

EAGLE QUARTER.



DESIGN AND ACCESS STATEMENT

MARCH 2021

LOCHAILORT

BUILDING COMMUNITIES

ColladoCollins Architects

EAGLE QUARTER, NEWBURY
DESIGN AND ACCESS STATEMENT

PROJECT TEAM

Applicant

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Daylight / Sunlight Consultant

2 Point



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Paragon



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Rivington Hark



Residential Property Advisor

CBRE



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Hollis Hockley



Heritage

Montagu Evans



Highways, noise and air quality

Stuart Michael Associates



Structural Engineering & Drainage

Robert Bird Group



Geotechnical Engineer

soiltechnics



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EAGLE QUARTER, NEWBURY DESIGN AND ACCESS STATEMENT

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1. INTRODUCTION

EAGLE QUARTER, NEWBURY
DESIGN AND ACCESS STATEMENT

INTRODUCTION

This document has been prepared on behalf of Lochailort Newbury Ltd in support of a Planning Application for the redevelopment of the Kennet Shopping Centre site in Newbury, Berkshire.

Our vision is to create a new mixed use neighbourhood which facilitates urban renewal. The townscape, connectivity, mix of uses and vitality of this part of the town centre calls for a comprehensive approach to the redevelopment of the impermeable, dated and largely redundant area between the railway station and Northbrook Street. Neighbouring redevelopments have made a start on this and the mixed-use redevelopment of the Kennet Centre will be the next major milestone. Looking at this opportunity strategically, a carefully-designed mixed-use town centre regeneration scheme is the best use of the site.

VISION

Since its formation in 1086, Newbury has developed and succeeded in large part as a result of its ability to respond to external circumstances and opportunities. Originally a small market town located on the Kennet, and a major toll road by the 12th Century, Newbury has always enjoyed success that comes from its location and proximity to the river, and later through the introduction of the railway. Its Royal ascent was granted by King Edward IV, son of the Duke of York who's owned Newbury during the tumultuous War of the Roses. The town continues to grow in wealth and by the 15th century, and well into the 16th century, had established itself as a major European centre in the Wool and Cloth industry, creating yarns and exporting these across the continent. In 1611, alongside Royal Charter, the Council was established and a Guildhall built in Market Place, the centre of the trading community.

By the 17th century, the English Civil War resulted in the decline of the cloth trade in Newbury and its relocation to Yorkshire. Ever enterprising, in 1723 the Kennet was strengthened through Newbury with deeper excavations and bank work such that it became an inland port, which heralded the next transformational stage for Newbury's ongoing development. The river allowed industry to flourish and by 1790 the first large engineering works was established in the middle of what is now the Kennet Shopping Centre, by William Plenty – known as The Eagle Iron Works, and by 1830 a further 5 foundries had taken root in Newbury. Industrial enterprise continued well into the mid-19th century, with Vickers Armstrong one of the last manufacturing businesses to establish here, making key parts for the Spitfire and Hurricane in support of the war effort.

A consequence of the rapid industrialisation of Newbury was the provision of public houses – with 75 opening in this period, leading to the social reformers and temperance movement slowly closing a good many of them down.

Like many similar towns in Britain, Newbury suffered an industrial decline from the early 19th century onwards. The next major development sees the arrival of the Kennet Centre in 1967, completing some 13 years later in 1980.

The reason for spending a moment in describing Newbury's journey from 1086 to the current day, is to allow us to observe its constant knack for re-invention. Its ability to move with the times and to maintain its vibrancy and attractiveness by understanding how social and economic change, so often a challenge, might be seen as an opportunity. We are now at a point of change as a result of the structural change in shopping and living, and how technology is driving new ways of working, eating, communicating and living.

The Kennet Centre sits at the heart of Newbury, and right in the middle of all of the history sketched above. Indeed Eagle iron Works was located in the middle of this very site. Newbury has always been a town that has been connected, busy, vibrant, and socially engaged. Our design proposals reach right back into time and re-establish the streets and spaces that once allowed and fostered this melee of activity and industry. The uses that we propose include tech spaces for new small and medium sized enterprises, shops and cafes aimed at local and independent operators, supporting the next generation of Newbury's entrepreneurs, and the living accommodation is aimed at those who want to live in town not out of town, and enjoy (and contribute to) all of the economic, social and cultural benefits that Newbury has to offer. The residents will bring life into the heart of Newbury and will be a positive part of the next period of Newbury's constant reinvention, very much in the spirit of all that has gone before.

Architecturally the buildings are firmly derived from the quality of the best parts of Newbury, but also bring a little of the 21st century design to add our own work to the many layers of Newbury.



Proposed Development – Aerial view

EXECUTIVE SUMMARY

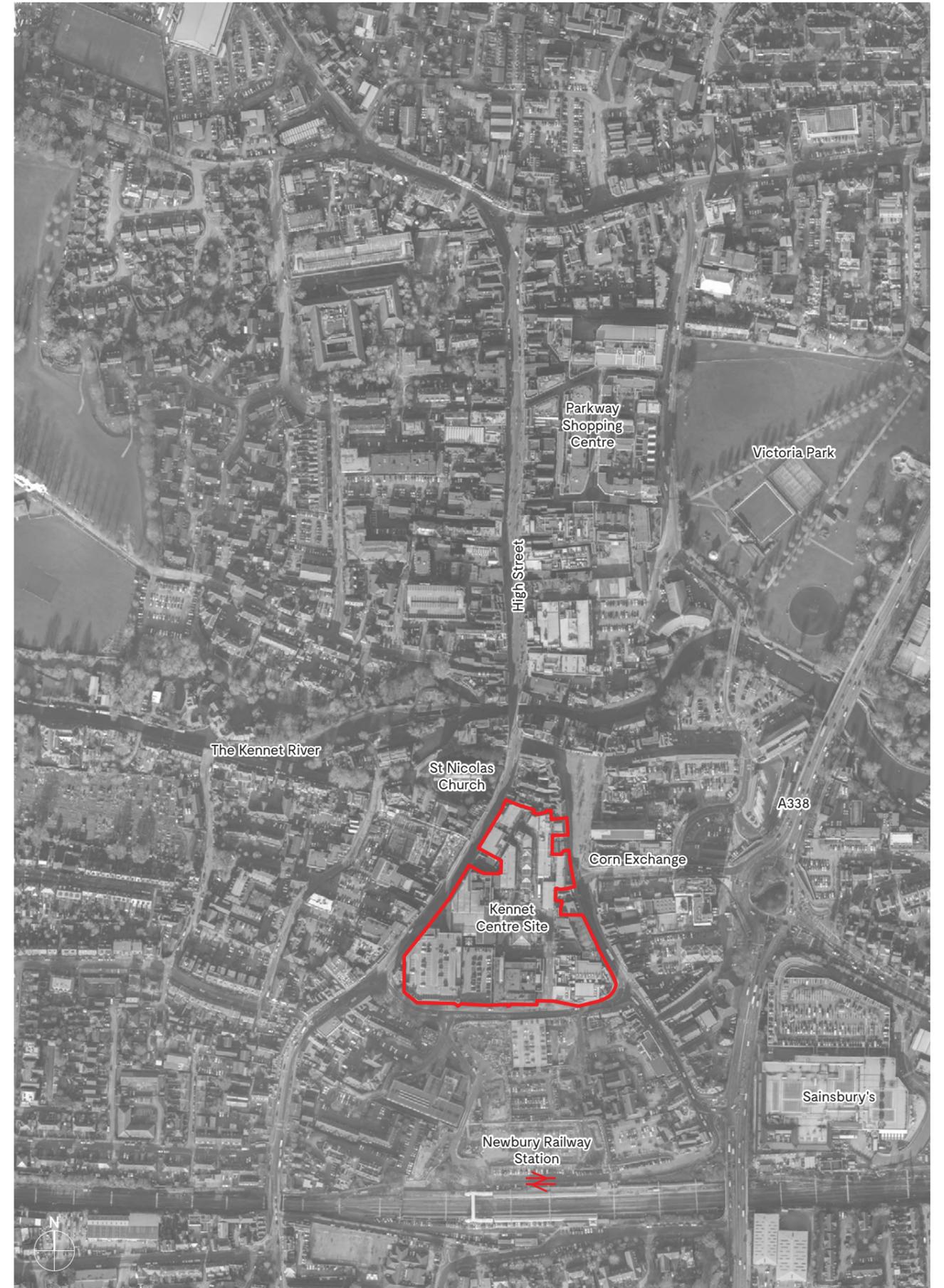
The redevelopment of the Kennet Centre site proposes a new identity as the Eagle Quarter which reflects the site and town history.

The Eagle Quarter will provide the following:

- 402 new homes
- 5,355m² of office space
- 2,413m² of lettable flexible commercial space
- 117 new parking spaces
- 4,064m² of public realm
- 3,892m² of communal podium gardens and roof terraces
- 2,673m² of private external amenity



Aerial view of existing site looking east



Local area context - Aerial view

EAGLE QUARTER, NEWBURY
DESIGN AND ACCESS STATEMENT

2. ASSESSMENT

2.1. STRATEGIC CONTEXT

TOWN CENTRE AND EMERGING DEVELOPMENTS

As an area currently undergoing change, there are a number of places identified as opportunity sites, as well as sites currently in varying phases of development or redevelopment.

Opportunity Sites

- 01 WBC Market Street offices
- 02 WBC West Street offices
- 03 WBC Strawberry Hill Offices
- 04 Former Beyer offices and car park
- 05 West Street car park
- 06 Telephone exchange
- 07 Sorting office

Sites Under Construction

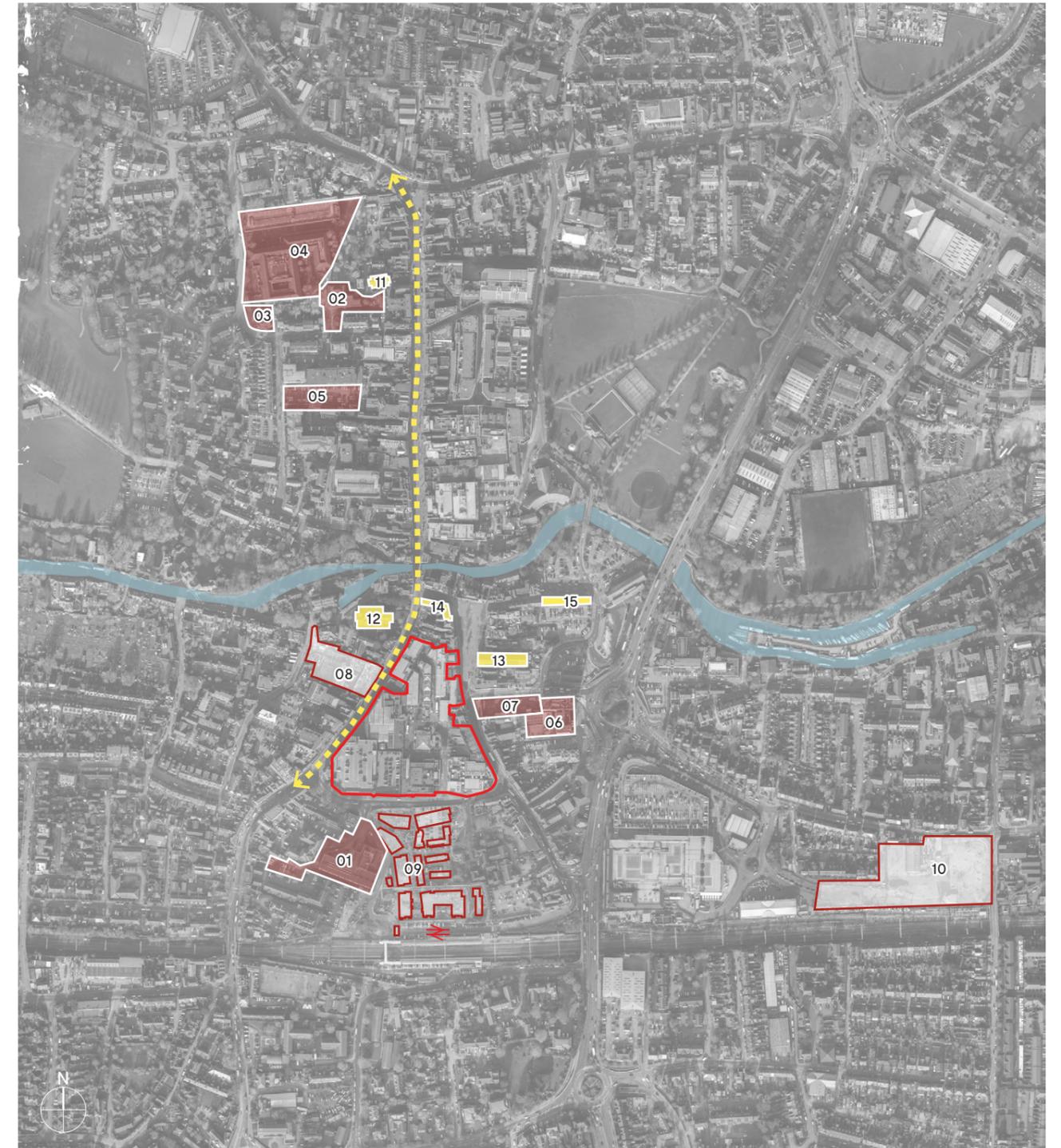
- 08 Bartholomew Street Care Home
- 09 Market Street Development
- 10 Stirling Cables site

Cultural Buildings

- 11 Methodist Church
- 12 St Nicolas Church
- 13 Corn Exchange
- 14 Newbury Town Hall
- 15 West Berkshire Museum

Key

-  Opportunity Sites
-  Sites Under Construction
-  Cultural Buildings
-  The Kennet River
-  High Street
-  Site Boundary
-  Newbury Railway Station



Local area context - Aerial view

SCHEMES UNDER CONSTRUCTION

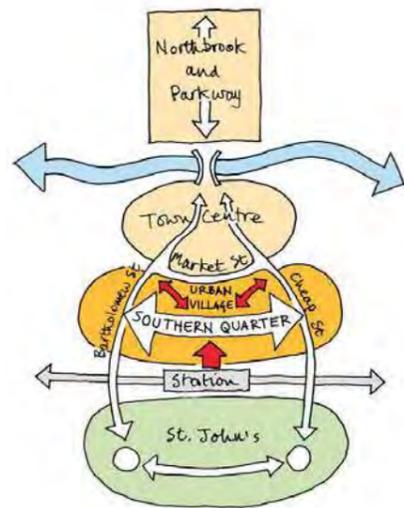
Market Street Development

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

With a site area of 2.2 hectares, the site sits between Newbury Railway Station and the town centre. Through addressing key edges such as Market Street, the Station and the Quaker Meeting House, the scheme responds to its wider context.

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

Scheme is currently under construction.



Ground Floor Plan and Concept Drawings taken from planning application 16-00547 Design and Access Statement

Aerial view from the South and CGI images taken from planning application 16-00547 Design and Access Statement

Bartholomew Street Care Home

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

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

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

The scheme is currently under construction.



Street view from Oddfellows Road and CGI Image taken from planning application 18-01827 Design and Access Statement

Sterling Industrial Estate

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

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

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

Furthermore, the scheme hosts a semi-basement car park located below a central communal landscaped garden.

The scheme is currently under construction.



CGI Images taken from planning application 15-00319 Design and Access Statement

2.2. LOCAL CONTEXT

The application site is approximately trapezoidal in shape, with the southern edge defined by Market Street, the eastern edge by Cheap Street, and the western edge by Bartholomew Street. On the north edge, the site meets terraced developments tightly knit into an urban front.

On the western and eastern boundaries, listed buildings 'The Catherine Wheel' and 'The Newbury' neighbour.

Across Market Street, the Market Street Development will provide 232 new homes and a new pedestrian road network providing an easy link to the railway station.

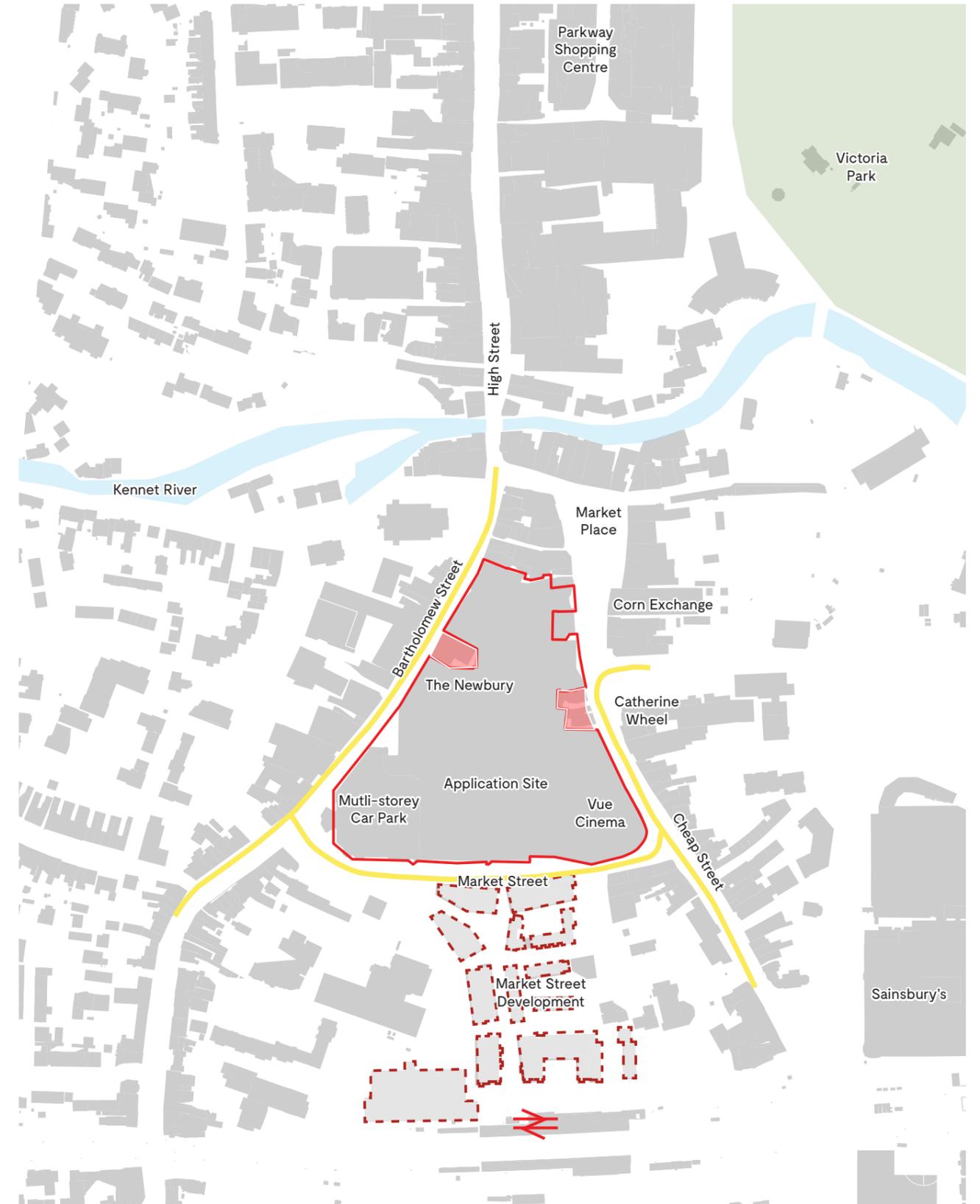
Amongst other existing facilities on site, a VUE cinema is located on the south-east corner and a multi-storey car park on the south-west corner.

Key

-  Listed Buildings
-  Site Under Construction
-  Main Vehicular Roads
-  Site Boundary
-  Newbury Railway Station



Aerial view of site looking north-east



Aerial plan view of site

SITE CONTEXT AND HISTORY

Historically the site has been home to small and large scale industries extending over at least 600 years and including cloth and marine iron works, and the area between Bartholomew Street, Cheap Street and Market Place was one of the earliest occupied areas of the medieval town of Newbury.

The site currently occupied by the Kennet Shopping Centre (since 1974) has always been an important part of the history of Newbury. As early as the 15th century this site was renowned across Europe for the production and manufacture of high quality twill-backed cloths. The Winchcombe family from 1465 to 1533 were known as clothiers par excellence, with their clothing being highly sought after all across Europe. Of particular note was the manufacture of 'Kersey's', 1 yard by 16 yard pieces of fabric dyed in rich tones using woad, a yellow flowered plant grown in Britain that produced high quality dye.

Towards the end of the 18th century, the centre of Newbury enjoyed a more industrial heritage. This site became Plenty's Eagle Iron Works, an engineering works founded by William Plenty who went on to design and build steam engines and boilers for ships across the world, including the Royal Navy, and lifeboats for the Royal National Lifeboat Institution. One can see from the map of 1880 the large works in the centre of the site and the smaller narrower plots that formed the remainder of the site.



Historical site map

The next major change to the site occurred between 1960 and 1982 when the Kennet Shopping Centre was conceived, designed and developed, effectively clearing away much of the historical grain and character from this site.

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. By 1974 the first stage of the work to create a supermarket, bank and around 20 other shops was complete. 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.

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. The new shops were completed in the summer of 1985. A number of older buildings along the street frontages were retained, mainly towards the northern end.

The Kennet Centre Today

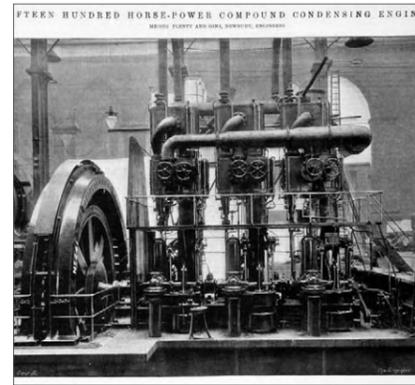
With the changing landscape of the retail sector and with the physical limitations and dated appearance of the Kennet Centre, it has been suffering a decline in recent years. Whilst we have managed to attract some interim interest, the long term prospects for regenerating this centre in its current form are limited as there is little or no interest in this type of retail space.



Dying cloth on cheap street



Kersey twill cloth



Eagle Iron Works advertising poster



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



c. 1985 Kennet Centre opening celebrations



c.1985 Kennet Centre entrance



Woad seeds



Entrance to Plenty's Eagle Iron Works



c.1970s Bear Lane to Cheap Street, before the building of the Kennet Centre



Inside today's Kennet Centre



Today's shops, cinema and vacant offices, Cheap Street

NEWBURY HISTORY

Newbury is a market town in Berkshire that dates back to the 11th century. The town centre is located around the old Market Place, which dates back as early as when the town was formed. As stated on the website newburyhistory.co.uk, the earliest recorded mention of Newbury was in the 'Ecclesiastical History of England and Normandy', where the town was mentioned to have been granted permission to hold a fair and a market.

By the 12th century, the town was recorded to have 22 households.

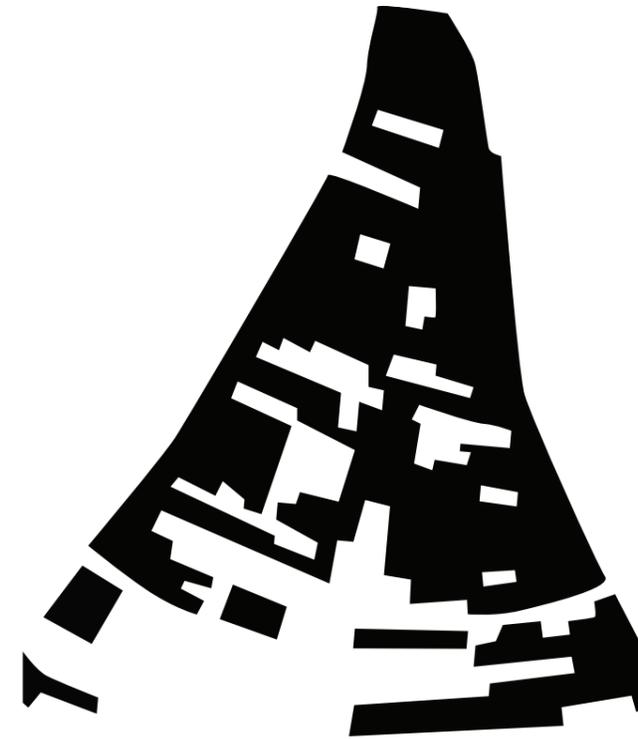
The town has a rich history, having experienced pandemics, the Black Death affecting a third of its population in the 14th century, the War of the Roses, and civil war.

During the 19th century the Kennet and Avon Canal was opened to enable corn transport from Reading to Bristol. The canal brought new opportunities and challenges in the town. This period was marked by innovation, with William Plenty's invention at the peak, the design of a 'Pulling and Sail' lifeboat built at the Eagle Works factory which used to sit on the application site. Due to the Great Western Railway (GWR) opening a railway line in 1847, business was diverted from the canal. In 1852, GWR bought the canal for one fifth of its construction cost.

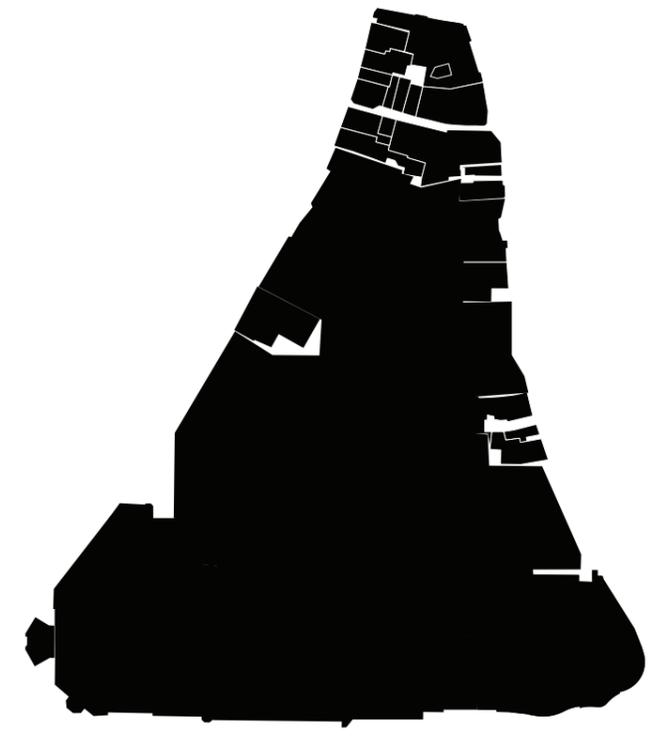
The Railway company did not appoint any improvement works during their ownership and tried to close the canal years later. The closure order was rejected and the canal lived to serve during the war as a safer transport route for goods. After the War, the canal was transferred to the British Transport Commission. In the late 1900s the canal was restored and it re-opened.

The application site sits between the river and canal, located north, and the railways, located south.

North of the town centre, the area appears to have been used for storage and management during the period when goods were transported mainly by boats along The Kennet River and Avon Canal, a time when the Corn Exchange was built. Following the emergence of railway transport in Newbury, the area shifted north, tying up closer with the town centre.



1888-1913 Urban grain



2020 Urban grain



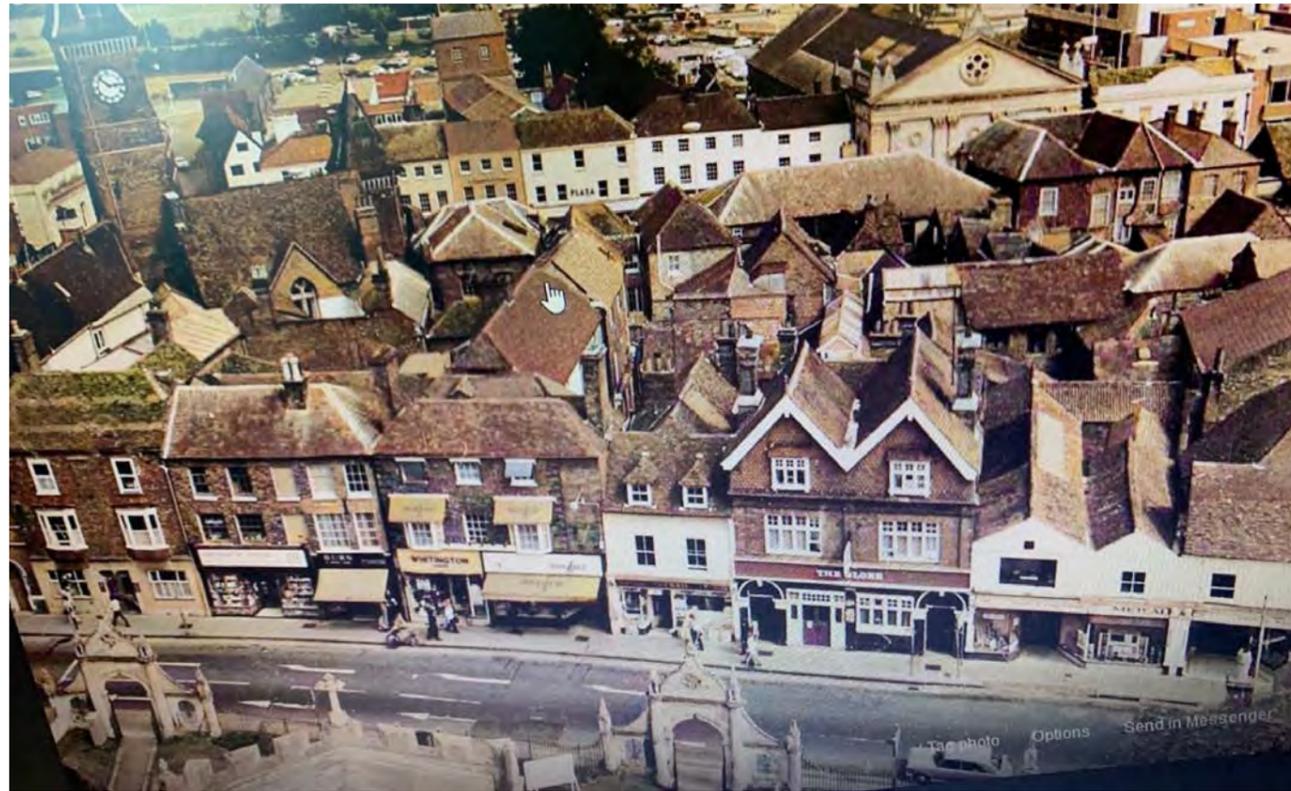
Historical photograph of the Catherine Wheel Pub



1970s Aerial view



1888-1913



Historical roofscapes - Bartholomew Street



1841-1952



WW2 Bombing, Bartholomew Street, C1940



C1980, Market Place, Cheap Street



WW2 Bombing, Bartholomew Street, C1940



C1930, Cheap Street



The River Kennet

NEWBURY CHARACTER

Through reflecting on Newbury's character as a place you can design a proposal which responds directly to it, drawing from its contextual form in a way that feels like a natural step forward of the existing.

A large part of the contextual form is Newbury's architectural character and how it is experienced through the grain and aesthetic of the buildings facing onto the town's public streets and spaces.

