimeter of the site being proposed are at scale consistent with the prevailing streetscape, with taller blocks being located at the centre 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 and will benefit the setting of the immediate and wider listed buildings.
- 6.254 As the observer moves north along Bartholomew Street, they will be readily be able to the 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 former Victorian industrial heritage of the Site.

- 6.255 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

- 6.256 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.
- 6.257 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.
- 6.258 The proposed development includes the demolition of the existing Kennet Centre and replacement with several blocks that vary between two and eleven storeys. From along this Cheap Street blocks at the perimeter of the Site being proposed at scale consistent with the prevailing streetscape, with taller blocks being located at the centre 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 and will benefit the setting of the immediate and wider listed buildings.
- 6.259 As the observer moves north Cheap Street, they will be readily be able to the 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 former Victorian industrial heritage of the Site.
- 6.260 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 197 of the NPPF. We identify some enhancement to those settigns closest to the centre.



GROUP 4 HERITAGE ASSETS ALONG NORTHBROOK STREET

- 6.261
- 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.
- 6.262
- Views 1, 2 and 3 at **Section 8.o** demonstrate the visual impact of the proposed development from Northbrook Street. The viewpoints are representative of a kinetic sequence and should be read collectively.
- 6.263
- The views show that the proposed development would be visible within the backdrop and would introduce several new blocks into the view. Lower stories of the buildings are occluded from view by interposing development, with the upper storeys of the proposed development been seen above existing development along the northern end of Bartholomew Street.
- 6.264
- The blocks vary in height between two and eleven storeys, with blocks at the perimeter of the Site being proposed at scale consistent with the prevailing streetscape, and taller blocks being located at the centre of the Site. From Northbrook Street the layering of the massing is visible and contributes to breaking up the scale of the building. The blocks would sit comfortably within the existing townscape, often sitting below the roofline of existing development in the fore and middle ground of the view. The variety in roof form (for instance the gable ends) reflects the historic townscape form generally.
- 6.265
- As the observer moves south along Northbrook Street, they will be readily be able to the appreciate the architectural detailing of the blocks. The local enhancements to the centre on Bartholomew Street will be more readily apparent from the bridge itself. The proposed fenestration pattern, brick detailing and variety in roof form would complement the surrounding built form and reflect the former Victorian industrial heritage of the Site.
- 6.266
- The immediate local setting of the Northbrook Street listed buildings are unaffected by the proposals in that the buildings will continue to be appreciated
- 6.267
- 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 eleven storeys. The blocks at the perimeter of the Site being proposed at scale consistent with the prevailing streetscape, with taller blocks being located at the centre of the Site.
- 6.271
- Views 6 at **Section 7.o** demonstrate that visual impact of the proposed development from Market Place. The view from this location shows that the proposed development would only glimpsed in the middle ground of the view and would be marginally seen above existing development fronting onto Market Place, but only from limited positions within the square. The scale of development would be modest and largely be filtered by interposing development and trees where they exist. The dominance of the town hall clock tower is maintained. The angle of view and the central location of the taller elements in the centre of the site reduces their perceived prominence on the setting.
- 6.272
- 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.
- 6.273
- 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 203 of the NPPF.

SUMMARY

- 6.274
- 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.
- 6.275
- 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;
  - 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 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 that allows a visitor to see into and out of the site, including hitherto inaccessible views of the town hall tower.
  - 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.

- 6.276 Similar benefits accord to the local settings of listed buildings, especially those that are enveloped within the existing Kennet Centre.
- 6.277 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.
- 6.278 In accordance with statutory provision and paragraph 199 of the NPPF, these enhancements should carry great weight in the determination of this application.
- 6.279 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 201–202 engage.
- 6.280 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
- 6.281 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.
- 6.282 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.
- 6.283 If paragraph 202 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.
- 6.284 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.



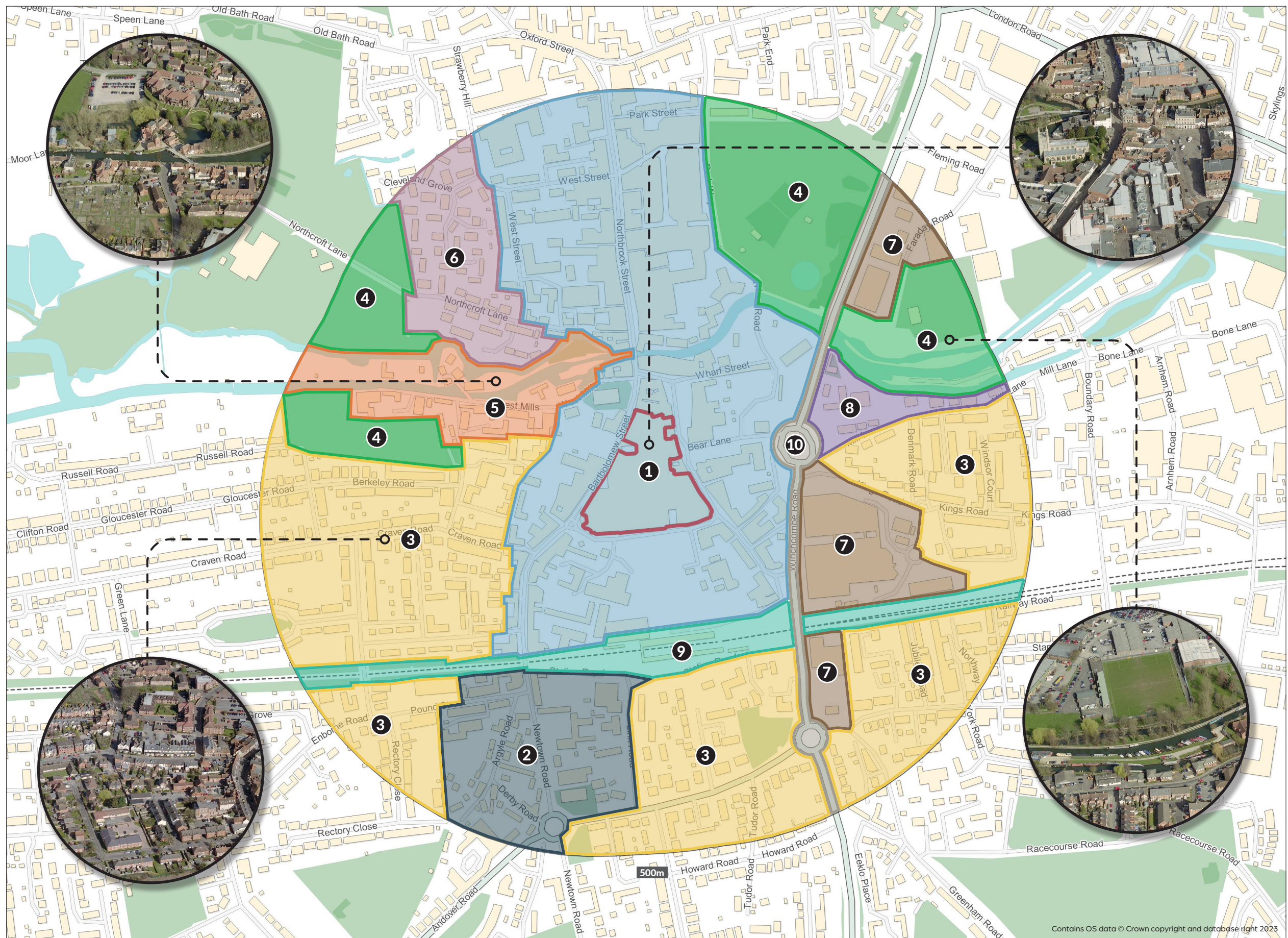
# 7.0 TOWNSCAPE

## KENNET CENTRE, 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. 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.
- 7.2 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
- Newbury Town Centre
- St Bartholomew's and The City
- Mixed Residential Development
- Parks, Allotments, and Open Spaces
- Millside Development
- Late Twentieth Century Housing
- Commercial Units
- Late Twentieth Century Public and Commercial Blocks
- Rail Corridor
- Highway Infrastructure

LOCATION:  
Kennet Shopping Centre, Newbury

DATE:  
July 2020

SCALE:  
1:6000 @ A3

FIGURE 7.1 Townscape Character Area Plan

▲ NORTH



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**FIGURE GROUND PLAN**

Application Site

**LOCATION:**  
Kennet Shopping Centre, Newbury

**DATE:**  
September 2023

**SCALE:**  
1:6000 @ A3

**FIGURE 7.2** Figure Ground Plan

**▲ NORTH**



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## CHARACTER AREA 1: NEWBURY TOWN CENTRE

- 7.3 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.
- 7.4 The Newbury Town Plan 2019 – 2036 (Note that this is not neighbourhood plan and has not been adopted as a 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\*”.
- 7.5 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.
- 7.6 As previous noted in the Newbury Town Plan buildings within the character area vary in age, quality and architectural styles, creating a varied and interesting townscape. Buildings within the character area primarily date between the 17th and 20th centuries. Georgian and Victorian buildings are characterised by finer grain blocks, whereas later twentieth century development is made up of larger coarser blocks. The urban grain of the area is emphasised in the Figure Ground Plan at **Figure 7.2**. Buildings are predominantly between two and three storeys high, and are mostly built from brick with older structures being built from a wooden frame. The majority of the buildings are formed of commercial premises at ground floor, with residential or office space above.
- 7.7 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.



- 7.8 The River Kennet meanders through the centre of the town and is lined with a number of number of buildings. A towpath runs alongside side 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.
- 7.9 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 of 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 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 is of little architectural merit and in places actively detracts from the character and appearance of the surrounding area.
- 7.10 Associated Viewpoints: 1, 2, 3, 4, 5, 6, 12



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

- 7.11

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.
- 7.12

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.
- 7.13

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.
- 7.14

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.
- 7.15

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.
- 7.16

The character area is well contained through the orientation of streets and density of development, and there is limited intervisibility with the Site.
- 7.17

Associated Viewpoint: N/A

CHARACTER AREA 3: MIXED RESIDENTIAL DEVELOPMENT

- 7.18

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.
- 7.19

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.
- 7.20

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.
- 7.21

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.
- 7.22

Associated Viewpoint: N/A

CHARACTER AREA 4: PARKS, ALLOTMENTS, AND OPEN SPACES

- 7.23

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.
- 7.24

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.
- 7.25

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.
- 7.26

Associated Viewpoints: 8

CHARACTER AREA 5: MILLSIDE DEVELOPMENT

- 7.27
- 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.
- 7.28
- 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.
- 7.29
- 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, almhouses and detached houses.
- 7.30
- 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.
- 7.31
- 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
- 7.32
- 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.
- 7.33
- Associated Viewpoints: N/A

CHARACTER AREA 6: LATE TWENTIETH CENTURY HOUSING

- 7.34
- Character Area 6 is located the north west of the study area and is characterised by a late twentieth century residential estate.
- 7.35
- 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.
- 7.36
- 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.
- 7.37
- Associated Viewpoint: N/A
- CHARACTER AREA 7: COMMERCIAL UNITS
- 7.38
- 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
- 7.39
- 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.
- 7.40
- 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.
- 7.41
- Associated Viewpoint: N/A

CHARACTER AREA 8: LATE TWENTIETH CENTURY PUBLIC AND COMMERCIAL BLOCKS

- 7.42
- 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.
- 7.43
- 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.
- 7.44
- 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.
- 7.45
- Associated Viewpoint: N/A



### CHARACTER AREA 9: RAIL CORRIDOR

- 7.46
- 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.
- 7.47
- 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.
- 7.48
- 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.
- 7.49
- Associated Viewpoint: N/A

### 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.
- 7.53
- Associated Viewpoints: N/A

### TOWNSCAPE ASSESSMENT

#### THE EXISTING SITE

- 7.54
- 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.
- 7.55
- 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

- 7.56
- 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 Collado Collins and may be summarised as:  
*"Full planning permission for the phased 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 residents' ancillary facilities; commercial, business and service floorspace including office (Class E (a, b, c, d, e, f, and g)); access, parking and cycle parking; landscaping and open space; sustainable energy installations; and associated works."*

- 7.57
- More specifically the proposed development will deliver 426 apartments and approximately 555.49 sqm (GIA) of office space, 2,475.92 sqm (GIA) of commercial space, alongside significant new areas of landscaping and indoor and outdoor amenity areas.

