

(BUILT) HERITAGE, TOWNSCAPE AND VISUAL IMPACT ASSESSMENT

KENNET CENTRE, NEWBURY

MARCH 2021



CONTENTS

1.0	INTRODUCTION	4
	Site Description and the Proposed Development	
	Purpose of the report	
	Executive Summary	
2.0	METHODOLOGY	10
	Assessment Process Framework	
3.0	LEGISLATION AND PLANNING POLICY	14
	Legislation	
	Development Plan	
	National Policy	
	Material Consideration	
	Policy Discussion	
4.0	HISTORIC BACKGROUND: NEWBURY	18
	The founding of Newbury Town in the later medieval period (AD 1066-1550)	
	Post-medieval period (AD 1550-1900)	
	Modern Period (AD 1900 – Present)	
	Manufacturing as a theme in Newbury's history	
	New industries impact on Newbury's architecture in the 19th century	
	Engineering in 20th-century Newbury and its contribution to the Second World War	
	Further Reading	
5.0	HISTORIC BACKGROUND: KENNET CENTRE / EAGLE WORKS SITE	28
6.0	TOWNSCAPE	36
	Character Area 1: Newbury Town Centre	
	Character Area 2: St Bartholomew's and The City	
	Character Area 3: Mixed Residential Development	
	Character Area 4: Parks, Allotments, and Open Spaces	

	Character Area 5: Millside Development	
	Character Area 6: Late Twentieth Century Housing	
	Character Area 7: Commercial Units	
	Character Area 8: Late Twentieth Century Public and Commercial Blocks	
	Character Area 9: Rail Corridor	
	Character Area 10: Highway Infrastructure	
	Townscape Assessment	
	Summary	
7.0	VISUAL	52
8.0	HERITAGE	90
	Conservation Areas	
	Enveloped Listed Buildings	
	More distant listed buildings	
	Listed Buildings	
	Group 1 Heritage Assets along West Mills	
	Group 2 Heritage Assets along Bartholomew Street	
	Group 3 Heritage Assets along Cheap Street	
	Group 4 Heritage Assets along Northbrook Street	
	Group 5 Heritage Assets	
	along Market Place, Wharf Street, Mansion House Street, Bridge Street and the northern end of	
	Barthomolew Street	
	Heritage Assessment	
9.0	CONCLUSION	108
	Townscape and Visual	
	Heritage	
	Summary	

APPENDICIES

01: ACCURATE VISUAL REPRESENTATION METHODOLOGY
PREPARED BY ANDERSON TERZIC PARTNERSHIP

02: HISTORICAL MAPPING OF NEWBURY

1.0 INTRODUCTION

KENNET CENTRE, NEWBURY

INTRODUCTION

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

SITE DESCRIPTION AND THE PROPOSED DEVELOPMENT

- 1.2 The Site is located on land under the administrative control of West Berkshire Council (the 'Council'). **Figure 1.1** outlines the boundary of the Site. An aerial view of the Site from Google Earth is provided at **Figure 1.2**.
- 1.3 The existing Site is principally formed of the Kennet Centre, a large block which dates back to the 1970s, and has been subject to later additions and alterations. The shopping centre contains a mix of retail, leisure and restaurant uses, along with a multi storey car park. The interior of the centre of is typical of a modern shopping mall. The building is typical of shopping centres from this time and is of little architectural merit and actively detracts from the character and appearance of the surrounding area. The building makes a negative contribution to the Conservation Area in which it is located and detracts from the ability to appreciate the significance of a number of listed buildings.
- 1.4 Therefore there is a significant opportunity to enhance the contribution that the site makes to various heritage assets and their settings, which is a matter which should be given significant weight in the determination process.
- 1.5 The proposals involve the redevelopment of the existing site to create a new vibrant mixed-use, residential-led development. The proposals comprises of a number of blocks that range in height from two to eleven storeys and provides 402 new residential units ranging in size from studios to 3 bedroom apartments. New residents will have access to communal amenity space, podium gardens and roof terraces to use as well as their own private balcony or garden amenity. In addition to the residential element, the proposed masterplan also ground floor amenity

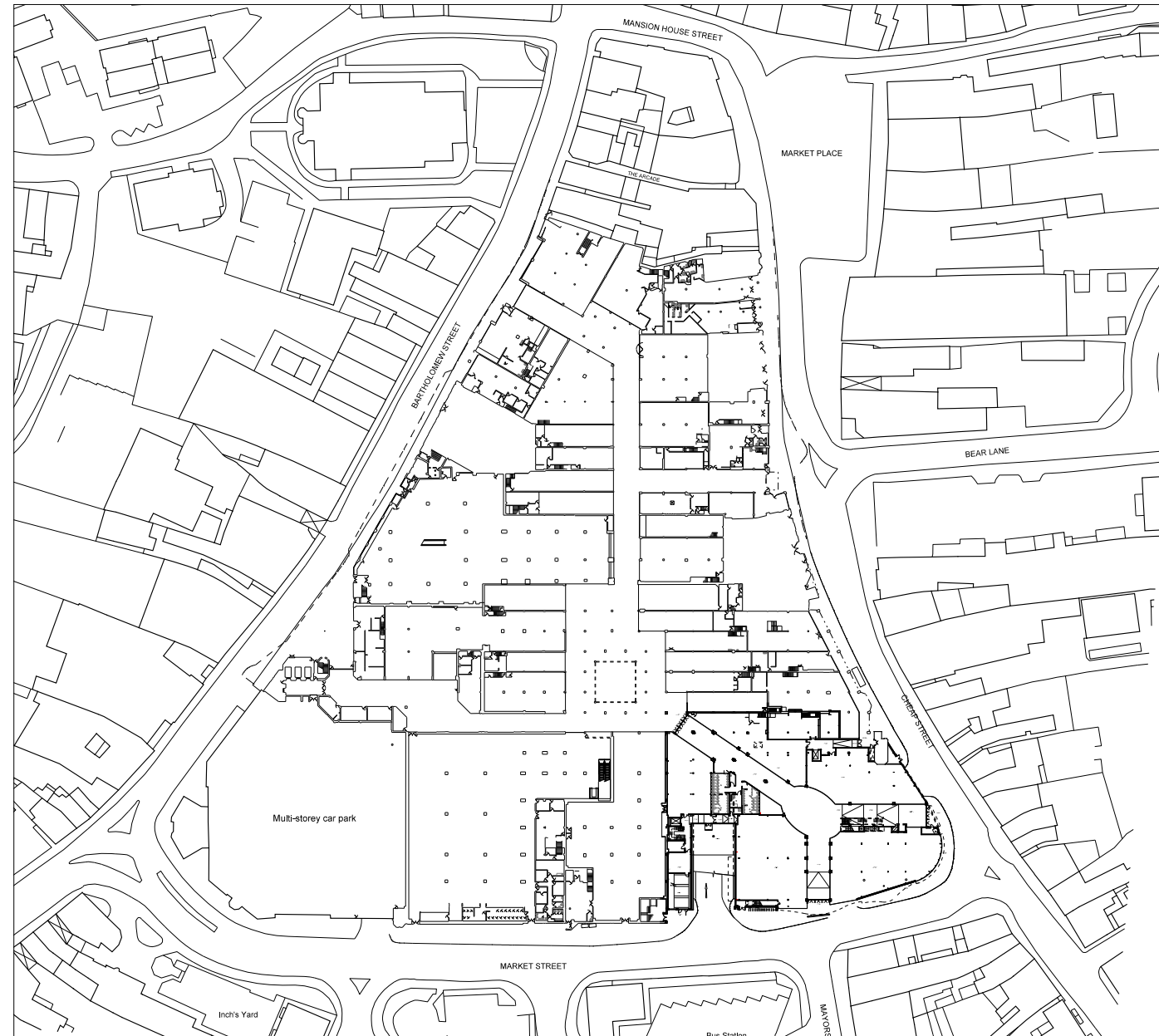


Figure 1.1 Site Plan. Source: Collado Collins Architects

and flexible commercial units, two office buildings and a single storey extension to the existing car park. Extensive new public realm, including a new square and connections through the site which in part reflect the historic character of the site.



Figure 1.2 Aerial View. Source: Lochailort Investments

PURPOSE OF THE REPORT

- 1.6 The HTVIA provides an assessment of the impact of the Proposed Development on heritage, townscape and visual receptors.
- 1.7 The townscape assessment will consider the Proposed Development within its urban context, including the buildings, the relationships between them, the different types of urban open spaces, including green spaces and the relationship between buildings and open spaces.
- 1.8 The (built) heritage assessment will consider the significance of heritage assets and the impact of the Proposed Development upon that significance. The Site itself does not contain any heritage assets, although there are heritage assets adjacent to it (and enveloped by it) and in the wider area. The HTVIA assesses the potential of the Proposed Development to impact their significance by virtue of the development within their settings.
- 1.9 The visual assessment will consider the impact of the Proposed Development upon visual receptors. The assessment relates to how people will be affected by changes in views and visual amenity at different places, including publicly accessible locations. Visual receptors are always people (although usually visual receptors are defined according to use e.g. residential, business, road, footpath etc.), rather than landscape features.
- 1.10 The assessment is informed by 16 accurate visual representations (verified views). The location of the viewpoints has been informed by architectural and historic accounts of the area, an appraisal of the existing Site and surroundings, and relevant policy designations.

EXECUTIVE SUMMARY

1.11 We summarise the conclusions of this report.

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

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

1.14 The development aims to better reveal both the appearance and this historic context of the site taking its cues from the past uses of the Site.

1.15 The perimeter block has been designed to reflect the historic plot pattern, form, design character and use of the perimeter streets. The internal part of the site is planned to allow permeability and the buildings reflect the past historic Eagle Works’ use of the site and draw on a local palette of materials.

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

1.17 The street alignment allows additional views of local Landmarks (the Town Hall Clock Tower and St Nicolas Church). In all, the development celebrates Newbury and its history, regenerating an unattractive site. It is a locally distinctive and high quality development.