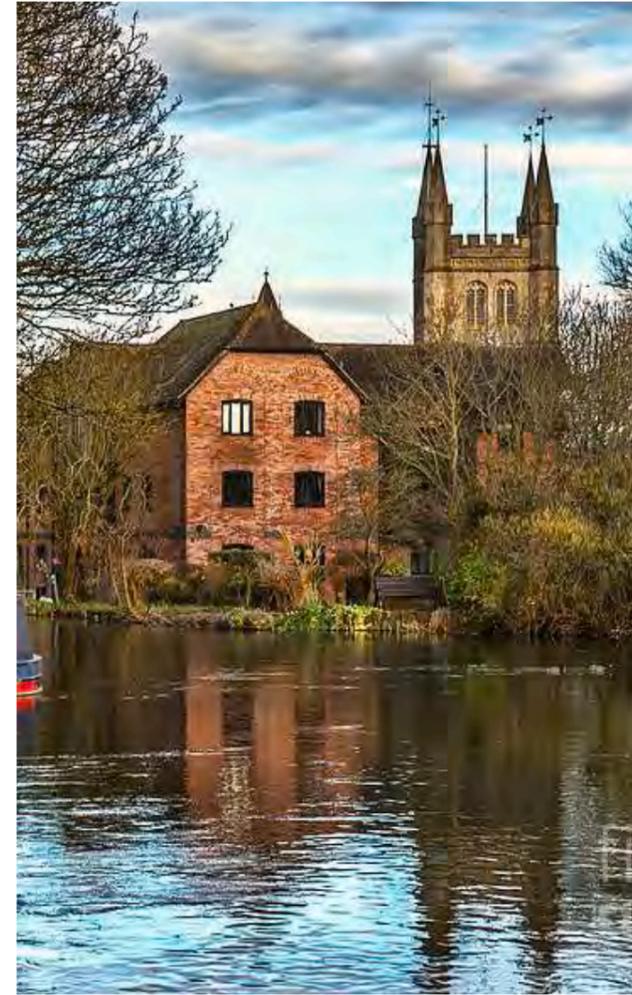
While this character ranges across the town, especially during a time of development, the historic core of the town centre generates consistency within the centre of Newbury.



Residence on The Kennet River



Newbury Town Hall



Newbury Lock



The Watermill Theatre



Corn Exchange



St Nicolas Church



Lock Stock & Barrel Pub



Marsh Lane



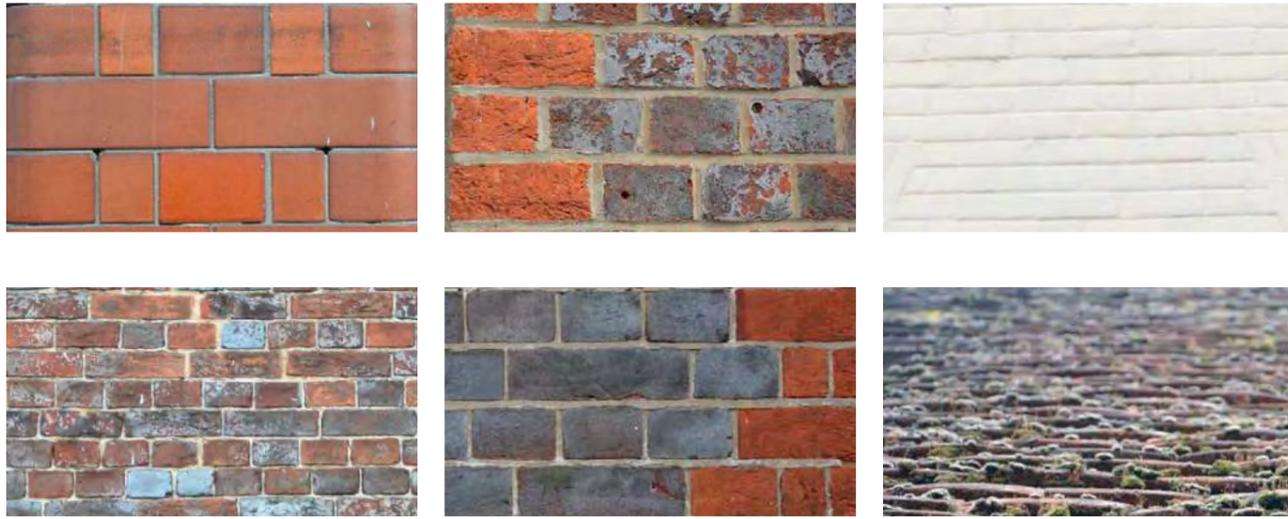
The Kennet River

EXISTING STREET FRONTAGE

Looking at existing street frontages, there are design principles which resonate throughout Newbury, establishing the character of the area.

These principles, are experienced within the streetscape and can influence design development so to reflect these characteristics.

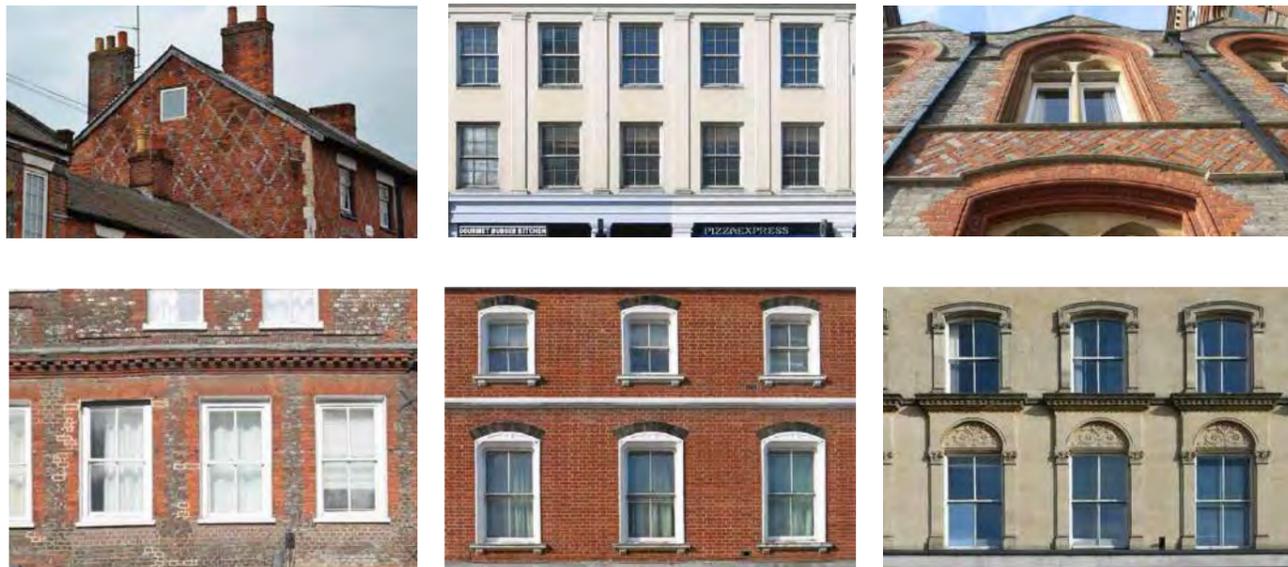
Materials



Existing Street Frontages - Northbrook Street



Brick Detailing



Windows



2.3. NEWBURY BRICK CHARACTER

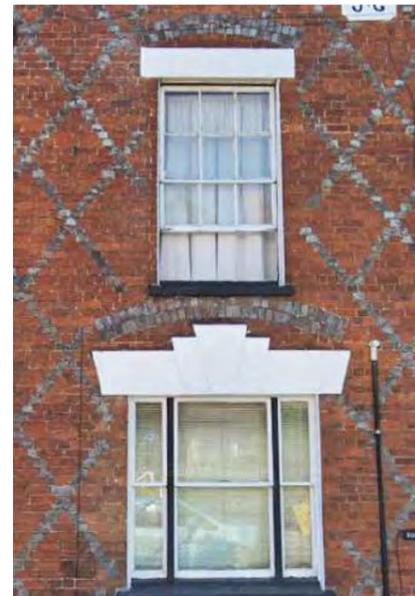
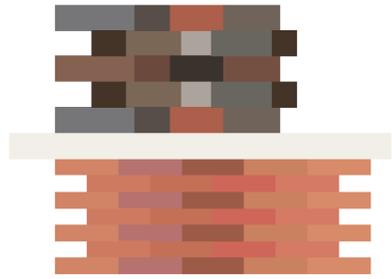
As can be seen on the previous pages there are a number of different brick colours within the town centre area. Shades of red, buff, grey and blue bricks can be seen on many of the historic buildings around the site as well as the neighbouring listed buildings.

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

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

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

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



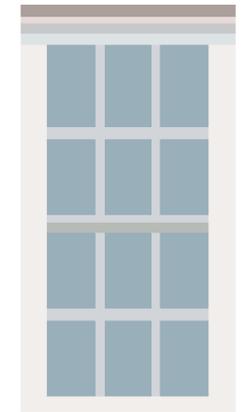
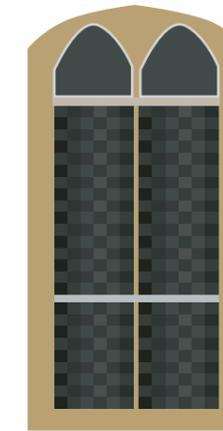
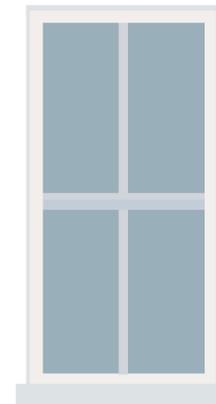
2.4. NEWBURY WINDOW CHARACTER

The fenestration design and proportions around the site are predominantly Georgian in character providing tall, slender openings which are subdivided into smaller panes of glass.

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

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

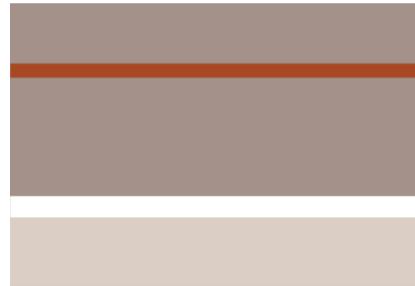
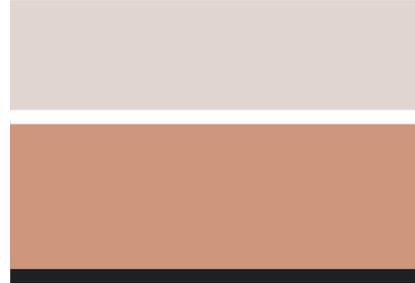
The windows of the surrounding buildings typically give the facades of each separate building symmetry, however they all have slightly different heights and proportions. This is evidence of the town being developed over many decades and adds to the character and charm of the area.



2.5. NEWBURY FACADE DETAILING

HORIZONTAL BANDING - LAYERS

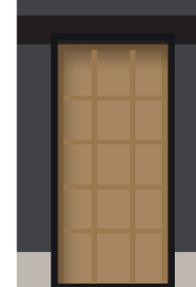
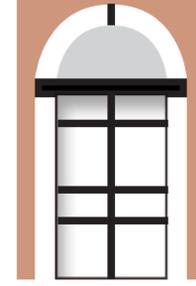
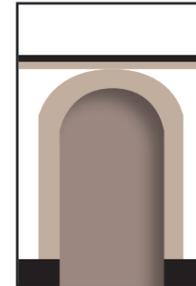
Some buildings within Newbury contain horizontal banding details or changes of material within the elevations. In some cases the ground floor is a contrasting material forming a solid plinth to the brickwork above. There are most subtle details elsewhere such as a simple brick banding course dividing the middle of the brickwork in the Wilko building.



DISTINCTIVE ENTRANCES

Various shape and form of entrances are found in surrounding buildings of Newbury.

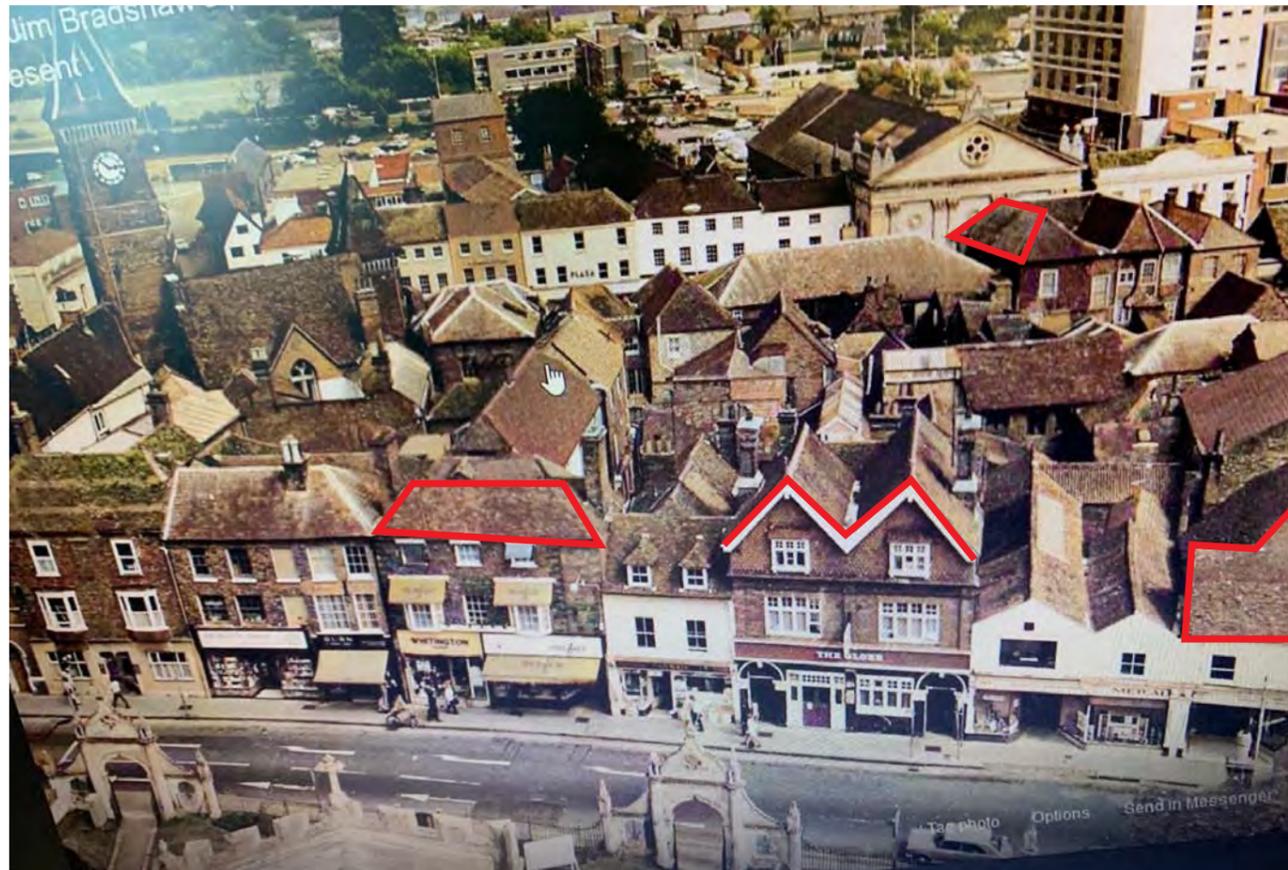
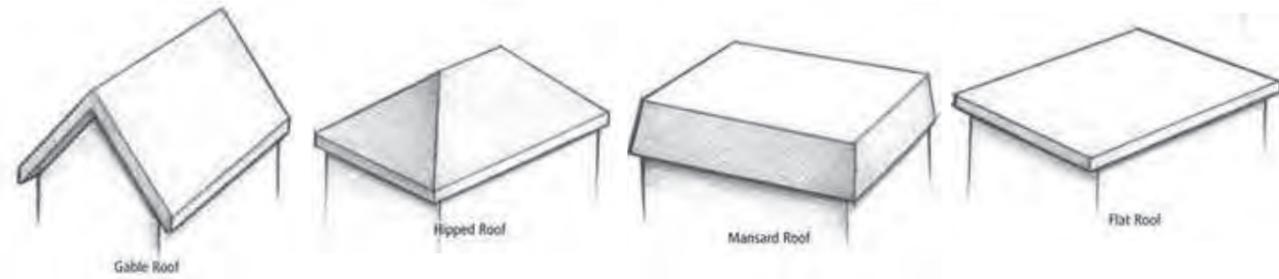
Four major distinctive entrances can be highlighted as shown in the following photos and diagrams.



2.6. NEWBURY ROOF VERNACULAR

HIGH STREET ROOFSCAPE

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



Historical roofscapes - Bartholomew Street

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



URBAN GRAIN

The large footprint of the retail complex contrasts with the old street grain in the immediate surroundings.



Map showing existing grain

EXISTING PUBLIC SPACES



1. St Nicolas Church



2. Corn Exchange



3. Newbury Town Hall and Market Place



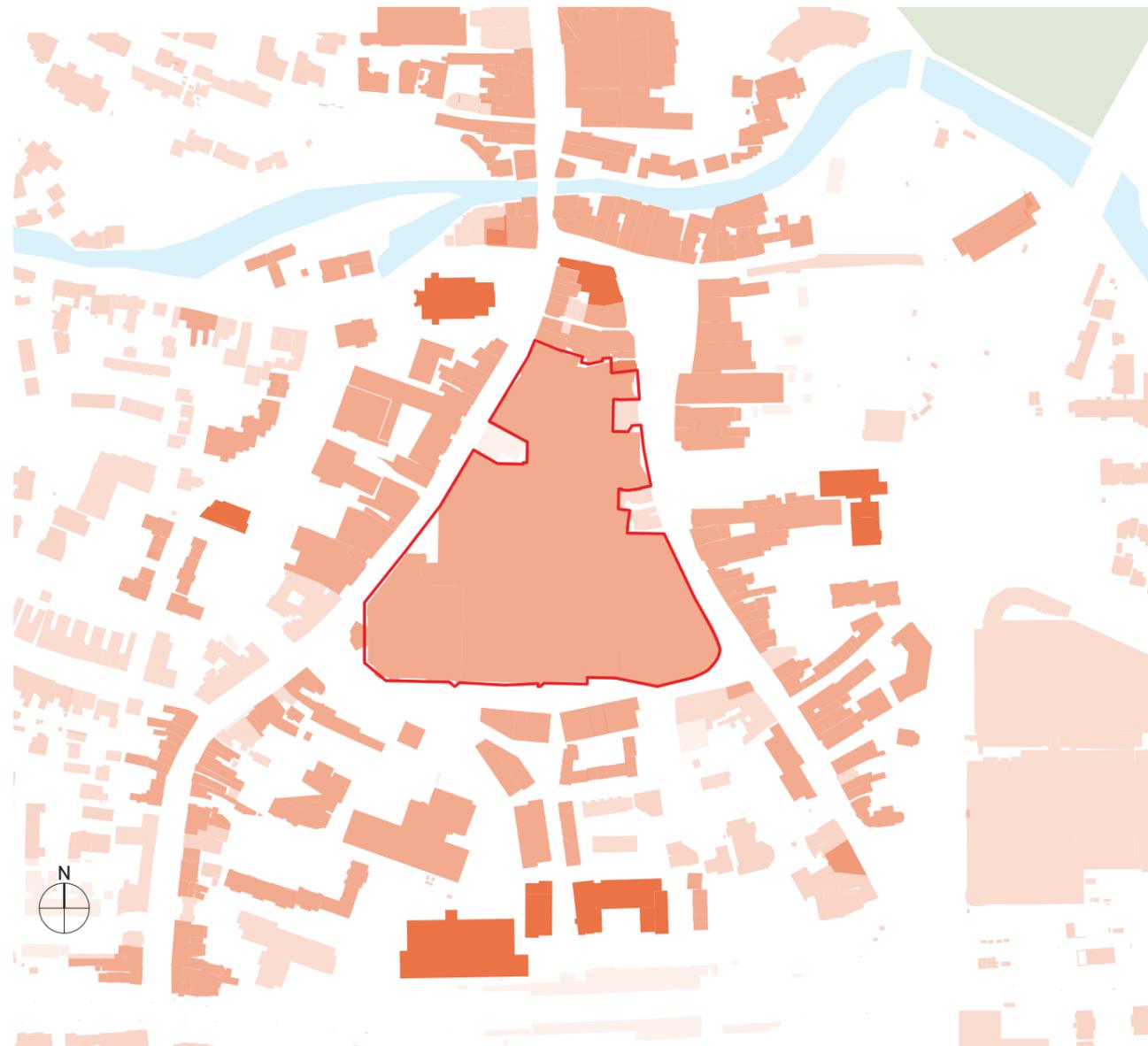
4. Corn Exchange and Market Place

BUILDING HEIGHTS

Most of the buildings surrounding the site are low in height residential houses and large, low-rise commercial buildings. In the town centre there are taller residential, commercial, and mixed use buildings.

Key

- 1-2 Floors
- 3-4 Floors
- 5+ Floors



Map showing existing building heights



Newbury Town Hall



Parkway Shopping Centre (11 storeys)



British Telecom, Bear Lane



St Nicolas Church



Sterling Industrial Estate (8 storeys)

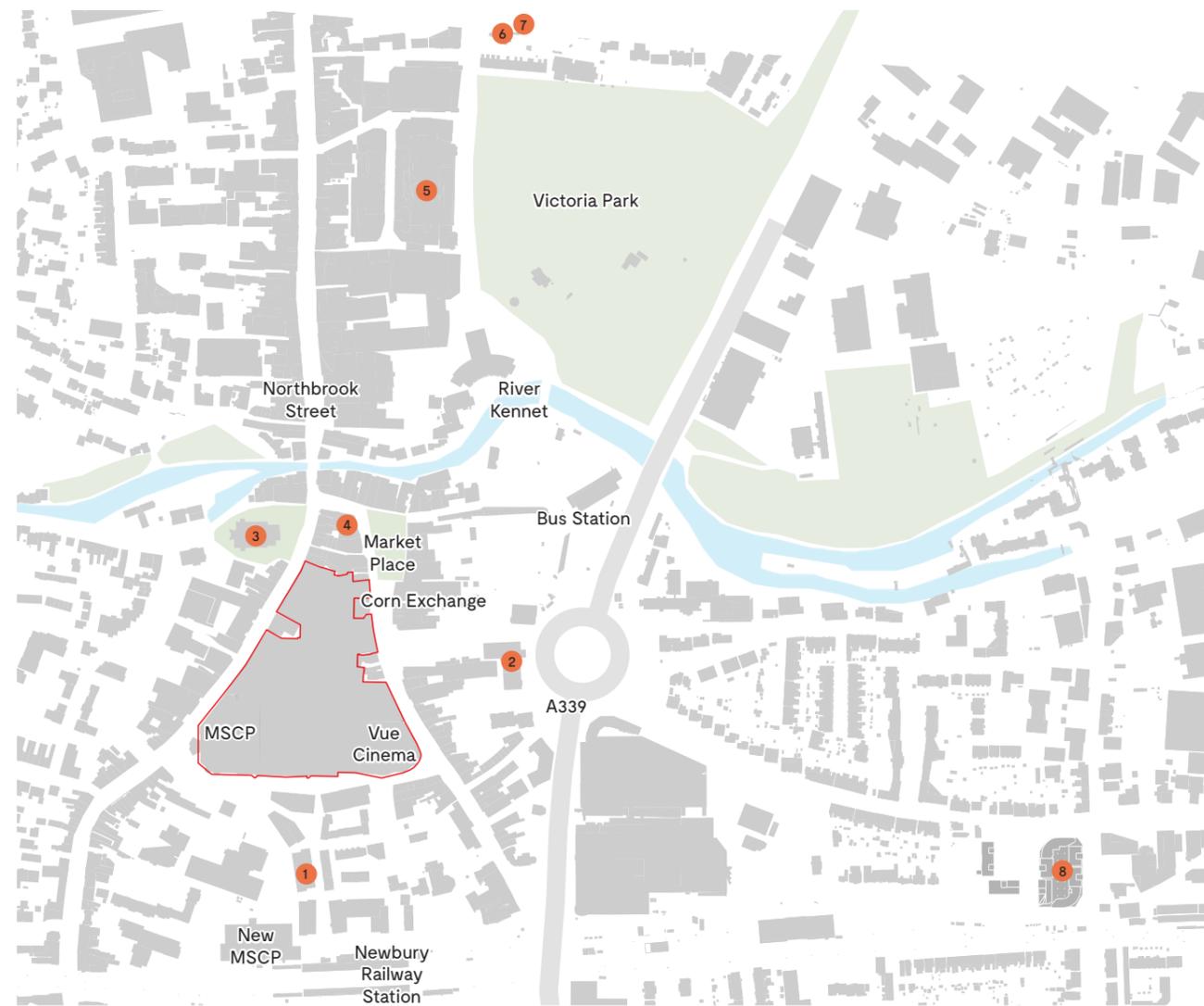
HEIGHT ANALYSIS

Key

 New connecting routes and green spaces

 Local tall buildings

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



Existing - Aerial view

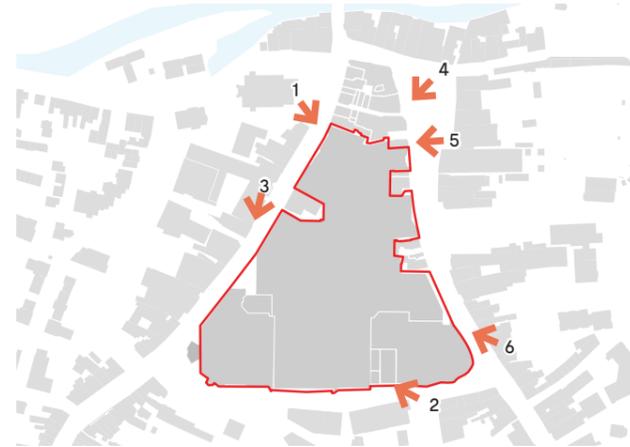
2.7. EXISTING SITE

EXISTING PERMEABILITY

The Kennet Shopping Centre, was built in the late 1970s. It rises to a maximum of four storeys, with the Vue Cinema located on the south-east corner of the site and a multi-storey car park on the south-west corner.

Currently, the site is not very permeable, with no open public routes. The complex is a collage of fronts with retail uses opening up to the main streets. The shops are currently occupied by various retailers.

The application site is surrounded mostly by retail and residential buildings separated by streets with a moderate width.



Aerial view of site looking South-East



1. Bartholomew Street



2. Market Street - Car park entrance



3. Bartholomew Street



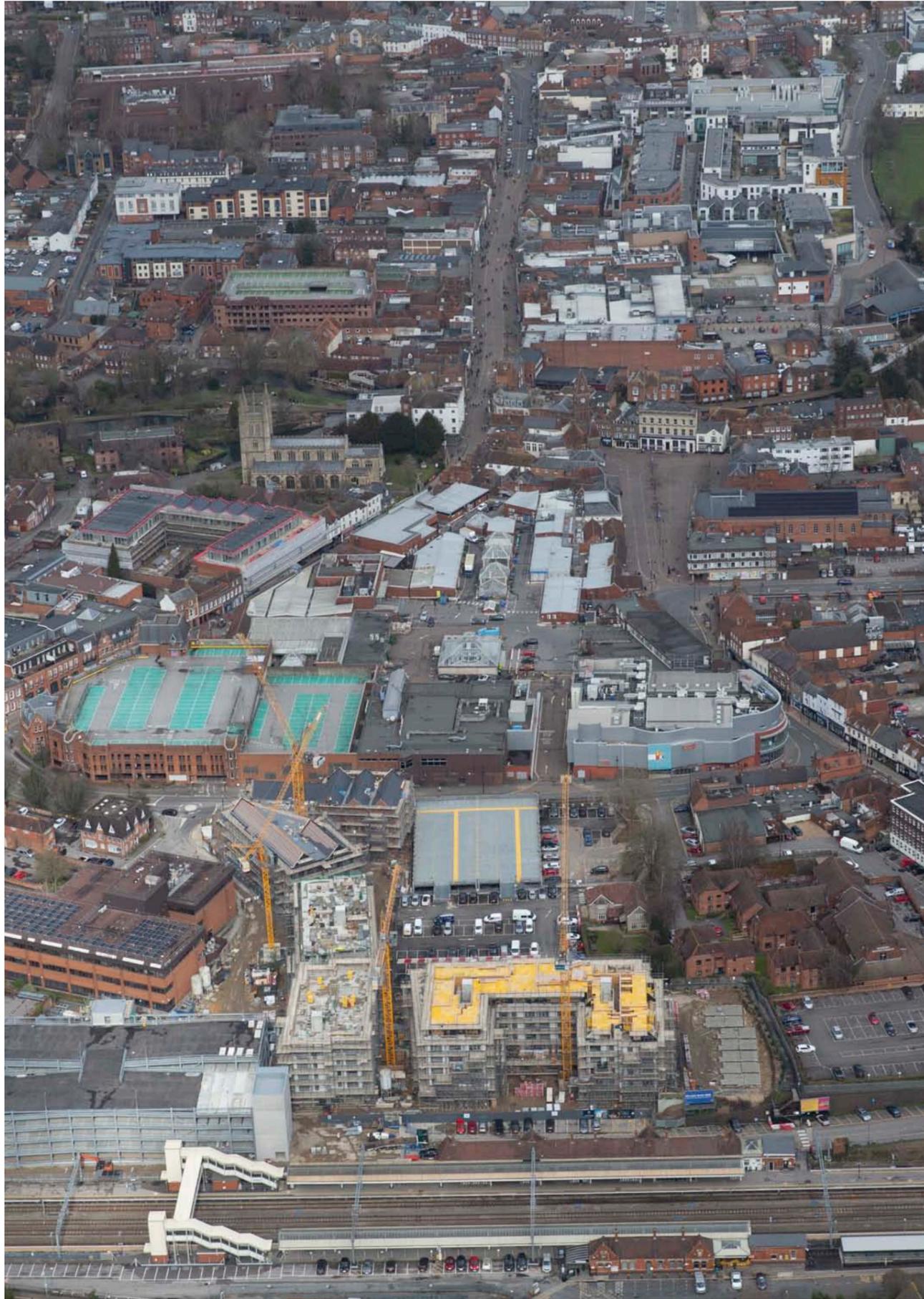
4. Cheap Street - The Arcade Alley entrance