#### PROPOSED USES

- 7.58
- The proposed development envisages the delivery of several residential blocks, as well as office and commercial space. The proposals are tied together by a new landscaped pedestrian route named New Street which will connect Market Street to Bartholomew Street and Cheap Street. Furthermore, a new public square known as Eagle Square is created enhance the public realm offer and connect the site to the emerging development along Market Street. 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.
- 7.59
- The proposed development will provide 426 apartments in a range unit types which vary from studios to three bedroom 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.
- 7.60
- The proposals also seek to provide approximately 555.49 sqm (GIA) of office space, 2,475.92 sqm (GIA) of commercial space across the Site. The uses proposed by the development are consistent with the existing uses of the Site and are complementary to the town centre.
- 7.61
- The range of usages at ground floor including commercial units, residential amenities and offices entrances will contribute to activating the existing street frontages along Bartholomew Street, Market Street and Cheap Street, as well as new the frontages along the new pedestrianised streets and public square. The range of uses will further draw pedestrian activity to the new quarter, and enhance the vitality of the streetscape,

- 7.62 In addition to the above, the proposals include that of 1,159.90 sqm (GIA) of indoor amenity space and 10,514.94 sqm (GIA) of outdoor amenity space. Outdoor amenity areas are made up of communal amenity areas, private terraces, private balconies and new streets.
- 7.63 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.



Figure 7.11 Eagle Quarter Masterplan. Source: ColladoCollins Architects

## FORM, SCALE AND MASSING

- 7.64 Following submission of the September 2022 application, a number of changes have been made and comprise of the following:
- Increased the overall number of units (now 426 units) though various internal reconfigurations, and replacement of the office floorspace in Block S with residential units;
  - 2 storeys removed from Blocks A and B;
  - A storey removed from on Block E;
  - New wing added to Block S; and
  - Removal of the additional proposed floor on the multi storey car park.
- 7.65 The proposed development is formed of a collection of nine blocks that range in height between two and seven 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. The perimeter blocks have been designed to reflect the historic and prevailing commercial street pattern.
- 7.66 The taller larger buildings are located within the central part of the site and reflects the historic pattern of use of the site which was formerly occupied by the Eagle Works. The central buildings adopt an idiom to reflect the industrial heritage of the site, including the form, expression of the roofscape, details and materiality, all of which are embed the development in its local historic and townscape context. 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.
- 7.67 The proposal drawings within the DAS and AVRs demonstrate how blocks are read as several distinct elements, each with their own individual expression, albeit sharing the same contemporary 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 exiting built form.
- 7.68 The AVR's at **Section 8.0** and **Appendix 1.0** demonstrate how the height of the proposed development would manifest in the surrounding townscape. In many of the longer views, the proposals are largely screened from view by interposing development and/or mature trees and vegetation. Where visible, the proposed development would form

an attractive townscape feature and would enhance the legibility and wayfinding towards Newbury town centre.

- 7.69 Whilst the proposed development would introduce taller development into the view, the proposals would 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 would add interest to skyline and improve the visual amenity of the view with high quality architecture.
- 7.70 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 small scale perimeter blocks, which has been designed to reflect the historic, grain and materiality of the surrounding streets within Newbury Town Centre.





**Figure 7.12** Proposed Bartholomew Street Elevation. Source: Collado Collins Architects



**Figure 7.13** Proposed Cheap Street and Market Place Elevation. Source: Collado Collins Architects

DESIGN AND ARCHITECTURE

- 7.71
- The architecture of the proposed development has been influenced by the surrounding context and designed to reduce the perceived scale of the taller buildings, complement the surrounding built form and animate the lower levels of the development, especially when viewed from the surrounding perimeter streets.
- 7.72
- The proposals have been designed to respect and complement the character of this part of the Newbury Town Centre, along with the Conservation Area and adjacent listed buildings. Along the more sensitive perimeter blocks, buildings are to be lower, fragmented, reflect the historic plot pattern, form, design and use of the buildings surrounding these street edges.
- 7.73
- It is worth noting that the design of these perimeter blocks has been sensitively designed through a collaborative process between Collado Collins Architects and Robert Adam Architectural Consultancy to further take into account the vernacular of Newbury and the special interest of the town centre.
- 7.74
- Towards the southern and central area of the Site, buildings are to be larger and appear more contemporary in design, whilst referencing the former Eagle Works. The internal part of the site has been planned to allow permeability and the buildings reflect the past historic industrial use of the site and draw on a local palette of materials.
- 7.75
- The proposals reflect the particular social and industrial history of Newbury, and the site in particular as set out in **Sections 4.0** and **5.0** of this report. The scheme incorporates elements of these typologies with the use of double pitched roofs and crittall-style windows. Design principles incorporate high level of repetition, which ensures an inherent level of efficiency, strong grid, rhythm and hierarchy of vertical and horizontal elements to create blocks with simple detailing and rich in detail.
- 7.76
- The proposed material palette has been selected to respond to the history of the Site and complement the surrounding historic built from. Brick is proposed as the main façade material which is robust and provides further weight to the appearance of the buildings. The use of brick throughout the development ensures the building reads as one, although subtle changes in hues, bonds and articulation creates variation. The varying brickwork of each volume further contributes to distinguishing the volumes from one another and reduces the overall perception of mass.

- 7.77
- The brickwork is complemented by architectural expression and detailing, which further breaks down the buildings form and contribute to creating an attractive façade. Details such as canopies, balustrades and window frames are proposed in a dark grey metal as a symbolic recognition of the former iron works on the site. Further detailing to the blocks references the textile heritage of the town, with the use blue brick, tinted cerement based materials and bronze metal detailing, which reference the colour the Woad seeds and textile dyes.
- 7.78
- Along the more sensitive perimeter blocks, materials have a traditional character and relate to their immediate surroundings. Such detailing includes that of stuccoed and rendered elements timber, hanging clay wall tiles, slate and stained or painted timber.
- 7.79
- 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.

PUBLIC REALM AND LANDSCAPING

- 7.80
- 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.
- 7.81
- The proposals include that of 1,158.90 sqm (GIA) of indoor amenity space and 10,684.70 sqm (GIA) of outdoor amenity space. The public realm and landscaping improvements include but are not limited to the following:
  - a new pedestrianised route network known New Street and Mays Lane will connect Market Street to Bartholomew Street and Cheap Street;
  - a new civic square, Eagle Square to the south of the Site, enhancing the public realm offer and further connecting the proposed development to the emerging scheme to the south of Market Street;
  - a series of communal gardens, amenity spaces, private terraces and bio diverse roofs;

- ground plans inspired by historical plots;
  - a network of planting, introducing biodiversity, seasonality and colour into the Site; and
  - Street furniture such as areas of seating and tables, cycle stands, fitness equipment and raised planters.
- 7.82
- The spaces through the site will invite exploration by visitors and generate new hitherto unseen views into and out of the Site, including of important features within the townscape such as the Grade II Town Hall Clocktower.
- 7.83
- The proposed new street network breaks up the mass of the current Kennet Centre and provides open air routes through the site. There will be new views into, across and out of the development which will provide a far greater appreciation of the surrounding area (and in particular its historic interest) than the current Kennet centre. Some of these views will take in important features such as the Grade II Town Hall Clocktower and wider views and appreciation of the the Grade II\* St Nicolas Church.



7.84 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 north to south through the Site in a way that is currently not possible.



**Figure 7.14** Proposed Pedestrian and Cycle Routes. Source: Collado Collins Architects

MR GEORGE FERGUSON: INDEPENDENT REVIEW OF THE SCHEME

- 7.85
- As part of the September 2022 HTIVA, the Applicant has commissioned Mr George Ferguson CBE PPRIBA RWA to independently re-view and critique the proposals, with a particular emphasis on the approach to townscape, massing and design.
- 7.86
- Mr George Ferguson is a highly experienced architect, ex-president of the RIBA, joint founder of the Academy of Urbanism; an Academician of the Royal West of England Academy; and a Fellow of the Cabot Institute at the University of Bristol. It is worth noting that Mr Ferguson has under-taken a thorough visit of the site and review of the proposals.
- 7.87
- The full opinion of Mr Ferguson is included at **Appendix 4.0** of this report, but key points from his opinion include:

▪ *“The plan of the new development is one that derives from an intelligent analysis of the historic plans and plots, and an appropriate response.*

▪ *The street elevations are derivative yet inventive and reflect the different scales and uses of the buildings behind..... will inevitably sit comfortably with the old town while adding back the interest and variety that was lost with much of the development of the 1970’s and after.*

▪ *New Street, with its variety of widths and spaces, and two overhead pedestrian bridges, will make a memorable contemporary pedestrian entrance in the centre of the old town and gives the opportunities for a mixture of frontages and events.*

▪ *In contrast with the new elevations of much of the flanking historic streets, the design of New Street and the residential buildings above are more contemporary in character, as is appropriate for what is an entirely new environment.*

▪ *Could not find a view that would do anything but enhance the current situation or further mask an historic structure, in particular the tower of St Nicolas, conforming with the purpose of the conservation area.*

▪ *Applaud the ambition to create a major residential and cultural neighbourhood in the heart of the old town.”*

- 7.88
- Mr Ferguson concludes:

*“In conclusion, as someone who is intensely aware of the need to respect the history, scale and character of our historic towns, I believe the Eagle Quarter scheme to be well judged and that it be will seen by future generations as being a significant and fitting addition to Newbury’s vitality and townscape.”*
- 7.89
- The same benefits accrue to the current scheme.
- 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 with a new vibrant mixed-use neighbourhood in the heart of Newbury.
- 7.91
- The proposed development will also have a beneficial effect on the neighbouring Character Areas 4 and 5 improving the integration between the areas and enhancing the legibility and wayfinding to-wards Newbury Town Centre.
- 7.92
- Whilst Character Areas 3, 7 and 8 will be subject to further views of the proposals, from these areas, views would be limited to the upper storeys of the blocks. In these views the proposals would sit comfortably within the existing townscape and appear subservient to notable tall buildings including town hall clock tower and the telephone exchange building. The overall composition is balanced, and the scale, form and massing of the proposed development would add interest to skyline and improve the visual amenity of the view with high quality architecture. As a result, the proposals would also have a beneficial effect on these areas.
- 7.93
- There will be a limited effect of Character Areas 2, 6, 9 and 10 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.
- 7.94
- A summary table of the impacts to each townscape character area is provided at the end of this section.

SUMMARY

- 7.95
- The proposed development has been carefully considered in relation to its surrounding context. The proposed development 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.
- 7.96
- 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, modern residential units and 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;

• Enhancements to the Newbury Conservation Area with a scheme that reflects the historic pattern, streetscape and grain of the Site and wider town;

• Improved setting to the various listed buildings within the town centre, especially those in closest proximity to the Kennet Centre;

• The delivery of active retail use at street level, enhancing the vitality of the street scene through the creation of new active frontage;

• The size of the units is likely to attract independent retail, creating a characterful shopping street populated by locally run small businesses;

• Improvements to accessibility around the perimeter of the Site;

• 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.
- 7.97
- 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 7.3 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 to High	Medium to High	Medium to High	Moderate to Major Beneficial
2	St Bartholomew's and The City	Medium	Medium	Medium	Very Low	Negligible Beneficial
3	Mixed Residential Development	Low to Medium	Low to Medium	Low to Medium	Low	Minor Beneficial
4	Parks, Allotments, and Open Spaces	Medium	Medium	Medium	Low	Minor to Moderate Beneficial
5	Millside Development	Medium	Medium	Medium	Very Low	Negligible Beneficial
6	Late Twentieth Century Housing	Low to Medium	Low to Medium	Low to Medium	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	Low	Minor Neutral
9	Rail Corridor	Low	Low	Low	Very Low	Negligible Neutral
10	Highway Infrastructure	Very Low	Low	Low	Very Low	Negligible Neutral