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

- Replacing blank frontages at ground floor with animated and active commercial uses, particularly on the streets on the perimeter of the site;
- The introduction of ground floor retail enhance the character of this part of the conservation area, and reflect the historic pattern of residential and commercial uses which was lost with the first development of the Kennet Centre;

- Introducing a fenestration pattern at upper floors that better reflects the historic streetscape;
 - Introducing a varied roofline around the perimeter of the site that better reflects the historic development of this part of the conservation area;
 - The removal of large blank blocks generally and the introduction of a development that better reflects the historic grain of this part of the conservation area.
 - The use of appropriate materials;
 - A development pattern that introduces permeability to the site that allows a visitor to see into and out of the site, including hitherto inaccessible views of the town hall clock tower.
- 1.19 There are clear enhancements to the Conservation Area and these are most apparent in terms of the very local appreciation of the site from Cheap Street and Bartholomew Street. The benefits are to be accorded great weight according to the statutory provision and confirmed by case law.
- 1.20 Overall, we find that when considered as a whole, the Proposed Development at least preserves the character and appearance of the conservation area. The grant of planning permission would accord with the duty set out in Section 72 of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990
- 1.21 Similar benefits arise in relation to the settings of various listed buildings within the town centre, especially those in closest proximity to the Kennet Centre. These enhancements should be accorded great weight in accordance with the statutory provision and as confirmed by case law.
- 1.22 We do not consider that the overall significance of any listed building is harmed by the Proposed Development.
- 1.23 We find therefore that the grant of planning permission would accord with the provisions of Section 66 of the Act in that the special architectural and historic interest of listed buildings by virtue of development in their setting will be at least preserved.
- 1.24 In terms of the development plan, we identify that the relevant policies are complied with.

1.25 Should the Council arrive at a different conclusion with regards to the effect of the Proposed Development and identify any element of harm to the significance of any heritage asset, then this must be ‘less than substantial’ and so would fall to be treated in the terms set out in paragraph 196 of the NPPF.

1.26 If paragraph 196 is engaged, while the identified element of harm must be accorded great importance and weight, the paragraphs above identify significant heritage benefits which must also be accorded great weight in the balancing process.

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

1.28 In townscape terms, the development both reflects and enhances the character of this part of Newbury. It will form an attractive addition to the townscape with high architectural design qualities. The development will open up the currently opaque site with a series of openings, yards and passages running through the site, including a new civic square to the south of the site.

1.29 As set out above, the overall character of the site and locality is enhanced by a high quality locally distinctive development. The central part of the development takes its cue from the industrial heritage of this part of Newbury. The former Eagle Works which used to occupy the site were demolished to make way for the existing centre. The works themselves were historically significant and this past heritage is reflected in the naming of the development and an architectural approach which reflects the Victorian approach to factories and buildings such as breweries in their form, rhythm, materiality and detailing. The development therefore will be locally distinctive and embedded within the local context. The historic context of the site and this part of Newbury will be better revealed to users of the Proposed Development compared to the existing centre.

- 1.30

The key views identified at **Section 7.0** demonstrate the visual appearance of the Proposed Development from the surrounding environment.
- 1.31

The development is not generally visible from the most sensitive parts of the canal side path, either to the east or west of Northbrook Street. Thus users of the canal path will be unaffected by the development and they will continue to be able to traverse the canal with no material impact to that experience. This is the same further west – the development will have a negligible impact on views from and around the swing bridge and West Mills.
- 1.32

Where the Proposed Development is capable of being glimpsed from limited positions from these sensitive locations, the impact is negligible due to the angle of view, interposing development and the design of the development itself, drawing its design, form and materiality from the surrounding context.
- 1.33

The analysis shows that the Proposed Development would be partially visible in several of the other views, to varying degrees of prominence. This includes along Northbrook Street and within Market Place where the central element of the site can be seen to a greater degree of prominence.
- 1.34

Where this is the case, the architectural detailing of the blocks would be perceptible. The proposed fenestration pattern, brick detailing and variety in roof form would complement the surrounding built form and reflect the former Victorian industrial heritage of the Site. The layered massing of the Proposed Development will form an attractive feature in on the skyline and contribute in breaking up the scale of the blocks.
- 1.35

The Proposed Development will also create new hitherto unavailable views through, into and out of the development. This will allow the users of the Proposed Development to better understand the historic context of the site (for example its past association with the Eagle works and engineering), and the history of Newbury as a whole. New views of the grade II listed Town Hall Clock tower will be revealed from within the site, to the south. This will aid wayfinding within this part of Newbury.
- 1.36

Where the development is visible in closer views and within its immediate street context, the development represents a significant enhancement to visual amenity arising from the removal of the existing unattractive Kennet Centre and the replacement of the perimeter with development that better reflects the history of the site
- 1.37

Any perceived harm on amenity and townscape that might be identified due to the visibility of the central blocks of the development (in longer views), needs to be balanced against the significant enhancements to the character of the local area especially when experienced from the closest perimeter streets.
- 1.38

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

2.0 METHODOLOGY

KENNET CENTRE, NEWBURY

METHODOLOGY

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

STUDY AREA

- 2.2 The study area comprises:
- All heritage receptors within a 500m radius of the Site boundary, comprising:
 - listed buildings;
 - conservation areas;
 - registered parks and gardens;
 - scheduled ancient monuments; and
 - locally listed buildings (non-designated heritage receptors).
 - Townscape character within 500m radius of the Site boundary;
 - Visual receptors within a 500m radius of the Site boundary, plus longer distance views where identified and relevant.
- 2.3 The respective heritage assets are identified in the heritage baseline at **Section 9.o**.
- 2.4 In addition, the assessment has given consideration to the impact of the Proposed Development on the townscape surrounding the Site.
- 2.5 Site observations, a manual desk-based review of OS maps, characterisation studies and relevant heritage receptors were used to determine the study area. The study area has been informed by building locations and heights, topography and townscape features, and an understanding of the scale of the Proposed Development.
- 2.6 **Section 8.o** identifies viewpoints that have informed the ‘visual study area’. The study area may be defined as the anticipated extent of visibility (from a height of approximately 1.5m (eye level) above the ground). It is acknowledged and accepted that judgments made by a surveyor are subjective, which provides limitations to the identification of a visual envelope. There will be areas within the study area where visibility is not possible e.g. due to interposing development. Conversely, the assessment considers further long distance views where identified and relevant.

SITE VISIT

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

ASSESSMENT PROCESS FRAMEWORK

HERITAGE

- 2.8 The term ‘heritage asset’ is used within this assessment to describe both designated (e.g. Listed Buildings, Registered Park and Garden, Registered Battlefield or Conservation Area) or non-designated (identified by the local authority e.g. building of townscape merit etc) assets. For the purposes of this HTVIA, built heritage receptors do not include archaeological remains.
- 2.9 Paragraph 189 of the NPPF states:
- In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets’ importance and no more than is sufficient to understand the potential impact of the proposal on their significance.*
- 2.10 ‘Significance’ (for heritage policy) is defined in the NPPF (Annex 2) as:
- the value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting.*
- 2.11 This is reaffirmed by Historic Environment Good Practice Advice in Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment (2015).
- 2.12 It is commonly agreed that Grade I and II* buildings are of “exceptional” and “particularly important” interest; therefore these are generally afforded a higher heritage value. This differentiation is best summarised by the drafting of paragraph 189 of the NPPF, which states that the “level of detail (to describe the significance of heritage assets) should be proportionate to the assets’ importance”; thus, a grading is appropriate. We have given due and proportionate regard to all heritage assets assessed.

- 2.13 Where a proposal may have an effect on the surroundings in which the heritage asset is experienced, a qualitative assessment is made of whether, how and to what degree setting contributes to the significance of heritage assets. Setting is defined in the NPPF as:
- the surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.*
- 2.14 The assessment of setting is informed by the check-list of potential attributes outlined by the Historic England guidance document Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (2017) (hereafter “GPA3: Setting”).
- 2.15 GPA3: Setting identifies five steps towards assessing the implications of development proposals which may affect the setting of heritage assets (it is consistent with other guidance):
- a. Identify the assets affected
 - b. Assessing the contribution setting makes to significance
 - c. Assessing the effect of the proposed development
 - d. Maximising enhancement and minimising harm
 - e. Making and documenting the decision and monitoring outcomes
- 2.16 Part e is incumbent on the decision maker, through the provision of conditions.

TOWNSCAPE AND VISUAL

- 2.17
- The framework for assessment of townscape and visual impact has been prepared using the Guidelines for Landscape and Visual Impact Assessment, Third Edition (Landscape Institute and Institute of Environmental Management and Assessment, 2013) ('GLVIA3'). We have also had regard to the methodology set out in An Approach to Landscape Character Assessment (2014) prepared by Natural England.
- 2.18
- The two components of TVIA are:

- Assessment of townscape effects: assessing effects on the townscape as a resource in its own right; and
 - Assessment of visual effects: assessing effects on specific views and on the general visual amenity experienced by people.

TOWNSCAPE

- 2.19
- Townscape is the "built-up area, including the buildings, the relationships between them, the different types of urban open spaces, including green spaces, and the relationship between buildings and open spaces", as defined in GLVIA3.
- 2.20
- An initial assessment defined distinct and recognisable patterns of elements, or characteristics that make one area different from another, rather than better or worse. This process, defined as townscape character assessment, is the process of identifying and describing variation in the character of townscape.
- 2.21
- The assessment was informed by both field survey and desk based research of secondary sources, with reference to existing character assessments where applicable. The assessment allowed the description of character areas/types, their key characteristics and for them to be mapped with boundaries. The mapped boundaries suggest a sharp change from one townscape area. On site, however, this often represents a zone of transition. Townscape character areas are identified and assessed according to their built form, materials, maintenance, and statutory and non-statutory designations.
- 2.22
- The objective of identifying the existing context is to provide an understanding of the townscape in the area that may be affected – its constituent elements, its character and the way this varies spatially, its geographic extent, its history, its condition, the way the townscape is experienced and the value attached to it.

VISUAL

- 2.23
- Visual impact assessment relates to how people will be affected by changes in views and visual amenity at different places, including publicly accessible locations. Visual receptors are always people (although usually visual receptors are defined according to use e.g. residential, business, road, footpath etc.), rather than landscape features.
- 2.24
- The aim of the visual baseline is to establish the area in which the development may be visible, the different groups of people who may experience views of the development, the places where they will be affected and the nature of the views and visual amenity at those points.
- 2.25
- The baseline study identifies individuals and/or defined groups of people within the area who will be affected by changes in the views, 'visual receptors'. The following visual receptors are identified by GLVIA3 as being likely to be the most susceptible to change:

- Residents at home;
 - People, whether residents or visitors, who are engaged in outdoor recreation, including use of public rights of way, whose attention or interest is likely to be focused on the landscape and on particular views;
 - Visitors to heritage assets, or to other attractions, where views of the surroundings are an important contributor to the experience;
 - Communities where views contribute to the landscape setting enjoyed by residents in the area.
- 2.26
- It should be noted that the assessment does not comprise a 'residential amenity assessment', which considers private viewpoints from residential properties. This is separate from townscape and visual assessment (refer to GLVIA3, paragraph 6.17).
- 2.27
- Assessment viewpoints were identified based on a comprehensive review of the surrounding area, including the following criteria:

- Heritage receptors; and/or
 - Townscape character; and/or
 - Where the development may be prominent; and/or
 - Be visible from concentrations of residential areas; and/or
 - Open spaces (parkland, publicly accessible space); and/or
 - Potentially sensitive receptors (e.g. schools); and/or
 - Accessibility to the public; and/or
 - The viewing direction, distance and elevation; and/or
 - Townscape and transport nodes.