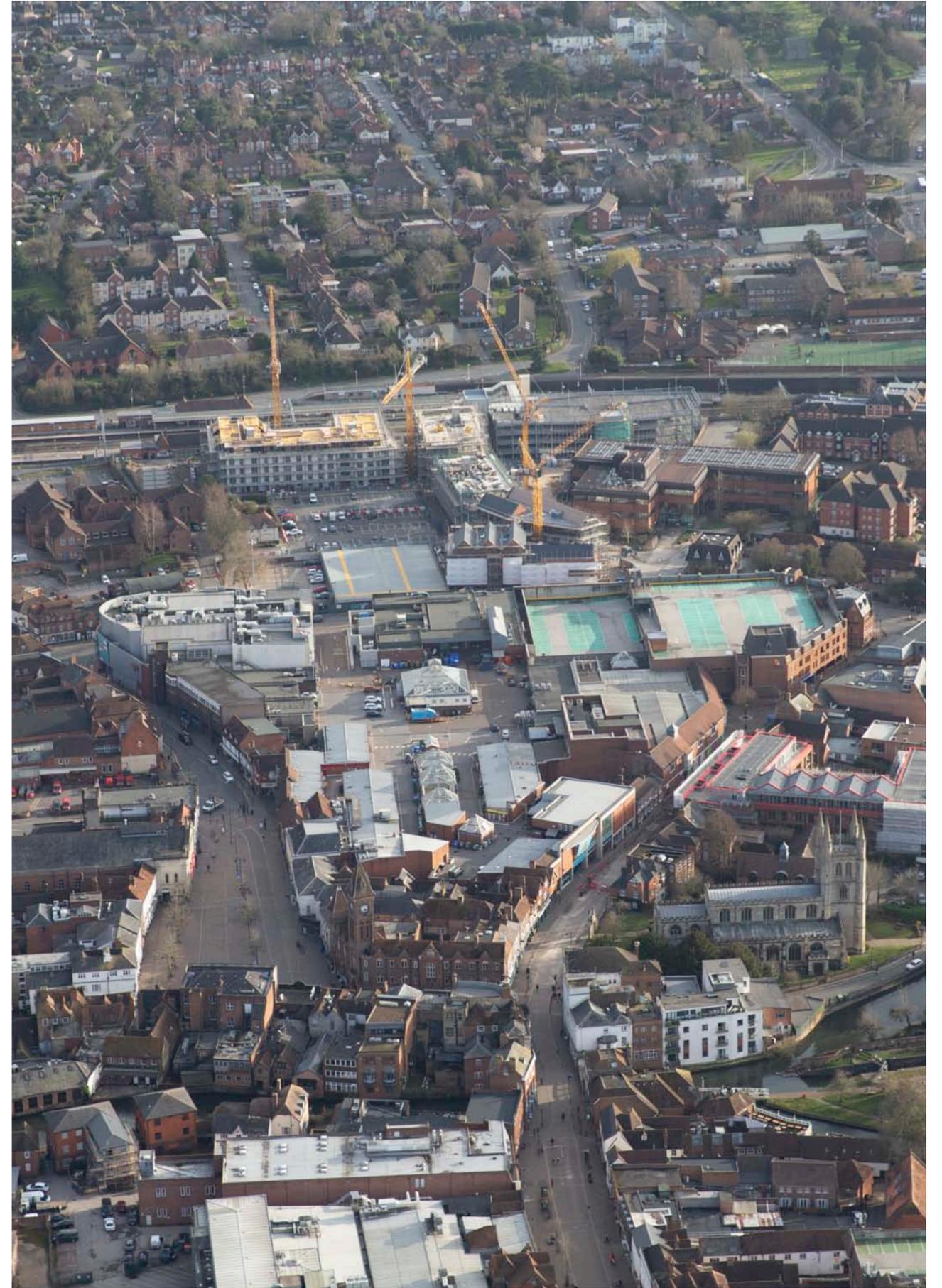
5. Cheap Street



6. Cheap Street



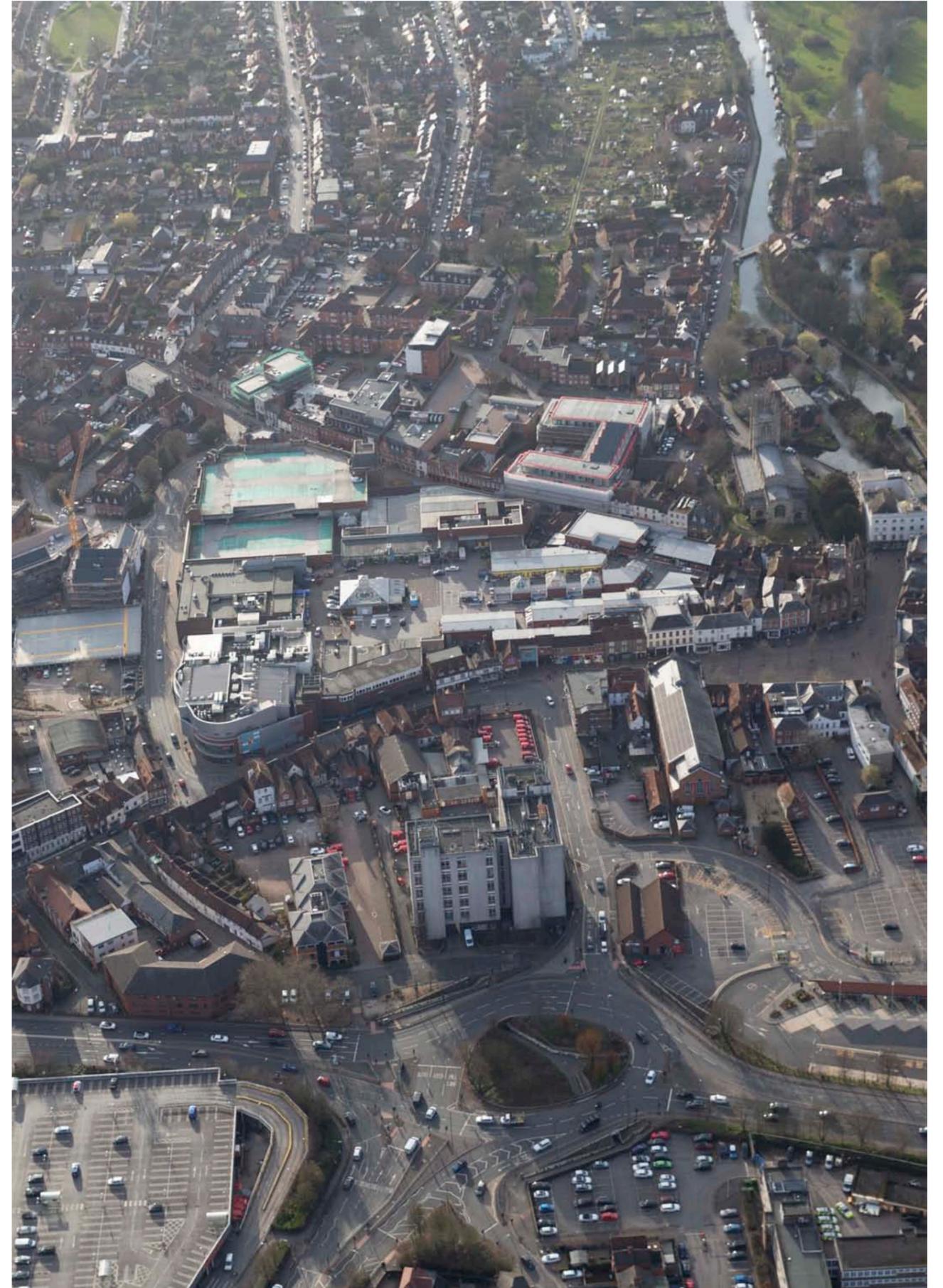
Aerial view of site looking North



Aerial view of site looking South



Aerial view of site looking East



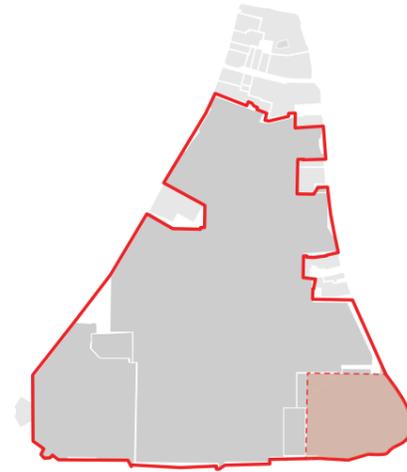
Aerial view of site looking West

EXISTING SITE ANALYSIS

Site Boundary

Bartholomew Street runs parallel with the A339, crossing the town north to south and is the main connection from the application site to the town centre. Cheap Street is partially closed to traffic on the north side, where Market Place is located in front of the Corn Exchange building. The square serves leisure and cultural purposes, extending the town centre to the south.

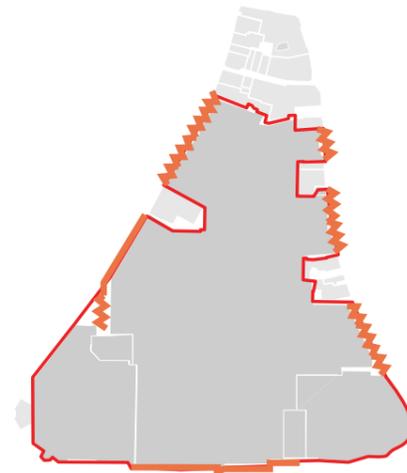
-  Site Boundary
-  Potential Future Phase



Existing Facade Edges

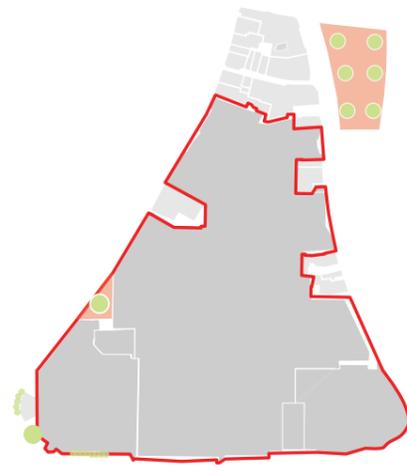
The existing buildings offer potential for significant active frontage along the east and north-west edges of the site. However, currently not all frontages are utilised as units lay vacant. The western edge offers a limited amount of active frontage.

-  Active Edge
-  Solid Edge



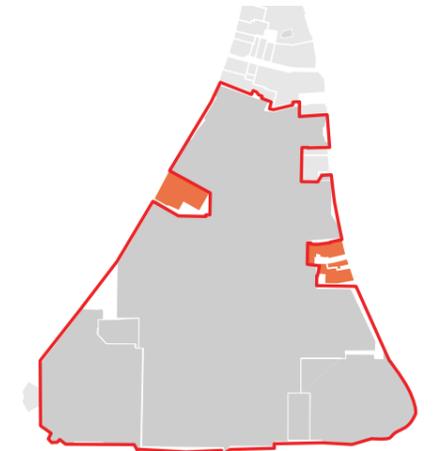
Existing Public Realm and Landscaping

The site offers a small amount of public realm by the west entrance. There is little landscaping within the immediate surroundings, with Market Place to the north-east of the site offering the only large open space for public use.



Listed Buildings

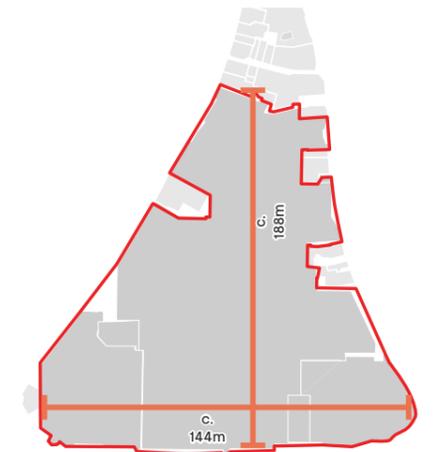
Adjacent to the site, at 33 & 34 Cheap Street and at 21-25 Market Place are two Grade II listed buildings. With the site boundary wrapping around these listed buildings, the party wall edges associated with these properties must be treated sensitively and appropriately.



Site Dimensions

The application site boundary is approximately trapezoidal in shape, with the longest edge measuring 188m. The site measures an area of 2.19 ha (5.4 acres).

A network of buildings along a shared green space would provide an improved layout to the current closed footprint.



Access

The site is bounded on three edges: north by Market Street, east by Cheap Street and west by Bartholomew Street.

Pedestrian access into the site is from all edges. Through the existing site is a central corridor connecting Cheap Street to Bartholomew Street.

Vehicular access is from the south and west, both leading directly to car parking; to the multi-storey car park on the west or roof parking to the south.

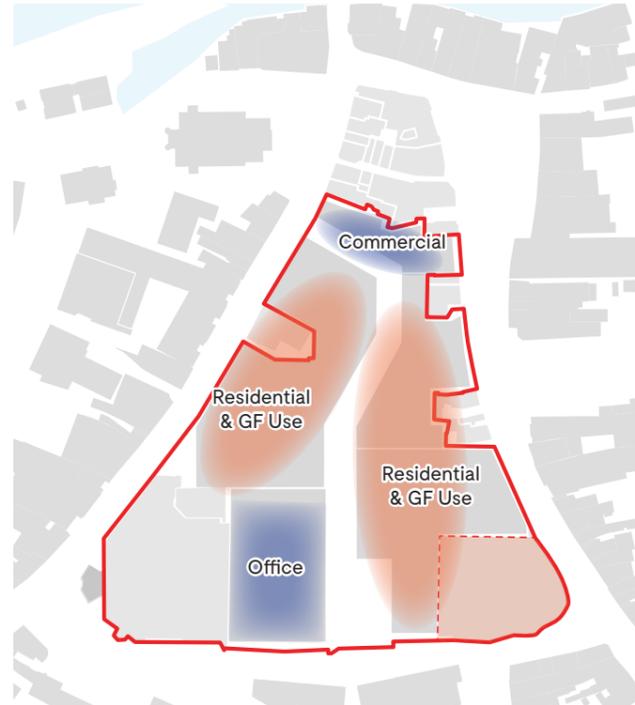
-  Pedestrian Route
-  Vehicular Route
-  Pedestrian Access
-  Vehicular Access



2.8. OPPORTUNITIES

Mix of Uses

The local context is made up of a mixture of use typologies including commercial, office and residential. There is opportunity to continue this diversity within the scheme by creating a mixed-use residential scheme, with quality amenity and potential for an office space for West Berkshire Council.



Active and Sensitive Edges

There is opportunity to open up and activate the whole frontage along Market Street and Cheap Street. Neighbouring party walls must be treated sensitively, especially those of listed buildings.

- - - Sensitive Edge
- Active Edge

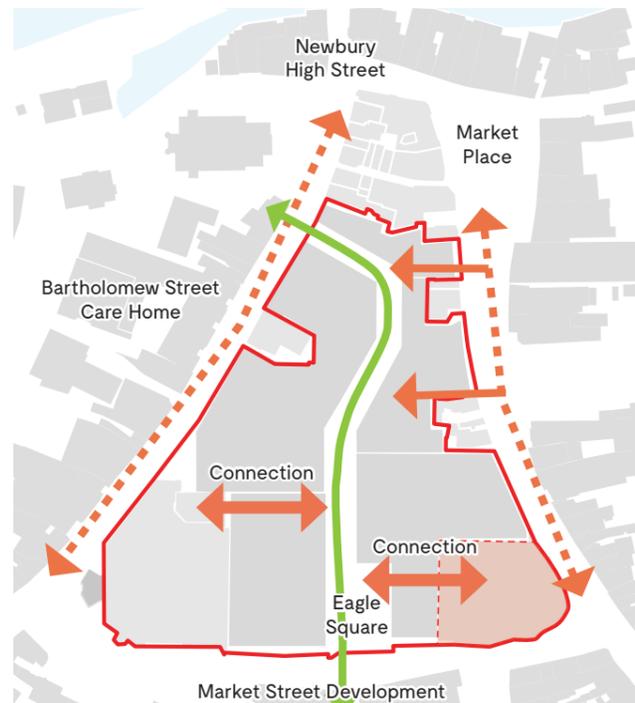


New Routes and Connections

There is opportunity to open up the site and create routes through. This would co-ordinate with the council's vision and improve the pedestrian access in the area towards Newbury Station, Newbury High Street and The Kennet River. The opportunity also extends the new link established through the Market Street Development.

There is also potential for a route connecting the new public space, Eagle Square, and the existing cinema.

- - - Main Vehicular Route
- Pedestrian Route
- Public Realm Route

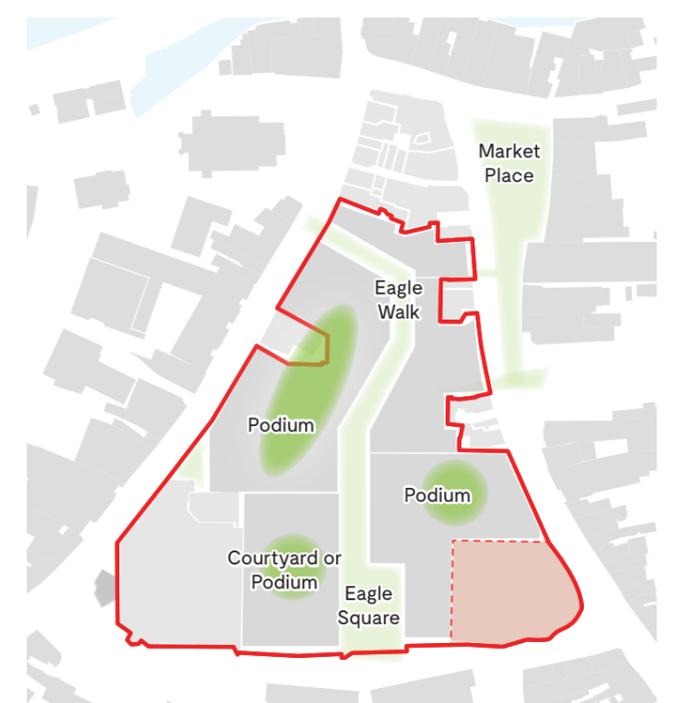
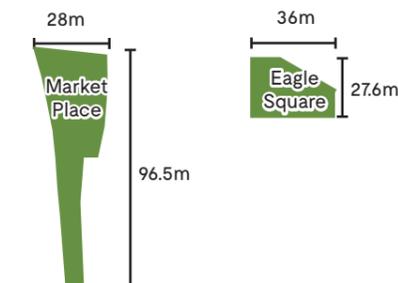


Landscaping and Public realm

Green spaces can be created along proposed access routes as well as along the Market Street Development boundary. This creates the opportunity of a landscaped pedestrian route from Newbury Station all the way to The Kennet River.

Podiums and roof terraces also provide the opportunity for both private and communal gardens.

Existing Market Place is 1890 sqm and proposed Eagle Square is approximately 840 sqm.

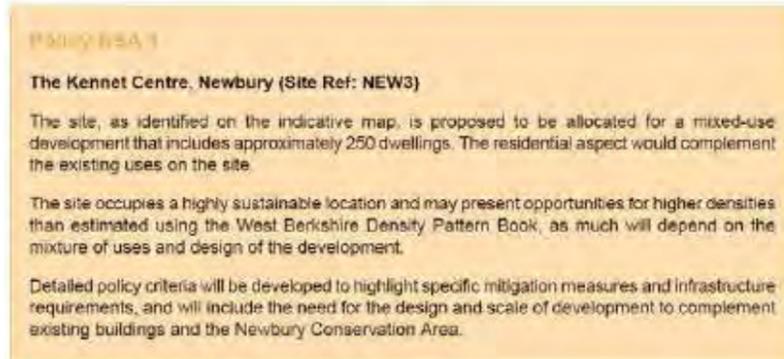


2.9. LOCAL PLANNING POLICY

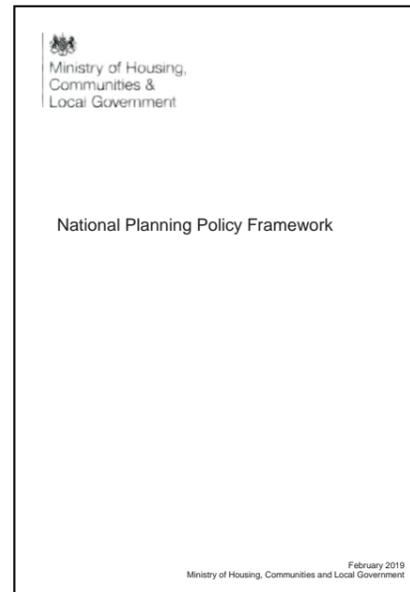
The design proposals have been developed in accordance with the national, regional and local policy guidance.

The emerging draft policies for the new proposed allocations provide approximate numbers of dwellings, based solely on the West Berkshire Density Pattern Book Study. The pattern book might be considered to be a blunt assessment tool, and thus the emerging draft text recognises that the actual numbers achieved are likely to vary depending on design and mix of uses on mixed-use sites. **No weight** can be attributed to the draft site-specific policies as a result.

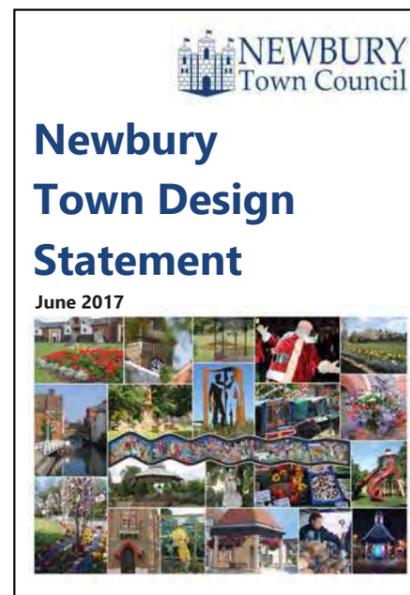
Emerging draft policy RSA1 identifies the Kennet Centre as one such potential mixed-use redevelopment opportunity, reflecting its highly sustainable location as an opportunity for a higher density of development than the Pattern Book Study would suggest:



The applicant has made representations on this policy, which as drafted is general in nature and which is expected to materially change as the Local Plan process moves to its next, more detailed stages. Whilst policy RSA1 **can be given no weight** it is nonetheless a useful indication that the Local Planning Authority recognises the overriding benefits that the redevelopment of the Kennet Centre will bring.



National Planning Policy Framework (March 2012)



Newbury Town Design Statement (June 2017)

WEST BERKSHIRE CORE STRATEGY DEVELOPMENT PLAN DOCUMENT (DPD)

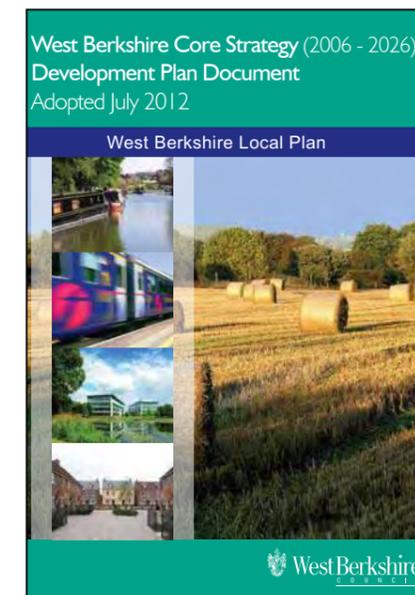
The Core Strategy is a development plan document which sets out an overall planning strategy until 2026. It explains the council's vision for the area and how to deliver it.

Spatial Strategy

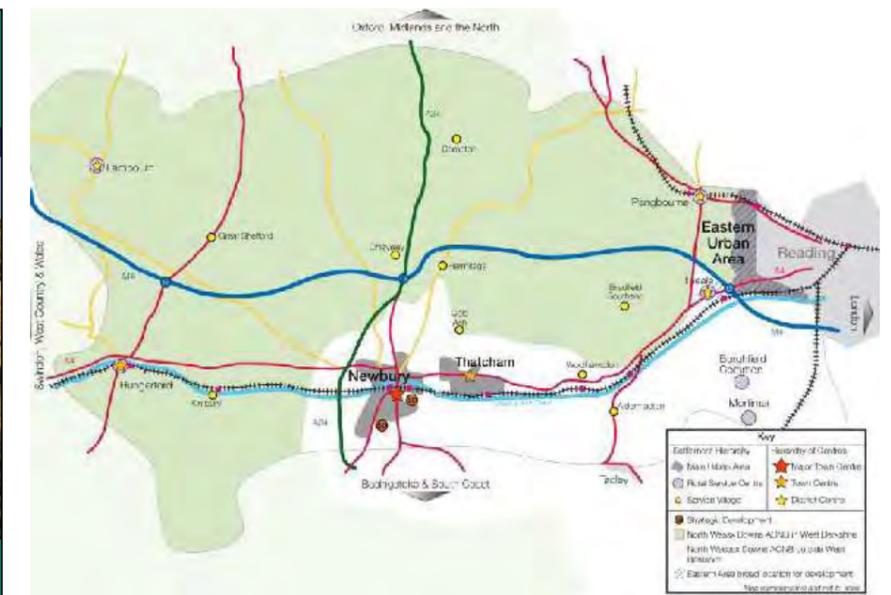
Core strategy spatial policies are divided by geographical area to reflect varying area characteristics. Newbury's Spatial Strategy outlines the following:

- Newbury will retain its traditional market town heritage whilst undergoing infrastructure improvements and development and renewal of commercial uses and housing, to create a vibrant 21st century centre.
- Newbury will continue to fulfil its key role as the administrative centre and major town centre for the District, with a wide range of retail, employment, leisure and community services and facilities.
- It will be the main focus for housing growth over the period with new housing development, supporting the vitality of the town centre and accompanied by enhanced services, facilities and infrastructure, as outlined in the Infrastructure Delivery Plan (IDP).

- Newbury's accessibility in terms of access to rail and strategic road networks will mean that it remains a key focus for business investment and development. Additional employment opportunities will reduce the need for out-commuting and provide job opportunities for existing and new residents.
- Newbury will build on its existing strengths and historic legacy to reinforce its distinct identity and differentiate its shopping centre from other town centres in the region. The Newbury 2025 Vision will continue to be implemented, with its emphasis on enhancing the different 'Quarters' of the town centre.
- Tourism will play a bigger part in the town's economy. Improvements to the racecourse and the extended recreational role of the Kennet and Avon Canal, combined with the regeneration of the town centre and the established arts and cultural attractions, raising the town's profile and increasing vitality and vibrancy of the town centre.
- Open spaces will be better linked to improve access for pedestrians and cyclists within the town and to improve public access to countryside on the fringes of town.



West Berkshire Core Strategy Development Plan Document (2006-2026)



West Berkshire Core Strategy Key Diagram from West Berkshire Core Strategy Development Plan Document (2006-2026)

EAGLE QUARTER, NEWBURY
DESIGN AND ACCESS STATEMENT

3. EVALUATION

3.1. USE MIX

OPPORTUNITY TO INCREASE USE MIX

There is opportunity to create a more diverse mix use on the application site. This would complement the variety of uses already present in the local area.

Existing Uses



Key

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

Proposed Uses - Residential and Office Scheme

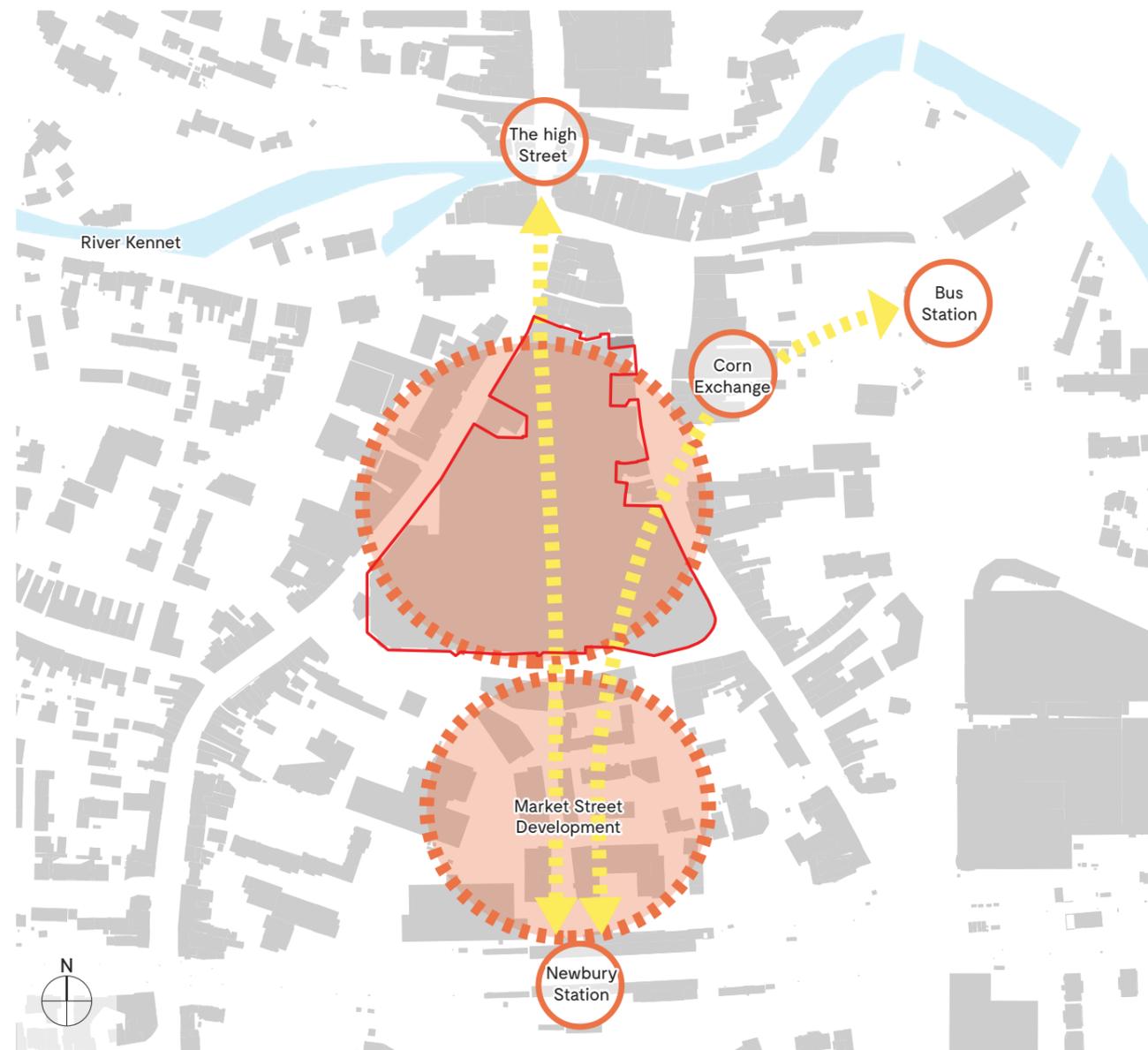


Key

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

RECONNECTING NEWBURY

The emerging Market Street Development, offers the opportunity to create a pedestrian link between Newbury Station and The Kennet Centre site. Our proposal suggests extending this route further north to connect to The Kennet River; a route which does not currently exist.