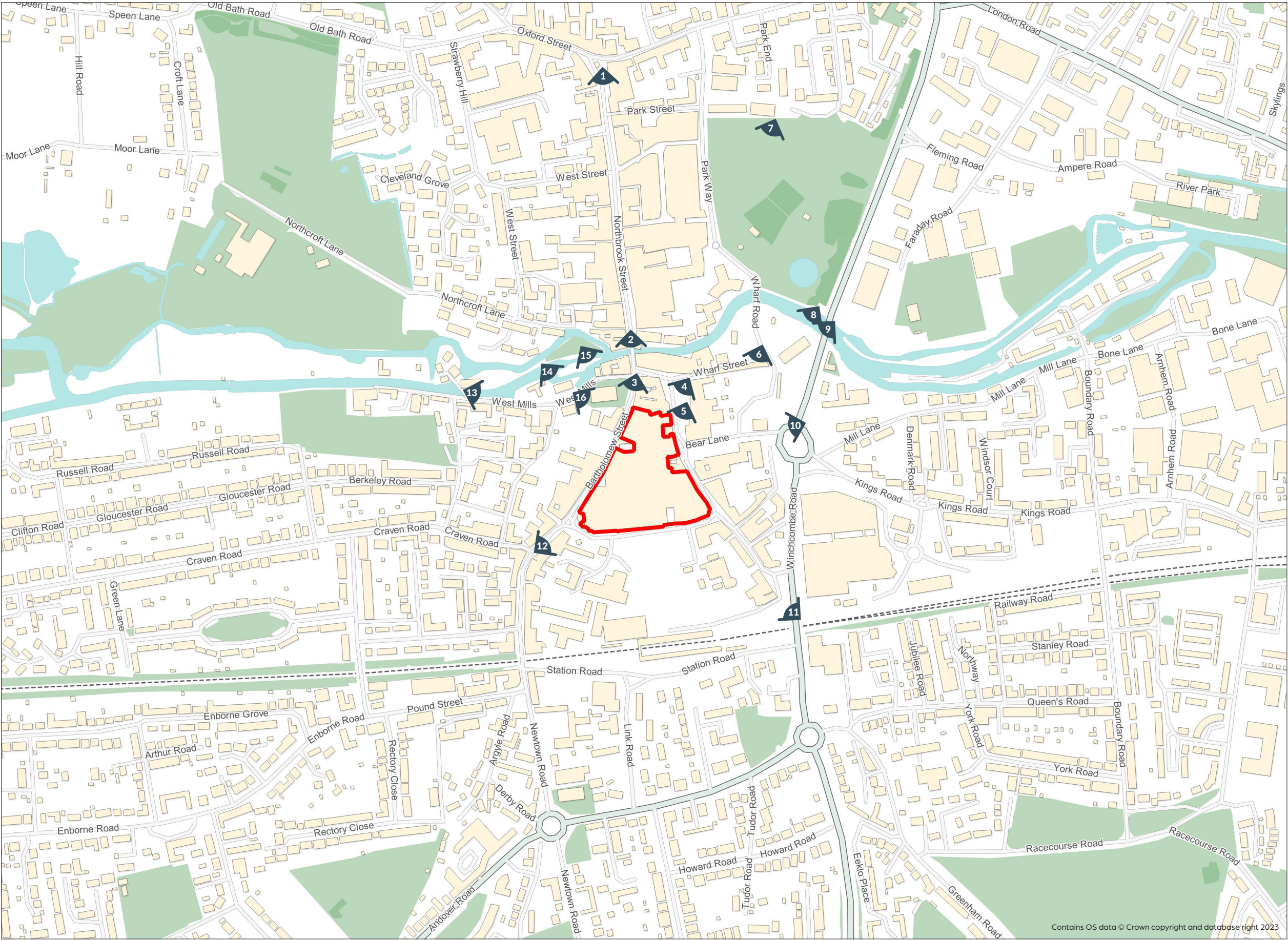
# 8.0 VISUAL

KENNET CENTRE, NEWBURY

# VISUAL

- 8.1
- The BHTVIA as a whole is informed by 16 AVRs, however only 8 of these views have been taken forward for formal assessment, as per the September 2022 HTVIA, in which Views 1, 2, 3, 4, 5, 6, 8 and 12 were requested for by the Council's Conservation officer. For completeness, the remaining 8 View have been produced and presented as verified views at **Appendix 1.0** of this report.
- 8.2
- The location of the AVRs is provided at **Figure 8.1. Table 8.1** below provides an overview of the heritage and townscape considerations for each view, including any additional considerations.
- 8.3
- A description of the existing scene for each identified view and the likely visual receptors is provided below. This description is set alongside a corresponding AVR of the proposed development and analysis of any significant effect occurring.
- 8.4
- 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 where visible detracts from the visual amenity of the area.





**VIEWS LOCATION PLAN**

- Application Site
- 1. Clock Tower
- 2. Northbrook Street
- 3. Bridge Street
- 4. Market Place
- 5. Corn Exchange
- 6. Canal Walk
- 7. Victoria Park
- 8. The Wharf
- 9. A339 Bridge
- 10. A339 Roundabout
- 11. A339 Railway Bridge
- 12. Bartholomew Street
- 13. Swing Bridge
- 14. Tow Path
- 15. Newbury Lock
- 16. St Nicolas Church Hall

**LOCATION:**  
Kennet Shopping Centre, Newbury

**DATE:**  
September 2023

**SCALE:**  
1:6000 @ A3

**FIGURE 8.1** View Location Plan

**▲ NORTH**



**MONTAGU EVANS**  
CHARTERED SURVEYORS  
5 BOLTON STREET,  
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Table 8.1 Visual Overview Table

VIEW	LOCATION	TOWNSCAPE CHARACTER	HERITAGE ASSETS	VISUAL RECEPTORS	AVR TYPE
1	Clock Tower	Town Centre, Commercial Residential	Newbury Town Centre Conservation Area A number of listed buildings along the Broadway and Northbrook Street (Grade II to Grade II*). 58 – 59 Northbrook Street (Locally Listed)	Pedestrians Residents Workers Road Users	Render (AVR3)
2	Northbrook Street	Town Centre, Commercial Residential	Newbury Town Centre Conservation Area Bridge over the River Kennet (Grade II*) 102–103 Northbrook Street, and the former stables to 104 Northbrook Street (Grade II) 1 Northbrook Street (Grade II) 1 Bridge Street (Grade II) 2 Bridge Street (Grade II) 4 Bridge Street (Grade II) 154 Bartholomew Street (Grade II) 152 and 153 Bartholomew Street (Grade II) 150 and 151 Bartholomew Street (Grade II) 149 Bartholomew Street (Grade II)	Pedestrians Residents Workers Road Users	Render (AVR3)
3	Bridge Street	Town Centre, Commercial Residential	Newbury Town Centre Conservation Area North Gateway to Churchyard of St Nicolas' Church adjoining Bartholomew Street (Grade II*) Newbury War Memorial (Grade II) 154 Bartholomew Street (Grade II) 152 and 153 Bartholomew Street (Grade II) 150 and 151 Bartholomew Street (Grade II) 149 Bartholomew Street (Grade II)	Pedestrians Residents Workers Road Users	Render (AVR3)
4	Market Place	Town Centre, Commercial Residential	Newbury Town Centre Conservation Area Town Hall and municipal buildings (Grade II) The Hatchet Public House (Grade II) Corn Exchange (Grade II) Queen's Hotel (Grade II) Catherine Wheel Inn (Grade II) 33 and 34 Cheap Street (Grade II)	Pedestrians Residents Workers Road Users	Render (AVR3)

VIEW	LOCATION	TOWNSCAPE CHARACTER	HERITAGE ASSETS	VISUAL RECEPTORS	AVR TYPE
5	Corn Exchange	Town Centre, Commercial Residential	Newbury Town Centre Conservation Area Town Hall and municipal buildings (Grade II) 27 Market Place (Grade II) 21–25 Market Place (Grade II) The Hatchet Public House (Grade II) Corn Exchange (Grade II) Queen's Hotel (Grade II) Catherine Wheel Inn (Grade II) 33 and 34 Cheap Street (Grade II)	Pedestrians Residents Workers	Render (AVR3)
6	Canal Walk	Waterside Commercial	Kennet and Avon Canal East Conservation Area Town Hall and municipal buildings (Grade II) 4 Mansion House Street (Grade II) 5 Mansion House Street (Grade II) 32 and 34 Market Place (Grade II) 28 and 30 Market Place (Grade II) Old Wagon and Horses Public House (Grade II) 1 and 3 Wharf Street	Barge Users Pedestrians Cyclists	Render (AVR3)
7	Victoria Park	Open Space Residential	Newbury Town Centre Conservation Area Town Hall and municipal buildings (Grade II)	Users of the amenity space Local Residents	Wireline (AVR1)
7	Victoria Park	Open Space Residential	Newbury Town Centre	Users of the amenity space Local Residents	
8	The Wharf	Waterside Civic	Kennet and Avon Canal East Conservation Area Museum, former Cloth Hall (Grade I) St Nicolas Church (Grade I) Corn Stores (Grade II*) The Corner House and Surgery (Grade II) The Stone Building (Grade II) Town Hall and municipal buildings (Grade II)	Barge Users Pedestrians Cyclists	Render (AVR3)



VIEW	LOCATION	TOWNSCAPE CHARACTER	HERITAGE ASSETS	VISUAL RECEPTORS	AVR TYPE
9	A339 Bridge	Infrastructure Civic	Newbury Town Centre Conservation Area Museum, former Cloth Hall (Grade I) St Nicolas Church (Grade I) Corn Stores (Grade II*) The Corner House and Surgery (Grade II) The Stone Building (Grade II) Town Hall and municipal buildings (Grade II)	Road Users Pedestrians	Wireline (AVR1)
10	A339 Roundabout	Infrastructure Commercial	St Nicolas Church (Grade I) Town Hall and municipal buildings (Grade II)	Road Users Pedestrians	Wireline (AVR1)
11	A339 Railway Bridge	Infrastructure Commerical	N/A	Road Users Pedestrians	Wireline (AVR1)
12	Bartholomew Street	Town Centre, Commercial Residential	Newbury Town Centre Conservation Area Dolphin Inn (Grade II) 114 and 115 Bartholomew Street (Grade II) 118 and 119 Bartholomew Street (Grade II) 29A and 29 Bartholomew Street (Grade II) 28A Bartholomew Street (Grade II) 28 Bartholomew Street (Grade II)	Pedestrians Residents Workers Road Users	Render (AVR3)
13	Swing Bridge	Waterside Residential	Kennet and Avon Canal West Conservation Area St Nicolas Church (Grade I) 20 West Mills (Grade II) 19 West Mills (Grade II) 17 and 18 West Mills (Grade II) 15 and 16 West Mills (Grade II) 14 West Mills (Grade II) 11 West Mills (Grade II) 10 West Mills (Grade II) Craven House (Grade II)	Barge Users Pedestrians Cyclists	Wireline (AVR1)

VIEW	LOCATION	TOWNSCAPE CHARACTER	HERITAGE ASSETS	VISUAL RECEPTORS	AVR TYPE
14	Tow Path	Waterside Residential	Kennet and Avon Canal West Conservation Area St Nicolas Church (Grade I) Town Hall and municipal buildings (Grade II) Newbury Lock (Grade II)	Barge Users Pedestrians Cyclists	Wireline (AVR1)
15	Newbury Lock	Waterside Residential	Kennet and Avon Canal West Conservation Area St Nicolas Church (Grade I) Newbury Lock (Grade II)	Barge Users Pedestrians Cyclists	Wireline (AVR1)
16	St Nicolas Church Hall	Civic Commercial Residential	Newbury Town Centre Conservation Area St Nicolas Church (Grade I)	Local Residents Parishioners Pedestrians Road Users	Wireline (AVR1)



VIEW 1: CLOCK TOWER

EXISTING

- 8.5

View 1 is located along the Broadway to the south of the Clock Tower. The view is looking towards the south and is situated approximately 630m from the centre of the Site.
- 8.6

The viewpoint lies within the Newbury Town Centre Conservation Area and includes a number of listed and locally listed buildings along Northbrook Street. The heritage assets add to the amenity of the value, although a separate assessment of the impact of the proposed development to their setting and the conservation area as a whole is provided at **Section 6.0**.
- 8.7

The viewpoint is representative of a kinetic sequence moving south along the Broadway, Northbrook Street and Bridge Street and should be read in conjunction with Views 2 and 3. The incidental views are experienced by receptors whom are principally moving along the street, and would be subject to varied views and experiences as they move through the town centre. The view is characterised by the narrow Broadway and Northbrook Street which extends from the foreground to the backdrop of the view. Buildings fronting onto the street largely date from the Georgian and Victorian periods, although some later twentieth century development is evident in places. Buildings range between two to three storeys and collective form rows of terraces. At ground floor level, active frontages introduce activity and further add interest to the townscape setting. The buildings collectively form an attractive element within the streetscape and add to the visual amenity of the view.
- 8.8

Although the backdrop of the view is relative narrow due to interposing development, views of cranes on the skyline demonstrate the emerging development at Market Street.
- 8.9

There is some vegetation (street trees) present within the view.