- 2.28
- The visual assessment is supported by Accurate Visual Representations (AVRs), which provide the basis for the assessment of the Proposed Development and its effect on the identified views. Each viewpoint is reproduced at **Section 8.o** in the following formats:

- **Existing** – baseline photography;
 - **Proposed**– 'existing' plus wire line (AVR1) or render (AVR3) of the Proposed Development plus material consents surrounding the Site.
- 2.29
- The methodology for the compilation of AVRs prepared by Anderson Terzić Partnership is provided at **Appendix 1.o**.
- 2.30
- The objective of a photomontage is to simulate the likely visual changes that would result from a proposed development, and to produce printed images of a size and resolution sufficient to match the perspective in the same view in the field.
- 2.31
- Accurate visual representation is two-dimensional and cannot capture the complexity of the visual experience. It is an approximation of the three-dimensional visual experience the observer would receive on site. Neither do they capture transient significant effects arising from noise or traffic on perception, or that wider range of expectations and associations that anyone in an urban scene may have. A visit to the location from which the photographs were taken is strongly encouraged to appreciate and understand the visual impact.
- 2.32
- The text accompanying each view seeks to contextualise it. Inevitably one must accept that judgement is involved in this specialist area on the basis of the above and the importance of design quality in the operation of policy. In preparing any written assessment, allowances are made for these factors as well as the assessor's knowledge of the scheme.

3.0

LEGISLATION AND PLANNING POLICY

KENNET CENTRE, NEWBURY

LEGISLATION AND PLANNING POLICY

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

LEGISLATION

PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS ACT) 1990

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

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

3.3 There are also many highly graded heritage assets in the immediate and wider area and the Proposed Development has the potential to impact their setting. Section 66 of the Planning (LBCA) Act 1990 states

In considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

DEVELOPMENT PLAN

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

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

Table 3.1 Development Plan Policy

NATIONAL POLICY

NATIONAL POLICY	KEY PROVISIONS
National Planning Policy Framework (NPPF) 2019	Chapter 12 (Achieving well-designed places) <ul style="list-style-type: none">Paragraph 127Paragraph 128Paragraph 129Paragraph 130Paragraph 131 Chapter 16 (Conserving and enhancing the historic environment) <ul style="list-style-type: none">Paragraph 185Paragraph 189Paragraph 193Paragraph 196Paragraph 197

Table 3.2 National Planning Policy

MATERIAL CONSIDERATION

3.5 In addition to legislation and policy, the assessment will take into consideration relevant planning guidance and any material considerations, including:

- National Planning Practice Guidance (online);
- National Design Guide (2019);
- Guidelines for Landscape and Visual Impact Assessment Third Edition (GLVIA) (2013);
- An Approach to Landscape Character Assessment (2014);
- Visual Representation of Development Proposals Technical Guidance Note (2019);
- Historic England, Historic Environment Good Practice Advice in Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment (2015)
- Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (2017);
- Tall Buildings: Historic England Advice Note 4 (2015);
- Newbury Historic Character Study (2006);
- Newbury Town Design Statement (2017);
- Quality Design – West Berkshire SPD (2006);
- Market Street Planning and Design Brief SPD (2005);
- Newbury Vision 2026 (2014); and

POLICY DISCUSSION

3.6 The Council's Core Strategy places a significant emphasis on redeveloping urban sites, and rightly focusses on enhancing the vitality and viability of Newbury town centre as the District's main town. Increased development densities are supported and encouraged in this location, as is the proposed mix of residential and commercial uses.

HERITAGE CONSIDERATIONS

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

- 3.8

When considering the proposals, the Council has a statutory duty under **Section 72(1)** of the 1990 Act to consider the desirability of preserving or enhancing the character or appearance of a Conservation Area through the exercise of its planning powers.
- 3.9

As such, considerable planning weight is attached to proposals which harm the significance of a listed building or a Conservation Area. Equally, works which preserve, enhance or better reveal significance attract particular weight in the planning balance. This is reflected in the guidance set out in the NPPF at paragraph 193 which states that great weight should be accorded to the conservation of designated heritage assets. .
- 3.10

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

4.0

HISTORIC BACKGROUND: NEWBURY

KENNET CENTRE, NEWBURY

HISTORIC BACKGROUND: NEWBURY

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

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

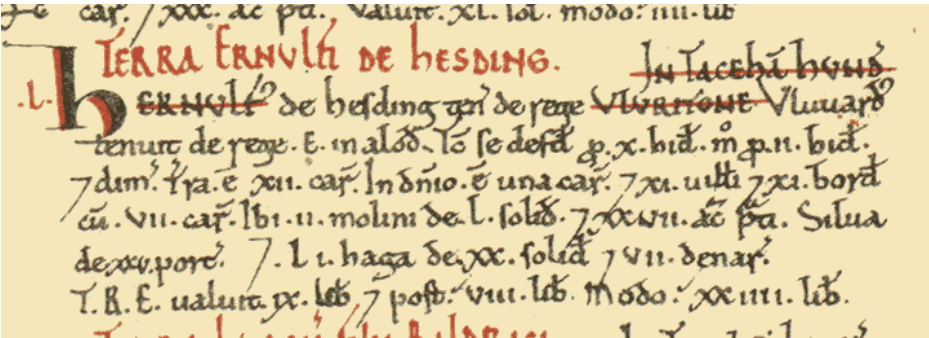


Figure 4.1 Newbury's entry in the Domesday Book

- 4.2 The ownership of the manor changed hands frequently in the medieval period, being exchanged between the Salisbury, Hasintings, Bohun and Ferrers families, and the Crown. It was eventually granted by the Crown to the corporation of Newbury in 1627.²
- 4.3 Newbury had doubled in size by the 12th century and became a reasonably significant settlement, sitting on a major toll road route. ³ So significant that King Stephen (1092/6–1154) is said to have besieged the castle at Newbury for five months, though the location of this castle is still unknown (possibly on Hamstead Marshall, destroyed c.13th century).⁴
- 4.4 During this medieval period the focal point of the town was probably a timber bridge across the River Kennet. The inverted Y-shaped plan of the town was established in this early period of its history and can be seen on all known historic maps: two roads from the south (one from Winchester/Andover and one from Kingsclere/Basingstoke) join at the south and on the opposite side of the river is the single Northbrook Street, leading north to intersect with the major road from London to Bristol.⁵
- 4.5 By the early 13th century Newbury boasted a relatively large market (larger than that in existence today), corn mill and fulling mill, all signs of prosperity.⁶ The main industry was the production of wool, as well as leather tanning.
- 4.6 The town may have begun to decline in status the later part of the 13th century, though there is evidence of recovery from the late-14th century onwards.
- 4.7 During the English Wars of the Roses (1455–1485) Newbury was the property of the Duke of York. The town was captured by the Earl of Wiltshire in 1460 and he executed many of the Yorkist-supporting residents of the town. The Duke of York's son later became King Edward IV and Newbury later became a Royal Borough. Newbury also acted as a meeting place for the followers of the Duke of Buckingham in 1483 when he rose against King Richard III.

POST-MEDIEVAL PERIOD (AD 1550-1900)

- 4.8 In the 15th and 16th centuries Newbury grew in size and wealth as a result of successful activities in the wool and cloth trade. The town was given a royal charter, a council was established and a Guildhall was built in 1611 in Market Place.
- 4.9 It is reported that the prosperous Newbury Winchcombe family, including cloth magnate, "Jack of Newbury" (John Winchcombe, 1489–1557), was producing cloth for export on an industrial scale in local mills and weaving workshops in the 16th century (he also lived at the house standing today at 24 Northbrook Street). Another wealthy cloth merchant, Thomas Dolman, also established a business in Newbury and built Shaw House. Many more weaving magnates established themselves in the town in this period and ever increasing numbers of labourers to undertake the work.
- 4.10 In 1556, during the reign of Queen Mary I, three Protestants (Julius Palmer, Thomas Askew and John Gwin) were accused of heresy, tried in St Nicolas church, and convicted, burned at the stake on Enborne Road (known as the Newbury Martyrs).
- 4.11 The town seems to have expanded northwards in this period, as well as to the west where many mills were now located.
- 4.12 A good number of medieval buildings in the centre of the town were rebuilt or refronted at this time,⁷ many of which survive today. The Norman parish church of Newbury, St Nicolas, was almost entirely rebuilt in this period (Grade I listed).
- 4.13 By the late-17th century Newbury had lost much of its wealth as a result of the collapse of the local cloth trade and the disruption of the English Civil War (1642–1651). Gradually Newbury's mills began to close, the last of them, Greenham Mill, the most progressive, in 1817.

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

2 Victoria County History, *A History of the County of Berkshire*, volume 4, London, 1924, p.137.
3 Newbury.net, *History of Newbury*, available at <http://www.newbury.net/history.htm>
4 Oxford Archaeology for West Berkshire Council Heritage Service "Newbury Historic Character Study", *Assessment Report*, October 2005.
5 West Berkshire Council / West Berkshire Archaeology service, *Historic Newbury, Fit for the Future: The Newbury Historic Character Study*, 2006, available at <https://info.westberks.gov.uk/CHttpHandler.ashx?id=9097&p=0>
6 Astill, G., *Historic Towns in Berkshire: an archaeological appraisal*, 1978, p.49–57.