New link strategy

Key

- Proposed Schemes
- Key Developments Areas
- Key Points of Interest
- Site Boundary
- Route Link
- Newbury Railway Station



Linking Market Street Development with ColladoCollins' indicative scheme

4. CONSULTATION

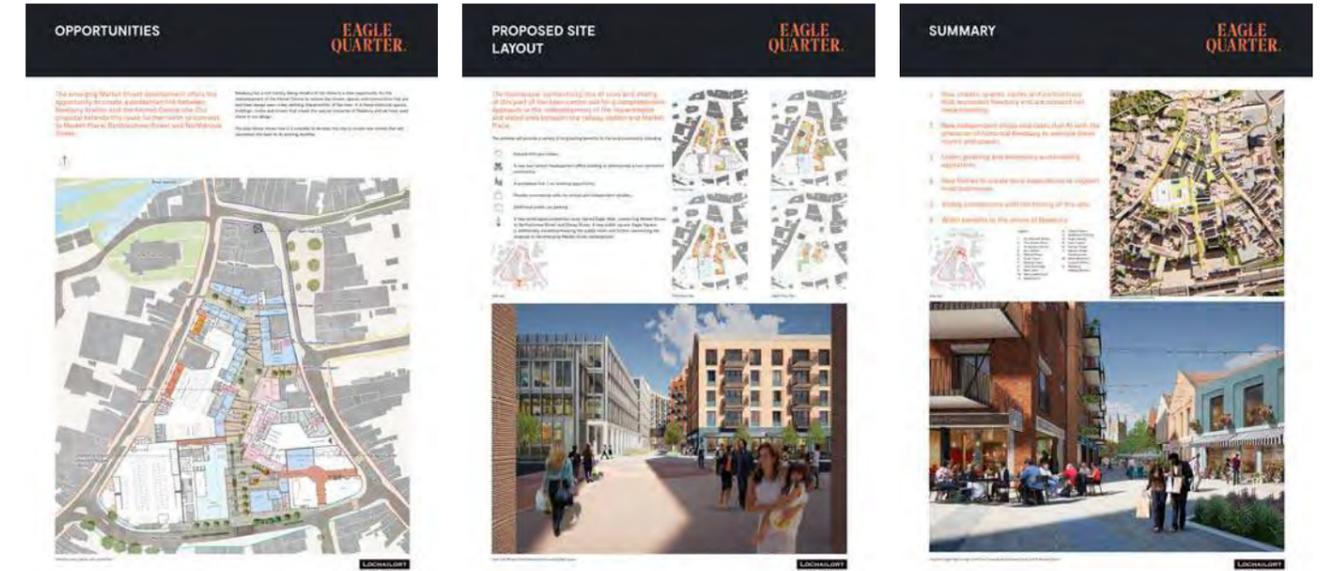
EAGLE QUARTER, NEWBURY
DESIGN AND ACCESS STATEMENT

4.1. OVERVIEW

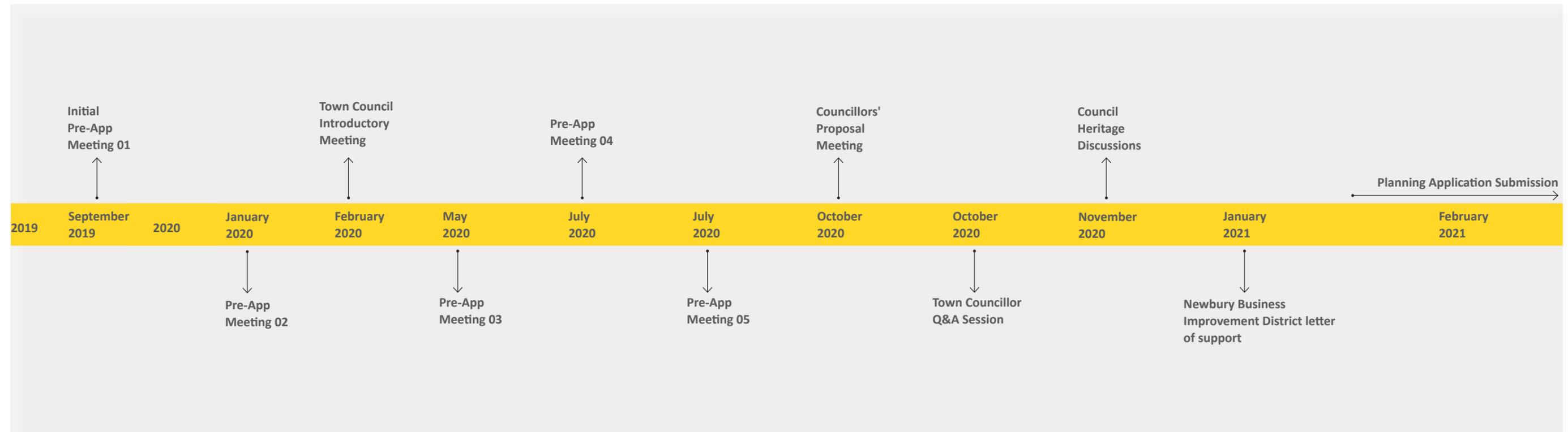
CONSULTATION

The client has undertaken a number of rounds of engagement with the Town Council, local community interests and technical consultees which individually and cumulatively have influenced the form and content of the detailed planning application submitted for determination by the Local Planning Authority.

EXHIBITION BOARDS



EVENT TIMELINE



4.2. PUBLIC CONSULTATION

Broadway House
4-8 The Broadway
Newbury
RG14 1BA
E: info@newburybid.com
T: 01635 760505



PUBLIC CONSULTATION

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

Q1. When asked whether new streets should be designed for pedestrians and activity rather than through traffic:

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

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

Q2. On the matter of whether the cinema was a facility that should be retained and enhanced:

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

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

Q3. When asked whether they thought the town centre would be enhanced and would be a more unique place if it had more independent/specialist shops, restaurants and bars:

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

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



29th January 2021

To whom it may concern,

I would like to express my support for the proposed Eagle Quarter development at the current Kennet Shopping Centre location. As the CEO of Newbury BID, I know first-hand the current and future issues that the retail sector is experiencing and I believe that the correct blend of large national chains, independents and mixture of retailers is one way the bricks and mortar High Street can survive. The proposal for Eagle Quarter is in no way competition for Parkway, as Lochailort are proposing a completely different offering that will enhance the shopping experience of Newbury.

Eagle Quarter will also bring with it a local community, similar to what Parkway offers. One thing that is key to the survival of Newbury's High Street is increased footfall. Bringing a new community of residents into the town can only benefit the businesses that operate here.

Once this scheme is launched, Newbury town centre will see a fantastic blend of local independents in Eagle Quarter, a mixed offering in Northbrook Street, and Parkway as the main shopping centre offering national brands.

The West Berkshire Council/Hemingway Design 'Newbury Town Centre Masterplan' survey has received several thousand replies and two of the key ideas mentioned by the majority of participants are the need for more town centre housing and independent retailers, exactly what Eagle Quarter is proposing.

Like elsewhere in the country, there is too much retail space available here in Newbury and we need to encourage alternative uses and ideas. Eagle Quarter is one such way that we can achieve this.

Yours faithfully,

Melissa Hughes
Chief Executive Officer
Newbury BID

melissa@newburybid.com
07747 237962

REGISTERED Company No. 06977701

EAGLE QUARTER, NEWBURY
DESIGN AND ACCESS STATEMENT

5. DESIGN DEVELOPMENT

5.1. OVERVIEW

As illustrated and summarised in the previous chapter, the design team engaged in discussions with the local planning authority as well as other stakeholders, including local ward members, a design review panel and members of the public. As a result of these discussions, the scheme has evolved and changed considerably. The following pages provide a brief summary of the development of the scheme and how it has responded to the feedback received.



CGI impression of early stages design, as shown during Public Consultation

5.2. SITE LAYOUT

The thorough assessment of the site, consultations and design development to date resulted in a site layout that is well considered and creates a strong sense of place. Following the last pre-application meeting, the layout was amended to address officer's comments.

The key enhancements of the site layout during the process can be summarised as follows.

- Varying architectural facade expressions to create a distinct character and aesthetic
- Variations in height to create a subtle transition along the adjoining streets.



Existing - Aerial view



Proposed - Aerial view

5.3. SCALE AND MASSING

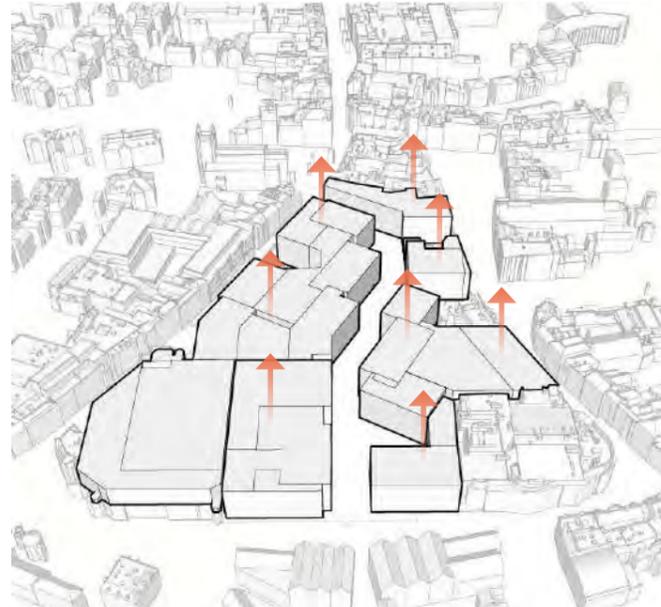
1. The Site

The site has a number of existing buildings within the site, which need to be considered and maintained. Its proximity to neighbouring sites also needs to be taken into account.



2. Optimising Potential Massing

The massing exercise starts with the guidelines set within the site constraints in order to satisfy the site's potential for development.



3. Optimum Form and Sunlight

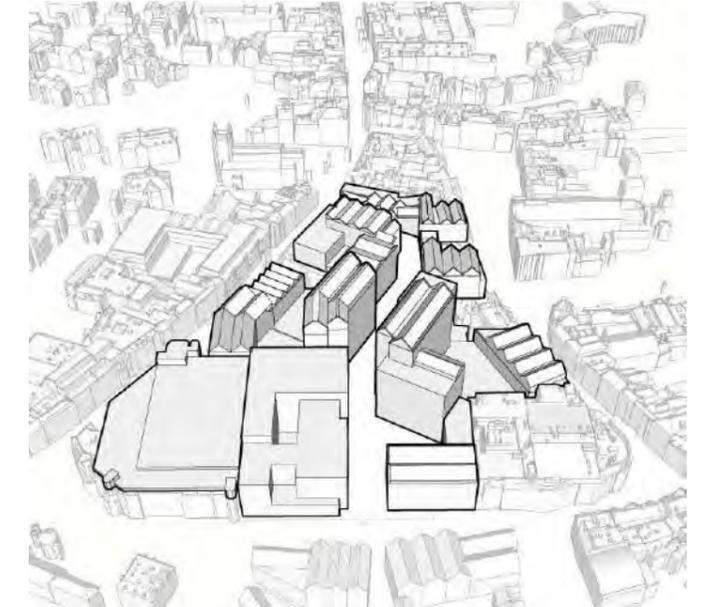
Further design development takes place to incorporate residential requirements regarding sunlight/daylight provisions for the proposed amenity spaces.



4. Architecture and Roofscape

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

There are repeating elements but applied differently, mixing more traditional and contemporary language and detailing to create layers, visual interest and varied character.



5.4. MASTERPLAN

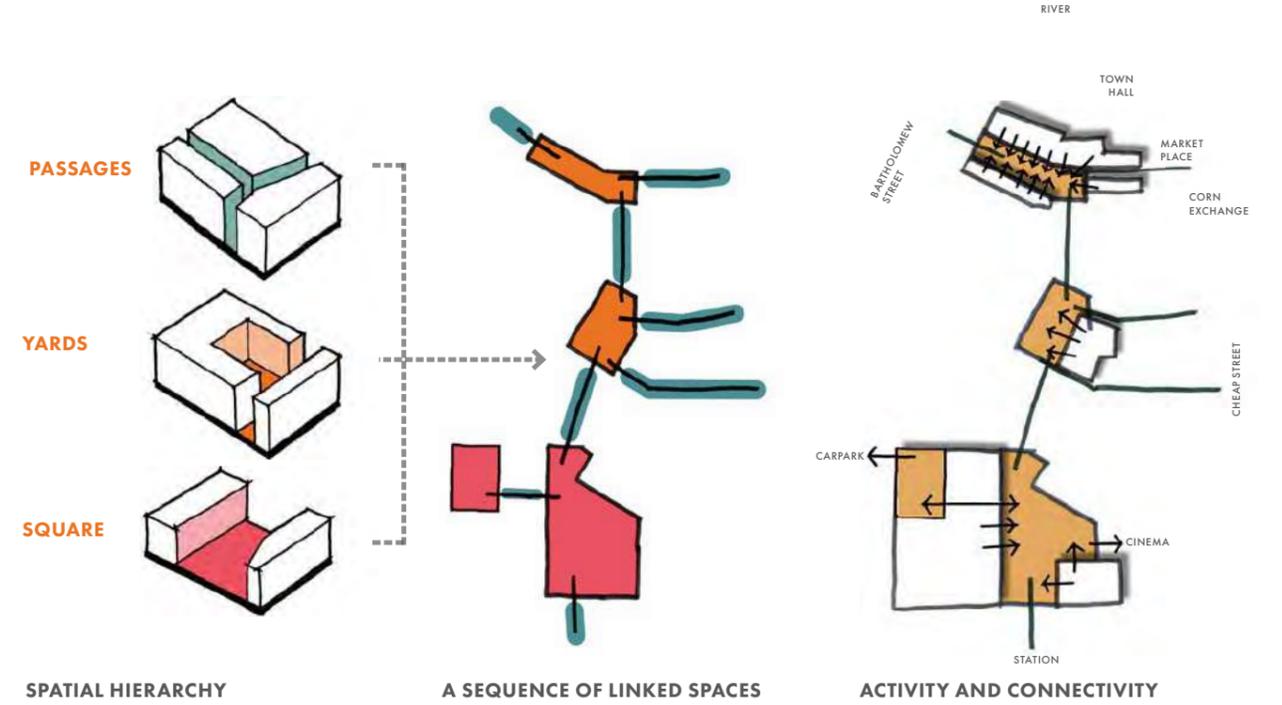
MASTERPLAN - LAYERS



Yards, passages and square

Ground plane inspired by historical plots and the kersey

Planting design brings rich colours, seasonality and biodiversity into the site



SPATIAL HIERARCHY

A SEQUENCE OF LINKED SPACES

ACTIVITY AND CONNECTIVITY



CGI impression of early stages design, as shown during Public Consultation



CGI impression of early stages design, as shown during Public Consultation

5.5. ELEVATION TREATMENT

VICTORIAN AND INDUSTRIAL INFLUENCE

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

In addition, by looking at the site's history, the design can reflect the historic plot pattern in the manner and roofscape. The façade articulation can also reflect the historic burgage plot pattern of the site and the prevailing character as a whole. At the north end of Bartholomew Street, there is a

lot of variety in the buildings, colour, fenestration design and alignment, some gables, some pitched roofs and dormers.

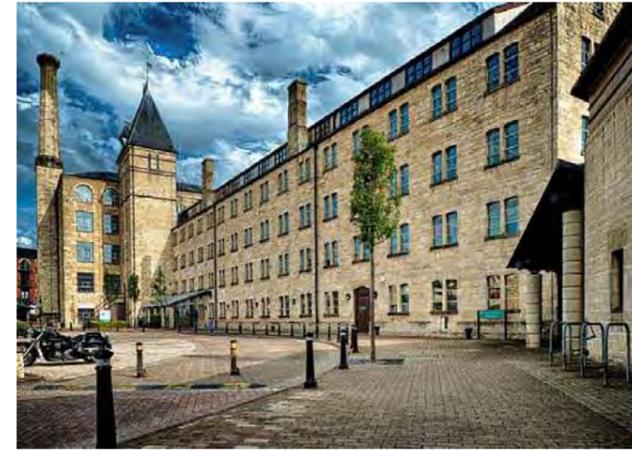
Both in Newbury and in industrial buildings, there is often detailing around the windows, and horizontal banding. In industrial architecture, there is also a prevalence of the use of logos and names on the buildings, this principle can be employed and used to establish the new branding of a site such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



Entrance to Plenty's Eagle Iron Works, Cheap Street



1970s Aerial view of site



Pymore Mill, Dorset



Long Shop Museum, Leiston



Simpson's Brewery, Hertfordshire (1956)



Avon Silk Mills, Wiltshire (1956)



Pymore Mill, Dorset



The Old Whitbread's Brewery Faversham, Kent 1990

CONTEMPORARY PRECEDENTS

Using the industrial history of the site as a key design influence, we can start to combine this with the more contemporary nature of the current times and produce a design which references the past whilst building for the present.

Market Place Mews

A precedent project which illustrates restoration of vibrancy is Market Place Mews. Situated in the centre of Henley-on-Thames, this mixed-use scheme comprises retail around an existing mews and proposed new public space. Above the retail units are 14 new apartments planned around landscaped

courtyard gardens. The buildings restore the lost urban grain of the old burgage plots with a series of clay tiled roofs running perpendicular to the High Street, and present an urban edge to the existing car park.

A new public open space is created in the heart of the scheme. The facade treatment gives expression to the individual apartments which are clad in black, ship-lap timber similar to the adjacent Grade I listed barn, with cantilevered glass boxes containing the living areas. The planning negotiations involved a close and successful working relationship with English Heritage.



Images by ColladoCollins Ltd



Precedent Images



R7, Kings Cross – Duggan + Morris



Key Bridge House, Vauxhall – Allies and Morrison



Great Suffolk Street – Hawkins Brown Architects



Guildford Plaza – Morris + Company



Key Bridge House, Vauxhall – Allies and Morrison



Goodluck Hope, Leamouth – HAL Architects

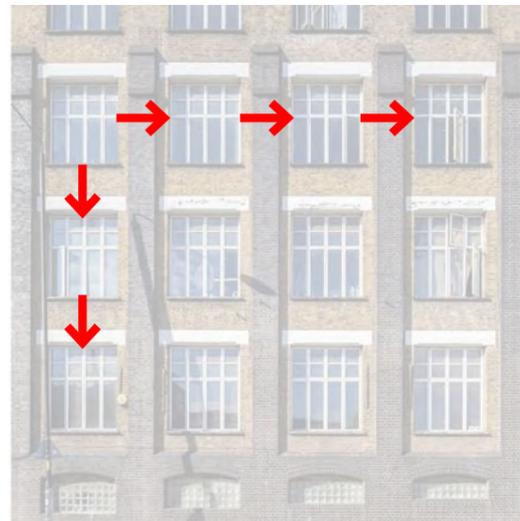
DESIGN STRATEGY & PRINCIPLES

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

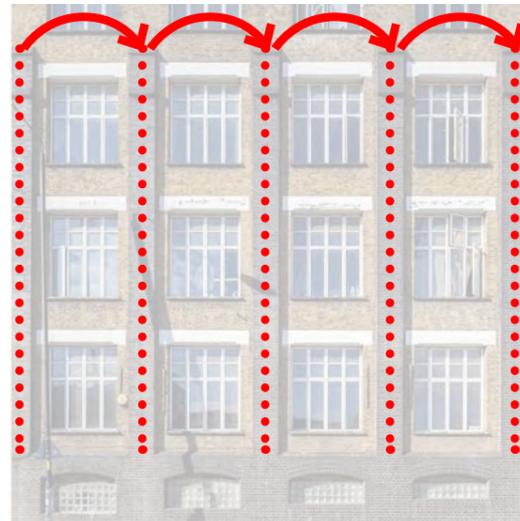
During the design process, we have researched and explored contemporary precedents to understand how this concept can be approached and how the right balance can be found between the inspiration and contemporary design.

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

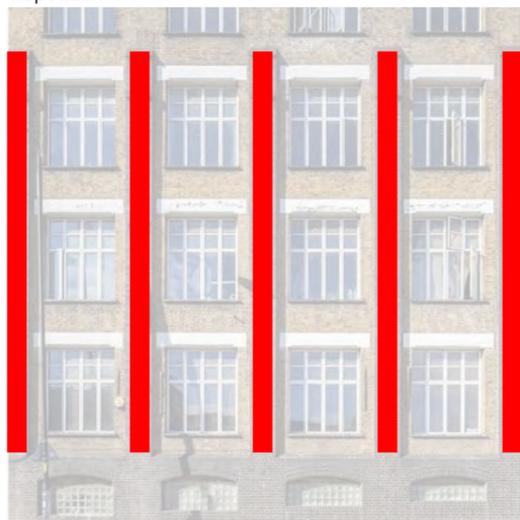
Thoughtful selection of a limited palette of materials and details, applied simply but with intent, crisp detailing and repetition will ensure that the final design strikes the right balance and produces buildings that celebrate the history but are modern and will stand the test of time.



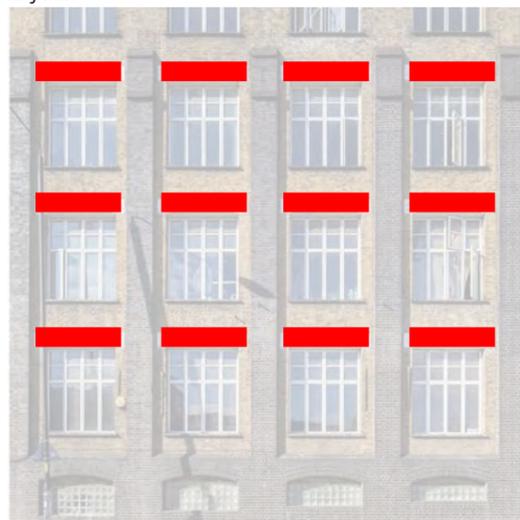
Repetition



Rhythm



Vertical Features



Horizontal Features



Curtain Hotel, Dexter Moren Associates



Belfast Hotel, McGonigle McGrath



Neuer Pferdemarkt, Störmer Murphy and Partners



Blossom Street, AHMM



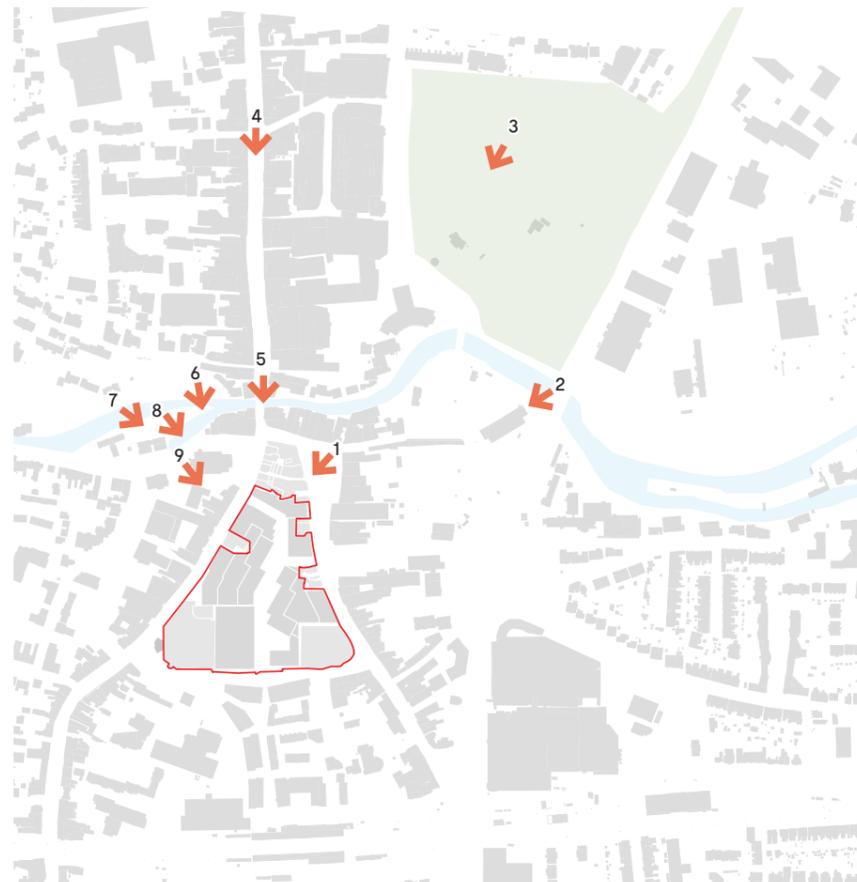
De Halve Mae, Mecanoo



Fish Island

5.6. TOWNSCAPE VIEWS

Throughout the design process, and evolution of the overall massing and form the scheme has been continually assessed not only within its immediate context but also within the wider townscape. The images on the following pages illustrate the proposed scheme in its early stages from several key locations within the surrounding area. For further details refer to a separate Townscape & Heritage Assessment prepared by Montagu Evans.



View key

View 1
Market Place

Looking southwest from Wharf Street as one enters Market Place, the proposed scheme can be seen in the background. The existing Newbury Town Hall, clock tower and other buildings in the foreground remain the focus within the view.



View 2
A339 Bridge over the River Kennet

Looking southwest from the A339 bridge over the River Kennet, the proposed scheme can be seen in the distance. The A339 is a very busy route in and out of the town allowing only for brief views as one passes through.



Views 3
Victoria Park

Looking south-west from Victoria Park, the views are dominated by the existing Parkway development and existing trees in the distance. The proposed scheme will be virtually invisible in summer months and barely visible in winter.



View 4
Northbrook Street Clock Tower

Standing at the northern end of Northbrook Street and looking south along the high street, the proposed scheme can be seen in the background.



View 5
Bridge Street

Approaching the bridge over the River Kennet, the scheme provides the backdrop to the view framed by the existing buildings in the foreground. The proposed massing and materials create a series of layers adding to the existing fabric of the surrounding townscape.



Views 6
St Nicolas Church

Proposed scheme sits behind the church and existing trees and it is not visible in this view.



View 7
St Nicolas Church

Proposed scheme sits behind the church and existing trees and it is not visible in this view.



View 8
St Nicolas Church

Looking south east across the River Kennet, the proposed scheme might be visible in glimpses as one walks along the river, however, St Nicolas Church will always remain the focal point and the impact on its setting will be minimal if any.



Views 9
St Nicolas Church

In the immediate vicinity of the church, the dominant features in the views are the church itself and the new development on Bartholomew Street. While the tallest part of the proposed scheme might be visible, it is not detracting from the focus on the church.

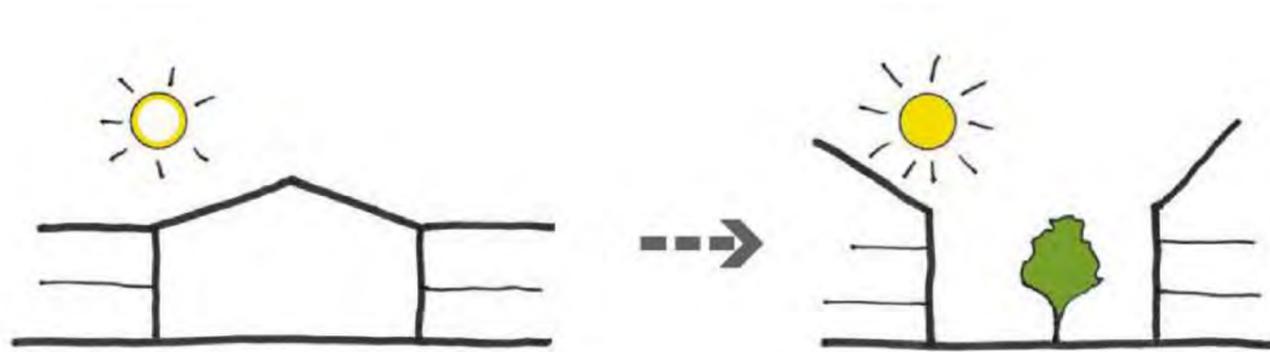


EAGLE QUARTER, NEWBURY
DESIGN AND ACCESS STATEMENT

6. LANDSCAPE

6.1. LANDSCAPE STRATEGY

OPENING THE SITE TO THE SKY



Legend

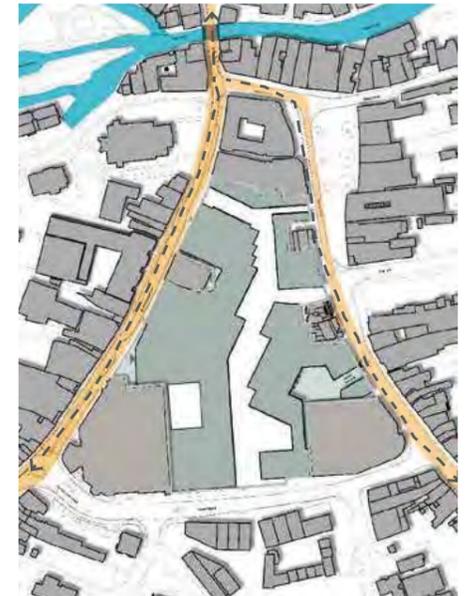
1. New pedestrian crossing at Market Street into the square.
2. Spectacular planting draws the eye into the square - perennials with indigo colours inspired by kersey dyes.
3. Wide footpaths welcome visitors into the square and create a busy civic space for activities, with clear viewlines to entrances and frontages.
4. Arc paving band with artwork inscription celebrating Eagle Works and Newbury's history.
5. Bandstand for music / performance art space.
6. Planting in the public realm, offering colour, seasonality and attractive seating places.
7. Courtyard with open link to/from the square, offering a variety of seating, arts and activities.



SPATIAL CONTEXT



CONVERGING STREETS



SPATIAL CONNECTIVITY



NEW PUBLIC SPACE



MASTERPLAN

1. Large 1st floor podium garden, integrating groups of light foliaged trees and specimen shrubs, with understorey of seasonal perennials and bulbs, with large communal terraces, seating and tables.
2. Spacious 2nd floor garden, incorporating active uses - for example raised gardening planters and exercise equipment, in addition to seating and tables.
3. West-facing 3rd floor roof terrace, incorporating relaxed seating alongside planting, and a flexible space sized to accommodate exercise classes or informal seating, with tables for working, socialising and dining.
4. South-facing roof terrace, accessible by the Offices, designed to provide informal social spaces, as well as functioning as one larger venue for social events.
5. Large 8th floor terrace offering pergola, seating and raised planters, with inbuilt seating alongside.
6. South-facing terrace with pergola, seating and spill out space from communal dining area.
7. Two smaller 10th floor terraces with seating and planting.