- 8.10 The view would primarily be experienced by pedestrians, particularly those using the commercial buildings along the Broadway and Northbrook Street. The view is also likely to be experienced by local residents, workers and road users. As a busy shopping street it is an active view. Receptors will typically pass north and south along the axis of the town centre, as well as in east and west directions as they enter and exit business premises (as either shoppers or workers) and side streets.

### PROPOSED

- 8.11 The proposed development is perceptible in the backdrop of the view and will introduce a new mixed-use development into the town centre and includes several blocks of taller and larger development.
- 8.12 From this location, views would of the proposals would be limited to the upper storeys and roofscape to Blocks A, B and F with the remainder of the development being obscured from view by interposing development.
- 8.13 The proposed development will be seen over some distance and the scale of the visible blocks would sit comfortably within the roofline of development along Northbrook Street.
- 8.14 The proposals layering of shorter outer building, rising to the centre with the taller volumes is discernible. The varied roofline of the taller blocks is visible and forms an interesting feature on the skyline. The form and massing of the blocks is perceived as simple and attractive, appearing as several separate volumes, further softening the impact of the proposed development.
- 8.15 Over this distance, the observer will be able to readily perceive the architectural quality of the proposed development, which has been influenced by the surrounding context and designed to reduce the perceived scale of the taller buildings and complement the surrounding built form.



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- 8.16

Brick is proposed as the main façade material which is robust and provides further weight to the appearance of the buildings. The use of brick throughout the development ensures the building reads as one, although subtle changes in colour and hues, bonds and articulation creates variation. The varying brickwork of each volume further contributes to distinguishing the volumes from one another and reduces the overall perception of mass. The brickwork is complemented by architectural expression and detailing, which further break down the buildings form and contributes creating an attractive façade.
- 8.17

It is worth noting that as the receptors travels southwards along this part of the Broadway/ Northbrook Street, the visibility of the taller elements will become less apparent as receptors get closer to the Site (as seen within the sequence of Views 2 and 3). Equally, whilst partial views of the proposals are gained from this location, the visibility of the proposed development from this part of the townscape would be limited to Northbrook Street, with the streets running perpendicular being subject to no views.
- 8.18

The proposals would be peripheral for the receptors, with pedestrians, local residents and shoppers being largely engaged in activities from commercial and public establishments along the Broadway/ Northbrook Street, as well as awareness of the busy throughfare. The focus from road users would be on the vehicular activity and highway infrastructure in front of them.
- 8.19

In terms of overall visual amenity, receptors would only be aware of the building travelling south, with north bound receptors not having their amenity affected at all. For those travelling south, the proposed development will not change
- the overall character of the townscape which already development of varying quality, age, and architectural styles. The proposals will improve the legibility and wayfinding to town centre, and the overall composition and architectural appearance of the building would create an attractive skyline feature and improve the amenity of the view.







VIEW 2: NORTHBROOK STREET

EXISTING

- 8.20

View 2 is located along Northbrook Street, to the south of the bridge over the river Kennet. The view is looking towards the south and is situated approximately 220m from the centre of the Site.
- 8.21

The viewpoint lies within the Newbury Town Centre Conservation Area and includes a number of listed and locally listed buildings along Northbrook Street and Bridge Street. The heritage assets add to the amenity of the value, although a separate assessment of the impact of the proposed development to their setting as a whole is provided at **Section 6.o**.
- 8.22

The viewpoint is representative of a kinetic sequence moving south along the Broadway, Northbrook Street and Bridge Street and should be read in conjunction with Views 1 and 3. While the existing Kennet centre is not visible within this view, it does become so as one passes onto the bridge and heads further south. The incidental views are experienced by receptors whom are principally moving along the street, and would be subject to varied views and experiences as they move through the town centre. Similar o view 1, receptors will typically pass north and south along the axis of the town centre, as well as in east and west directions as they enter and exit business premises (as either shoppers or workers) and side streets. Thus the view represents the maximal potential impact from this particular position, for receptors moving in a southerly direction.
- 8.23

Buildings fronting onto the street largely date from the Georgian and Victorian periods, although some later twentieth century development is evident in places. Buildings range between two to three storeys and collective form rows of terraces. At ground floor level, active frontages introduce activity and further add interest to the townscape setting. The collection of older buildings, with varying architectural styles,



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scales and roofscapes form an attractive element within the streetscape and add to the visual amenity of the view.

- 8.24 Although the backdrop of the view is relative narrow due to interposing development, cranes protrude the skyline above development in the middle ground and mark the location of the emerging development at Market Street.
- 8.25 Similarly to View 1, this is a very active view. It should be borne in mind that as one moves south, one's attention will be drawn by the townscape node defined by the bridge crossing the canal. This is a very attractive view in both directions and is likely to form a point of interest for receptors, crossing the bridge, potentially particularly tourists.
- 8.26 The view would primarily be experienced by pedestrians, particularly those using the commercial buildings along the Broadway and Northbrook Street. The view is also likely to be experienced by local residents, workers and road users.

## PROPOSED

- 8.27 The proposed development is perceptible in the middle ground of the view and will introduce a new mixed-use development into the town centre and includes several blocks of taller and larger development.
- 8.28 From this location, the narrow field of view means that views would of the proposals would be limited to the upper storeys and roofscape of only Blocks B and F with the remainder of the development being obscured from view by interposing development.
- 8.29 The proposals layering of shorter outer buildings, rising to the centre with the taller volumes is clearly discernible, with blocks in this location varying between 3 and 7 storeys high. The proposed development sits comfortably within the view and would sit below the roofline of development the foreground, further mitigating the prominence of



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	<p>the proposals. The visual impact of the massing is further reduced by the varying heights and changes in fenestration, giving a sense of a number of the buildings and softening the impact of the proposed development against the view.</p>		<p>vista opens up with the Market Place to the left, framed by the Town Hall in the foreground, and St Nicholas Church in the right. Thus views towards the development are not focussed. The focus from road users would be on the vehicular activity and highway infrastructure in front of them.</p>
8.30	<p>Brick is proposed as the main façade material which is robust and provides further weight to the appearance of the buildings. The use of brick throughout the development ensures the building reads as one, although subtle changes in colour and hues, bonds and articulation creates variation. The varying brickwork of each volume further contributes to distinguishing the volumes from one another and reduces the overall perception of mass.</p>	8.34	<p>In terms of overall visual amenity, receptors would only be aware of the building travelling south, with north bound receptors not having their amenity affected at all. For those travelling south, the proposed development will not change the overall character of the townscape which already development of varying quality, age, and architectural styles.</p>
8.31	<p>The brickwork is complemented by architectural expression and detailing including that of double pitched roofs, crittall-style windows, and metal-coloured balustrades and window frames. The proposed material has been selected to respond to the history of the Site, complement the surrounding historic built form and create an attractive façade.</p>	8.35	<p>The proposed development will appear as part of the town centre and strengthen its definition and vibrancy. The proposals will contribute to the rich architectural experience already present in the view, and marks the location of the redevelopment in this part of Newbury town centre.</p>
8.32	<p>It is worth noting that as the receptors travels southwards along this part of the Northbrook Street, the visibility of the taller elements will become less apparent as receptors get closer to the Site (as seen within the sequence of Views 1 and 3). Equally, whilst partial views of the proposals are gained from this location, the visibility of the proposed development from this part of the townscape as would be limited to Northbrook Street, with the streets running perpendicular being subject to no views.</p>		
8.33	<p>Similarly, to View 1 the proposals would be peripheral for the receptors, with pedestrians, local residents and shoppers being largely engaged in activities from commercial and public establishments along Northbrook Street, as well as awareness of the busy throughfare. As one passes the bridge a new</p>		







## VIEW 3: BRIDGE STREET

## EXISTING

- 8.36 View 3 is located at the corner of Bridge Street and Mansion House Street. The view is looking towards the south east and is situated approximately 155m from the centre of the Site.
- 8.37 The viewpoint lies within the Newbury Town Centre Conservation Area and includes a number of listed buildings along Bridge Street and Bartholomew Street. The heritage assets add to the amenity of the value, although a separate assessment of the impact of the proposed development to their setting as a whole is provided at **Section 6.0**.
- 8.38 The viewpoint is representative of a kinetic sequence moving south along the Broadway, Northbrook Street and Bridge Street and should be read in conjunction with Views 1 and 2. The incidental views are experienced by receptors whom are principally moving along the street, and would be subject to varied views and experiences as they move through the town centre. The view is characterised by the narrow Bartholomew Street which extends from the foreground to the middle ground of the view. Buildings fronting onto the eastern side of the street largely date from the Georgian and Victorian periods, although some later twentieth century development is evident in places. Buildings range between two to three storeys and collective form rows of terraces. At ground floor level, active frontages introduce activity and further add interest to the townscape setting. The buildings collective form an attractive element within the streetscape and add to the visual amenity of the view. To the western side of the road, the Grade II\* north gateway to Churchyard of St Nicolas Church is visible alongside the Grade II War Memorial. To the eastern side is the landmark tower of Newbury Town Hall.





- 8.39 Within the middle ground, the existing façades of the Kennet Centre are visible along the eastern side of Bartholomew Street. The current buildings forming part of the shopping centre are of little architectural merit and their façades are unattractive and inactivated, and form a detracting feature within the streetscape.
- 8.40 The view would primarily be experienced by pedestrians, particularly those using the commercial buildings along the Bridge Street and Bartholomew Street. The view is also likely to be experienced by local residents, workers and road users.
- 8.41 Similar to View 2, there are a number of foci within the view as one passes south over the bridge. There are views along Market Place and Bartholomew Street. Views open up on prominent attractive landmarks of St Nicolas Church and the Town Hall. The blank façade of the cinema becomes more apparent with proximity to the site, and its detracting qualities within the street frontage are more easily perceived.

## PROPOSED

- 8.42 The proposed development is perceptible in the middle ground of the view and will introduce a new mixed-use development into the town centre which includes several blocks of taller and larger development. The proposals will replace the existing Kennet Centre in one's immediate experience of Bartholomew Street.
- 8.43 From this location, the western elevations of Blocks E and F will form new features in the experience of the receptors. The three to five storey blocks along the street edges of Bartholomew Street are at a scale consistent with the prevailing streetscape and have been designed to reflect the historic and prevailing commercial street pattern.





8.44	Glimpsed views will be given towards the tallest volume forming part of Block B. The visibility of the block will be limited to just its roofscape and would be seen between existing buildings and the proposed Block F. The massing of the taller Block B has been positioned to the centre and south of the site where existing coarser and larger blocks are located and are away from the historic sensitive area.	8.48	The development is united with its use of brick as the proposed main façade material. The use of brick throughout the development ensures the building reads as one, although subtle changes in colour and hues, bonds and articulation creates variation. The varying brickwork of each volume further contributes to distinguishing the volumes from one another and reduces the overall perception of mass. The brickwork is complemented by architectural expression and detailing, which further break down the buildings form and contributes creating an attractive façade.
8.45	The existing undistinguished and poor-quality shopping centre frontage would be replaced with a development of high quality architecture, which has been influenced by the surrounding context and designed complement the surrounding built form and animate the lower levels of the development.	8.49	The massing appears as several separate volumes, softening the impact of the proposals against the view. Whilst the proposed development would increase the scale of development within this part of the town centre, the height of the proposals would not appear as an overbearing feature and would sit comfortably within the scale of existing buildings along Bartholomew Street.
8.46	The design of Blocks E and F has been sensitively designed through a collaborative process between Collado Collins Architects and Robert Adam Architectural Consultancy to further take into account the vernacular of Newbury and the special interest of the town centre.		
8.47	The design of these perimeter blocks has been divided into several building which has been designed in a number of different traditional styles such as a classical, Arts and Craft and vernacular styles. The range of architectural styles reflect the wider town centre area and add variety and character along the frontages. Along these more sensitive perimeter blocks, materials have a traditional character and relate to their immediate surroundings. Such detailing includes that of stucco and render elements timber, hanging clay wall tiles, slate and painted timber. Above at roof level, the proposals use varying roof shapes including pitched, double pitched, gables and flat shaped roofs. The assorted roof forms reference the industrial heritage of the site and add further interest to the skyline.	8.50	At ground floor level, the proposed uses this façade will enhance the vitality of the street scene through the creation of new active frontages and draw pedestrian activity into the Site.
		8.51	In terms of overall visual amenity, receptors would only be aware of the building travelling south, with north bound receptors not having their amenity affected at all. For those travelling south, the proposed development would form a congruent and attractive addition to the townscape, add amenity by way of active users and high quality architectural design will deliver considerable urban design benefits.
		8.52	The replacement of the existing building with high quality architecture will be more sympathetic to the surrounding historic context and will improve the visual experience along Bartholomew Street.