7 Ibid.



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



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

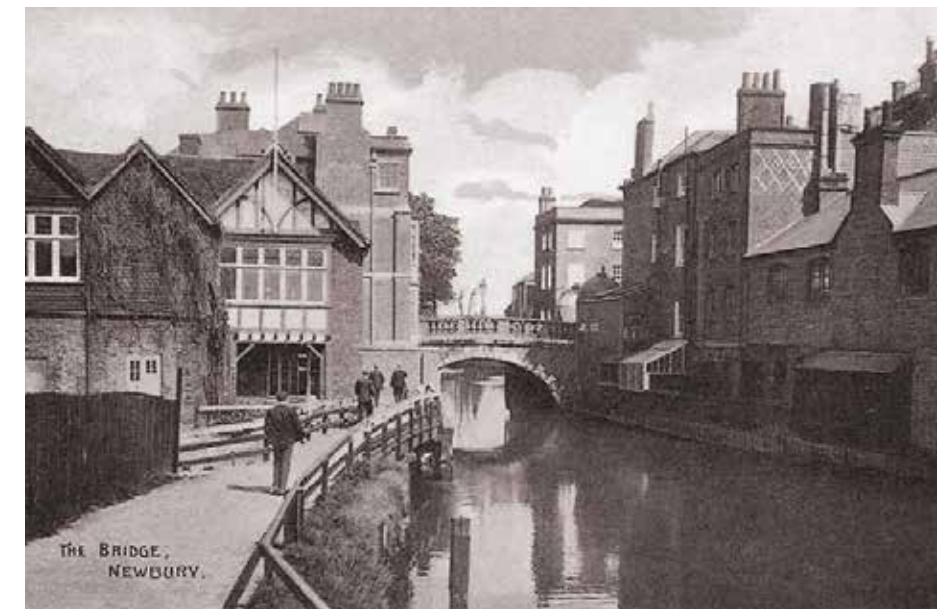


Figure 4.5 Bridge over the River Kennet at Newbury, 1904



Figure 4.3 The swing bridge at West Mills c.1910

- 4.14 Two battles of the Civil War took place in the Newbury area: the First Battle of Newbury at Wash Common in 1643 and the Second Battle of Newbury at Speen in 1644. Both locations are around 2 miles from Newbury town centre. Donnington Castle lies just north of the town centre and was a Royalist stronghold in this period.
- 4.15 Many almshouses were built by wealthy individuals to assist the town's unfortunate citizens in a time of economic difficulty and high taxes: for example at St Bartholomew's Hospital, in West Mills, on Newton Road, and Northcroft Lane.⁸
- 4.16 The rise in popularity of the nearby town of Bath (60 miles distant) as a holiday destination for the wealthy in the 18th century allowed for a partial recovery of Newbury's fortunes. Situated half way between London and Bath, Newbury was a convenient resting point in the middle of the two day journey. This activity encouraged the establishment of a large number of coaching houses in the town and outskirts in the 18th century. Theatres also thrived at this time.
- 4.17 The first town hall for Newbury was built in 1742 and the wooden bridge over the River Kennet was replaced in 1772 by the stone one in place today. West of the bridge is Newbury Lock.

⁸ Ibid.

SEE APPENDIX 2 FOR MAP OF 1761 (FIGURE 1)

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

- 4.21 The first engineering works opened was that established by William Plenty in 1790 (The Eagle Iron Works). By 1830 Newbury had five iron foundries. Several of these iron works survived Newbury's next decline of the mid-19th century. The continued presence and operation of this industry in Newbury into the mid-20th century highlights its longevity and importance and enhances its significance and value to the town's history.
- 4.22 By 1801 the population of the town was 4,725.
- 4.23 In 1811, the famous Newbury Coat was made. This was a result of a conversation at a dinner party between Mr John Coxeter, a cloth manufacturer and owner of Greenham Mill in Newbury, and Sir John Throckmorton of Buckland House in Faringdon. Sir John laid a wager of thousand guineas that Mr Coxeter could not "take the coat off his back, reduce it to wool, and turn it back into a coat again in twenty-four hours". Mr Coxeter was successful and in just thirteen hours and 20 minutes he presented Sir John the finished coat. The next day Sir John stood on a platform wearing the coat in front of a large crowd, reportedly of over 5,000 people.
- 4.24 On the east side of the town centre a basin and wharves were established to accommodate the increased trade in goods. Frequently Barley from Newbury was transported on barges for malting. Newbury's main industries at this point were malting, brick making and leather tanning.
- 4.25 By the mid-19th century the cloth industry had largely moved to Yorkshire and Lancashire, and only sackcloth and sails were being made in Newbury.⁹
- 4.26 Fortunately the scene had already been set for more large-scale, labour intensive industries in the town. The shift in focus to iron foundries and the engineering industry once again reflected national trends: new inventions in iron manufacturing allowed for stronger and more durable metals to be produced and the use of steam engines in coalmining also ensured that a cheap and reliable supply of coal could be provided (the iron industry's essential raw material, relatively cheap in Britain at that time).
- 4.27 The new London to Bath line of the Great Western Railway, established in 1841, did not pass through Newbury. This new transport system severely reduced trade and travel via the canal network and via road, so adversely affecting Newbury's prosperity. The town at this point fell back on its other outputs in agriculture and horse-racing.

⁹ Newbury.net, *History of Newbury*, available at <http://www.newbury.net/history.htm>



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

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



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

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

- 4.32 By 1887 the Ordnance Survey map shows timber yards and malthouses around Newbury's wharf area, along with brewery and tan yards in the Park Way area. Along the west side of Bartholomew Street were several malthouses and some large breweries (including West Mills Brewery and Phoenix Brewery). Another brewery lay south of Pelican Lane. A number of engineering joinery companies were also established by now, among them Eagle Works and Elliott's Moulding and Joinery Company Ltd.
- 4.33 Some social reforms were implemented in Newbury in the 19th century aiming to tackle the problems caused by an increase in the town's population. This included the creation of more schools and the clearance of slum areas of the town. The Newbury Union Workhouse built to house the poor in 1834 (later becoming Sandleford Hospital).¹⁰ By the late 19th century the town had around 75 pubs, many of which were closed down in the flowing decades as a result of lobbying by supporters of the Temperance movement.¹¹

¹⁰ Ibid.

¹¹ Ibid.

MODERN PERIOD (AD 1900 - PRESENT)

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

SEE APPENDIX 2 FOR ORDNANCE SURVEY MAP OF 1933 (FIGURE 4)

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



Figure 4.8 Clock House, Newbury, c.1965



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

SEE APPENDIX 2 FOR ORDNANCE SURVEY MAP OF 1945-68 (FIGURE 5)

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



Figure 4.10 Newbury's coat of arms

SEE APPENDIX 2 FOR ORDNANCE SURVEY MAP OF 1961 (FIGURE 6)

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

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



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

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

MANUFACTURING AS A THEME IN NEWBURY'S HISTORY

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

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

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



Figure 4.12 West Mills Newbury, Allan c1905

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

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

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

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

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

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



Figure 4.13 Former Phoenix Brewery, Bartholomew Street

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



Figure 4.14 Elliot's Factory 1940s

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

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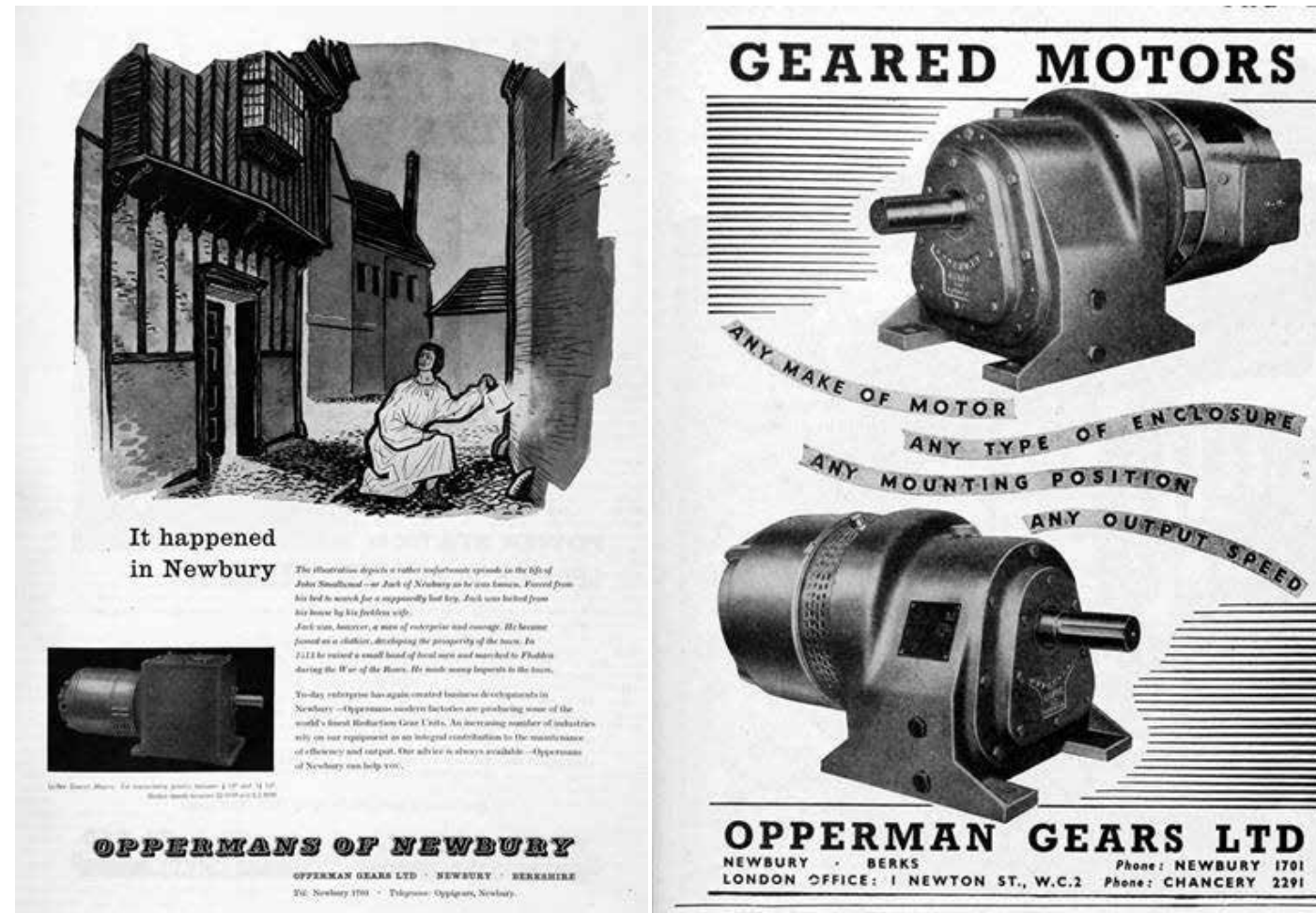


Figure 4.15 Advertisements for Oppermans of Newbury

5.0

HISTORIC BACKGROUND: KENNET CENTRE / EAGLE WORKS SITE

KENNET CENTRE, NEWBURY

HISTORIC BACKGROUND: KENNET CENTRE / EAGLE WORKS SITE

- 5.1 The triangular area between Bartholomew Street, Cheap Street and Market Place in Newbury town centre was one of the earliest occupied areas of the medieval town. Evidence from archaeological excavations by Oxford Archaeology have shown it was laid out with burgage plots (enclosed fields extending the confines of a town) along both sides.¹² That this area was used for agriculture or small-scale farming until the 18th century is evidenced by John Roque’s map of 1760 (Figure 1, Appendix 2).
- 5.2 During the 19th century the area was heavily built on, both for housing and for industrial usage.
- 5.3 Towards the end of the 18th century (c.1790) a millwright and architectural engineer named William Plenty (1759–1832) opened an agricultural engineering works on the site at Cheap Street. At this time one of the major activities of the works was the manufacture of efficient iron ploughs, more manoeuvrable and economical than other models. An 1855 Patent details “Edward Pellew Plenty and William Pain, of Newbury, in the county of Berkshire” as “Agricultural Implement Manufacturers and Copartners – An improvement in Ploughs”.
- 5.4 By 1830 there were five iron foundries in Newbury town. This included the Plenty Eagle Iron Works.
- 5.5 This is a prominent example of a manufacturing company contributing to the economic prosperity of Newbury during the Industrial Revolution is the iron foundry and engineering business established by industrialist, millwright and architectural engineer William Plenty in the 1790s.