NEIGHBOURING STREETS



1 View looking south from St Nicolas Church, showing flush surfaces and passage into the site.



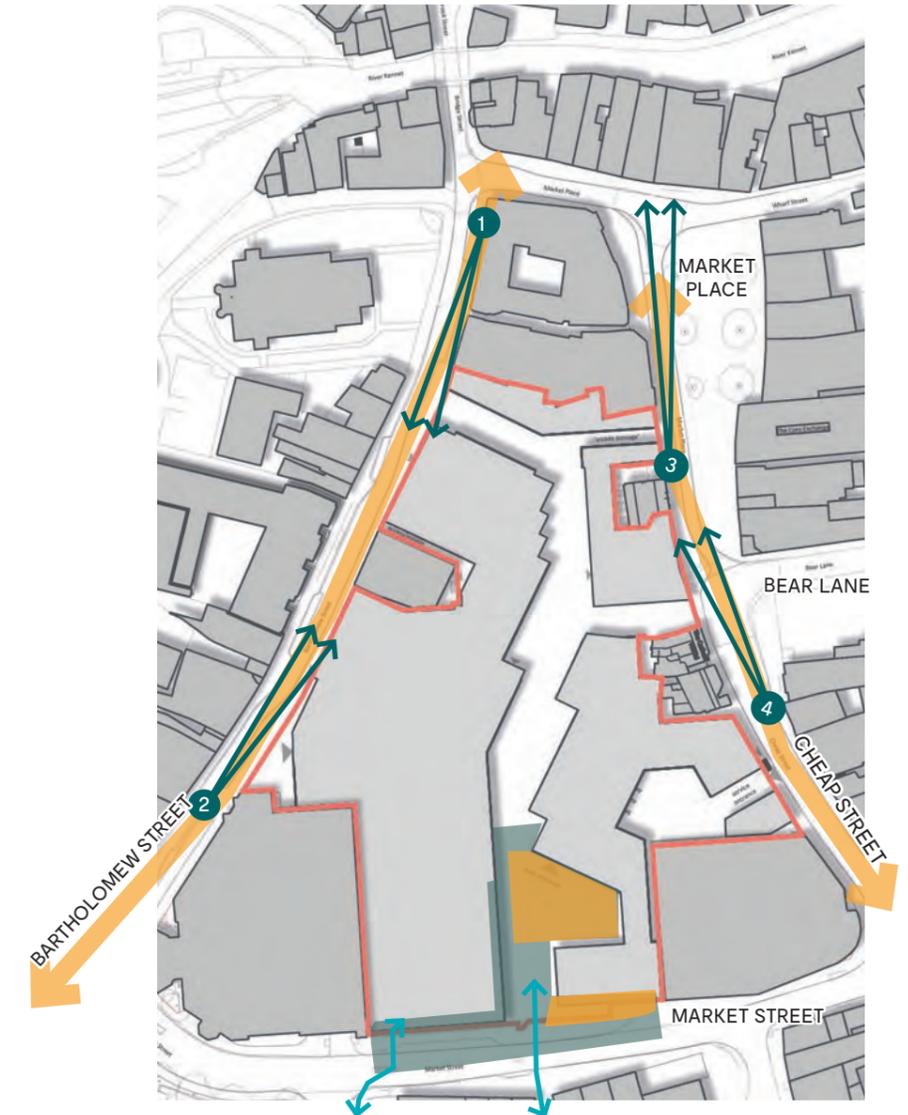
2 View looking north showing one-way single lane vehicular route and traffic management.



3 View looking north up Cheap Street to Market Place, showing two 'passage' ways into the site.



4 View looking north up Cheap Street, showing southbound traffic directed onto Market Street.



Potential Improvements:

- Update road alignment to minimise vehicular area.
- Flush kerbs to improve pedestrian character.
- Improve western crossing
- Omit taxi rank, add street trees
- Improve median strip
- Create connection to Market Street Development and Station
- Planting and street trees to improve Market Street

EAGLE QUARTER, NEWBURY
DESIGN AND ACCESS STATEMENT

7. DESIGN PROPOSAL

7.1. OVERVIEW

The scheme is made up of 7 residential blocks, a 60,000sqft NIA office, a workplace hub and a two-storey car park extension. Furthermore, the proposal is tied together by a new landscaped pedestrian route named New Street, connecting Market Street to Bartholomew Street and Cheap Street. A new public square, New Square, is additionally created enhancing the public realm and further connecting the proposal to the emerging Market Street Development.

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

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

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



7.2. MASTERPLAN

The Eagle Quarter is a mixed use development made up of different uses including residential, commercial, office, healthcare, leisure and supporting facilities.

The following plans set out the numerous differing uses for the proposed scheme.



Eagle Quarter Masterplan

7.3. AMOUNT

The Eagle Quarter is made up of eight blocks with ground floor amenity and lettable flexible commercial units, two office buildings and a single storey extension to the existing car park.

402 new homes are being created providing a range of sizes from studios to 3 bedrooms. 76 parking spaces are provided for use by new residents, of which 19 are disabled bays, located in an undercroft parking area under blocks B, E and F.

New residents will also have 3,892m² of communal amenity space, podium gardens and roof terraces to use as well as their own private balcony or garden amenity. Total private external balcony and garden amenity is 2,673m².

Along New Street there will be 2,413m² of lettable flexible commercial units in a range of sizes to for artisanal retail and business outlets.

The offices provide 5,355m² of net area, split across two buildings. The main office building is designed to be a prominent building on the corner of Market Street and New Square and could function as the new West Berkshire Council headquarters. The smaller office building fronts onto Eagle Square and overlooks the new courtyard adjacent to the car park.

The single storey extension to the existing car park will provide 94 new parking spaces. This is made up of 68 replacement car parking spaces to offset spaces lost when the Kennet Centre is demolished, and 41 new additional spaces.

4,064m² of new public realm area is created by the proposed New Street, New Square and adjoining spaces which connect to the existing townscape around the site.

AREA SCHEDULE & APARTMENT MIX

	GIA / NSA PROPOSED						NIA/GIA
	GEA		GIA		NIA		
	sq m	sq ft	sq m	sq ft	sq m	sq ft	
Block A	-	-	12,201.2	131,334	7,002.9	75,379	57.4%
Block B	-	-	11,054.5	118,990	7,066.1	76,060	63.9%
Block C	-	-	2,878.5	30,984	1,415.3	15,234	49.2%
Block D	-	-	3,535.4	38,055	2,256.1	24,284	63.8%
Block E	-	-	5,146.2	55,394	2,984.0	32,119	58.0%
Block F	-	-	3,988.5	42,932	2,334.1	25,124	58.5%
Block G	-	-	2,016.4	21,704	1,077.0	11,593	53.4%
Block H	-	-	1,027.2	11,057	400.8	4,314	39.0%
TOTAL	-	-	41,847.9	450,451	24,536.1	264,107	58.6%

percentage of units by type

14.4%

APARTMENT NUMBERS								
Studio	1B2P	1B2P WCH	2B3P	2B3P WCH	2B4P	2B4P WCH	3B5P	TOTAL
No.	No.	No.	No.	No.	No.	No.	No.	No.
26	29	-	-	-	61	-	2	118
15	35	-	2	15	28	-	17	112
-	19	-	-	-	6	-	-	25
5	13	-	-	-	20	-	-	38
11	10	-	3	3	18	-	3	48
-	23	-	4	-	8	-	3	38
1	5	-	-	-	11	-	-	17
-	2	-	-	-	4	-	-	6
58	136	0	9	18	156	0	25	402
14.4%	33.8%	0.0%	2.2%	4.5%	38.8%	0.0%	6.2%	100.0%

Hab Rms	Bed Sps
No.	No.
275	338
288	333
56	62
91	111
115	136
94	105
44	55
16	20
979	1160

58	136	183	25	402
14.4%	33.8%	45.5%	6.2%	100.0%

979	1160
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7.4. USE

GROUND FLOOR

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

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

Key

- Residential
- Residential Amenity / Leisure
- Commercial Units
- Commercial Manager Office
- Office
- Health Centre
- Parking / Ancillary



FIRST FLOOR

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

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

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

The office buildings have large double-height entrance lobbies and a mezzanine level.



SECOND FLOOR

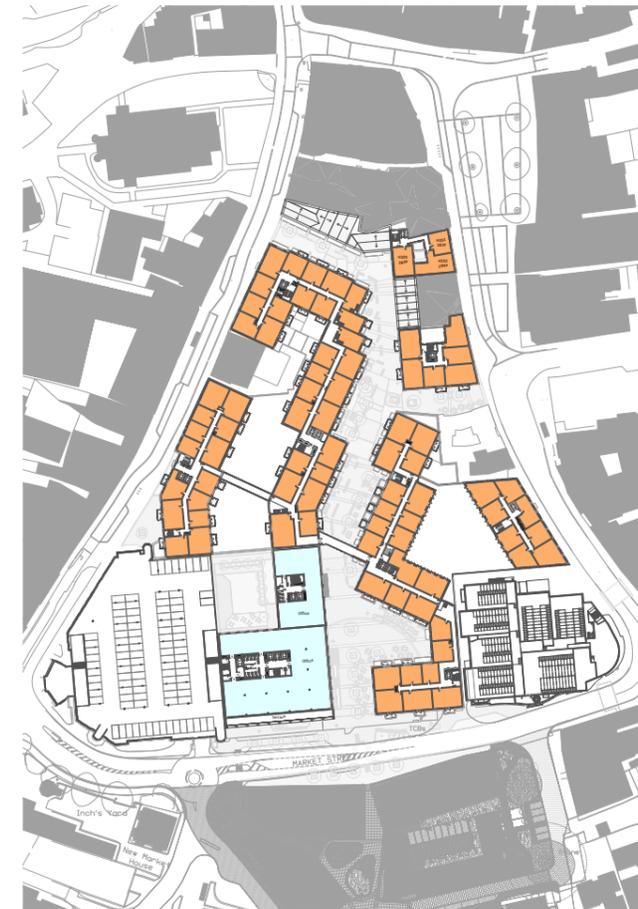
From the second floor to the ninth floor blocks A to H are wholly residential use.

There is a communal podium garden space for residents between blocks A and C on the second floor and communal roof terraces on the eighth floor of block A.

The office floorplates rise from second floor to the fifth floor where a roof terrace is accessible from the main office building.

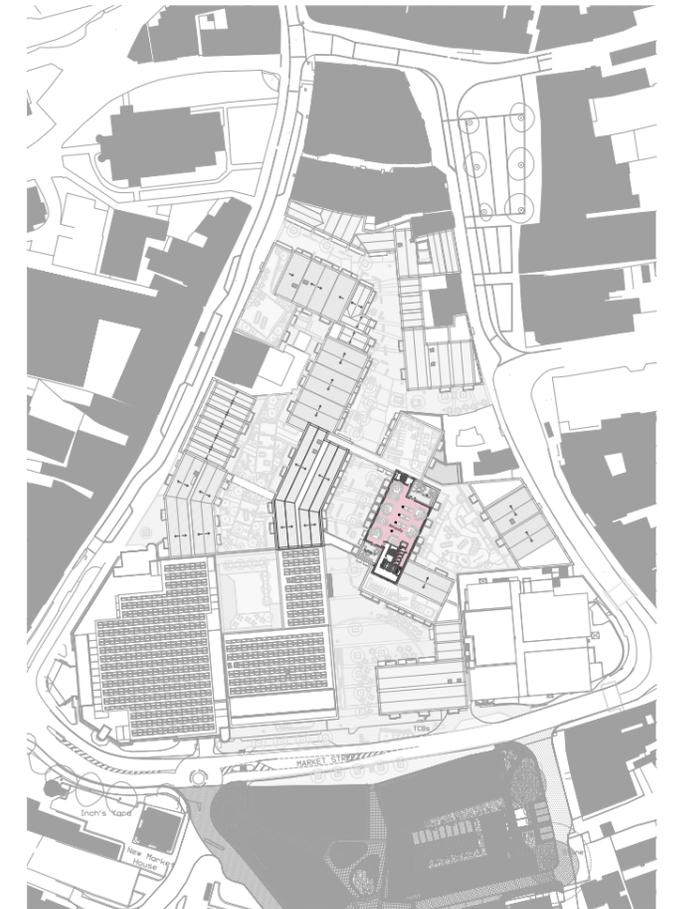
Key

- Residential
- Residential Amenity / Leisure
- Commercial Units
- Commercial Manager Office
- Office
- Health Centre
- Parking / Ancillary



TENTH FLOOR

On the top floor of block A is the communal lounge space for residents with two roof terraces providing views across Newbury and the River Kennet.



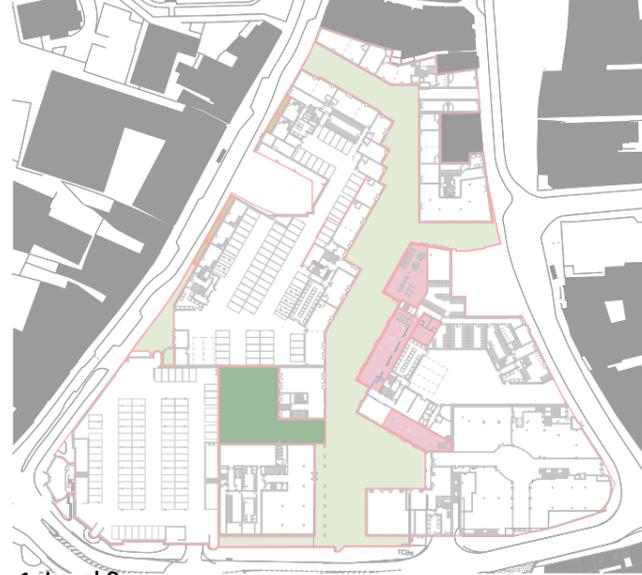
PUBLIC REALM AND AMENITIES

We aim to create a vibrant, bustling and interesting street, lined with a variety of small outlets as diverse as shops, cafes, restaurants and workshops. Specifically designed with independent local businesses in mind, these flexible-occupancy units will be offered on simple terms and turnover rents, giving local entrepreneurs and any local business with a great idea the opportunity of taking space in Newbury's newest quarter.

By retaining and enhancing the existing leisure facilities such as the Vue cinema, this will create a convivial environment. Eagle Quarter will complement the existing shops and facilities in the town centre.

- Internal Amenity
- Private External
- Public Realm
- Shared External

Ground Floor Amenities



First Floor Amenities



Second Floor Amenities



Third Floor Amenities



SHOP FRONT PRECEDENTS



GYM PRECEDENTS



BUSINESS / LEISURE MEETING SPACE PRECEDENTS



CYCLE WORKSHOP PRECEDENTS



CO-WORKING/TECH HUB PRECEDENTS



7.5. LAYOUT

BLOCK A, C & D TYPICAL FLOOR PLAN

Key

- Studio
- 1B2P
- 1B2P Wch
- 2B3P
- 2B3P Wch
- 2B4P
- 2B4P Duplex
- 3B5P
- 3B5P Duplex



BLOCK B, E & F TYPICAL FLOOR PLAN

Key

- Studio
- 1B2P
- 1B2P Wch
- 2B3P
- 2B3P Wch
- 2B4P
- 2B4P Duplex
- 3B5P
- 3B5P Duplex



BLOCK G & H TYPICAL FLOOR PLAN

Key

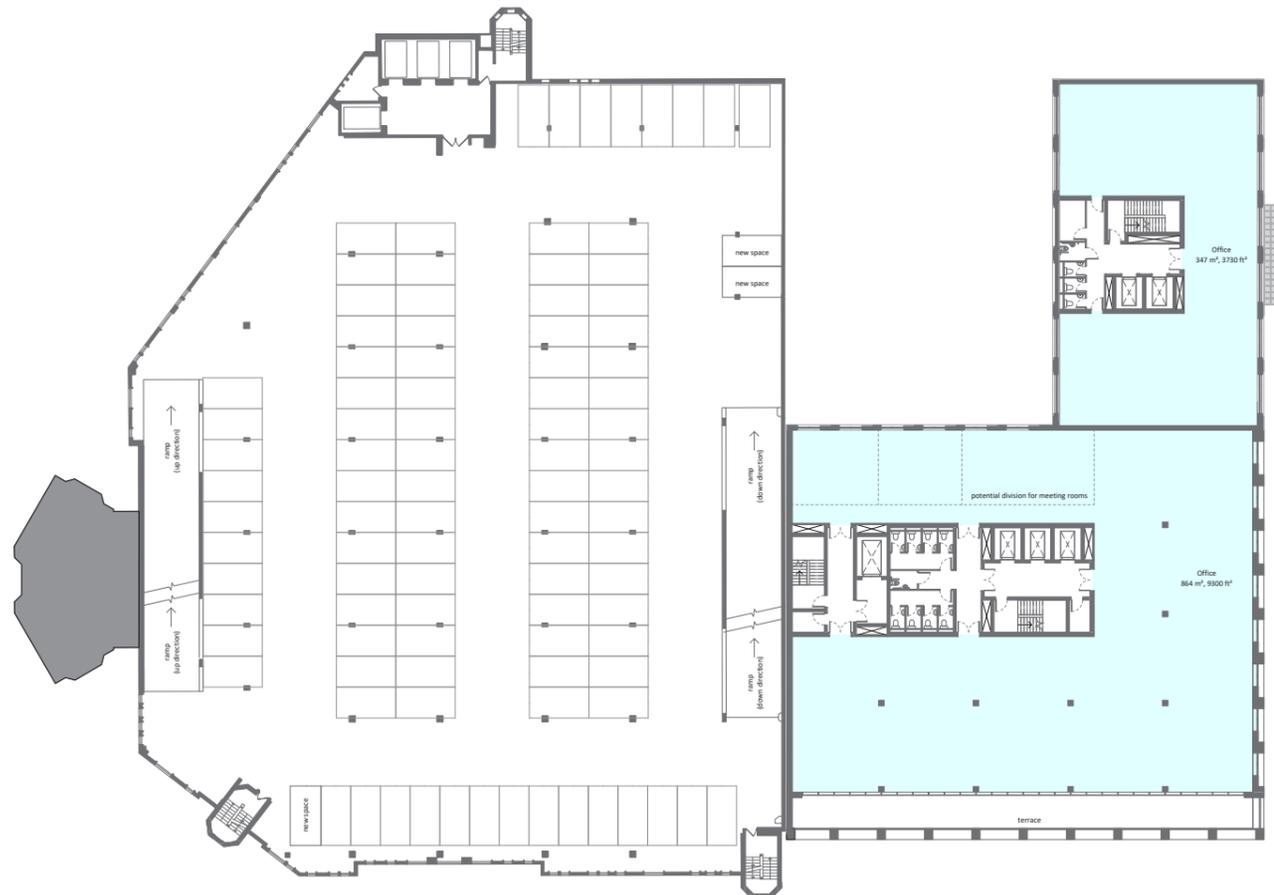
- Studio
- 1B2P
- 1B2P Wch
- 2B3P
- 2B3P Wch
- 2B4P
- 2B4P Duplex
- 3B5P
- 3B5P Duplex



OFFICE & CAR PARK TYPICAL FLOOR PLAN

Key

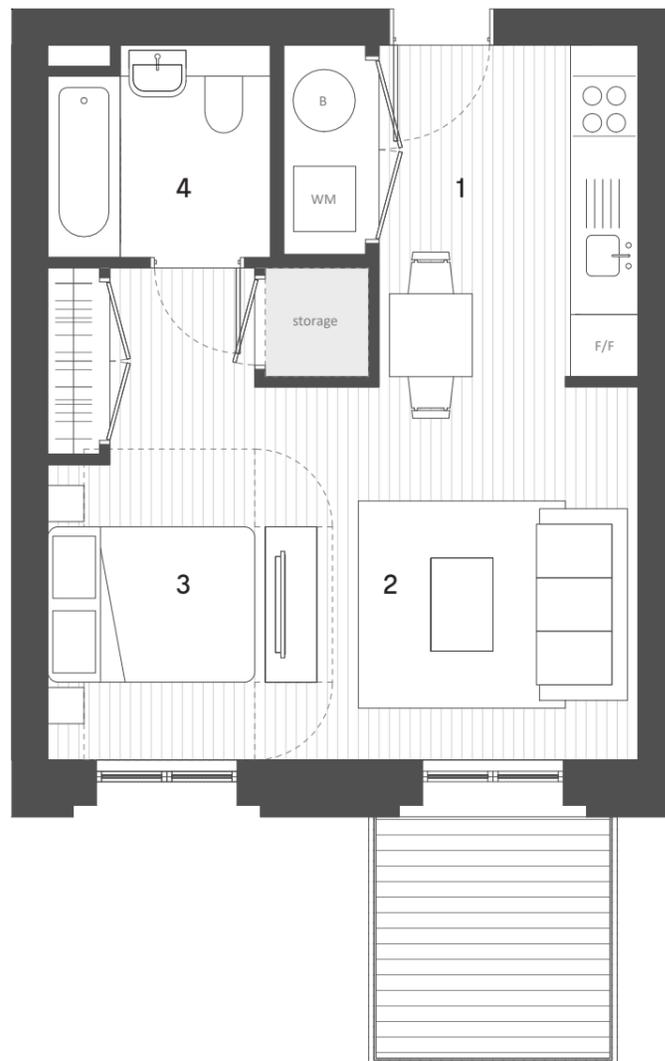
- Office
- Car Park



TYPICAL STUDIO INTERNAL LAYOUT

KEY

- 1. Kitchen
- 2. Living Room
- 3. Bedroom
- 4. Bathroom



TYPICAL ONE BEDROOM INTERNAL LAYOUT

KEY

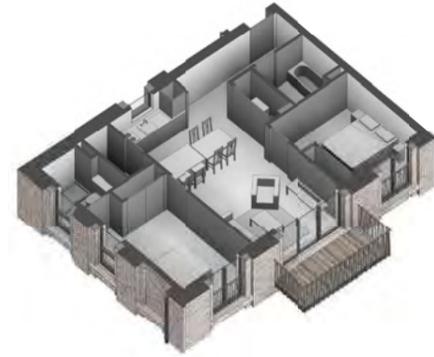
- 1. Kitchen
- 2. Living Room
- 3. Bedroom
- 4. Bathroom



TYPICAL TWO BEDROOM INTERNAL LAYOUT

KEY

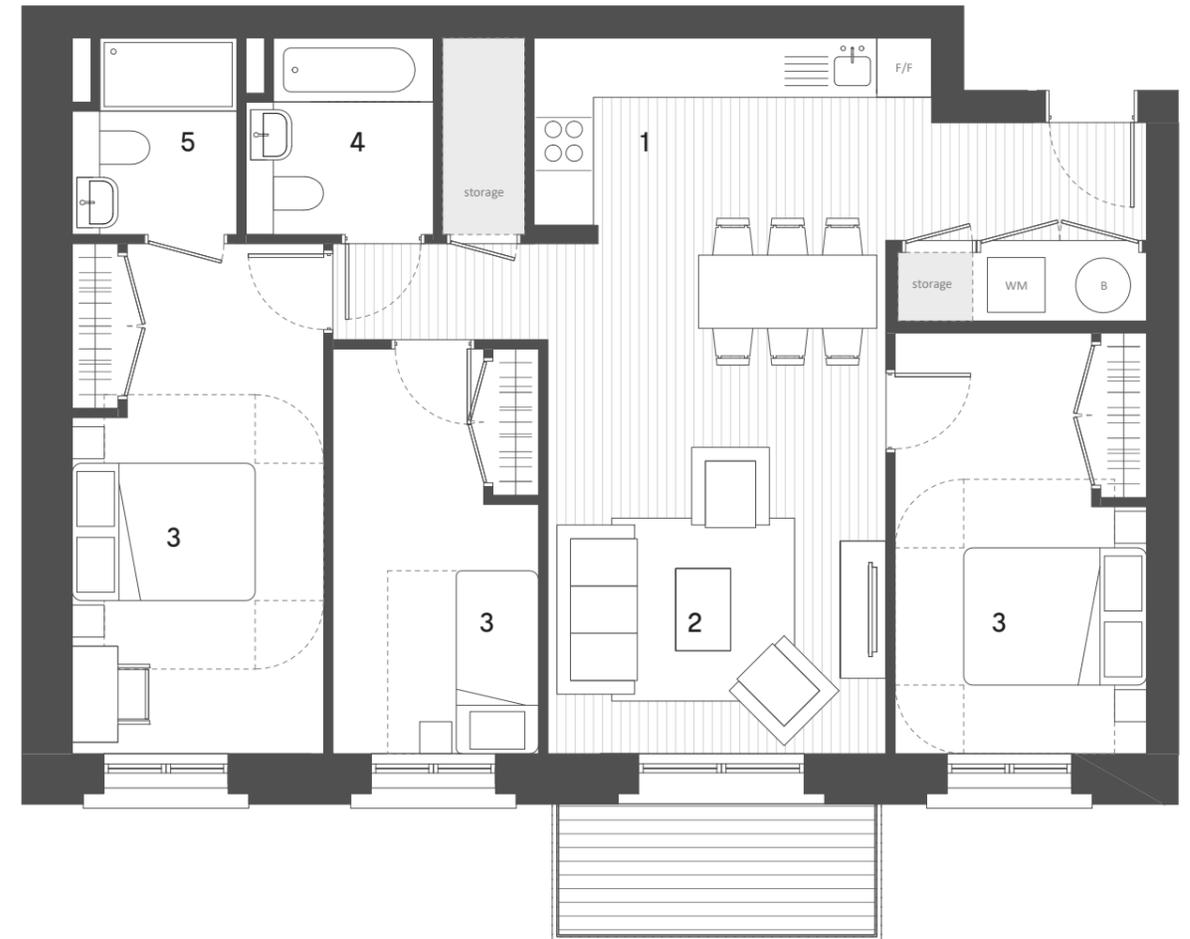
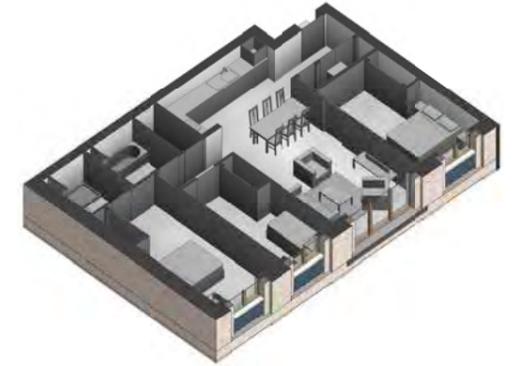
- 1. Kitchen
- 2. Living Room
- 3. Bedroom
- 4. Bathroom
- 5. En-Suite



TYPICAL THREE BEDROOM INTERNAL LAYOUT

KEY

- 1. Kitchen
- 2. Living Room
- 3. Bedroom
- 4. Bathroom
- 5. En-Suite



7.6. DESIGN APPROACH

GENERAL CONCEPT

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



Contemporary Precedents of Local Features

Ground Detail



Ruby Hotel, Lower Marsh

Brick Detail



R2 Building, Kings Cross



St Johns Hill, Burr ridge Gardens



53 Great Suffolk Street



53 Great Suffolk Street

RESIDENTIAL DESIGN

All dwellings will be flats.

The proposed residential designs are based on the standards set by The Department for Communities and Local Government's Technical housing standards – nationally described space standard, in addition to the Design Team's experience and advice obtained through consultations. Some important design principles that inform this proposal are:

- well defined, generous communal entrances;
- active street frontages,
- clearly defined defensible spaces at ground level;
- large proportion of dwellings with multiple aspects;
- direct routes from cores to apartments;
- architectural design details reference the local character
- a balanced mix of dwelling sizes and housing types;
- generous private amenity space for all, with usable balconies sufficient for outside dining;
- easily accessible, centralised bin stores;
- secure car and cycle parking
- home office space to promote flexible work and allow for working from home.

ACTIVE FRONTAGES

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

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

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

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

SUNLIGHT & DAYLIGHT

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

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

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

PRIVATE AMENITY

All dwellings will include private outdoor amenity space in a variety of types: balconies, and roof terraces.

Most dwellings facing communal gardens or courtyards will benefit from private gardens with access to the communal gardens. Where private amenity space faces directly onto a street, it will be well defined defensible space.

Some buildings will be split into elements with different heights, thereby providing variety in the townscape as well as roof terraces which will add to the amenity provision.

7.7. APPEARANCE

OVERVIEW

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

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

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

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

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



MATERIALITY

Newbury has a very mixed and varied character, both in terms of building forms and architectural language, and materials used within the wider townscape. There is a rich variety of architecture styles from the historic to the contemporary, and materials from bricks and stone to render and concrete.

For our proposals we have analysed these references and selected a palette of materials that is purposefully restrained and will help to create a contemporary scheme that is rich, unique, contextual, and will complement the surrounding area.

The chosen palette of materials is predominantly based on brickwork which is a widely used material in the area. Brick as the main material is considered to be appropriate for both its traditional use typology and also for its familiarity in residential buildings. It is durable, with low maintenance, creates rich texture and helps to create a sense of place which has been at the core of the scheme.

The main brickwork has been chosen in several hues from light tones to red and darker tones – examples of which can be readily found in the area. To add to and enhance the character, the brickwork is used in various bonds and patterns, adding richness of details and variation throughout the scheme. To complement the brickwork, details such as canopies, balustrades and window frames are proposed in dark grey metal as a symbolic nod to the ironworks heritage of the site

The slightly more unusual blue brick, tinted cement based material and bronze effect metal details, all give a nod to the textile heritage of the area, and the colour of woad seeds and the dye hues they create.



CHARACTER AND PRINCIPLES

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

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

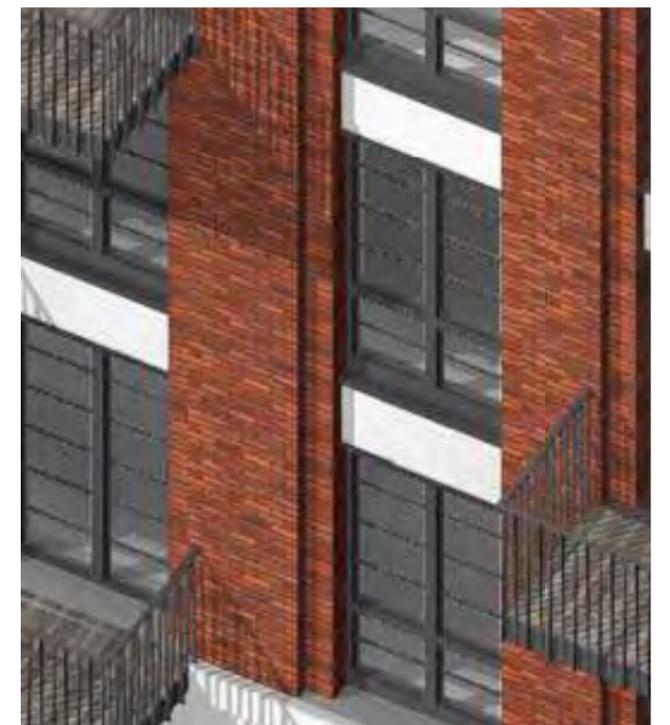
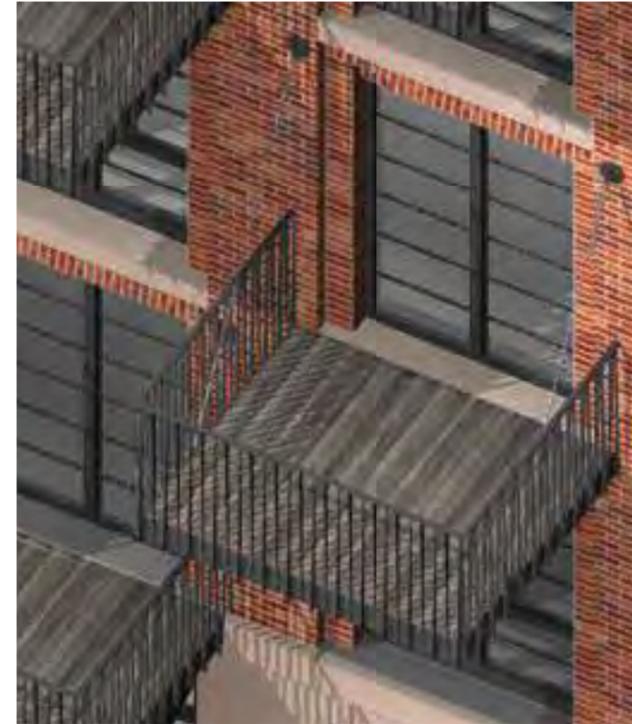
During the design process, we have researched and explored contemporary precedents to understand how this concept can be approached and how the right balance can be found between the inspiration and contemporary design.