## VIEW 4: MARKET PLACE

### EXISTING

- 8.53 View 4 is located along Market Place, adjacent to the Old Wagon and Horses Public House. The view is looking towards the south and is situated approximately 160m from the centre of the Site.
- 8.54 The viewpoint lies within the Newbury Town Centre Conservation Area and includes a number of listed buildings surrounding the square. The heritage assets add to the amenity of the value, although a separate assessment of the impact of the proposed development to their setting as a whole is provided at **Section 6.0**.
- 8.55 The fore and middle ground of the view is characterised by Market Place and the surrounding development. Market Place is formed of a large paved market square which features planting and areas of the seating. Buildings surrounding the square largely date from the Georgian and Victorian periods, although some later twentieth century development is evident in places. Buildings range between two to three storeys and collective form rows of terraces. At ground floor level, active frontages introduce activity and further add interest to the townscape setting.
- 8.56 The collection of historic buildings surrounding square collectively form an attractive element within the streetscape and add to the visual amenity of the view. To the viewer's right, the gothic styled Grade II listed town hall forms a focal point with in the scene, four storey clock marking the location of the town centre.
- 8.57 Within the middle ground, the existing façades of the Kennet Centre are visible along Market Place and Cheap Street. The current facades are unattractive and inactivated, and detract from the historic character of the town centre.



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- 8.58 Within the middle ground, the existing façades of the Kennet Centre are visible along the western side of Market Place and Cheap Street. The current buildings forming part of the shopping centre are of little architectural merit and their façades are unattractive and inactivated, and form a detracting feature within the streetscape.
- 8.59 The backdrop of the view is relatively narrow due to interposing development in the fore and middle ground of the view.
- 8.60 There are a number of trees within the Market Square itself (though note that the photographs were taken in January 2021 and so show no foliage. These trees form part of the character of the view and during the spring to autumn months would obscure and filter views of the buildings behind.
- 8.61 The view would primarily be experienced by pedestrians, workers and people travelling in vehicles. This is a busy and active town centre view. This view is a representative one – a receptor's visual amenity will be formed by passage and movement around the square (see View 5) and not as a static view. This view forms a continuation of the sequence of views set out view views 1–3 for receptors travelling south through the town centre, and choosing to head south east into the Market Place.

## PROPOSED

- 8.62 The proposed development is perceptible in the foreground of the view and will introduce a new mixed-use development into the town centre and includes several blocks of taller and larger development.





8.63	From this location, the eastern elevations of Blocks C, G and H form a new feature in the experience of the receptors. During days where market activities do take place, and/or summer months where deciduous street in the square are in leaf, views of the proposals would become obscured. Further views are given to the roofscape of Block A, but given the angle of view and central location of the taller block means it does not form a dominant feature within the view. As receptors move around the square the visibility of Block A will vary, coming in and out of the view. Where visible the roofscape of the block will form a complimentary peripheral feature.		shapes including pitched, double pitched, gables and flat shaped roofs. The assorted roof forms reference the industrial heritage of the site and add further interest to the skyline.
8.64	The massing appears as several separate volumes, softening the impact of the proposals against the view. The height of the proposals would not appear as an overbearing feature and would sit comfortably within the view, appearing in the context of existing building heights surrounding Market Place.	8.67	The development is united with its use of brick as the proposed main façade material. The use of brick throughout the development ensures the building reads as one, although subtle changes in colour and hues, bonds and articulation creates variation. The varying brickwork of each volume further contributes to distinguishing the volumes from one another and reduces the overall perception of mass. The brickwork is complemented by architectural expression and detailing, which further break down the buildings form and contributes creating an attractive façade.
8.65	The design of Blocks C, G and H has been sensitively designed through a collaborative process between Collado Collins Architects and Robert Adam Architectural Consultancy to further take into account the vernacular of Newbury and the special interest of the town centre.	8.68	At ground floor level, the proposed uses this façade will enhance the vitality of the street scene through the creation of new active frontages and draw pedestrian activity into the Site. The design of entrances varies from building to building, adding variety and character along the frontages.
8.66	The design of these perimeter blocks has been divided into several building which has been designed in a number of different historical styles such as a classical, Arts and Craft and vernacular styles. The range of architectural styles reflect the wider town centre area and add variety and character along the frontages. Along these more sensitive perimeter blocks, materials have a traditional character and relate to their immediate surroundings. Such detailing includes that of stucco and render elements timber, hanging clay wall tiles, slate and painted timber. Above at roof level, the proposals use varying roof	8.69	The replacement of the existing building with high quality architecture will be more sympathetic to the surrounding historic context and will improve the visual experience along Market Place. The proposed development would form a congruent and attractive addition to the townscape and will deliver considerable urban design benefits.







VIEW 5: CORN EXCHANGE

EXISTING

- 8.70
- View 5 is located along Market Place, adjacent to the Corn Exchange. The view is looking towards the south and is situated approximately 120m from the centre of the Site.
- 8.71
- The viewpoint lies within the Newbury Town Centre Conservation Area and includes a number of listed buildings along Market Place and Cheap Street. The heritage assets add to the amenity of the value, although a separate assessment of the impact of the proposed development to their setting as a whole is provided at **Section 6.o**.
- 8.72
- The foreground characterised by Market Place and the surrounding development. Market Place is formed of a large paved market square which features planting and areas of the seating. To the viewer's left, the corn exchange forms a focal point within the view. Designed in an Italianate style the building is built from Bath Stone and feat features a central entrance with a pediment above.
- 8.73
- The surrounding development along Market Place and Cheap Street largely date from the Georgian and Victorian periods, although some later twentieth century development is evident in places. Buildings range between two to three storeys and collective form rows of terraces. At ground floor level, active frontages introduce activity and further add interest to the townscape setting. Many of the buildings surrounding the square and Cheap Street are listed, and collectively form an attractive element within the streetscape and add to the visual amenity of the view.
- 8.74
- Within the fore and middle ground, the existing façades of the Kennet Centre are visible along the western side of Market Place and Cheap Street. The current buildings forming part of the shopping centre are of little architectural merit and their façades are unattractive and inactivated, and form a detracting feature within the streetscape.





- 8.75 The backdrop of the view is relatively narrow due to interposing development in the fore and middle ground of the view.
- 8.76 The view would primarily be experienced by pedestrians, particularly those using the commercial buildings along the Bridge Street and Bartholomew Street. The view is also likely to be experienced by local residents and workers. This is a busy and active town centre view.
- 8.77 This view is a representative one – a receptor's visual amenity will be formed by passage and movement around the square (see View 4) and not as a static view. This view forms a continuation of the sequence of views set out view views 1–4 for receptors travelling south through the town centre, and choosing to head south east into the Market Place.

## PROPOSED

- 8.78 The proposed development is perceptible in the foreground of the view and will introduce a new mixed-use development into the town centre and includes several blocks of taller and larger development.
- 8.79 From this location, the northern elevation of Block A and eastern elevations of Blocks C, G and H form a new feature in the experience of the receptors. The visibility of the proposals is mixed with the development being partially occluded by interposing development surrounding Market Place. The angle of view and central location of the taller Block A means it does not form a dominant feature within the view.
- 8.80 The proposals layering of shorter outer building, rising to the centre with the taller volumes is clearly discernible, with blocks in this location varying between 3 storeys to 7 storeys. The three to four storey blocks along the street edges of Bartholomew Street are at a scale consistent with the prevailing streetscape. The massing of the taller volumes has been positioned to the centre and south of the site where existing coarser and larger blocks are located and are away from the historic sensitive area.



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8.81	The massing appears as several separate volumes, softening the impact of the proposals against the view. Whilst the proposed development would increase the scale of development within this part of the town centre, the height of the proposals would not appear as an overbearing feature and would sit comfortably within the view, appearing in the context of existing building heights surrounding Market Place.		another and reduces the overall perception of mass. The brickwork is complemented by architectural expression and detailing, which further break down the buildings form and contributes creating an attractive façade.
8.82	The design of Blocks C, G and H has been sensitively designed through a collaborative process between Collado Collins Architects and Robert Adam Architectural Consultancy to further take into account the vernacular of Newbury and the special interest of the town centre.	8.85	At ground floor level, the proposed uses this façade will enhance the vitality of the street scene through the creation of new active frontages and draw pedestrian activity into the Site. The design of entrances varies from building to building, adding variety and character along the frontages.
8.83	The design of these perimeter blocks has been divided into several building which has been designed in a number of different historical styles such as a classical, Arts and Craft and vernacular styles. The range of architectural styles reflect the wider town centre area and add variety and character along the frontages. Along these more sensitive perimeter blocks, materials have a traditional character and relate to their immediate surroundings. Such detailing includes that of stucco and render elements timber, hanging clay wall tiles, slate and painted timber. Above at roof level, the proposals use varying roof shapes including pitched, double pitched, gables and flat shaped roofs. The assorted roof forms reference the industrial heritage of the site and add further interest to the skyline.	8.86	It is worth noting that the proposals include the demolition of a three storey, late twentieth century building at 17–19 Market Place. The replacement three storey building at Block H has restrained classical elevation and features a date plaque, pilasters, a small sculptured eagle referring the historical uses of the site. Furthermore, the building will feature a central passage that will link Market Place to the newly proposed New Street. Block H marks an improvement on the existing building with a new building that better responds to the historic character and vernacular of Newbury.
		8.87	The replacement of the existing building with high quality architecture will be more sympathetic to the surrounding historic context and will improve the visual experience along Market Place. The proposed development would form a congruent and attractive addition to the townscape and will deliver considerable urban design benefits.
8.84	The development is united with its use of brick as the proposed main façade material. The use of brick throughout the development ensures the building reads as one, although subtle changes in colour and hues, bonds and articulation creates variation. The varying brickwork of each volume further contributes to distinguishing the volumes from one		







## VIEW 6: CANAL WALK

## EXISTING

- 8.88 View 6 is located along the Kennet and Avon Canal northern towpath. The viewpoint is looking towards the south west and is situated approximately 255m from the centre of the Site.
- 8.89 The viewpoint lies within the Kennet and Avon Canal East Conservation Area and includes a number of listed building surrounding Market Place. The heritage assets add to the amenity of the value, although a separate assessment of the impact of the proposed development to their setting as a whole is provided at **Section 6.o**.
- 8.90 The viewpoint is representative of a kinetic sequence moving west along the canal towpath and should be read in conjunction with View 8. The incidental views are experienced by receptors whom are principally moving along the towpath and would be subject to varied views and experiences as they move through the town centre.
- 8.91 By virtue of its proximity to the canal and the surrounding structures, this viewpoint has a mixed riparian and industrial character. The foreground of the view comprises of the canal and the adjacent towpath, which curve to the right and extend into the middle ground.
- 8.92 Development to the south side of the canal is formed of commercial buildings, some of which have a historic relationship with the canal. Many of the visible buildings form the rear of listed buildings fronting onto Mansion House Street and Wharf Street. The buildings vary in age, form and architectural styles, yet are united in their use of a brick-based material.
- 8.93 In the middle ground, the clock tower of the Grade II gothic styled town hall is visible above interpose development. The tower marks the location of the town centre and forms an attractive feature within the view.





- 8.94 The backdrop of the view is relatively narrow due to interposing development in the fore and middle ground of the view.
- 8.95 A number of receptors will experience the view from a moving barge. Other receptors will also be travelling by foot or cycle along the towpath, so the experience would be transient.

### PROPOSED

- 8.96 The proposed development will be almost entirely occluded from view by interposing development. Where visible, the proposals would not form a discernible feature, and the focus of the receptors would remain on the canal and the commercial buildings to the south side of the canal.
- 8.97 The proposed development would not impact on the visual amenity of the view.