12 Oxford Archaeology for West Berkshire Council Heritage Service “Newbury Historic Character Study”, *Assessment Report*, October 2005.

- 5.6 In 1805 the company Plenty & Pain won a prize for ploughs offered by the Earl of Bridgewater at Ashridge. William Plenty later registered a patent for the fitted of a wheel behind the plough and in 1820 the firm produced the improved or “Flemish” plough.¹³
- 5.7 Plenty went on to build a revolutionary lifeboat in 1816, this was known as the “pulling and sail” lifeboat called the Plenty. It was 24 foot long by 8 foot beam and equipped with six oars and was ideal for general use as it was extremely stable and seaworthy. In 1824 this was chosen as the winning design of lifeboat for the Duke of Northumberland’s prize.
- 5.8 In 1824 The Royal National Institution for the Preservation of Life from Shipwrecks (1854 became Royal National Lifeboat Institution) was formed with 14 lifeboats placed around the English coast – 11 of these were “Plenty” class lifeboats built in Newbury at the Eagle Works.¹⁴
- 5.9 1865 the Plenty & Pain company became Plenty & Sons as William Plenty’s sons, sons James Shergold Plenty (1811–51) and Edward Pellew Plenty I (1816–98) joined the business. Plenty’s now diversified into steam engines and boilers for ships. In 1880 the company was added to the Admiralty list for supply of steam engines. These were supplied to the Royal Navy and exported across the world.



Figure 5.1 Extract from Ordnance Survey map of 1880

13 Grace’s Guide to British Industrial History, “William Plenty”. Available at https://www.graces-guide.co.uk/William_Plenty
14 Newbury Town Council, “Blue Plaques”, available at <http://46.101.85.17/blue-plaques.php>, [accessed 6 May 2020].

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

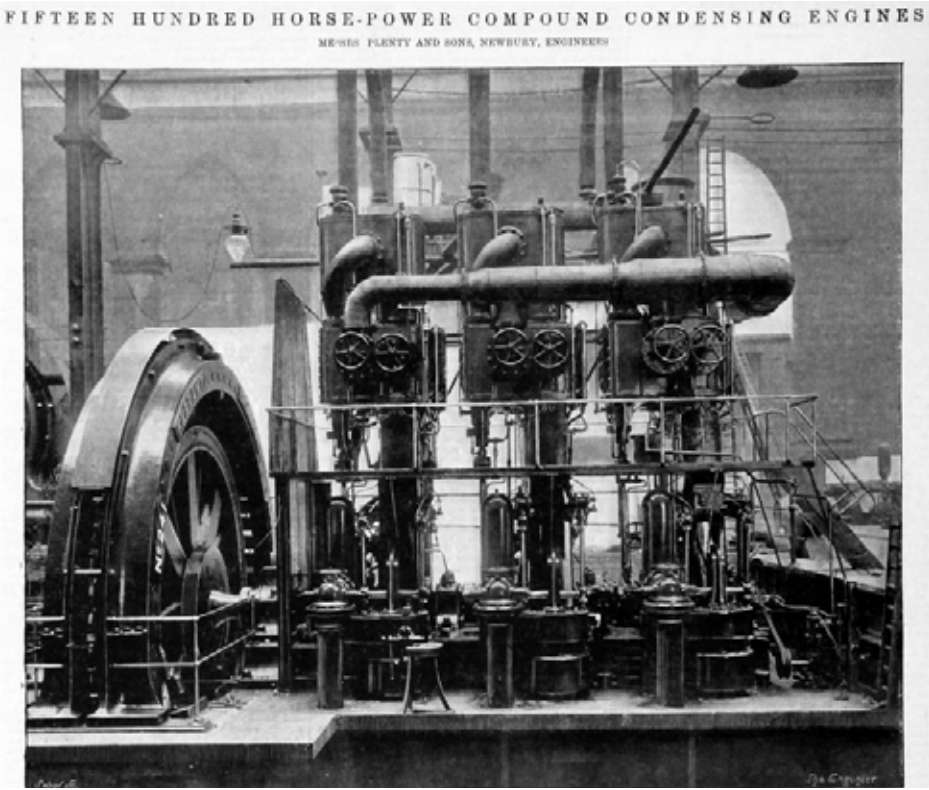


Figure 5.2 Plenty and Sons advertising poster

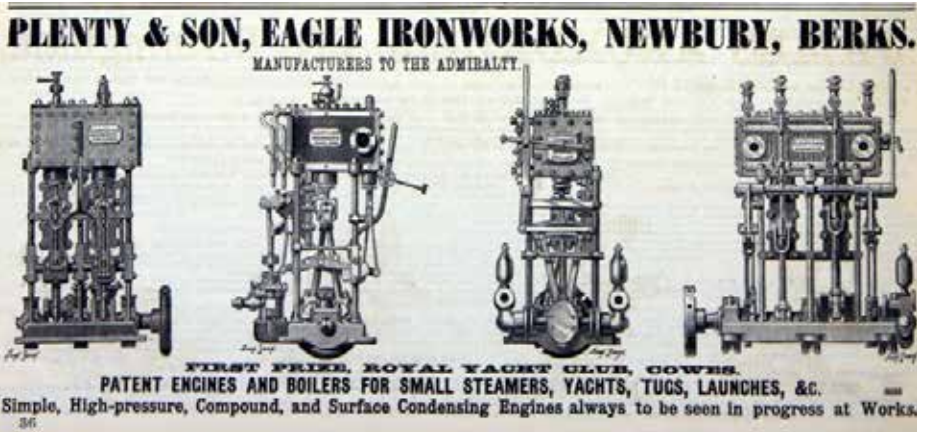


Figure 5.3 Plenty and Sons advertising poster

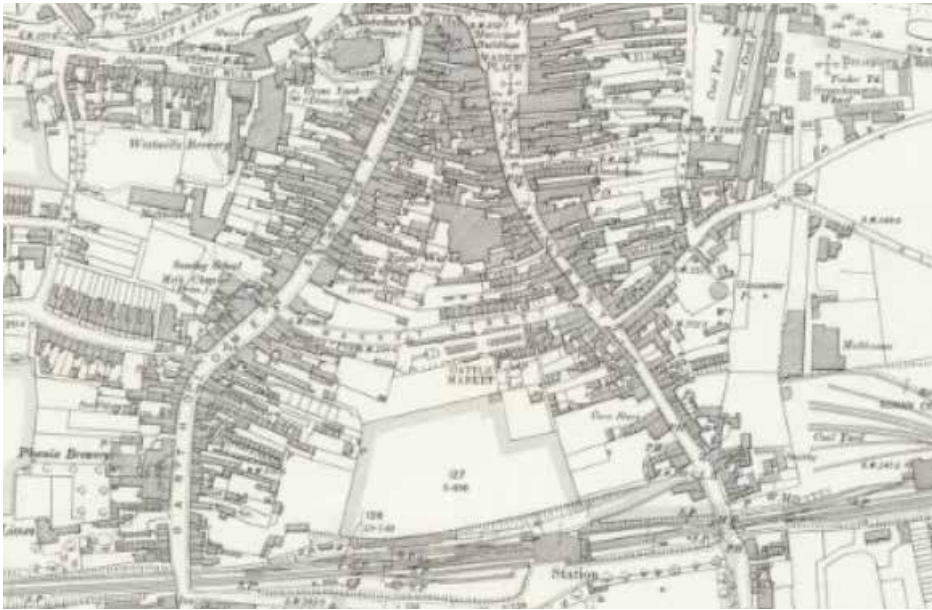


Figure 5.4 Extract from Ordnance Survey map of 1900



Figure 5.6 Extract from Ordnance Survey map of 1934



Figure 5.5 Extract from Ordnance Survey map of 1911



Figure 5.7 Extract from Ordnance Survey map of 1945



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

- 5.11 By the 1920s the company had adapted to diesel technology for ships, power generators, winches, and compressors. In 1935 it launched a rotary pump and from 1955 it concentrated on fluid processing technology, including pumps, filters and mixers. Plenty also diversified into the production of iron bridges, canal sluices and balloon gas equipment.¹⁵
- 5.12 The company continued to be managed by the descendants of William Plenty well into the 20th century (including three family members all called Edward Pellew Plenty).¹⁶
- 5.13 Thus, the *Eagle Iron Works* survived for some time and remained on the site up until the mid-1960s, thus this period in the site's history is afforded a particular longevity and importance.

¹⁵ Grace's Guide to British Industrial History, "Plenty and Son". Available at https://www.graces-guide.co.uk/Plenty_and_Son

¹⁶ Newbury Diesel Company, "Plenty Co", available at <http://rowifi.com/ndc/plenty---co-newbury.html>

- 5.14 The Plenty company eventually moved to Hambridge Road, Newbury, in 1965 and in 2001 it became part of the SPX Flow Technology, a company with its HQ in North Carolina in the US. The former Plenty Iron Works site then developed in a multi-phased manner culminating in the Kennet Shopping Centre in place today. The site has been subject to urban change over time, reflecting wider changes of industrial and economic activity of Newbury and of Britain. The richest period of activity in the history of the site is that when it was occupied by an active modern manufacturer, 1810–1960. This period of industrial activity on the site by a major manufacturer, one which produced and exported some nationally significant products and employed new technologies and manufacturing processes, is something to commemorate, particularly when we consider it as a rich representative example of the Industrial Revolution in Britain. This is also reflected in the fact that in 2019 Newbury Town Council worked with the Newbury Society to install a blue plaque on a pillar close to the former entrance of Plenty’s Eagle Iron Works in Cheap Street, recognising “the long and distinguished industrial record” of the company in Newbury.¹⁷
- 5.15 In the 1960s an initial scheme to construct a new shopping centre on the area between Bartholomew Street, Cheap Street and Market Place in Newbury town centre was proposed, to be completed in several phases.
- 5.16 In 1966 land that had formerly been the site of Plenty and Sons and Nias Ltd was sold to Ravenscroft Properties Ltd. It was intended that the whole area be redeveloped into a shopping centre. Some of the older buildings on the Kennet site, including the Plenty & Sons Eagle Iron Works, were demolished to make way for the new development.¹⁸

¹⁷ Newbury Town Council, “Blue Plaques”, available at <http://46.101.85.17/blue-plaques.php>, [accessed 6 May 2020].