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

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

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

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

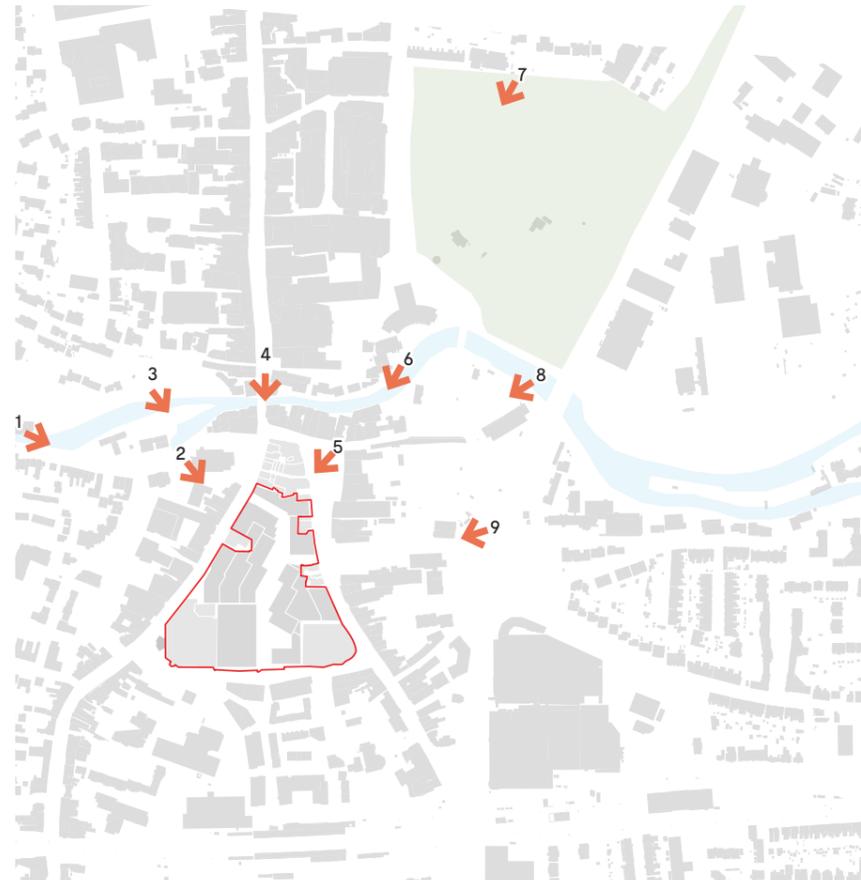


SCALE AND MASSING

Careful composition of the site layout and massing, resulting from extensive analysis of the immediate and wider context, helps to ground the proposed scheme within the local area, sensitively addressing relationships to its surroundings while also ensuring that it makes optimal use of its key location in the town centre of Newbury.

As illustrated on the following pages, the scheme has been sensitively designed, creating harmonious relationships with its immediate context, providing focal points in various vistas, and siting comfortably within the wider townscape.

The scheme, ranging in height to address specific conditions, provides a transition from small scale buildings along the street edges to taller buildings in the centre of the site. The industrial heritage and the site's surroundings has been a key influence in designing the buildings including the form, expression of the roofscape, details and materiality, all of which are intended to help to create a strong sense of place and character. For further information regarding townscape refer to a separate document prepared by Montagu Evans.



View key



View 1 - Pedestrian bridge over the River Kennet / W Mills and Kennet Rd Junction



View 2 - St Nicolas Church / W Mills



View 4 - Bridge Street looking south along Bartholomew Street



View 3 - St Nicolas Church / north side of the River Kennet



View 5 - Market Place looking south



View 6 - River path looking south west



View 8 - River path by Wharf Road, looking south west



View 7 - Victoria Park looking south



View 9 - A339 roundabout looking east along Bear Lane

BLOCK A ELEVATIONS

The main building, block A, faces the new square and stands approximately in the location of former Plenty's Eagle Works which was historically the largest building on site. As the principal building in the key location within the masterplan it is the tallest element of the scheme, comprising a central volume with a double pitched roof, a common feature of industrial buildings, and two lower elements providing roof terraces facing south and towards Market Place.

Given the historical reference and location, it has perhaps the most traditional appearance of all the buildings. The elevations are based on a regular grid of solid elements and openings with a strong vertical character. The inspiration from industrial buildings is underlined by the overarching principles of repetition and rhythm, helping to create a strong and efficient design. While these principles are at risk of producing a monolithic building and emphasising its scale, the finer grain of the detailing helps to bring visual interest and breaks the overall appearance into smaller elements.

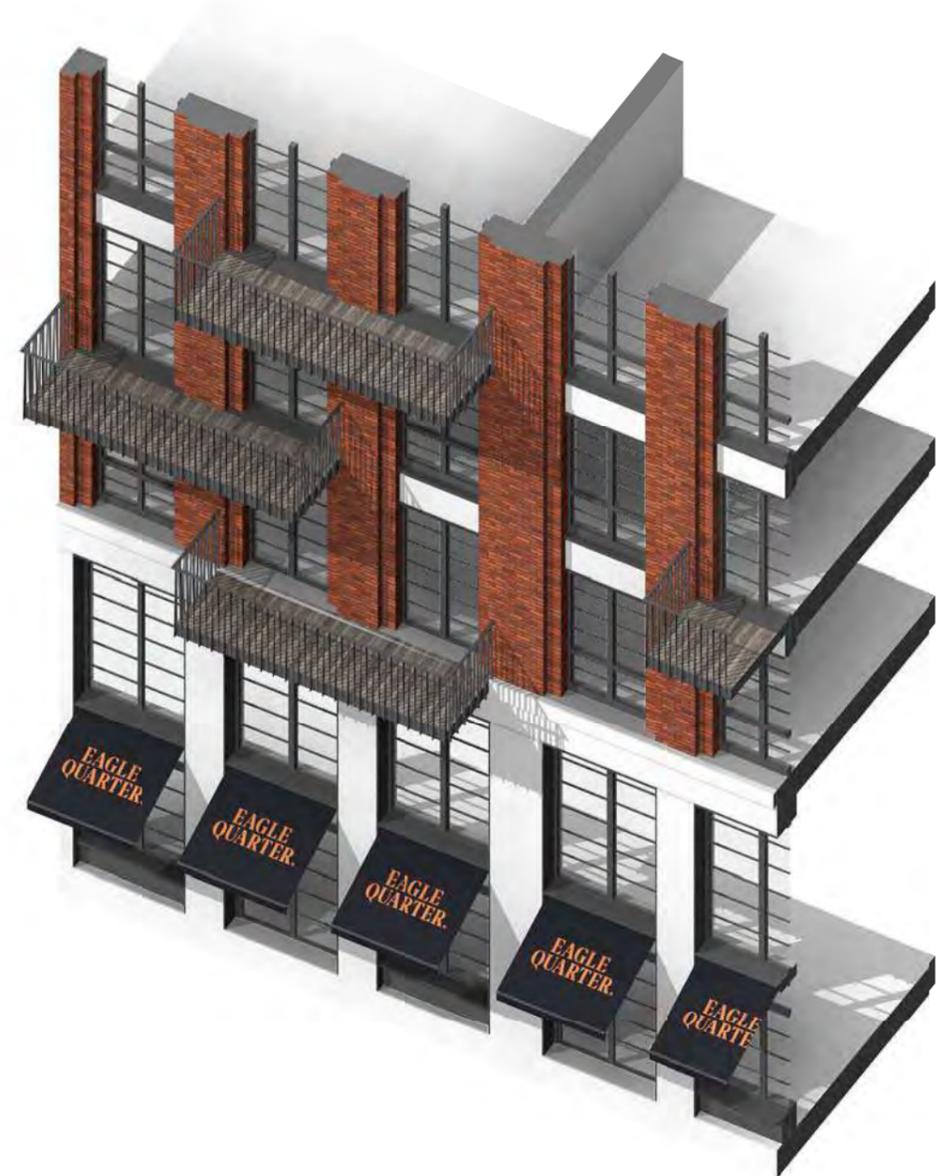
The finer detail of soldier course reveals and lintels creates yet another texture of the facade, complemented by Crittall-like windows and metal balconies that are carefully designed to align with soldier course banding and playfully alternate across the facade as a contrast to the strong grid of the elevations

The overall design creates a rich appearance with real depth and character that reflects and celebrates the industrial heritage of the site. Similar details and principles are developed further through the design of the rest of the scheme.



East Elevation - new street through the scheme.

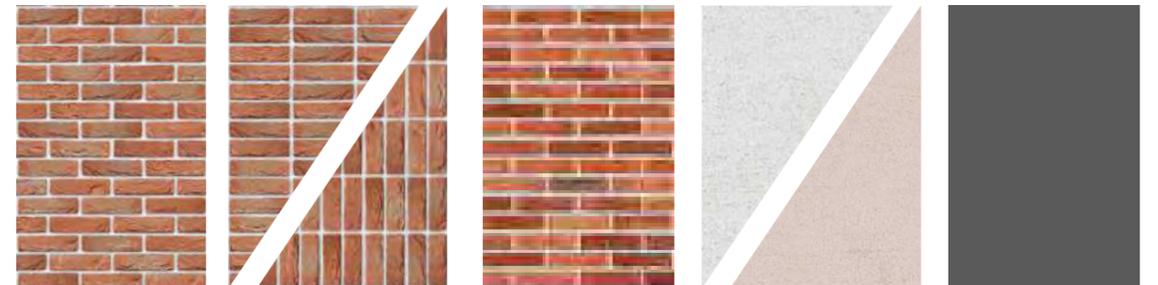
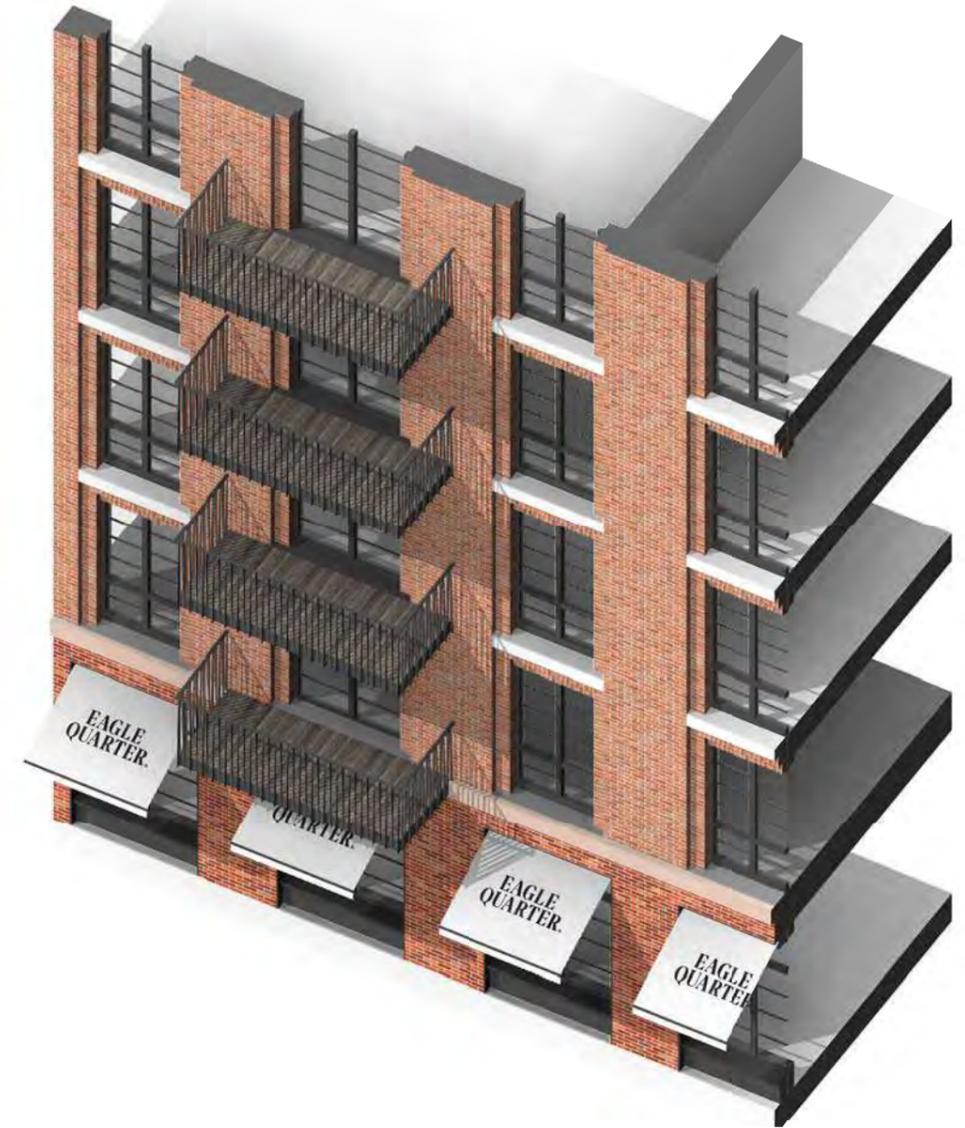
BLOCK A - SOUTH ELEVATION DETAIL



BLOCK A - WEST ELEVATION DETAIL- CENTRAL VOLUME



BLOCK A - WEST ELEVATION DETAIL- NORTHERN VOLUME



BLOCK B ELEVATIONS

The overall massing of the masterplan is arranged so that it rises in the centre of the site and the scale diminishes towards the street edges, thoughtfully fitting in with the existing context.

Block B, opposite the main building, also sits in the centre of the site. The building comprises two principal volumes - a taller southern volume as a balance to Block A and a lower northern volume as a transitional piece towards the smaller scale of the northern part of the masterplan and the existing town centre.

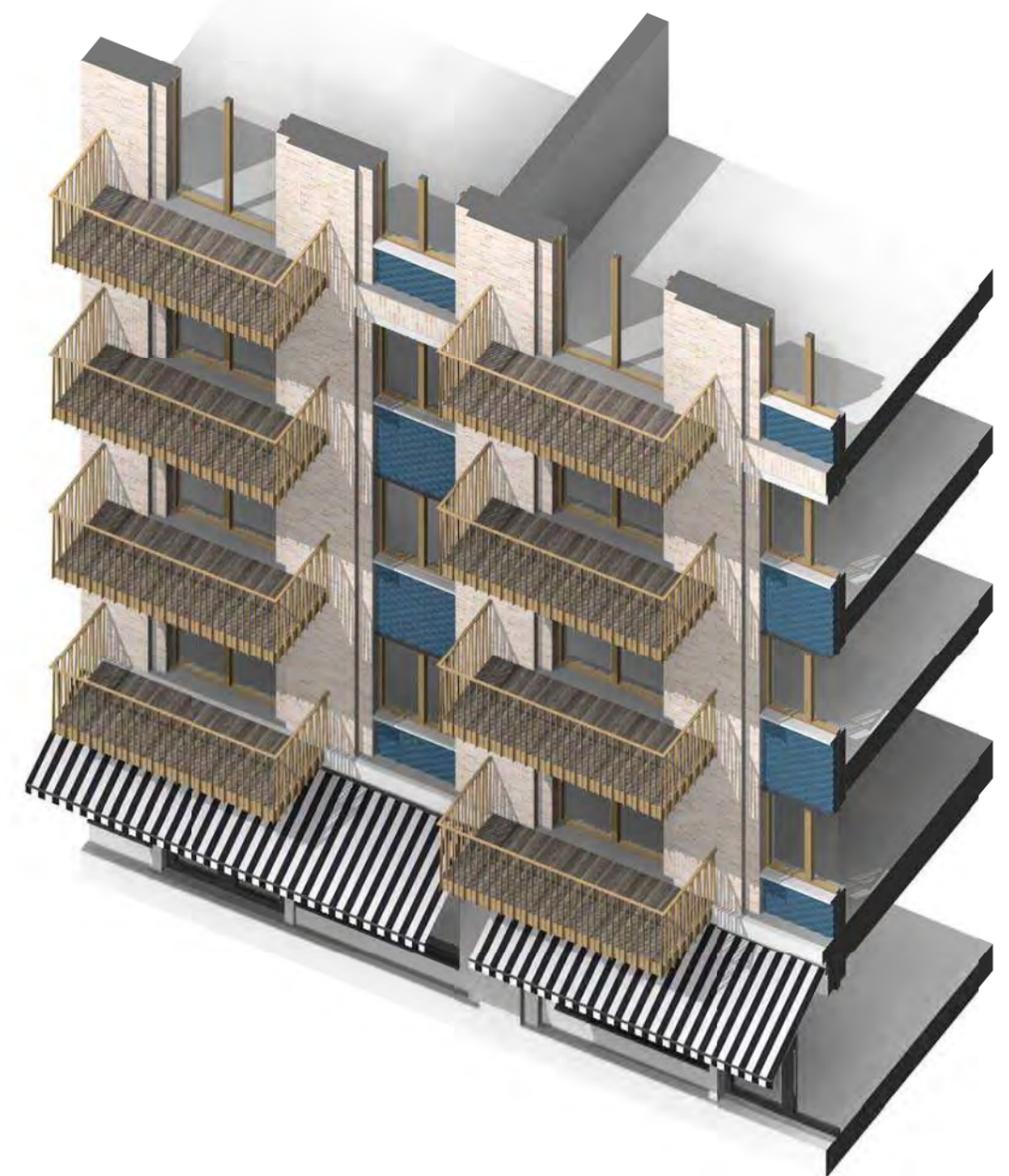
In general, block B is slightly lower than Block A to follow the idea of hierarchy, variation and layers within wider townscape views. The taller volume is proposed in light brickwork to ensure that each building has its unique character which is retained and distinctly visible even in more long distance views. The smaller northern element introduces a different roof form that follows the existing alternating pattern in the area.

While Block A gives a nod to Plenty's Eagle Works, block B aims to play on the themes evoking textile heritage, be it in the form of basket weave or zig zag brick detail. Details such as angled railing and balcony balustrade, are also used throughout.

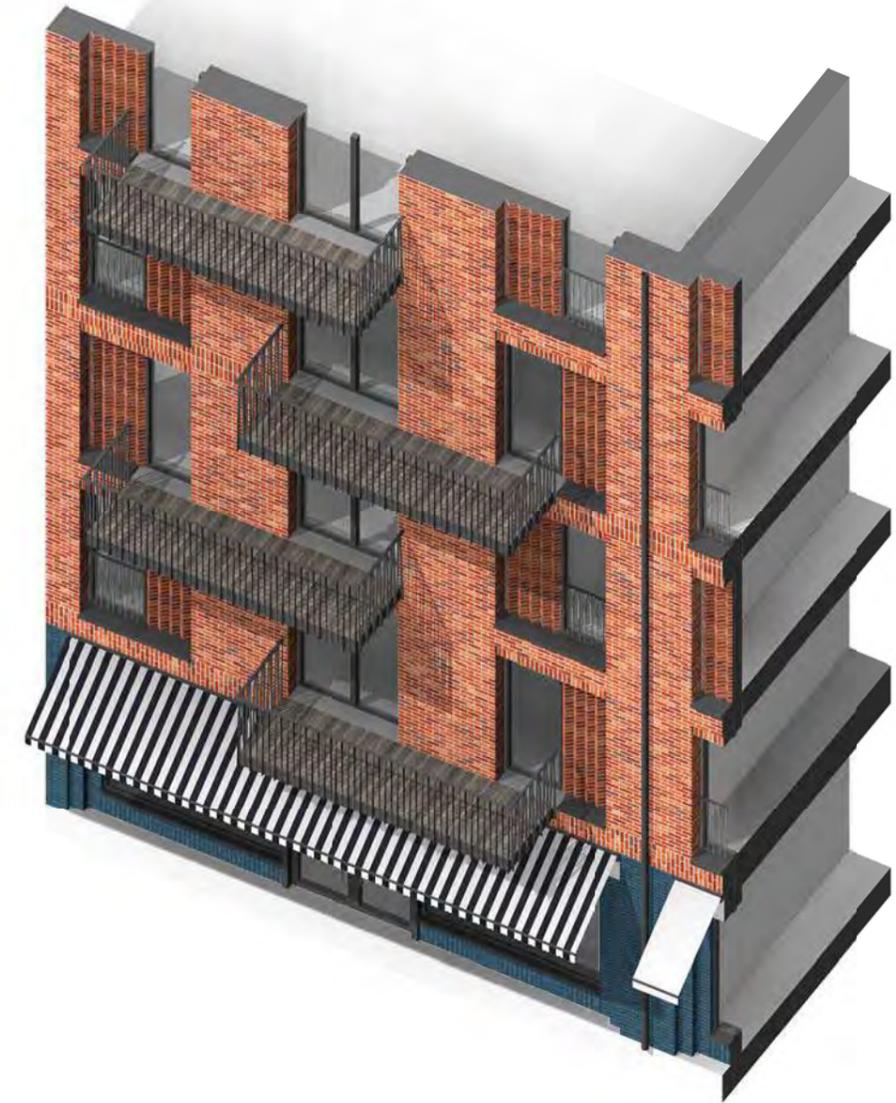
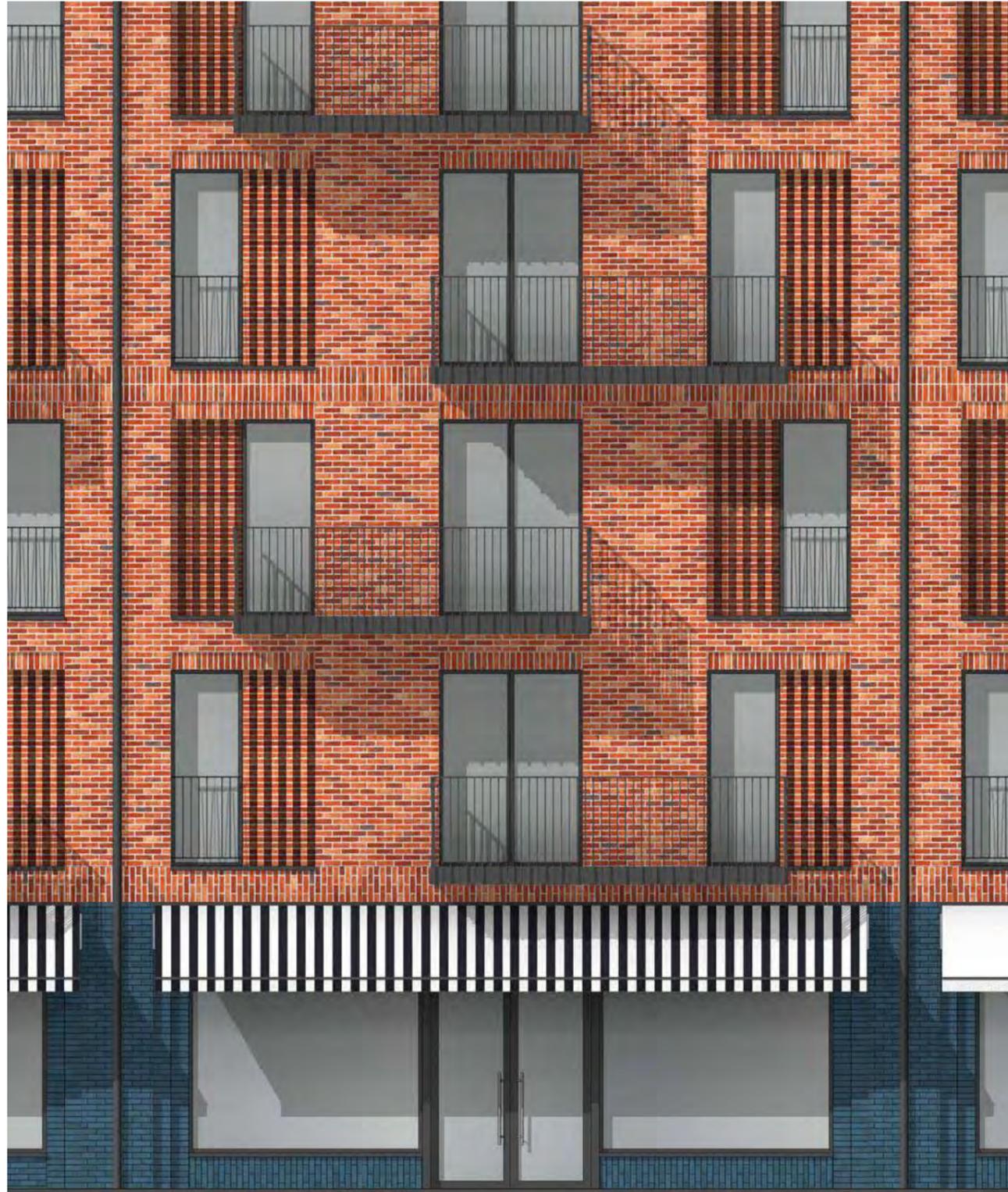


West Elevation - new street through the scheme

BLOCK B - EAST ELEVATION DETAIL-SOUTHERN VOLUME



BLOCK B - EAST ELEVATION DETAIL- NORTHERN VOLUME



BLOCK C ELEVATIONS

Block C replaces the existing office building on Cheap Street, located between the adjacent Vue cinema on the corner with Market Street and the Catherine Wheel pub off the junction with Bear Lane.

It is a mid rise building designed to sit harmoniously within the scale of existing streetscape with a dropped shoulder towards the Catherine Wheel to the north providing private terraces to the flats on the top floor. The form is simple, characterised by three distinct bays and shallow gables.



BLOCK C - WEST ELEVATION DETAIL- NORTHERN VOLUME



BLOCK D ELEVATIONS

Market Street, currently somewhat busy and unloved street, will completely change in character with the arrival of the new development across the street and the new Eagle Quarter.

Block D is located adjacent to the existing Vue Cinema. Together with the new office HQ building further to the west, the two buildings form the gateway to Eagle Quarter on the way from the railway station, through the site and further on towards the town centre to the north.

It is a mid-rise building, comprising two slightly different elements. The street facing part has a clear base and double pitched roof, creating a transition between the emerging development across the street and taller buildings around the new square to the north. The second part, located to the east end of the new square is designed as a small double-gabled building which accommodates a new link to the existing cinema building within a setback ground floor. The design incorporates metal details as a nod to Plenty's Eagle Works.



South Elevation - Market Street

BLOCK D - NORTH ELEVATION DETAIL



BLOCK D - WEST ELEVATION DETAIL



BLOCK E ELEVATIONS

Bartholomew Street along the western boundary of the site is characterised by small scale buildings. As such, the proposed buildings E and F facing onto the street have been carefully considered and designed to fit within the streetscape.

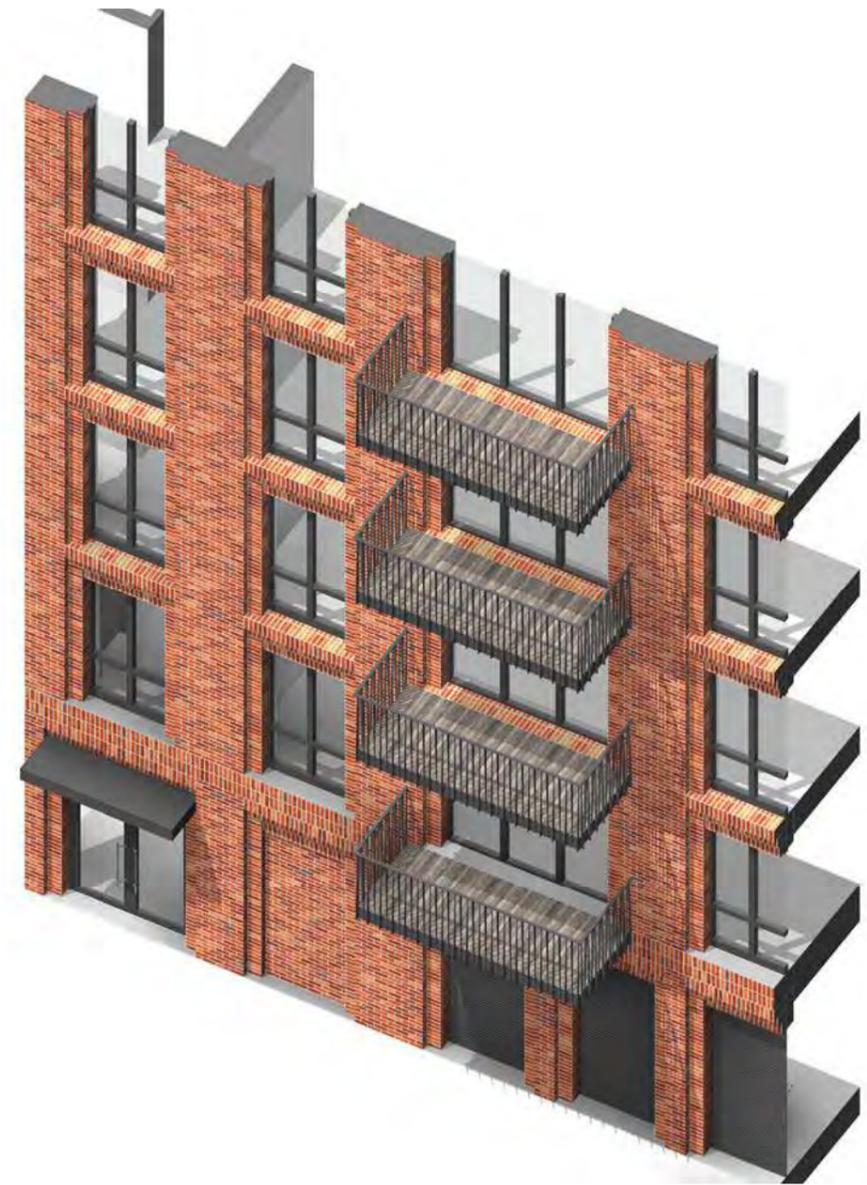
Block E adjacent to the existing multi-storey carpark which is being extended by an additional floor, comprises two distinct volumes. A mid-rise southern part adjacent to the carpark is designed with the appearance of a single larger building, not dissimilar to the main block A but with simpler detailing. The northern element adjacent to the Newbury pub is much smaller in scale and designed to appear as a terrace of multiple buildings. To reduce the perceived scale even further, the top floor is set back with a series of gables.

Each bay, corresponding to the duplex units within, is proposed in different colour brickwork to enrich the streetscape and ensure the legibility of the design even in oblique views.