## VIEW 8: THE WHARF

## EXISTING

- 8.98 View 8 is located along the Kennet and Avon Canal northern towpath, beside Victoria Park. The viewpoint is looking towards the south west and is situated approximately 360m from the centre of the Site.
- 8.99 The viewpoint lies within the Kennet and Avon Canal East Conservation Area and includes the Grade I Museum (former Cloth Hall), Grade I listed St Nicolas Church, Grade II\* Corn Stores, Grade II the Stone Building and the Grade II town hall building. The heritage assets add to the amenity of the value, although a separate assessment of the impact of the proposed development to their setting as a whole is provided at **Section 6.o**
- 8.100 The viewpoint is representative of a kinetic sequence moving west along the canal towpath and should be read in conjunction with View 6. The incidental views are experienced by receptors whom are principally moving along the towpath and would be subject to varied views and experiences as they move through the townscape.
- 8.101 The view has an open characterised created by the canal in the foreground. The former Grade II stone building and canalside crane line the south side of the canal, and forming a surviving element of the former wharf building complex.
- 8.102 Behind, a large paved and tarmacked area provides parking for visitors to the town centre, and is surrounding by a number of buildings, many of which with a historic character, that are typically between two and three storeys high and reflect range of architectural styles. The centre of the frame is marked by the Grade II\* Corn Stores which is distinguished by its long narrow form, red brickwork and clay plain tiled roof with gabled ends.





- 8.103 The open nature of the canal and the layout of the existing built form affords longer views into the middle ground. In these views, the Town Hall clock tower and the belfry and embattled pinnacle of the Church of St Nicolas are visible and form an attractive feature on the skyline.
- 8.104 A number of receptors will experience the view from a moving barge. Other receptors will also be travelling by foot or cycle along the towpath, so the experience would be transient.

## PROPOSED

- 8.105 The proposed development is perceptible in the backdrop of the view and will introduce a new mixed-use development into the town centre which includes several blocks of taller and larger development.
- 8.106 From this location, views would of the proposals would be limited to the upper storeys and roofscape to Blocks A, B and C with the remainder of the development being obscured from view by interposing development.
- 8.107 The proposed development will be seen over some distance and the scale of the visible blocks would sit comfortably within the roofline of development in the foreground.
- 8.108 Whilst the proposed development would increase the scale of development within this part of the town centre, the proposals would not form an overbearing feature and the high quality articulation of the proposals helps to reduce the massing and visual impact.
- 8.109 The proposals layering of shorter outer building, rising to the centre with the taller volumes is clearly discernible. The form and massing of the blocks is perceived as simple and attractive and appears as several separate volumes further softening the impact of the proposed development. The varied roofline of the blocks is visible and forms an interest feature on the skyline.



© AVR LONDON

1.6 m above ground

10:45 19 March 2023



- 8.110

Over this distance, the observer will be able to readily perceive the architectural quality of the proposed development, which has been influenced by the surrounding context and designed to reduce the perceived scale of the taller buildings and complement the surrounding built form.
- 8.111

The design of the taller buildings on the site reflects the historic pattern of use of the site which was formerly occupied by the Eagle Works. The central buildings adopt an idiom to reflect the industrial heritage of the site, with brick being proposed as the main façade. The use of brick throughout the development ensures the building reads as one, although subtle changes in colour and hues, bonds and articulation creates variation. The varying brickwork of each volume further contributes to distinguishing the volumes from one another and reduces the overall perception of mass. To complement the brickwork, details such as canopies, balustrades and window frames are proposed in dark metal as a symbolic echo to the metal work and textile heritage of the site.
- 8.112

It is worth noting that the Grade II listed Town Hall clock tower remains prominent to the centre of the frame, and the development does not affect one's appreciation of the clock tower.
- 8.113

Receptors moving east to west will generally experience the development as a peripheral feature to one side. Where more visually prominent the proposed development would form an attractive townscape feature and would enhance the legibility and wayfinding towards this part of Newbury town centre.







VIEW 12: BARTHOLOMEW STREET

EXISTING

- 8.114 View 12 is located at the corner of Bridge Street and Mansion House Street. The view is looking towards the south east and is situated approximately 215m from the centre of the Site.
- 8.115 The viewpoint lies within the Newbury Town Centre Conservation Area and includes a number of listed along Bartholomew Street. The heritage assets add to the amenity of the value, although a separate assessment of the impact of the proposed development to their setting as a whole is provided at **Section 6.o**.
- 8.116 The view is characterised by the narrow Bartholomew Street which extends from the foreground to the middle ground of the view. Buildings fronting onto the street largely date from the Victorian period, although some later twentieth century development is evident in places. Buildings range between two to three storeys and collective form rows of terraces. At ground floor level, active frontages introduce activity and further add interest to the townscape setting.
- 8.117 Within the middle ground, the current buildings forming part of the shopping centre are visible. Extending to four storeys high, the existing buildings on the Site are of little architectural merit and their façades along Bartholomew Street are unattractive and inactivated, resulting in a detracting feature within the streetscape. The car park ‘campanile’ structure is a prominent and unattractive feature in the street.
- 8.118 The backdrop of the view is relatively narrow due to interposing development in the fore and middle ground.
- 8.119 The view would primarily be experienced by pedestrians, particularly those using the commercial buildings along the Bartholomew Street. The view is also likely to be experienced by local residents, workers and road users.





## PROPOSED

- 8.120 The proposed development is perceptible in the middle ground of the view and will introduce a new mixed used development into the middle the ground of the view, and includes several blocks of taller and larger development.
- 8.121 The proposals will be largely obscured from view by interposing development within the town centre and views will be largely limited to views of the western elevations to Blocks B and E, as well as the car park.
- 8.122 From this location, the proposals introduce several new blocks of slightly taller and larger development into the townscape, with Block E being between 4 and 5 storeys high and Block B rising to 7 storeys high. The lower blocks respond to scale consistent with the prevailing streetscape, whilst the taller volumes have been positioned to the centre and south of the site where existing coarser and larger blocks are located and are away from the historic sensitive area.
- 8.123 The form and massing of the blocks is simple and attractive and sits comfortable within the context of existing development in the fore and middle ground of the view. The massing appears as several separate volumes, softening the impact of the proposed development against the view.
- 8.124 The existing undistinguished and poor-quality shopping centre would be replaced with a development of high quality architecture. The proposals have been designed to respect and compliment the character of this part of the Newbury Town Centre, taking into account the vernacular of the town, along with the past historic industrial use of the site.





- 8.125

The proposed materials have 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 which is robust and provides further weight to the appearance of the building. The use of brick throughout the development ensures the building reads as one, although subtle changes in colour and hues, bonds and articulation creates variation. The varying brickwork and articulation to each volume further contributes to distinguishing the volumes from one another and reduces the overall perception of mass. The brickwork is complemented by architectural expression and detailing, which further breaks down the buildings form and contributes creating an attractive façade.
- 8.126

As one travels north along Bartholomew Street, views of the proposals would be largely restricted to the perimeter Block E and there will be very little awareness of the taller blocks to the centre of the Site. The design of the perimeter blocks along Bartholomew Street have sensitively designed through a collaborative process between Collado Collins Architects and Robert Adam Architectural Consultancy to further take into account the vernacular of Newbury and the special interest of the town centre. The range of architectural styles reflect the wider town centre area and will be consistent with the overarching vernacular character of Newbury. At ground floor level, the proposed residential and commercial units along this façade will enhance the vitality of the street scene through the creation of new active frontage and draw pedestrian activity into the Site.
- 8.127

In terms of overall visual amenity, receptors would only be aware of the building travelling north, with south bound receptors not having their amenity affected at all. For those travelling north, the proposed development would form a congruent and attractive addition to the townscape, add amenity by way of active users and high-quality architectural design will deliver considerable urban design benefits.
- 8.128

The replacement of the existing building with high quality architecture will be more sympathetic to the surrounding historic context and will improve the visual experience along Bartholomew Street.



Table 8.2 Visual Summary Table.  
Note Views 7, 9, 10, 11, 13, 14, 15 and 16 have been included for completeness and can be found at Appendix 1.0.

VIEW	LOCATION	VISUAL RECEPTORS	VISUAL AMENITY	SUSCEPTIBILITY TO CHANGE	SENSITIVITY	MAGNITUDE OF IMPACT	LIKELY EFFECT
1	Clock Tower	Pedestrians Residents Workers Road Users	Medium	Medium	Medium	Low to Medium	Minor to Moderate Neutral
2	Northbrook Street	Pedestrians Residents Workers Road Users	Medium	Medium	Medium	Medium	Moderate Beneficial
3	Bridge Street	Pedestrians Residents Workers Road Users	Medium	Medium	Medium	Medium	Moderate Beneficial
4	Market Place	Pedestrians Residents Workers Road Users	Medium	Medium	Medium	Medium	Moderate Beneficial
5	Corn Exchange	Pedestrians Residents Workers	Medium	Medium	Medium	Medium	Moderate Beneficial
6	Canal Walk	Barge Users Pedestrians Cyclists	Medium	Medium	Medium	Very Low	Negligible Neutral
7	Victoria Park	Users of the amenity space Local Residents	Medium	Medium	Medium	Very Low	Negligible Neutral
8	The Wharf	Barge Users Pedestrians Cyclists	Medium	Medium	Medium	Medium to High	Moderate Neutral
9	A339 Bridge	Barge Users Pedestrians Cyclists	Low	Low to Medium	Low	Low to Medium	Minor Neutral

VIEW	LOCATION	VISUAL RECEPTORS	VISUAL AMENITY	SUSCEPTIBILITY TO CHANGE	SENSITIVITY	MAGNITUDE OF IMPACT	LIKELY EFFECT
10	A339 Roundabout	Barge Users Pedestrians Cyclists	Low	Low	Low	Low	Minor Neutral
11	A339 Railway Bridge	Barge Users Pedestrians Cyclists	Low	Low	Low	Low	Minor Neutral
12	Bartholomew Street	Pedestrians Residents Workers Road Users	Low to Medium	Medium	Medium	Low to Medium	Moderate Beneficial
13	Swing Bridge	Barge Users Pedestrians Cyclists	Medium	Medium	Medium	Very Low	Negligible Neutral
14	Tow Path	Barge Users Pedestrians Cyclists	Medium	Medium	Medium	Nil	None
15	Newbury Lock	Barge Users Pedestrians Cyclists	Medium	Medium	Medium	Nil	None
16	St Nicolas Church Hall	Local Residents Parishioners Pedestrians Road Users	Medium	Medium	Medium	Medium	Moderate Beneficial



# 9.0 CONCLUSION

**KENNET CENTRE, NEWBURY**

# CONCLUSION

- 9.1
- This BHTVIA 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.
- 9.2
- The report has been prepared in accordance with legislation, planning policy and best practice guidance.
- 9.3
- 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.
- 9.4
- 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 through a collaborative process between Collado Collins Architects and Robert Adam Architectural Consultancy to respond and complement the historic Newbury town centre.
- 9.5
- The proposals envisages the delivery of several residential blocks, as well as office and commercial space. The proposals are tied together by a new landscaped pedestrian route named New, Street which will connect Market Street to Bartholomew Street and Cheap Street. Furthermore, a new public square know, as Eagle Square is created enhancing the public realm offer and connect the site with the wider town centre.

## AMENDMENTS

- 9.6
- Following submission of the September 2022 application, a number of changes have been made and comprise of the following:
  - Increased the overall number of units (now 426 units) though various internal reconfigurations, and replacement of the office floorspace in Block S with residential units;
  - 2 storeys removed from Blocks A and B;
  - A storey removed from on Block E;
  - New wing added to Block S; and
  - Removal of the additional proposed floor on the multi storey car park.
- 9.7
- The Proposed Development would not materially alter the hierarchy of buildings established by the previous application or their typologies; however, Individual buildings have been altered to provide a betterment to the urban design function of the site and the reduction in visibility of the proposed the visibility visual impact of the proposed development.
- 9.8
- The wider public benefits associated with the development are set out in the Planning Statement that accompanies the application.
- ## HERITAGE
- 9.9

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.

9.10

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 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 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 that allows a visitor to see into and out of the site, including hitherto inaccessible views of the town hall tower.
  - 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.

9.11

Similar benefits accord to the local settings of listed buildings, especially those that are enveloped within the existing Kennet Centre.

9.12

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.

9.13

In accordance with statutory provision and paragraph 199 of the NPPF, these enhancements should carry great weight in the determination of this application.

9.14

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 201-202 engage.

9.15

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

9.16

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.
- © MONTAGU EVANS LLP 2023 | KENNET CENTRE, NEWBURY



9.17 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.

9.18 If paragraph 202 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

9.19 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 openings, yards and passages running through the site, including a new civic square to the south of the site.

9.20 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.

9.21 The AVR’s at **Section 8.0** and **Appendix 1.0** demonstrate the visual appearance of the proposed development from the surrounding environment.

9.22 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.

9.23 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.