¹⁸ The information in paragraphs 3.14–3.19 was gathered from a review of the local press of 1966–1990, namely *The Reading Evening Post*, *Newbury Today* and *The Newbury Weekly News*.

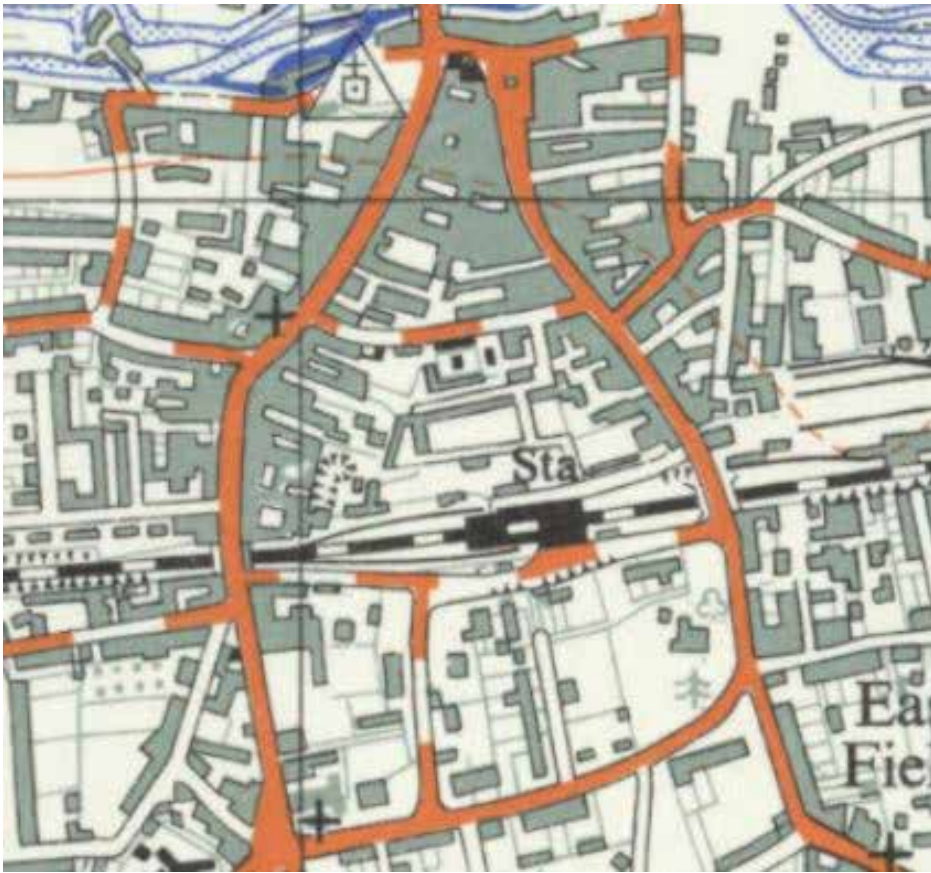


Figure 5.9 Extract from Ordnance Survey map of 1961



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

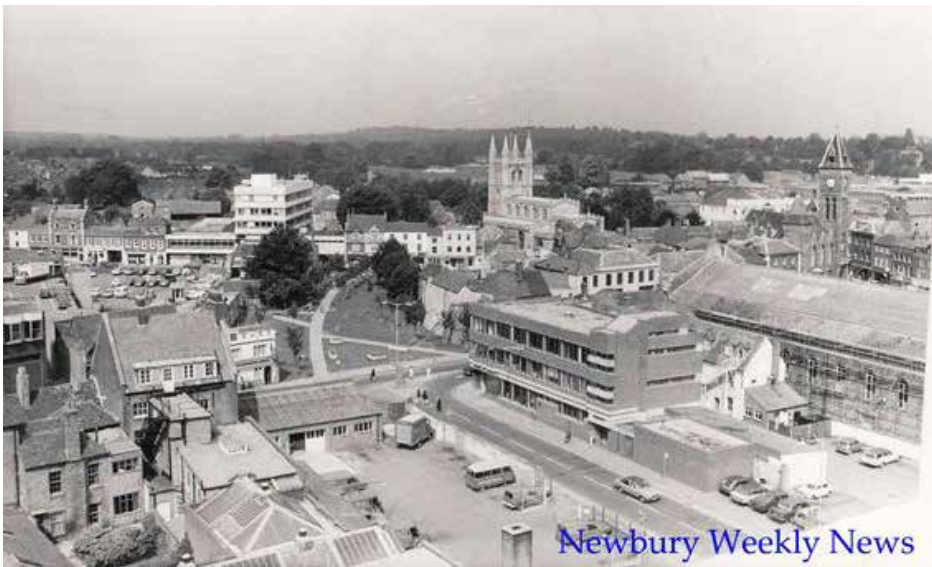


Figure 5.11 Bartholomew Street and Market Street, before the building of the Kennet Centre in the 1970s

- 5.17 Initially, however, only a temporary car park was created while plans for the wider site were drawn up and approved. By 1974 the first stage of the work to create a supermarket, bank and around 20 other shops was completed.
- 5.18 The second phase of the work to construct an additional 26 shops and a major new department store in a 2-storey building suffered many years of delays as Ravenscroft Properties felt the scheme was “not viable...because building costs far exceed the projected rental value of the sites”.
- 5.19 By 1977 the area was dubbed the “Mall Shopping Precinct” and buildings were still being demolished on the site, creating an “unsightly waste area”. The developers agreed to erect a new multi-storey car park (originally part of phase II of the plans) and the Local Authority created a temporary amenity area with grassland, flowers, shrubs and a playground.
- 5.20 After fears Ravenscroft Properties would pull out of the project entirely and calls for the Local Authority to find another developer, the scheme for phase II of the development were revived in 1980. In 1982 work on phase II of the scheme began. This aimed to double the size of the existing shopping centre (renamed the Kennet Centre) and to create covered walking areas.
- 5.21 In 1984 plans were approved by the Local Authority for a new bus station, Sainsbury’s supermarket, a new department store, and a new car park, to create a total of 55 shops on a 5 acre site, “one of the most up-to-date shopping centres in the South of England”. The new shops were completed in the summer of 1985, with the Sainsbury’s store, new bus station and car park in progress by that time.¹⁹
- 5.22 A number of older buildings along the street frontages were retained, mainly towards the northern end.



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



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



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



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

¹⁹ The information in paragraphs 3.14–3.19 was gathered from a review of the local press of 1966–1990, namely *The Reading Evening Post*, *Newbury Today* and *The Newbury Weekly News*.