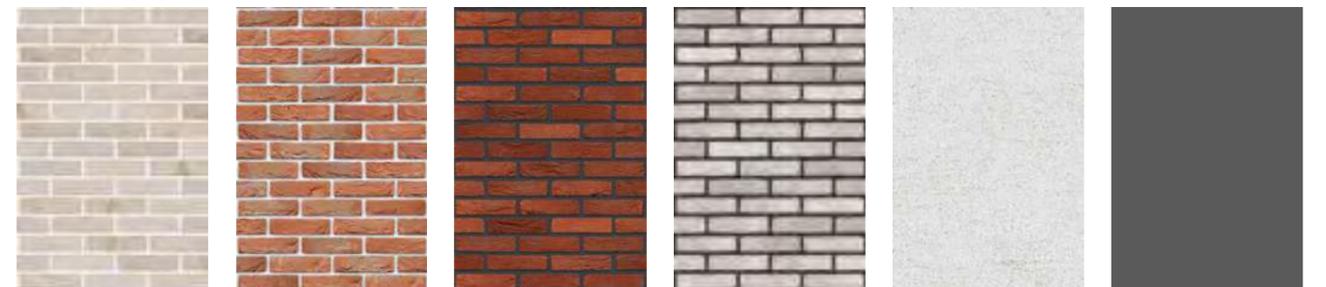
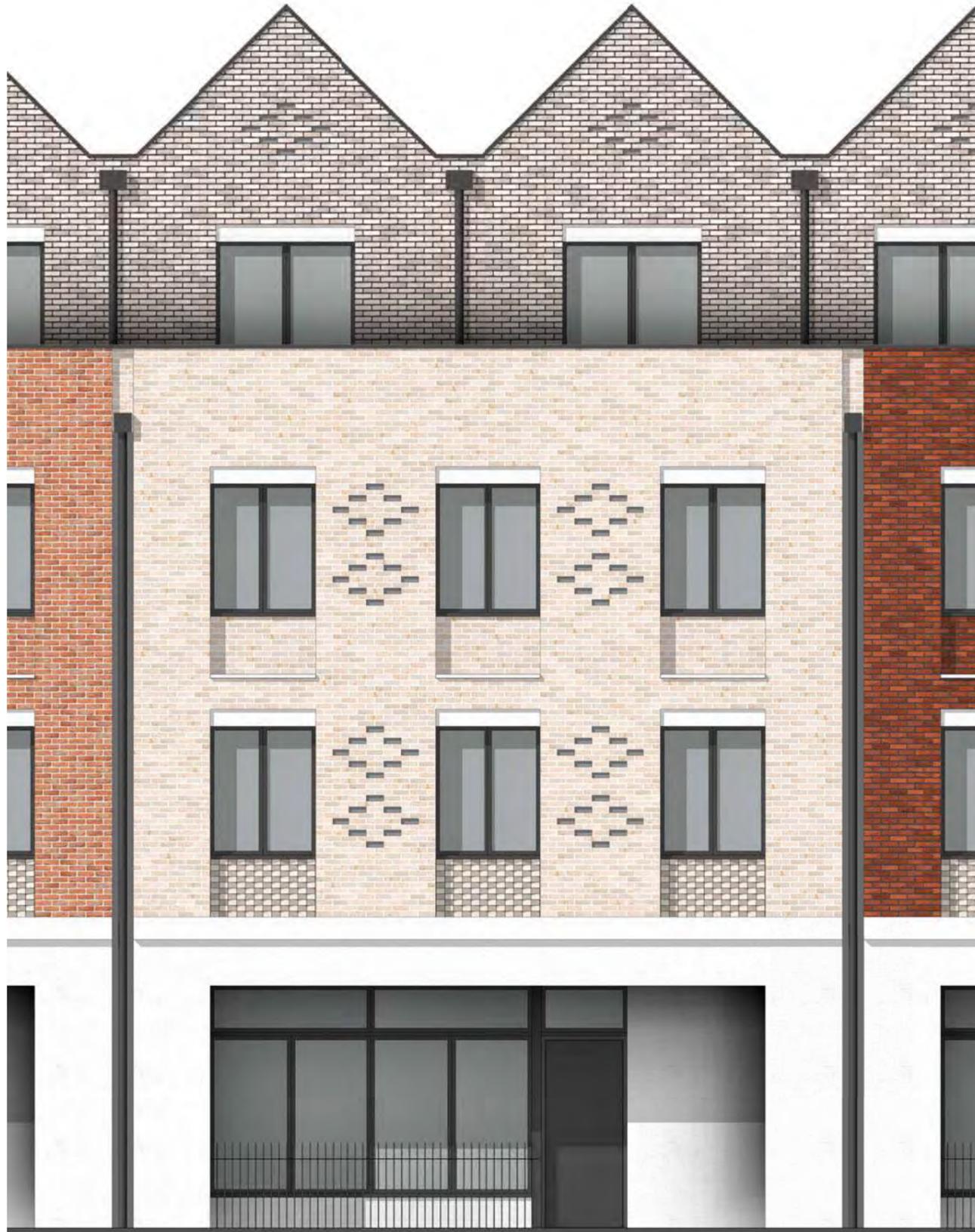


West Elevation - Bartholomew Street

BLOCK E - WEST ELEVATION DETAIL - SOUTHERN VOLUME



BLOCK E - WEST ELEVATION DETAIL - NORTHERN VOLUME



BLOCK F ELEVATIONS

Block F at the northern part of the site comprises three principal elements - a central mid-rise part facing the link between Bartholomew Street and Market Place, a small scale terrace facing Bartholomew Street to the west and a trio of townhouse like forms.

Similarly to Block E, the part facing Bartholomew Street is small in scale to fit within the existing streetscape. The idea of a terrace is inspired by the former burgage plots historically on site. Each bay or section of the terrace has the same detailing but their individuality is emphasised by using different brick tones.

The central part is very similar to Block D. The two buildings are similar in scale and use exactly the same elements, materials and details but in slightly different way to ensure they retain their individual character but act almost as a pair, anchoring the scheme at both ends.



West Elevation - Bartholomew Street

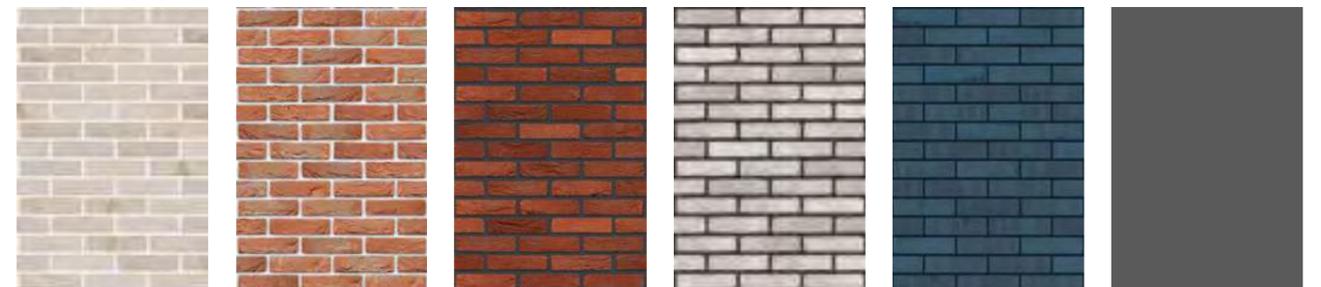


North Elevation

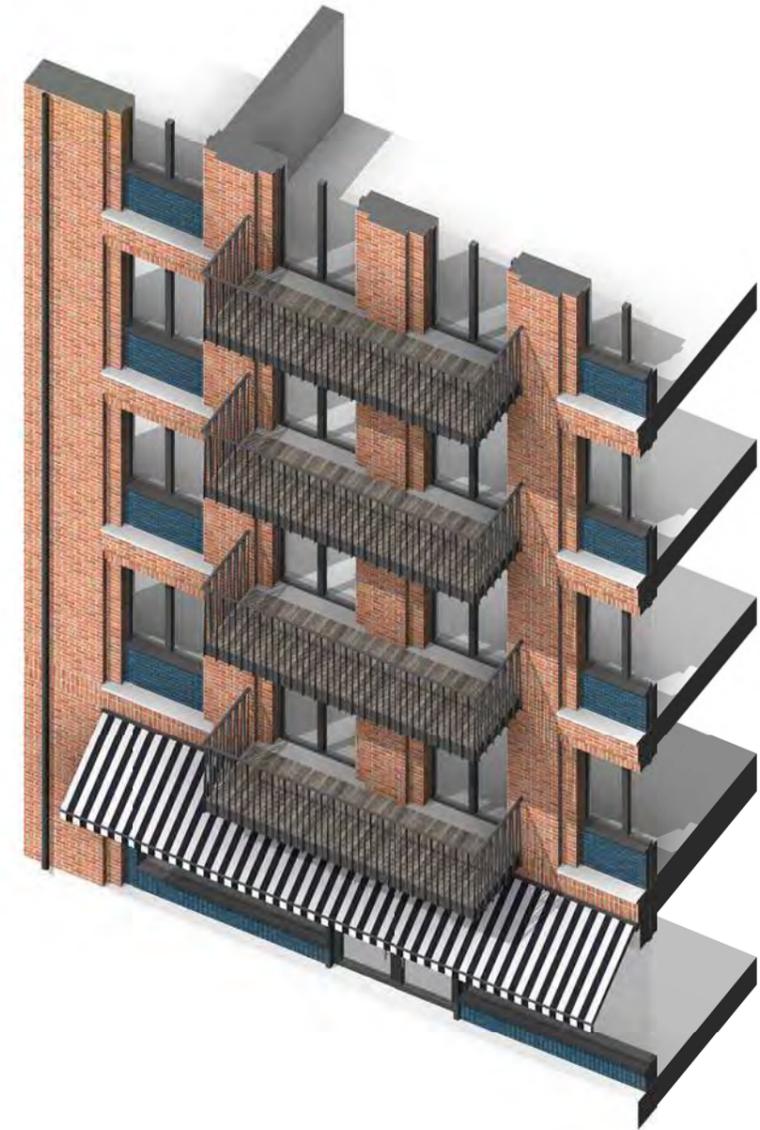


East Elevation

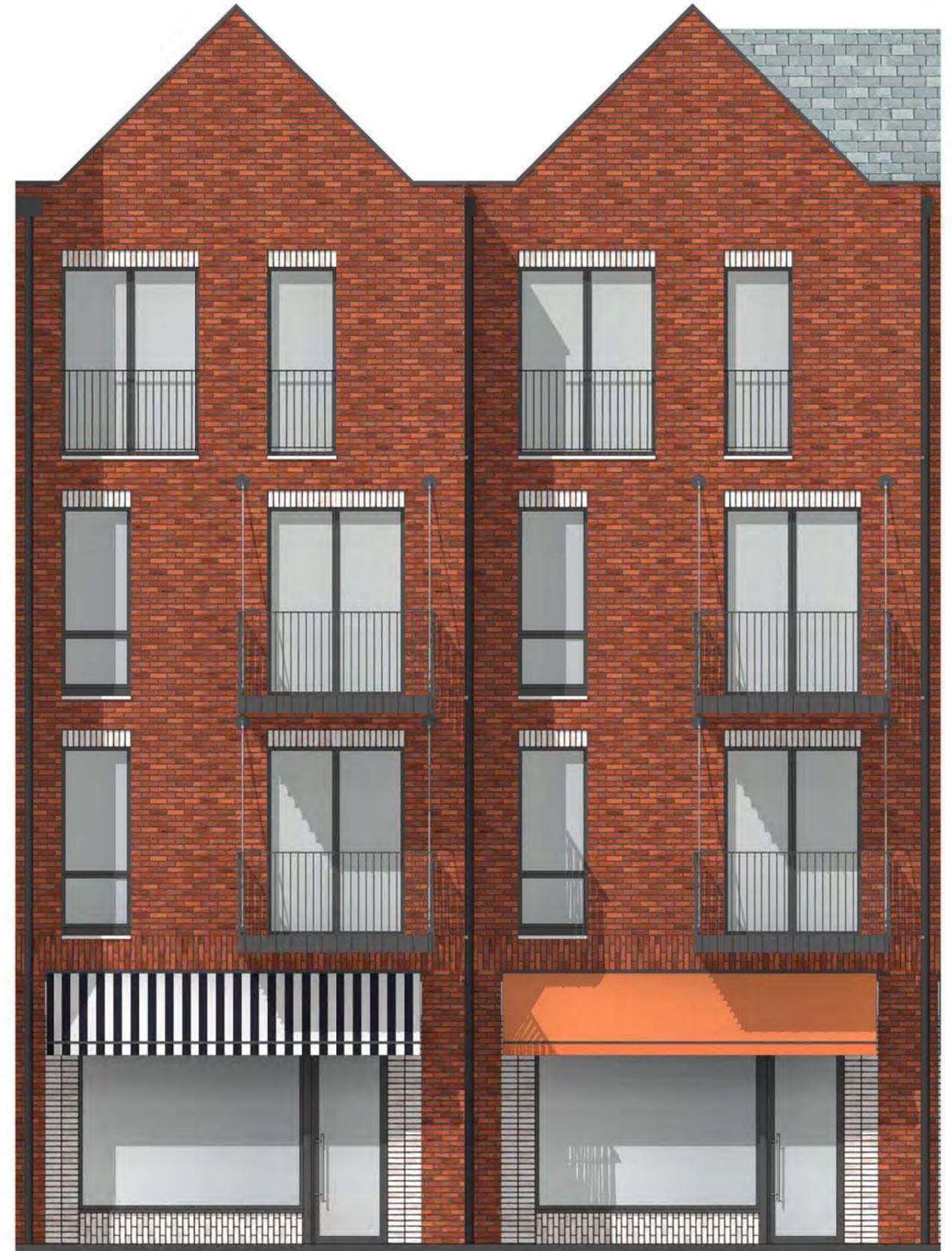
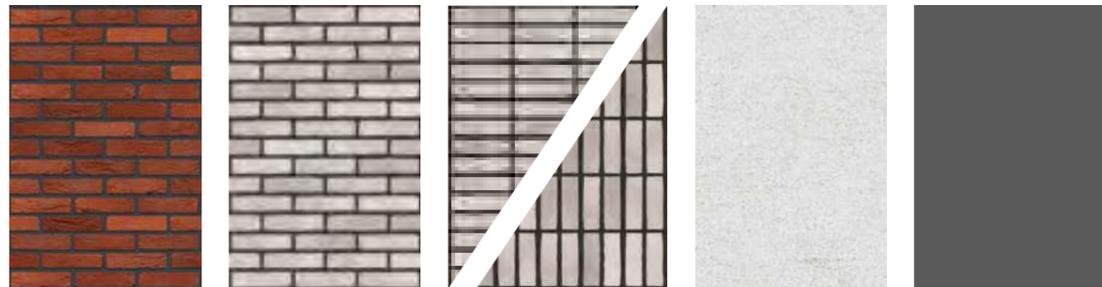
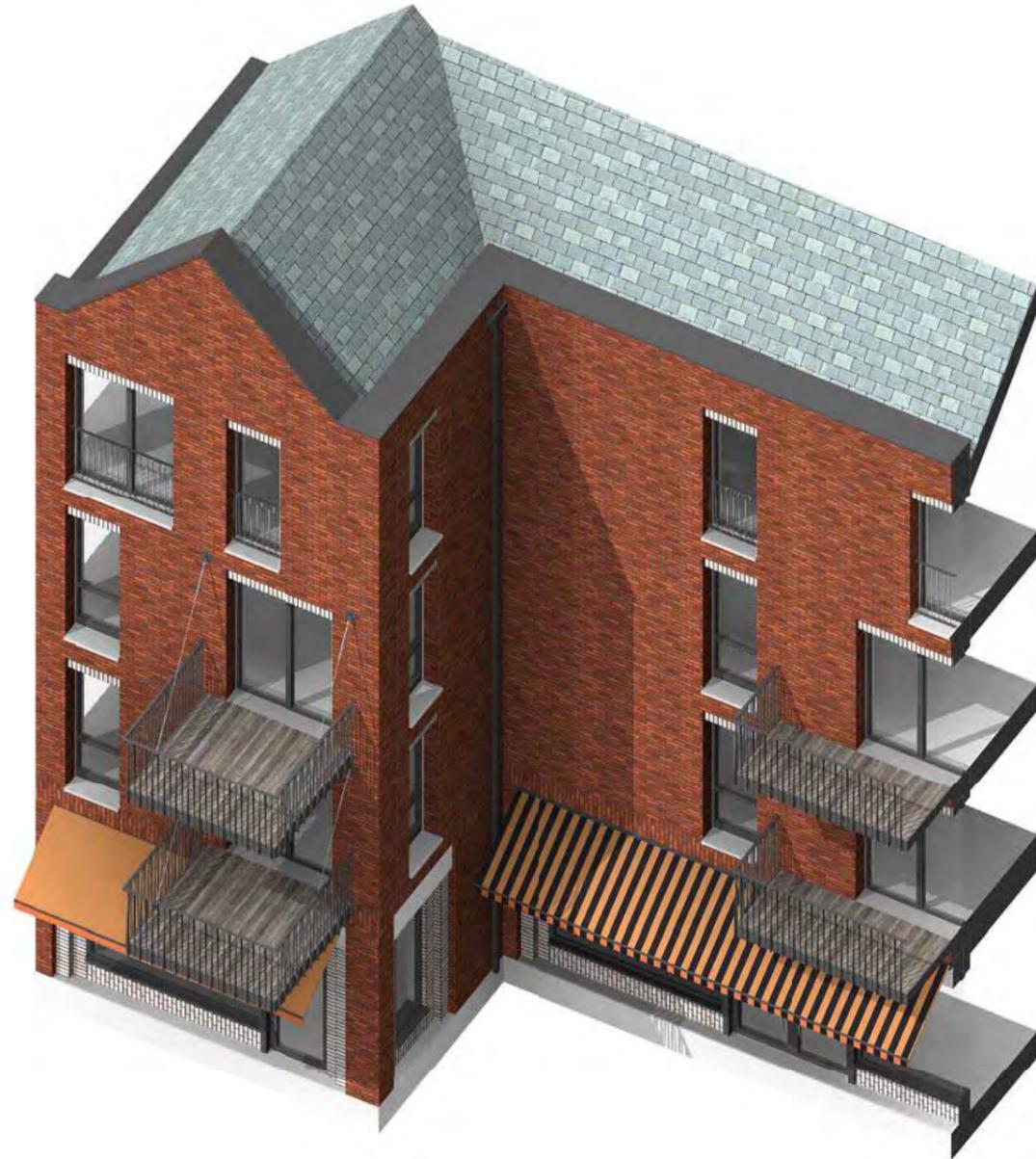
BLOCK F - WEST ELEVATION DETAIL



BLOCK F - NORTH ELEVATION DETAIL



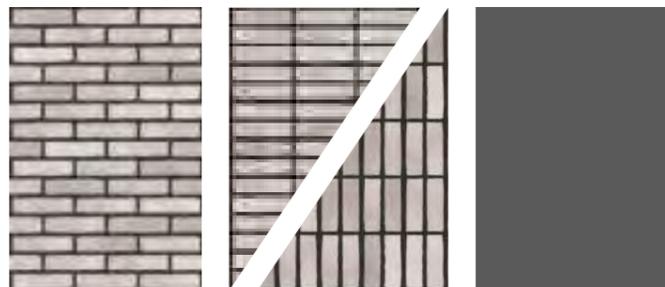
BLOCK F - EAST ELEVATION DETAIL



BLOCK G ELEVATIONS

Block G, located opposite the Catherine Wheel and just off Market Place marks the entrance to Eagle Quarter on approach from the bus station and Bear Lane.

Respecting its surrounding context it is a small scale building with three gables facing south. To highlight its position and differentiate it from the rest of the scheme, the building is designed in grey brickwork with simple yet rich detailing. As a nod to the crenellations of the Catherine Wheel, the parapet line facing Market Place is designed similarly with railings in the gaps aligned to windows below.



BLOCK H ELEVATIONS

The western side of Market Place is characterised by relatively low rise buildings and a focal point in the form of the Newbury Town Hall clock tower at the northern end. Block G at the other end, at the junction with Bear Lane, creates a book end to the whole elevation. Block H sits in the middle of the overall street scene, replaces an existing building of similar scale and proportions and incorporates a new link between Eagle Quarter and Market Place that emerges directly opposite the Corn Exchange.

The second element of this part of the scheme is a terrace of very low buildings along the very northern boundary of the site and framing the link between Market Place and Bartholomew Street.



BLOCK H - EAST ELEVATION DETAIL



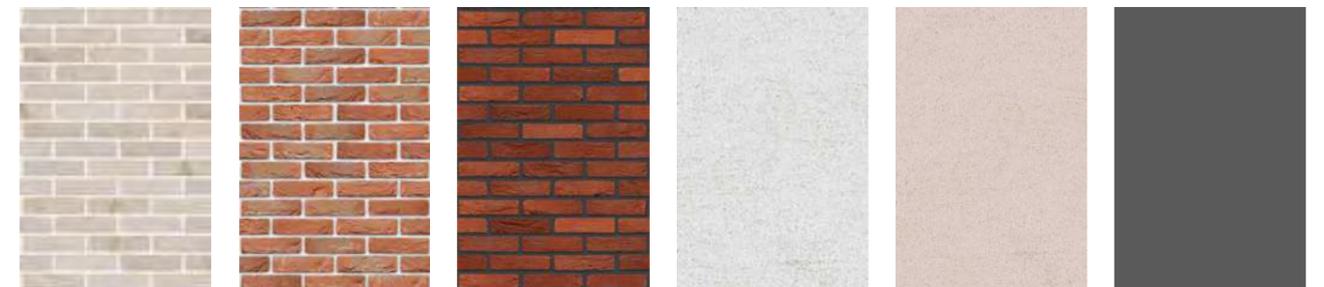
East Elevation - Market Place



BLOCK H - SOUTHWESTERN ELEVATION DETAIL



Southwest Elevation

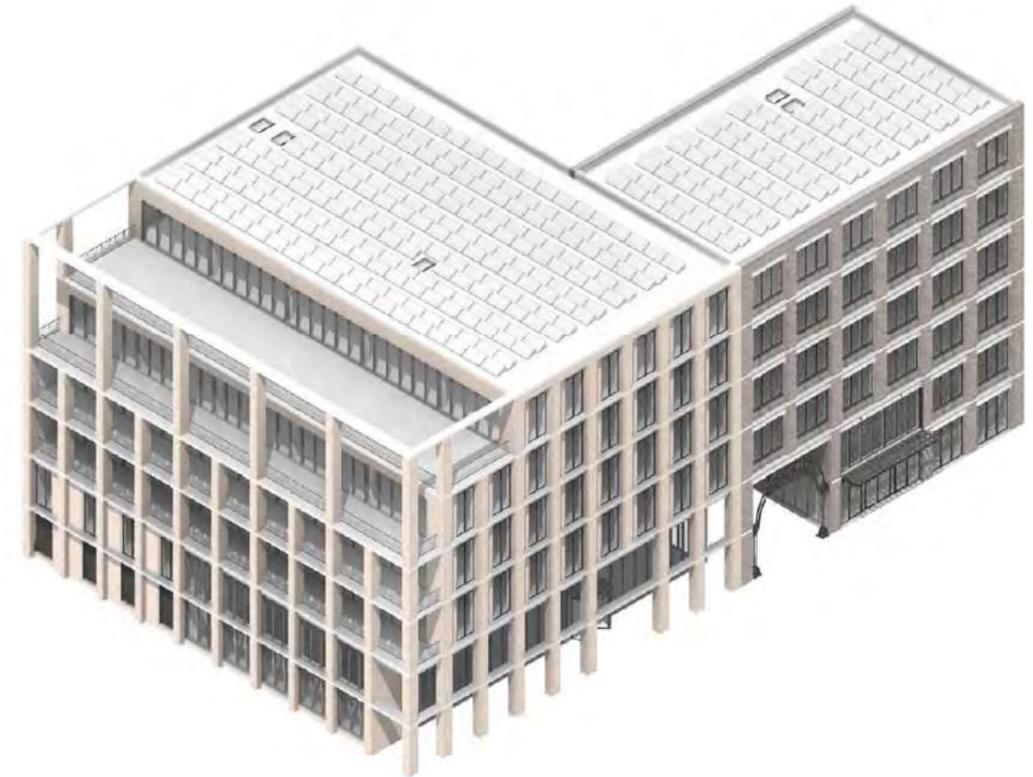


OFFICE BLOCK BUILDINGS

There are two office buildings within the masterplan – office HQ facing Market Street and the new square, and the adjacent flexible workspace/tech hub fronting the new square.

Together with Block D the office HQ creates the gateway into Eagle Quarter on the journey from the station. It is designed to have equal presence to Market Street and the new square with double height colonnade setting the ground floor back. Setback terraces on each upper level with a setback top floor within an open frame completes the simple form yet doesn't create an overwhelming visual impact. The overall design is very modern with an elegant brickwork grid and crisp detailing creating a building of the highest quality.

The adjacent tech hub is designed within a simple brick grid with complementary concrete details and Crittall-like windows giving a nod to the industrial heritage and Plenty's Eagle Works.

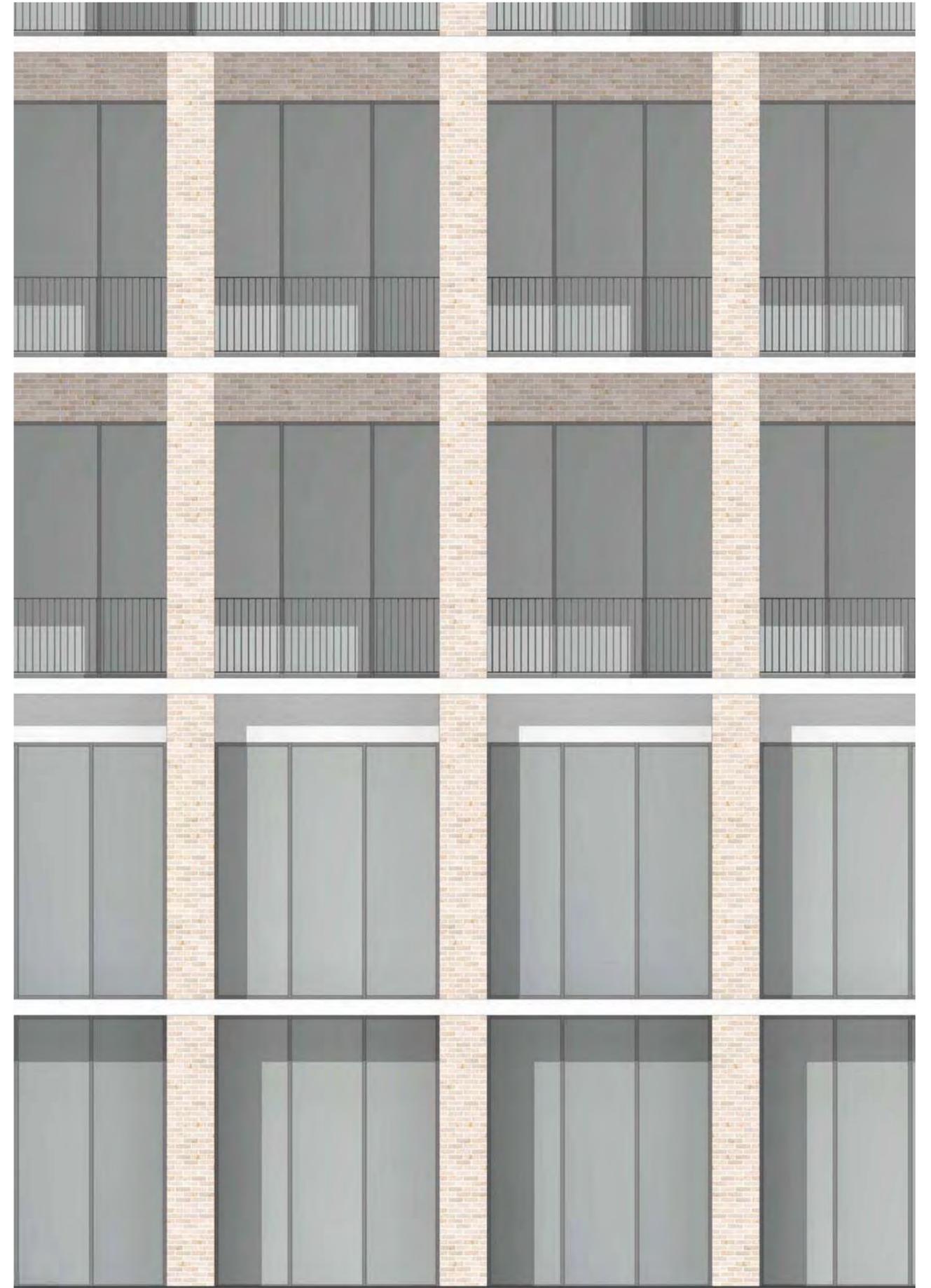
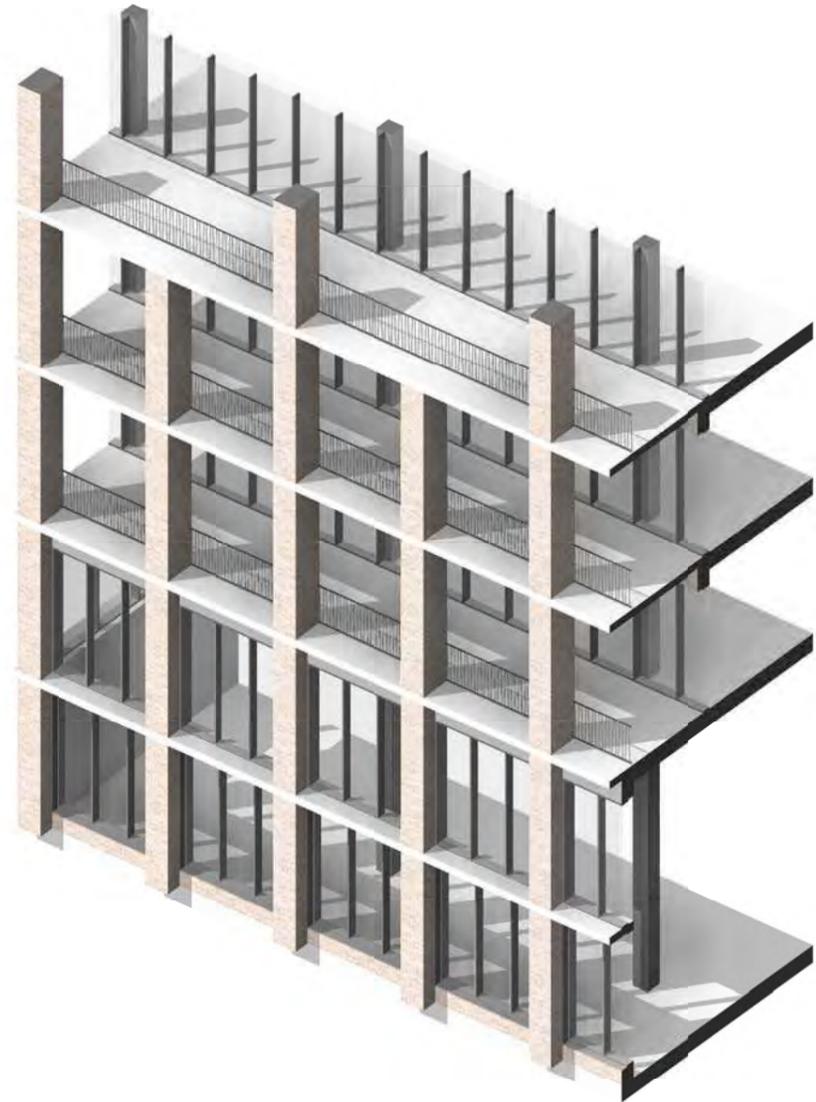