9.24 The analysis shows that the proposed development would be partially visible in several of the views, to varying degrees of prominence. This includes along Northbrook Street, within Market Place. Where the development can be seen, the architectural detailing of the blocks would be perceptible. The proposed fenestration pattern, brick detailing and variety in roof form would complement the surrounding built form and reflect the former Victorian industrial heritage of the Site. The layered massing of the proposed development will form an attractive feature in on the skyline and contribute in breaking up the scale of the blocks.

9.25 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 (for example its past association with the Eagle works and engineering), and the history of Newbury as a whole. New views of the grade II listed Town Hall Clock tower will be revealed from within the site, to the south. This will aid wayfinding within this part of Newbury.

9.26 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

9.27 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

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

9.29 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: REMAINING AVR VIEWS

KENNET CENTRE, NEWBURY

VIEW 7: VICTORIA PARK  
EXISTING



© AVR LONDON

1.6 m above ground

11:01 19 March 2023



PROPOSED





VIEW 9: A339 BRIDGE  
EXISTING



© AVR LONDON

1.6 m above ground

11:15 19 March 2023



PROPOSED





VIEW 10: A339 ROUNDABOUT  
EXISTING





PROPOSED





VIEW 11: A339 RAILWAY BRIDGE  
EXISTING





PROPOSED





VIEW 13: SWING BRIDGE

EXISTING



© AVR LONDON

1.6 m above ground

15:32 19 March 2023



PROPOSED





VIEW 14: TOW PATH  
EXISTING



© AVR LONDON

1.6 m above ground

15:28 19 March 2023



PROPOSED





VIEW 15: NEWBURY LOCK

EXISTING



© AVR LONDON

1.6 m above ground

15:25 19 March 2023



PROPOSED





VIEW 16: ST NICOLAS CHURCH HALL

EXISTING



© AVR LONDON

1.6 m above ground

15:11 19 March 2023



PROPOSED









# APPENDIX 2: ACCURATE VISUAL REPRESENTATION METHODOLOGY PREPARED BY AVR LONDON

**KENNET CENTRE, NEWBURY**

AVR LONDON VERIFIED VIEW METHODOLOGY

Project: Kennet Centre  
Date: April 2023

AVR London were commissioned to produce a number of verified views of the proposals at Kennet Centre - Newbury, AVR positions were identified by the planning consultant, Montagu Evans.

2D plans, Ordnance Survey Mapping, local survey data, and the 3D model for the proposed development were provided by the architect.

Photography

Equipment

Canon 5DSR  
Canon TS-E 24mm f/3.5L II

1.1 All photography is undertaken by AVR London's in-house professional photographers.

1.2 In professional architectural photography, having the camera level with the horizon is desirable in order to prevent three point perspective being introduced to the image and to ensure the verticals within the photographed scene remain parallel. This is standard practice and more realistically reflects the viewing experience.

1.3 The lens used by the photographer has the ability, where necessary, to shift up or down while remaining parallel to the sensor, allowing for the horizon in the image to be above, below or central within the image whilst maintaining two point perspective. This allows the photographer to capture the top of a taller proposed development which would usually be cropped, without introducing three point perspective.

When the shift capability of the lens is not used the image FOV and dimensions are the same as a prime lens of equal focal length.

1.4 Once the view positions are confirmed by the townscape consultant, AVR London takes professional photography from each location. At each location the camera is set up over a defined ground point using a plumb line to ensure the position can be identified later.

1.5 The centre of the camera lens is positioned at a height of 1.60 metres above the

ground to simulate average viewing height. For standard verified photography, each view is taken with a lens that gives a 68 degree field of view, approximately, a standard which has emerged for verified architectural photography. The nature of digital photography means that a record of the time and date of each photograph is embedded within the photo file; this metadata allows accurate lighting timings to be recreated within the computer model.

1.6 Once the image is taken, the photographer records the tripod location by photographing it in position to ensure the position can be accurately located for surveying (Fig 02).

1.7 Each image is processed by the photographer to ensure it visually matches the conditions on site when the photograph is taken.

Regarding 24mm focal length in an urban environment

1.8 The Landscape Institute Technical Guidance Note [2] states:

1.5.5 When regulatory authorities specify their own photographic and photomontage requirements, the landscape professional should follow them unless there is a good reason not to do so.

1.9 The London View Management Framework: Supplementary Planning Guidance (2012) Appendix C: Accurate Visual

	EASTING	NORTHING	HEIGHT
	447104.363	167193.996	77.371
201	447109.353	167184.223	77.597
202	447111.436	167183.677	80.413
203	447112.899	167183.104	84.704
204	447111.031	167181.361	88.166
205	447111.648	167172.726	92.854
206	447110.504	167178.534	84.757
207	447109.922	167175.137	80.896
208	447111.862	167162.155	84.931
209	447110.722	167153.910	86.657
210	447115.016	167116.603	85.214
211	447110.394	167080.736	89.650
212	447102.742	167151.129	92.366
213	447103.749	167150.967	81.471
214	447101.754	167156.376	84.319

Table 1: Example surveying data

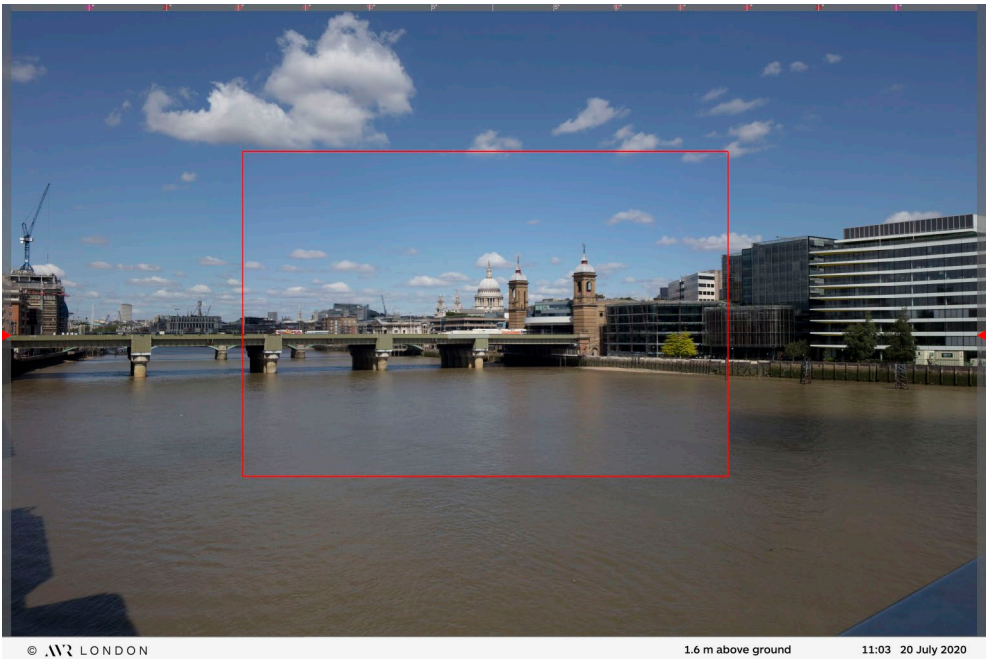


Fig 01: 24mm photograph with 50mm photograph overlaid

Representation [1] sets out a well-defined and verifiable procedure for preparing Accurate Visual Representations as part of the assessment of the visual impacts of proposed developments. As the LVMF aims to protect the most significant views in London, the guidance set out in Appendix C is considered best practice within the industry. The LVMF guidance indicates that creators of AVRs should use the appropriate lens for each study, which could include wide angle lenses (wider than 50mm) or telephoto lenses (more zoomed than 50mm), where necessary.

Over time the 24mm lens has become the industry standard in urban visualisation due to its ability to capture context with limited distortion.

Given the Landscape Institute's advice to follow the authorities' own requirements, where applicable, AVR London follows the LVMF guidance.



Fig 02: Tripod location as documented by photographer

1.10 When we observe a scene, we can focus on 6-10 degrees. However, without moving our head, the scene beyond is observed using our peripheral vision. Once we move our eyes we can observe almost 180 degrees without moving our head. In reality we do not view the world through one fixed position, we move our eyes around a scene and observe, height, width and depth.

1.11 This is acknowledged by the Landscape Institute's Technical Guidance Note [2]. The appreciation of the

wider context seen through peripheral vision or by moving our eyes (changing the focal point) is key to our experience of a scene.

While photography cannot replicate the human experience entirely, it is widely acknowledged that the use of a 24mm lens in an urban environment provides the viewer with a more realistic experience than a 50mm lens. For these reasons the 24mm lens is industry standard in the creation of urban photo montages. It should also be noted that using a consistent focal length is favourable so as not to confuse the viewer's sense of scale.

50mm Lens/Crop

1.12 It should also be stressed that if you were to centrally crop into an image taken with a 24mm lens to the same HFOV (Horizontal Field Of View) as a 50mm lens, the resulting image is identical to



Fig 03: Survey points as highlighted by surveyor



# AVR LONDON VERIFIED VIEW METHODOLOGY

that produced by taking it directly with a 50mm lens. An image with a 70 degree HFOV (24mm lens) is geometrically and perspectively identical to an image showing a HFOV of 40 degrees (50mm lens), the 24mm lens purely gives more context to all sides (Fig 01). Further, all of our images allow this 50mm equivalent HFOV to be seen, read and understood on the image itself.

The benefit of using images taken with a 24mm lens is that the observer and in particular an experienced inspector, is able to analyse the image with the benefit of both fields of view.

## Survey

### Equipment

- Leica Total Station Electronic Theodolite which has 1" angle measuring accuracy and 2mm + 2ppm distance accuracy.
- Leica Smart Rover RTK Global Positioning System.
- Wild/Leica NAK2 automatic level which a standard deviation of +/- 0.7mm/km

2.1 The photographer briefs the surveyor, sending across the prepared photographs, ground positions and appropriate data.

2.2 The surveyor establishes a line of sight, two station baseline, coordinated and levelled by real time kinetic GPS observations, usually with one of the stations being the camera location. The eastings and northings are aligned to the Ordnance Survey National Grid (OSGB36) and elevation to Ordnance Survey Datum (OSD) using the OSTN15 GPS transformation program.

2.3 Once the baseline is established, a bearing is determined and a series of clearly identifiable static points across the photograph are observed using the total station. These observations are taken throughout the depth of field of the photograph and at differing heights within the image.

2.4 The survey control stations are extracted from the OS base mapping and wherever possible, linked together to form a survey network. This means that survey information is accurate to

tolerances quoted by GPS survey methods in plan and commensurate with this in level.

2.5 Horizontal and vertical angle observations from the control stations allow the previously identified points within the view to be surveyed using line of sight surveying and the accurate coordination of these points determined using an intersection program. These points are then related back to the Ordnance Survey grid and provided in a spreadsheet format showing point number, easting, northing and level of each point surveyed, together with a reference file showing each marked up image (Fig 03 and Table 1).

2.6 The required horizon line within the image is established using the horizontal collimation of the theodolite (set to approximately above the ground) to identify 3 or 4 features that fall along the horizon line. The theodolite more generally is used for measuring angles and distances.

2.7 Using the surveyed horizon points as a guide, each photograph is checked and rotated, if necessary, in proprietary digital image manipulation software to ensure that the horizon line on the photograph is level and consistent with the information received from the surveyor.

## Accurate Visual Representation Production

### Process

3.1 The 3D computer model is precisely aligned to a site plan on the OS coordinate grid system.

3.2 Within the 3D software a virtual camera is set up using the coordinates provided by the surveyor along with the previously identified points within the scene. The virtual camera is verified by matching the contextual surveyed points with matching points within the overlaid photograph. As the surveyed data points, virtual camera and 3D model all relate to the same 3-dimensional coordinate system, there is only one position, viewing direction and field of view where all these points coincide with the actual photograph from site. The virtual camera is now verified against the site photograph.

3.3 For fully-rendered views a lighting simulation

(using accurate latitude, longitude and time) is established within the proprietary 3D modelling software matching that of the actual site photograph. Along with the virtual sunlight, virtual materials are applied to the 3D model to match those advised by the architects. The proprietary 3D modelling software then uses the verified virtual camera, 3D digital model, lighting and material setup to produce a computer generated render of the proposed building.

3.4 The proposal is masked where it is obscured behind built form or street furniture.

3.5 Using the surveyed information and verification process described above, the scale and position of a proposal within a scene can be objectively calculated. However, using the proprietary software currently available the exact response of proposed materials to their environment is subjective so the exact portrayal of a proposal is a collaboration between illustrator and architect. The final computer generated image of the proposed building is achieved by combining the computer-generated render and the site photography within proprietary digital compositing software.