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



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



Figure 5.17 Kennet centre opening ceremony, 1989

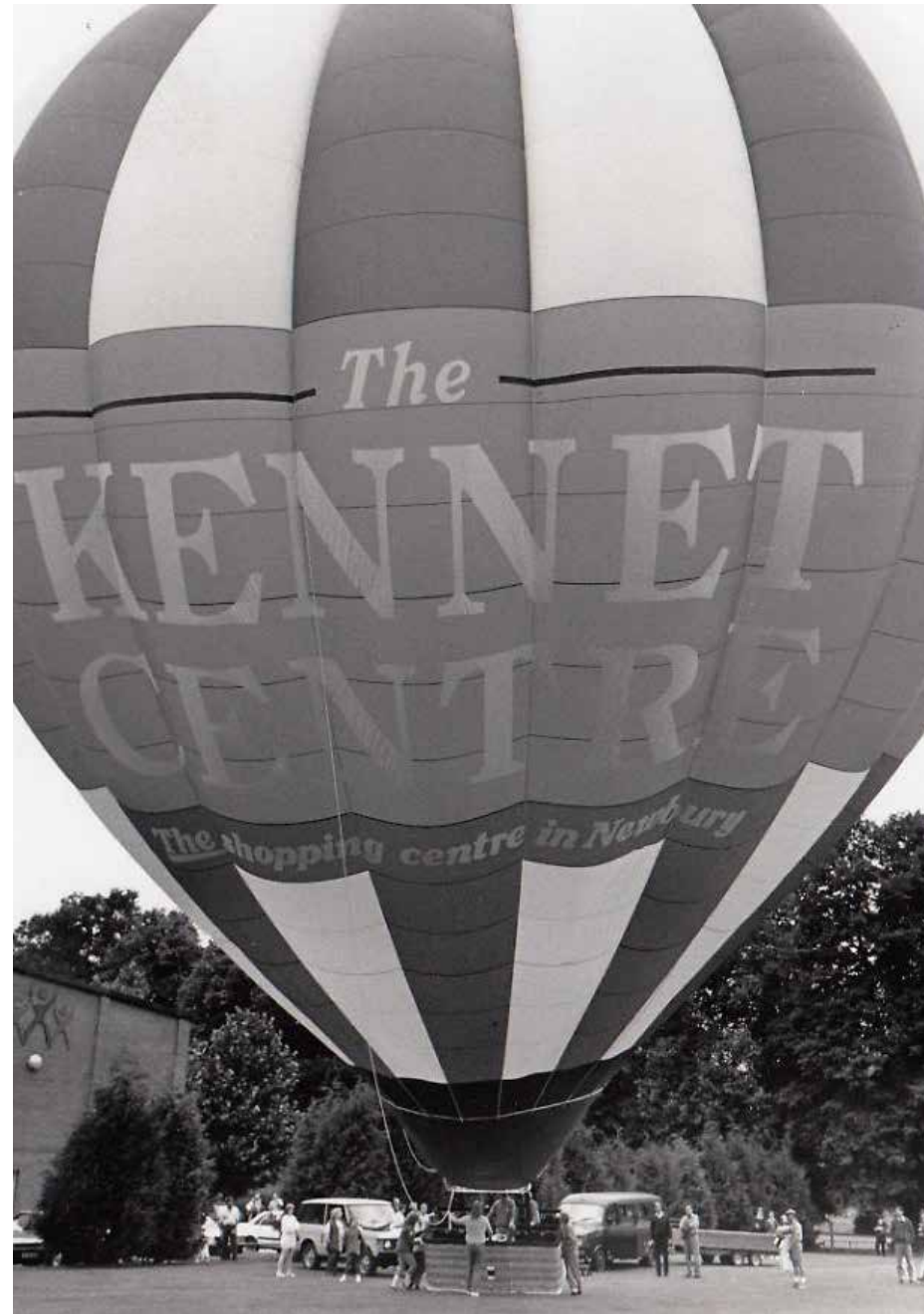


Figure 5.18 Kennet centre celebrations, c.early 1990s



Figure 5.19 Kennet centre, interior view, c.1989



Figure 5.20 Kennet centre entrance, c.1989

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



Figure 5.21 Kennet Centre interior, c.1985



Figure 5.22 Kennet Centre interior, c. 1985

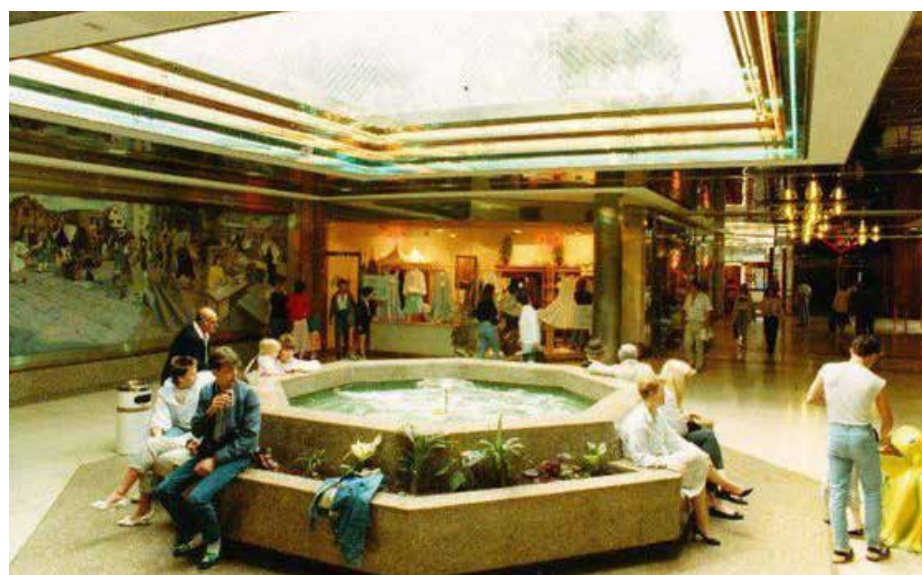


Figure 5.23 Kennet Centre interior, c.1985

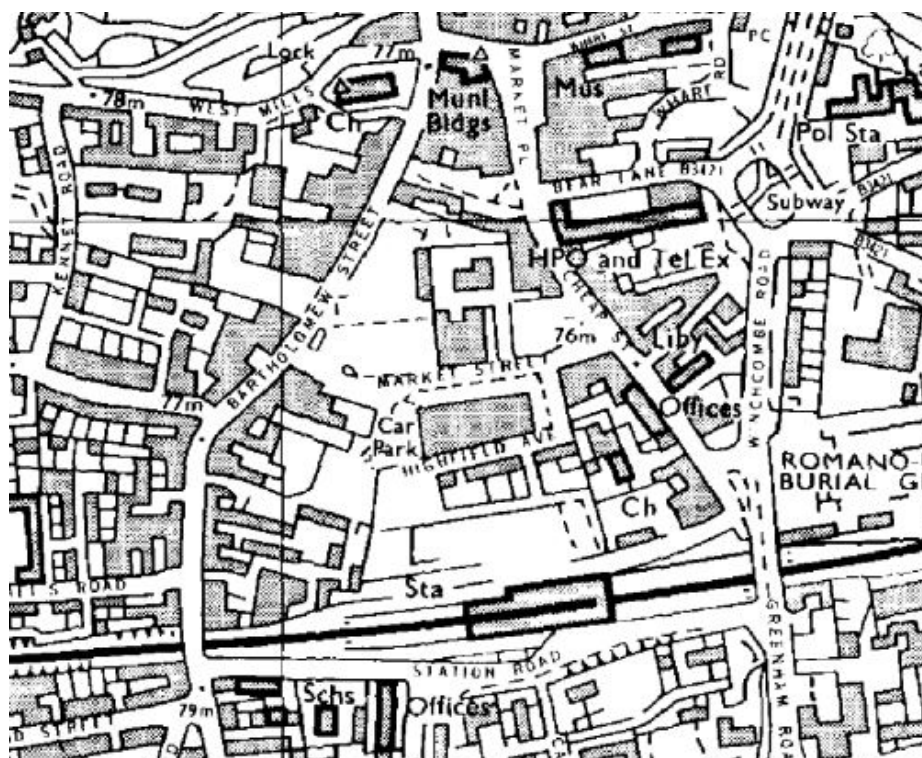


Figure 5.24 Ordnance Survey Map, 1982

5.25 In 2019 Newbury Town Council worked with the Newbury Society to install a blue plaque on a pillar close to the former entrance of Plenty's Eagle Iron Works in Cheap Street. This is intended to recognise "the long and distinguished industrial record" of the company in Newbury.²⁰



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

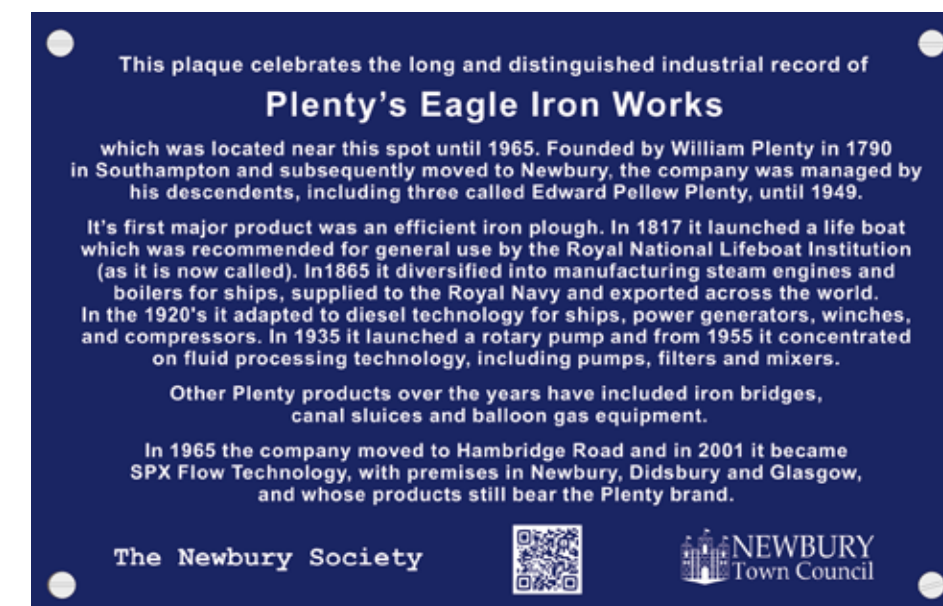


Figure 5.26 Plenty's Eagle Iron Works blue plaque

²⁰ Newbury Town Council, "Blue Plaques", available at <http://46.101.85.17/blue-plaques.php>, [accessed 6 May 2020].