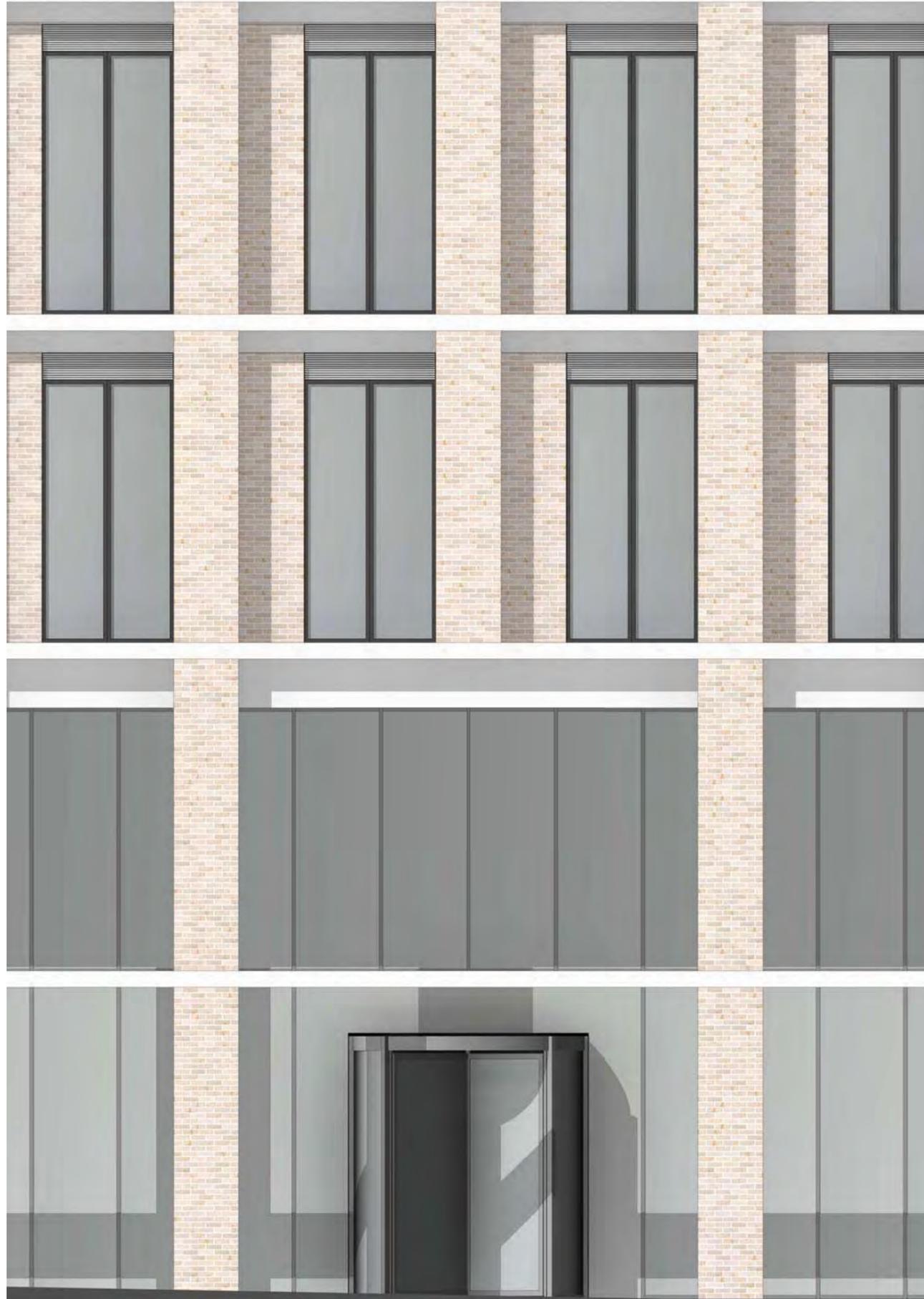
South Elevation - Market Street



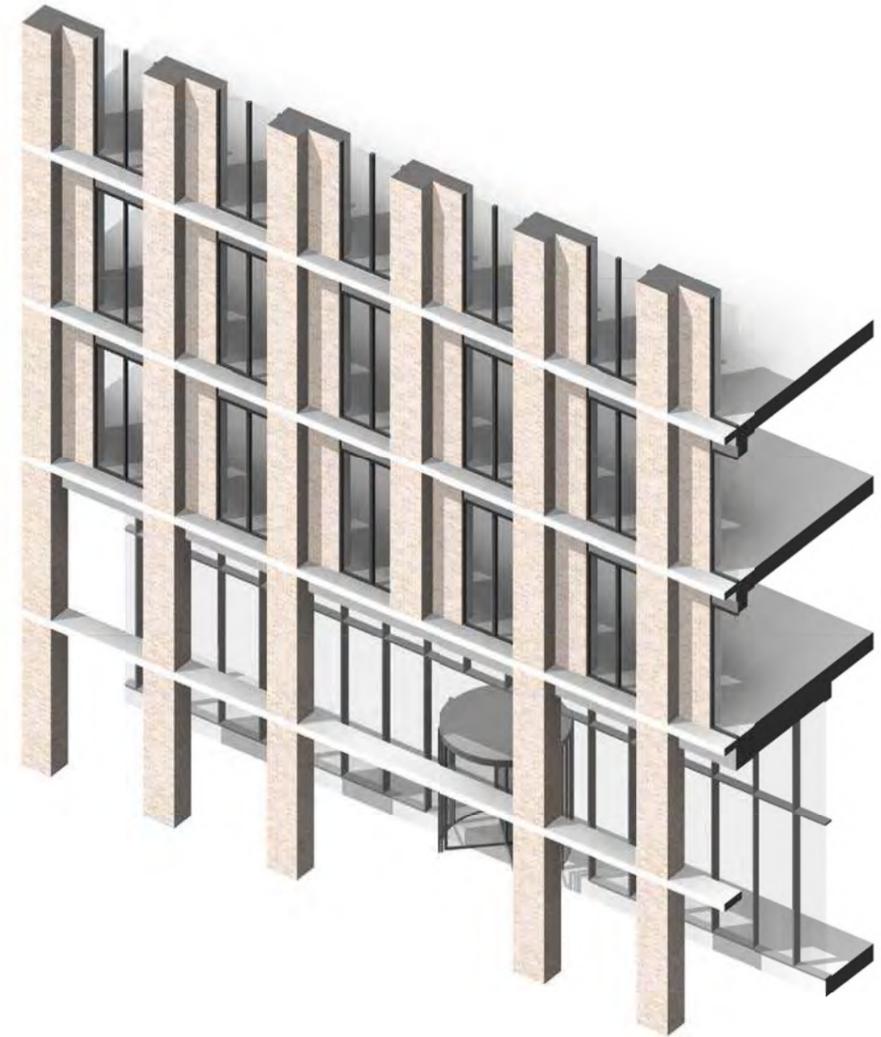
East Elevation - facing the new public square

OFFICE HQ ELEVATION DETAIL - SOUTH

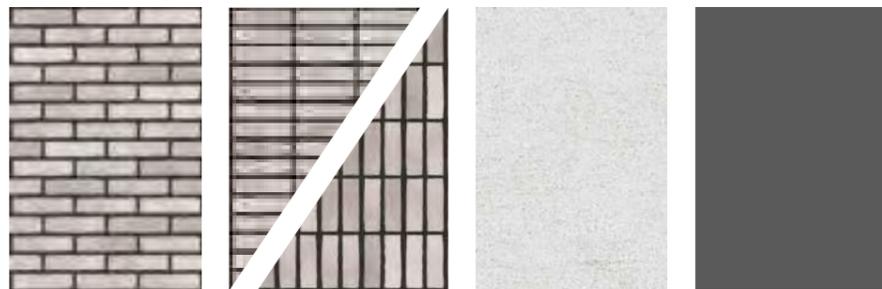




OFFICE HQ ELEVATION DETAIL - EAST



WORKSPACE ELEVATION DETAIL - EAST



7.8. DESIGN QUALITY CRITERIA

0

North-facing
single aspect dwellings

All dwellings will be well lit and benefit from direct sunlight. Exposure to noise and pollution sources has been avoided and mitigated.

100%

London Plan
Compliance

All homes will be NDSS. 90% will be ADM (4) Cat2 with 10% ADM (4) Cat3b compliant, with well-proportioned rooms and easy to circulate.

934m²

Private External Amenity

High quality landscaped external amenity for residents over the podium and roof terrace with views of the river.

50+%

Parking spaces
for BtR dwellings

This excellent parking provision is in response to the site's town centre and highly accessible location

100%

Views to improved
landscaped amenity

All dwellings will be well lit and benefit from views to high quality landscape or improved green infrastructure that restores or enhances natural habitats.

8

Average BtR dwellings
per lift core
on each floor

All communal circulation and amenity spaces were designed to be enjoyable and safe.

24%

Of the site footprint
Public Realm

The public realm was designed to facilitate the sense of place and identity, with legible spaces and route to the river by pulling the buildings back from the site boundaries.

7%

Family accommodation

The development seeks to create a diverse community with a mix of uses as well as residential types varying from studio dwellings through to 3 bedroom family dwellings.

7.9. SEPARATION DISTANCES & ASPECT

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



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



8. SUSTAINABILITY

EAGLE QUARTER, NEWBURY
DESIGN AND ACCESS STATEMENT

8.1. SUSTAINABILITY STRATEGY

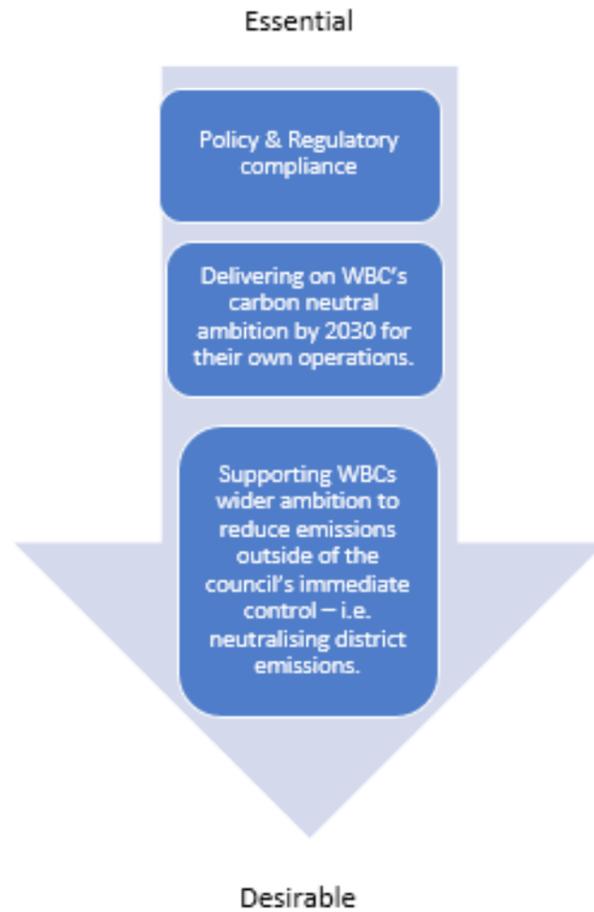
Eagle Quarter offers a unique opportunity to deliver an energy efficient and sustainable development in the heart of Newbury, which support the aspirations of West Berkshire Council and provides a flagship for the town. From the outset the scheme has sought to address sustainability principles in a fully inclusive and iterative design approach.

Why?

Policy CS15 of the adopted Core Strategy relates to the use of sustainable construction & energy efficiency techniques. This requires that major development should achieve at least BREEAM Excellent, with 20% of the developments regulated and unregulated energy demands being met through on-site renewable energy, or offsite sources via private connection.

West Berkshire Council (WBC) has declared a climate emergency and seeks to attain carbon neutrality by 2030. WBC's target of neutrality aims to reduce and cap annual total, before the application of local energy generation, carbon offsetting and carbon sequestration projects to neutralise the remaining emissions. WBC commits that its own operations will be completely carbon neutral by 2030, and has wider ambitions to neutralise emission within the district. Our philosophy towards energy and sustainability can support this.

The development put forward will significantly exceed the renewable energy and carbon targets set by local policy. The scheme is expected to be 48% better than Building Regulations, accounting for both regulated and unregulated emissions.



Our Energy Philosophy

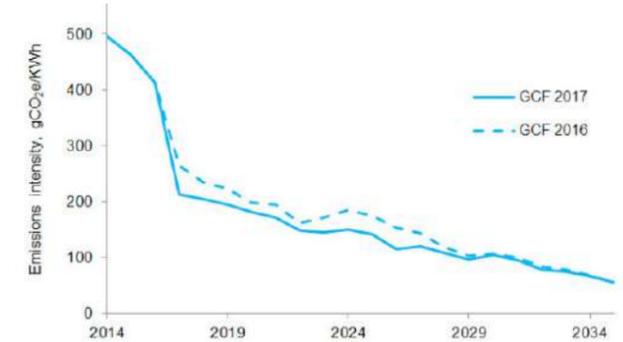
The design of buildings within the Eagle Quarter follows a simple hierarchy. We want to:

- Use less energy
- Supply what energy we do need efficiently
- Generate what we can through renewable technologies.

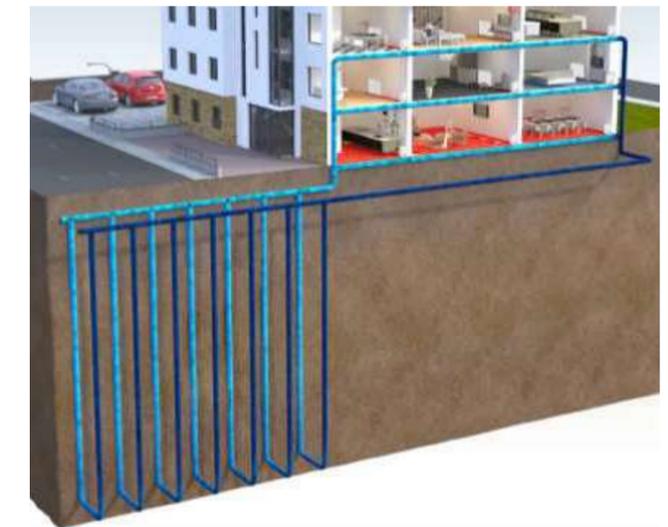
A fundamental principle is that the development should not use gas systems for heating. The movement towards efficient electrical heating systems will benefit local air quality and importantly be able to exploit progressive decarbonisation of the national grid. By the mid-2030s the carbon footprint of an all-electric scheme will be significantly lower than if using gas systems. An Sustainability and Energy Efficiency Statement has been submitted with the planning application which demonstrates how carbon emission savings would be achieved based on the latest grid emission factors as prescribed by the Building Research Establishment (SAP 10).

Using electric systems on their own however can be expensive for occupiers. In order to ensure that residents and tenants pay a fair price for heating and hot water, the development is exploring the use of heat pumps. Our preferred solution, subject to further viability and feasibility testing is to utilise a ground heat pump array. A communal heat pump solutions will be applied across the site, alongside the use of photovoltaic panels on the roof of the office and MSCP which will save further emissions.

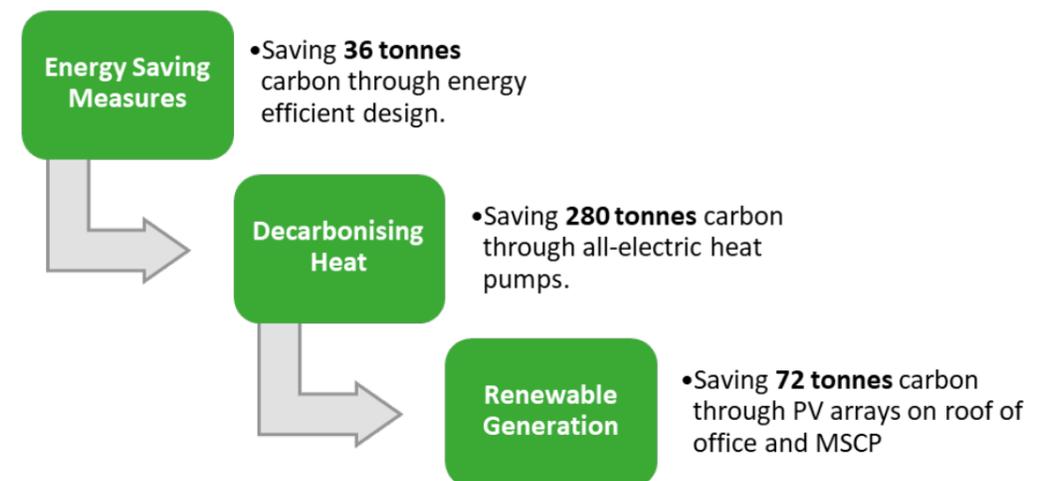
The carbon emissions associated with the site Energy Strategy is illustrated below.



Source: BEIS Updated Energy and Emissions Projections (April 2019). GCF (Grid Carbon Factor) Estimates



Example of a Ground Source Heat Pump Array



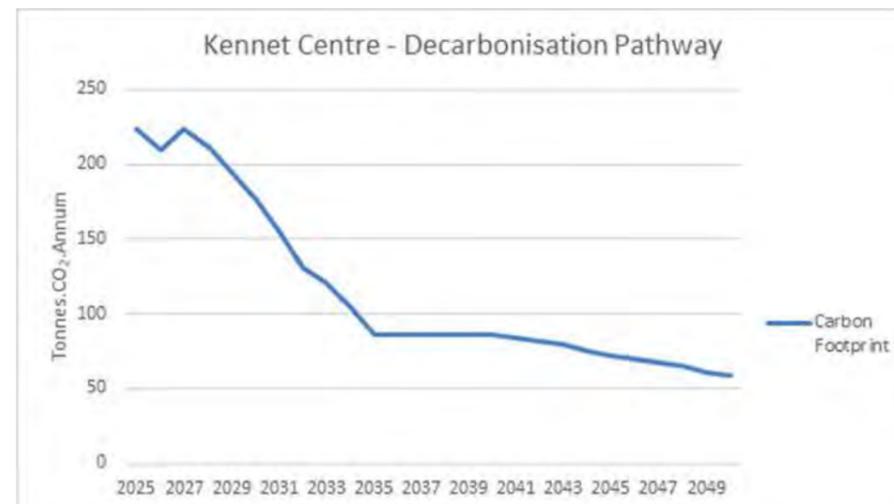
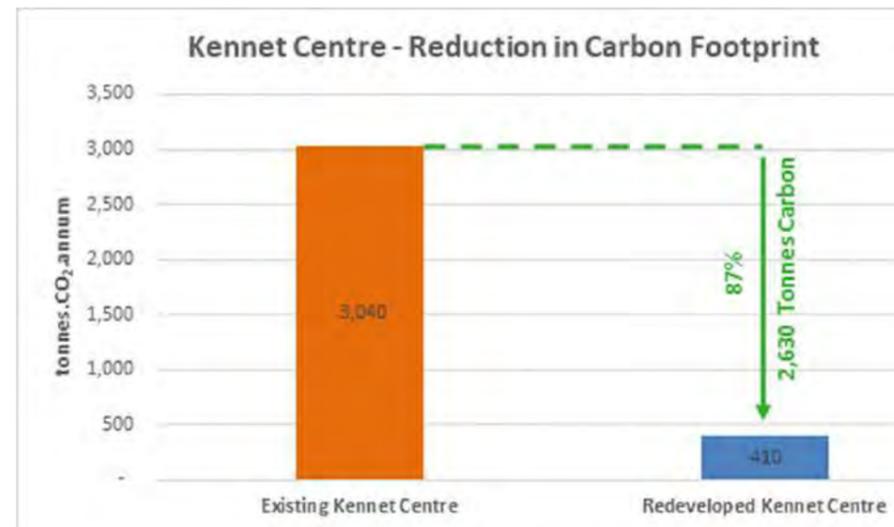
CARBON REDUCTION ASPIRATIONS

Whilst planning policies in West Berkshire are measured against a Building Regulations compliant baseline, it is also material to note that the proposed development will replace an extremely inefficient and outdated 1970's shopping centre. Whilst details are not available to make a detailed comparison, based on the size and use of the building, the existing Kennet Centre is predicted to currently emit approximately 3,040 tonnes of CO2 per annum using CIBSE Guide F benchmark figures.

The scheme put forward is expected to emit 410 tonnes per year, a six-fold reduction in emissions. Furthermore the all-electric scheme will be futureproofed for future grid decarbonisation, which is in full accord with future homes standards helping to meet West Berkshire.

Our Sustainability Philosophy

The buildings will be designed to a high standard of sustainability and water efficiency. The office will be designed to meet the Building Research Establishment Environmental Assessment Method (BREEAM), where a rating of Excellent. Other non-domestic uses on site will be delivered to the principles of BREEAM.



SUSTAINABILITY BENEFITS

People Living in West Berkshire currently have some of the highest carbon footprints in the region. Eagle Quarter aims to deliver an energy efficient and sustainable development in the heart of Newbury, which supports the aspirations of West Berkshire Council and provides a flagship for the town.

48%

Targeting 48% Better Than Current Building Regulations (SAP 10)



60—65% lower running costs compared to schemes using direct electric heating

87%

Reduction in CO2 emissions by comparison to the existing Kennet Centre



Electric vehicle charging spaces will be introduced on site



No Fossil Fuels on site for heating and hot water



Within a short walking distance of rail and bus services



100% of heating and hot water will come from ground source heat pumps, extracting heat from boreholes



Residents will have access to a car club, with hybrid and electric vehicles



610 bikes have secure parking, alongside a bike repair workshop



We will employ water conservation measures and use modular bathrooms



We will collect and reuse rainwater, reducing potable water demands



We will save 72 tonnes of CO2 per annum from PV arrays on the office and MSCP.

EAGLE QUARTER, NEWBURY
DESIGN AND ACCESS STATEMENT

9. ACCESS

9.1. VEHICULAR ACCESS

There are multiple vehicular access points into the site for parking, servicing, deliveries and emergency vehicles.

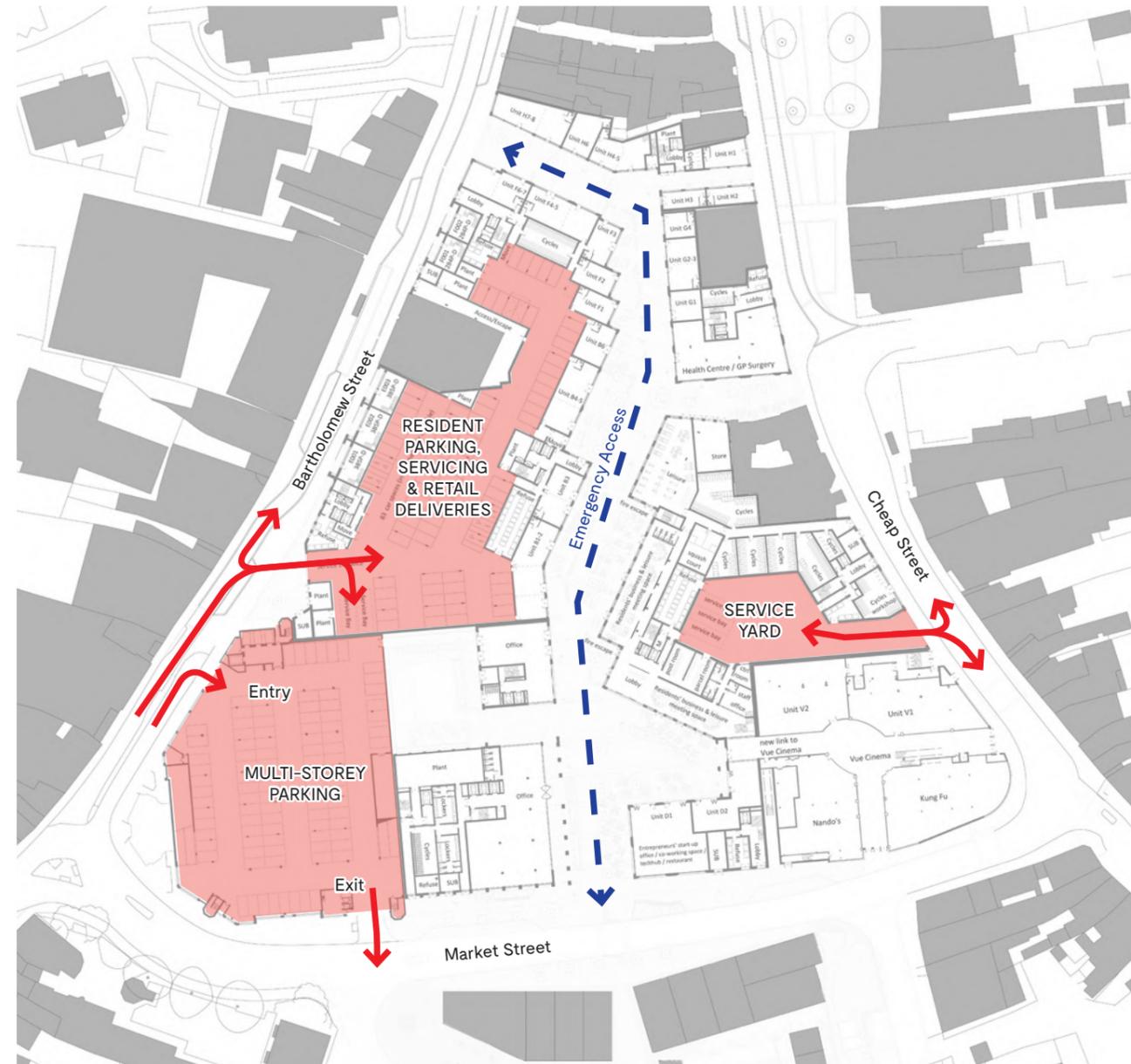
The multi-storey car park is entry only from Bartholomew Street with its own existing filter lane. The car park exit brings cars out to the mini roundabout on Market Street.

There is a new vehicle access point from Bartholomew Street into the residents' undercroft parking area of Blocks B, E and F. This access can also be used for deliveries and servicing

vehicles for the residential and the commercial units.

The other new vehicular access point is from Cheap Street which is the main service yard for the residential units and the residents' amenity areas.

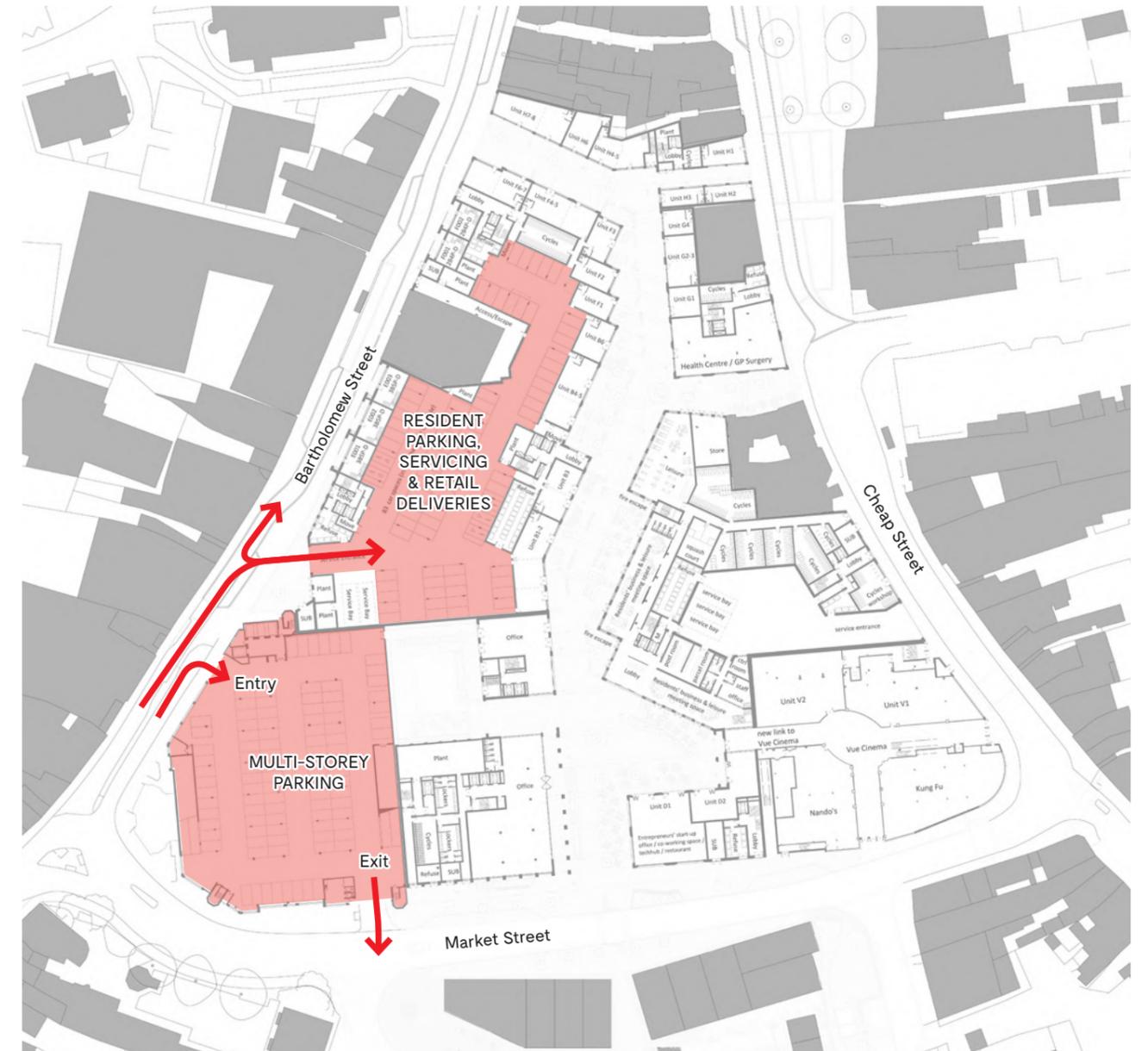
Emergency vehicles will be able to access all of the main vehicular access points as well as controlled access to the new pedestrian street through the centre of the scheme.



9.2. PARKING STRATEGY

There are two parking areas on the site, the existing multi-storey car park which has been extended with a new floor level added to the top, and the residents' parking provided as an undercroft to Blocks B, E and F.

Both parking areas are accessed via Bartholomew Street, with the multi-storey car park having its exit onto the mini roundabout on Market Street.



EAGLE QUARTER, NEWBURY
DESIGN AND ACCESS STATEMENT

10. SUMMARY

10.1. MASTERPLAN SUMMARY

SCHEME BENEFITS

1. New streets, spaces, routes and connections that reconnect Newbury and are outward not inward looking.
2. New independent shops and cafes that fit with the character of historical Newbury to animate these routes and spaces.
3. Urban greening and exemplary sustainability aspirations.
4. New homes to create local expenditure to support local businesses.
5. Visible connections with the history of this site.
6. Wider benefits to the whole of Newbury.



Around 400 new homes.



A new low-carbon headquarters office building or alternatively a new retirement community.



A workplace hub / co-working opportunity.



Flexible commercial units for artisan and independent retailers.



Additional public car parking .



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





— THE —
EAGLE
Wine Bar

NHS

Flowers
by
Vivian

ColladoCollins Architects