## Presentation

### Graticule

4.1 Each Accurate Visual Representation is framed by a graticule which provides further information including time and date of photography, horizon markers and field of view of the lens (Fig 04).

4.2 The Field of View is represented along the top of the image in the form of markers with degrees written at the correct intervals.

4.3 The horizon markers indicate where the horizontal plane of view from the camera lies. (section 2 above explains how the surveyor establishes these horizon points).

4.4 The date and time stamp documents exactly when the photograph was taken. This data is recorded in every digital camera file, known as EXIF data.



Fig 04: Example AVR London graticule

### References:

- [1] GLA - London View Management Framework: Supplementary Planning Guidance (2012) Appendix C: Accurate Visual Representations
- [2] Landscape Institute - Visual Representation of Development Proposals - Technical Guidance Note (September 2019)
- [3] Landscape Institute - Guidelines for Landscape and Visual Impact Assessment: 3rd edition (April 2013)





# APPENDIX 3: HISTORICAL MAPPING OF NEWBURY

KENNET CENTRE, NEWBURY











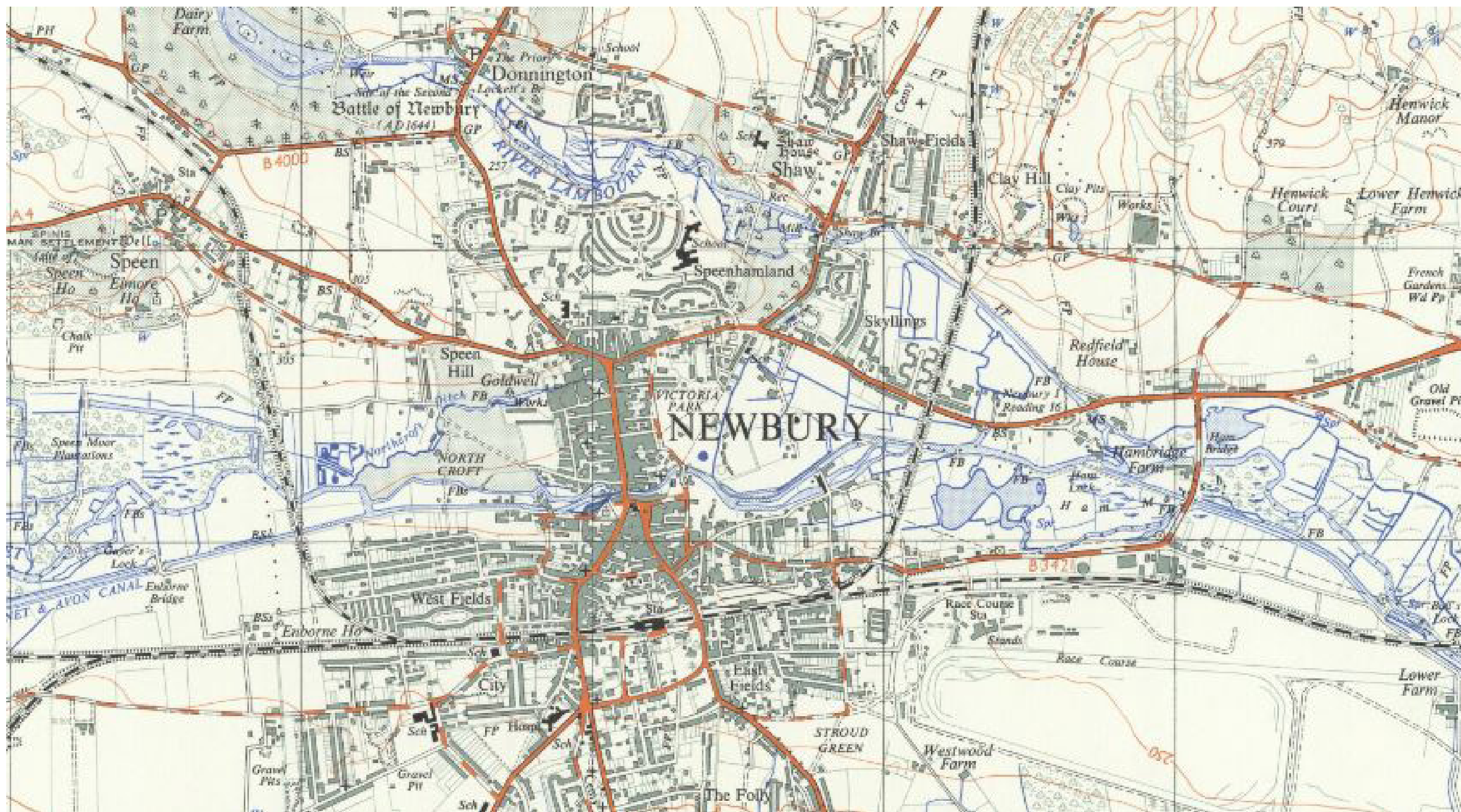
















# **APPENDIX 4: MR GEORGE FERGUSON'S INDEPENDENTLY REVIEW OF THE PROPOSALS**

**KENNET CENTRE, NEWBURY**

## **George Ferguson CBE PPRIBA RWA**

### **People & Cities**

Past President of Royal Institute of British Architects (2003-05)  
Former Independent elected Mayor of City of Bristol (2012-16)

From his Bristol based architectural practice Ferguson Mann Architects he founded the UK wide group, Acanthus, in 1986. He was joint founder of the Academy of Urbanism in 2005 of which he is now an Honorary Academician. He is also an Academician of the Royal West of England Academy.

He has served on several architecture competition panels, has an international profile as an advocate for liveable cities and the global environment and has represented the European Commission, Eurocities, and others, including at the 2014 EU/China Urbanisation conference in Beijing, COP21 in Paris, and at the G7 2016 summit in Japan.

He is founder of the Bristol Tobacco Factory Theatres and mixed use development, as well as the Bristol Beer Factory, and associated social enterprises, playing a major role in the regeneration of South Bristol.

He was appointed a CBE for services to architecture and the community in 2010, has honorary degrees from the University of Bristol (1999) and the University of West of England (2003). He is a Fellow of the Cabot Institute at the University of Bristol, an Honorary Citizen of Seoul and now runs his own consultancy, People & Cities.

## **Eagle Quarter Newbury**

### **A planned mixed-use development by Lochailort Newbury Ltd**

#### **‘Heritage, Townscape, Massing and Design Review’**

I have been asked by Lochailort to give an independent opinion on their current proposal for a major mixed-use development to replace the Kennet Shopping Centre in Newbury Berkshire, with particular emphasis on the approach to townscape, massing and design.

My first and fond memories of Newbury town centre in the sixties predate the Kennet Centre. The shopping centre, which was very much of its time, cannot be said to have enhanced what was previously a relatively unspoilt historic town centre, apart from the second world war damage. The Kennet Centre, in spite of its strategic position in the old town, is now in a sad state of abandonment having been superseded by the popular Parkway Centre with its far greater range of shops, including many of the best known brands and chains.

In preparation for this report I walked the town to view the site from every aspect, near and far. In particular it was a pleasure to be able to walk down a traffic free Bartholomew Street and Northbrook Street in marked contrast with the car dominated streets that I remember.

I have been furnished with the Design and Access Statement and all available plans, existing and proposed, as well as a wide range of existing and intended views, by the architects for the scheme. I have also had sight of the massing model demonstrating how the existing and intended development sits within the town.

I have in particular been asked to comment on the heritage, massing, and style of the buildings and the success or otherwise of the marriage of two architectural approaches by two very different architectural practices.

#### **Heritage & Townscape**

Newbury’s built heritage is well documented, in particular on the West Berkshire Heritage Gateway,  
<file:///Users/gf/Desktop/Heritage%20Gateway%20-%20Results.html>

However the Conservation Area Appraisal is currently under review so I was unable to reference it and have taken the Newbury Town Design Statement of June 2017 as being the most relevant alternative:

<http://info.westberks.gov.uk/CHttpHandler.ashx?id=44612&p=0>

*“The Challenge is to analyse the character of the town, identifying its best assets, and systematically begin to plan as to conserve and*



*enhance a beautiful and historic English market town for future generations to enjoy.”*

From my own assessment the essential character of the historic town centre lies in its eclectic variety of street frontages and roofscapes, including many listed buildings, reflecting its rich and varied history from medieval cloth and market town to the Plenty’s Eagle Ironworks that occupied the development site, to today’s contemporary retail and professional services. The shapes and widths of streets and plots are largely still defined by the medieval pattern of tracks and market places, some straight, some curved, as has been well documented in the Design & Access Statement.

The growth of Newbury’s industries was dependent on the development of the early 19<sup>th</sup> century Kennet & Avon Canal, lying just North of the Town Hall and the site, and on the late 19<sup>th</sup> century Railway and its station lying within a few minutes walk to the South of the site. Together with this industry came a remarkable growth in taverns and public houses, including the three listed public houses which still serve as important historic ‘anchors’ on St Bartholomew St and Cheap St.

## **20<sup>th</sup> Century**

As in many of our historic towns, much of the post war development has ignored the street and plot patterns and views with a distinct loss of character and sense of place. This is exemplified by the scar of the adjacent 1970’s Telephone Exchange building, which cries out for demolition or radical re-purposing and maybe falls into the category that Frank Lloyd Wright was referring to when he famously said *“A doctor can bury his mistakes, but an architect can only advise his client to plant vines”*.

## **The Present**

However Newbury is fortunate in having retained much of its market town character and there is clearly an opportunity, in the redevelopment of the Kennet Shopping Centre to further rescue this character by respecting the street grain and edge treatment while helping to re-enforce the vitality and connectivity of the town centre.

## **The Plan**

The plan of the new development is one that derives from an intelligent analysis of the historic plans and plots, and an appropriate response. The street elevations are derivative yet inventive and reflect the different scales and uses of the buildings behind. It may be a style that raises the hackles of some dyed in the wool modernists but will inevitably sit comfortably with the old town while adding back the interest and variety that was lost with much of the development of the 1970’s and after.

Between the street frontages of St Bartholomew Street and Cheap Street, currently filled with disused covered shopping mall and rooftop parking and

servicing, a new street, ‘New Street’ is planned as a natural desire line from the Station, and branching out opposite the St Nicolas Church pathway and opposite Bear Street, adjacent to Market Place.

New Street, with its variety of widths and spaces, and two overhead pedestrian bridges, will make a memorable contemporary pedestrian entrance into the centre of the old town and gives the opportunity for a mixture of frontages and events. The character will be driven more by the uses that occupy it at ground level, which I am assured will be largely dedicated to local independent businesses, and the activities that take place along the car free street.

## **Mix of Style**

In contrast with the new elevations of much of the flanking historic streets, the design of New Street and the residential buildings above are more contemporary in character, as is appropriate for what is an entirely new environment. What could have been a jarring contrast between a ‘classical’ and ‘modernist’ architect will, I believe, be a harmonious relationship helped by what appears to have been a creative collaboration aided by a careful analysis of the character of the area and a sharing of materials and motifs, especially in terms of brickwork.

I wish I could see this level of intelligent creative collaboration in more town development schemes but sadly this is a rare and encouraging example that is entirely fitting on this key site.

## **Height and Massing**

Clearly the most challenging aspect of any development within an historic area is the effect on close and distant views. I have given particularly careful consideration to this aspect which was the principal reason for viewing the site from all surrounding view points, near and far.

Firstly, apart from the entrances into New Street there will be few if any points within the two adjacent historic streets from which the new residential buildings can be seen. From more distant views down Northbrook Street and across from the canal side to the East there will be views over the street roofs. However the form and material of the buildings and their roof profiles will, together with the ‘layering’ of views that makes townscape so interesting, ensure that they don’t impose in a way a more regular ‘block’ flat roofed form would.

Essentially I could not find a view that would do anything but enhance the current situation or further mask an historic structure, in particular the tower of St Nicolas, conforming with the purpose of the conservation area. I would feel uncomfortable with buildings any higher than those proposed but applaud the ambition to create a major residential and cultural neighbourhood in the heart of the old town.

My principal critical observation, a subjective one, is that the residential buildings would harmonise better if the lighter brick colours were only used for decorative elements rather than principal facades. The 'post-industrial' brickwork is skillfully used and appropriate to the history of the site.

**George Ferguson CBE PPRIBA**





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