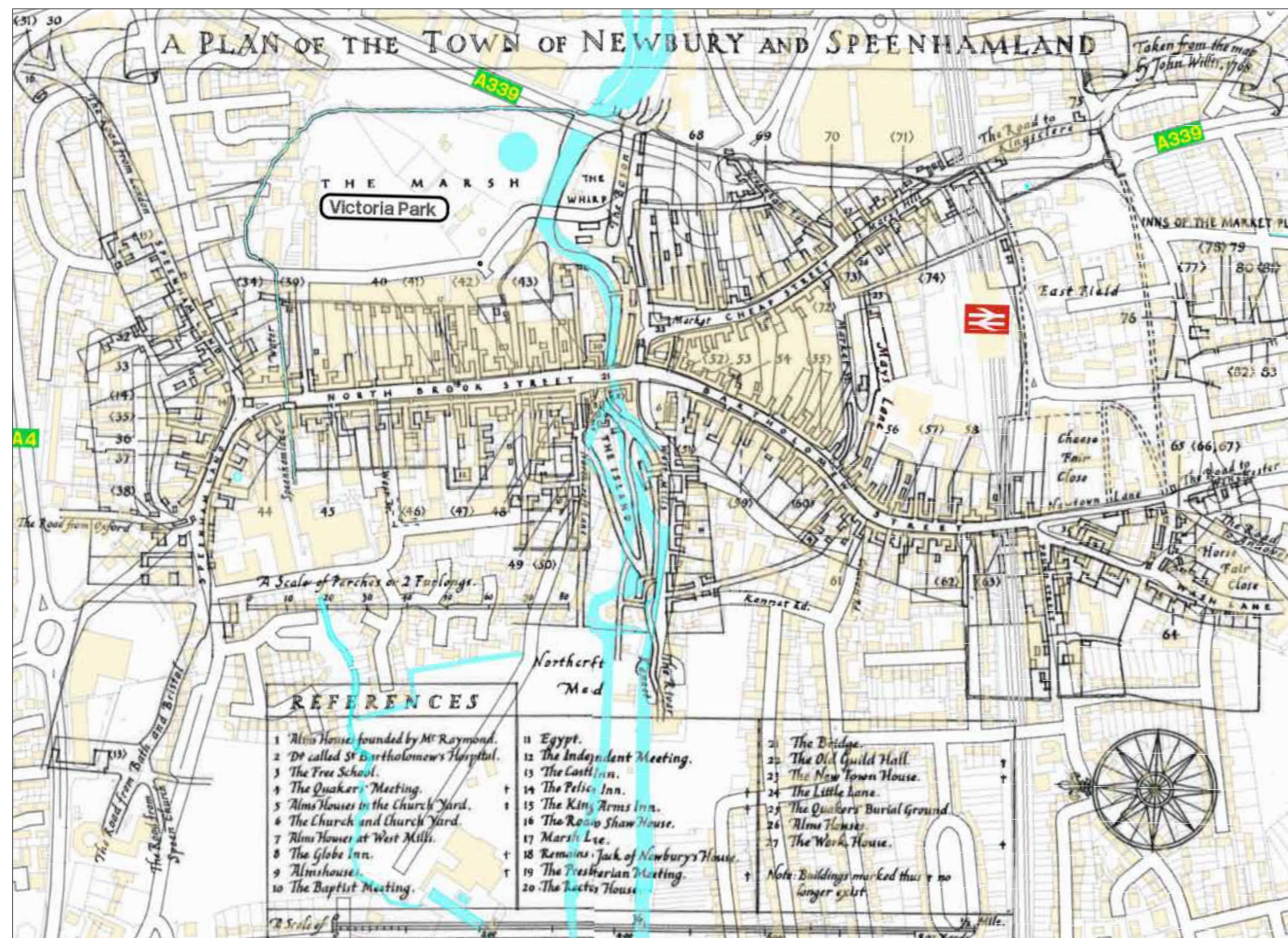


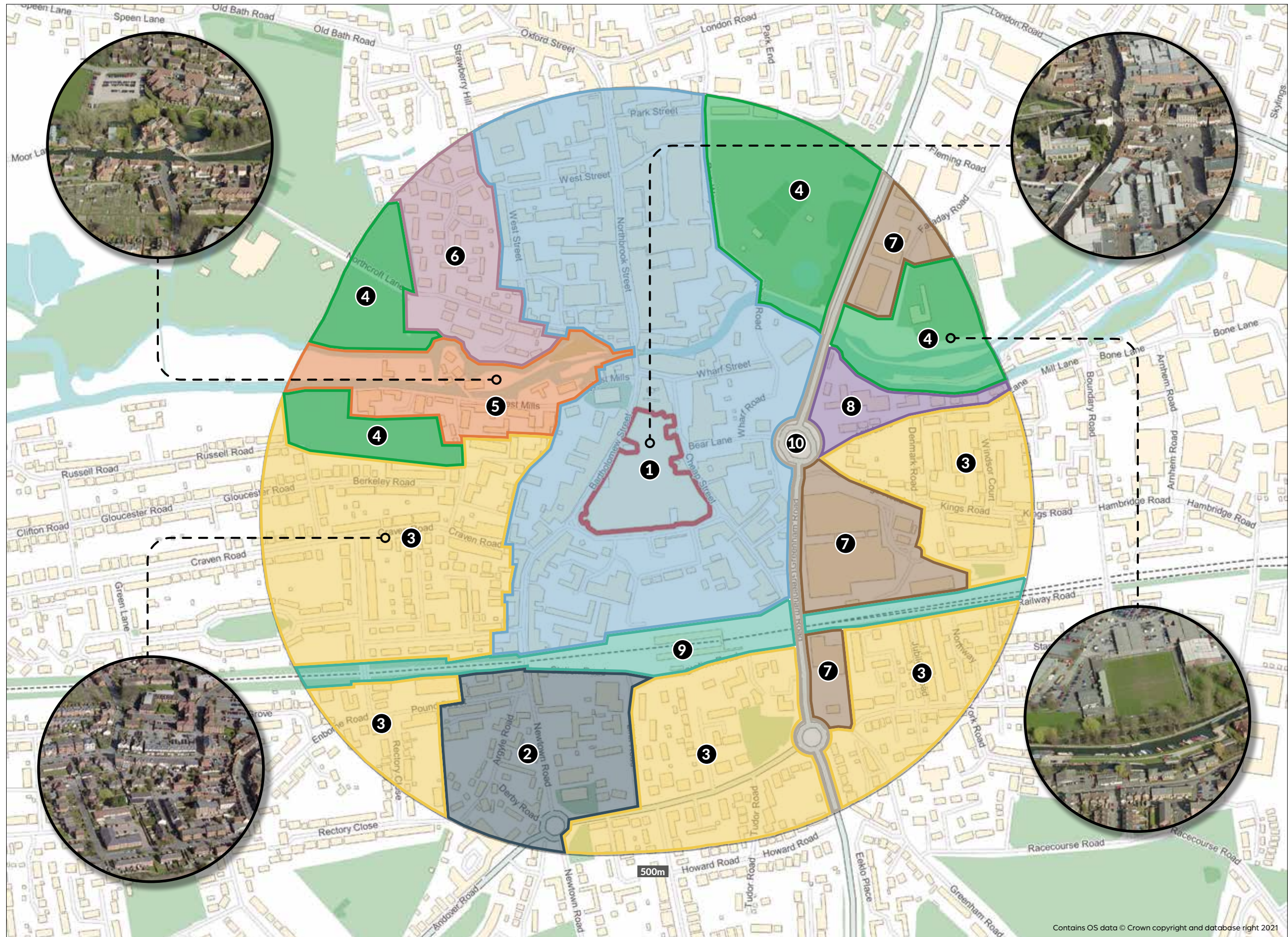
Figure 5.27 Overlay of 1770 Map on the Current Day Plan

6.0 TOWNSCAPE

KENNET CENTRE, NEWBURY

TOWNSCAPE

- 6.1 This section describes the townscape character of the Site and its surroundings. We have undertaken a review of relevant existing characterisation studies applicable to the Site, including the Newbury Historic Character Study (undertaken by Oxford Archaeology 2006) and the Newbury Town Design Statement (June 2017) prepared by Newbury Town Council. Accordingly the analysis presented here has been informed by the extant townscape studies that have been undertaken for the Newbury town council and local authority as part of their evidence gathering process.
- 6.2 From our initial townscape appraisal we have categorised the surrounding townscape into 10 areas within a 500m radius of the Site (**Figure 7.1**). These areas broadly comprise of the town centre, residential areas, areas of open space and transport infrastructure, reflecting the historic development of the area. These character areas are referred to as:
- Townscape Character Area 1: Newbury Town Centre (which contains the application site)
 - Townscape Character Area 2: St Bartholomew's and The City
 - Townscape Character Area 3: Mixed Residential Development
 - Townscape Character Area 4: Parks, Allotments, and Open Spaces
 - Townscape Character Area 5: Millside Development
 - Townscape Character Area 6: Late Twentieth Century Housing
 - Townscape Character Area 7: Commercial Units
 - Townscape Character Area 8: Late Twentieth Century Public and Commercial Blocks
 - Townscape Character Area 9: Rail Corridor
 - Townscape Character Area 10: Highway Infrastructure
- 6.3 The Townscape Character Area Plan identifies the Site within Character Area 1, Newbury Town Centre. The character of the area generally comprises of the dense historic medieval core of Newbury, which built around the Northbrook Street to the north, and Bartholomew Street and Cheap Street to south, converging at the bridge over the River Kennet.
- 6.4 The Newbury Town Plan 2019 – 2036 (Note that this is not neighbourhood plan and has not been adopted as a SPD) summaries Newbury as *"a town which retains a strong sense of its own cultural, social, and historic identity, and its historic centre has largely retained its architectural character. It has a pleasing diversity of styles and periods from the 17th century to the modern period, the 18th century and early 19th century buildings being perhaps the most distinguished. Five buildings are designated Grade I and 23 are Grade II*"*.
- 6.5 The town centre is centralised around the main shopping streets of Northbrook Street to the north and Bartholomew Street and Cheap Street to the south. This highway forms part of the principal corridor through the town centre and would be subject to vehicular and pedestrian traffic, contributing to the sense of a busy urban environment.
- 6.6 As previous noted in the Newbury Town Plan buildings within the character area vary in age, quality and architectural styles, creating a varied and interesting townscape. Buildings within the character area primarily date between the 17th and 20th centuries. Georgian and Victorian buildings are characterised by finer grain blocks, whereas later twentieth century development is made up of larger coarser blocks. The urban grain of the area is emphasised in the Figure Ground Plan at **Figure 7.2**. Buildings are predominantly between two and three storeys high, and are mostly built from brick with older structures being built from a wooden frame. The majority of the buildings are formed of commercial premises at ground floor, with residential or office space above.



TOWNSCAPE CHARACTER AREA PLAN

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

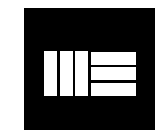
LOCATION:
Kennet Shopping Centre, Newbury

DATE:
July 2020

SCALE:
1:6000 @ A3

FIGURE 6.1 Townscape Character Area Plan

▲ NORTH



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



FIGURE GROUND PLAN

Application Site

LOCATION:
Kennet Shopping Centre, Newbury

DATE:
March 2021

SCALE:
1:6000 @ A3

FIGURE 6.2 Figure Ground Plan

▲ NORTH



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

CHARACTER AREA 1: NEWBURY TOWN CENTRE

- 6.7 The majority of the town centre is located within the Newbury Town Centre Conservation Area and includes a concentration of designated and non-designated heritage assets. Notable listed buildings include the Grade I, 16th century Parish Church of St Nicolas and early 17th century former cloth factory at 1 Wharf Street (now known as the Museum). The heritage assets reflect the historic nature of the town centre and make a positive visual contribution to the character and appearance of the area.
- 6.8 The River Kennet meanders through the centre of the town and is lined with a number of number of buildings. A towpath runs alongside side the canal, which forms part of the National Cycle Network route 4 between Newbury and Reading. The canal adds to the historic and visual interest of the townscape.



Figure 6.3 Newbury Town Centre, Bartholomew Street. Source: Basher Eyre, geography.org.uk.



Figure 6.5 Newbury Town Centre, Bridge Street. Source: Basher Eyre, geography.org.uk.



Figure 6.4 Newbury Town Centre, Northbrook Street towards Wharf Street. Source: Basher Eyre, geography.org.uk.



Figure 6.6 Newbury Town Centre, Northbrook Street. Source: Basher Eyre, geography.org.uk.

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



Figure 6.7 Inactivated façade of Kennet Centre along the north of Bartholomew Street.



Figure 6.9 Inactivated façade of Kennet Centre along the Market Place and Cheap Street.



Figure 6.8 Inactivated façade of Kennet Centre along the south of Bartholomew Street.



Figure 6.10 Inactivated façade of Kennet Centre along Market Street.

CHARACTER AREA 2: ST BARTHOLOMEW’S AND THE CITY

- 6.10

Character Area 2 is located to the south of the study area and is formed of a mixed use area to the south of the town centre.
- 6.11

The character area is centralised around the former St Bartholomew’s Hospital and Newton Road and is characterised by a number of uses including residential, commercial places of worship and schools.
- 6.12

The variation in usages within the character area is evident within the built environment which varies in form, age and architectural styles. Buildings are largely between two and three storeys high, and unified with their use of brick. Development is arranged around semi-private roads, and either has access to rear gardens or to shared areas of green space.
- 6.13

Newtown Road forms a busy thoroughfare into the town centre and is subject to heavy pedestrian and vehicular traffic, contributing to the sense of a busy urban environment. The use and noise, fumes and traffic generated by the highway is a dominant characteristic of this area.
- 6.14

Part of the character area is located within the Newbury Town Centre Conservation and incorporates a number of listed and locally listed buildings, which contribute to the rich and varied townscape.
- 6.15

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

CHARACTER AREA 3: MIXED RESIDENTIAL DEVELOPMENT

- 6.16

Character Area 3 is located to east, south and west of the study area and comprises of varied residential development that surround the fringe of Newbury the town centre.
- 6.17

Buildings within the character area vary in age, form and height, creating a mixed townscape. The character area have evolved through piecemeal development and includes late nineteenth century fine grain semi detached and terraced properties, interwar dwellings and late twentieth century blocks of flats, including social housing developments. Dwellings are unified with their use of brick, although the form and architectural styles of blocks differ across the character area. This gives the area a heterogeneous appearance which is reinforced with the irregularity of the urban grain.
- 6.18

Dwellings generally have a regular street alignment, which streets generally running broadly north to south and east to west. The streets are subject to light traffic, notwithstanding the area has a calm residential character.
- 6.19

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

CHARACTER AREA 4: PARKS, ALLOTMENTS, AND OPEN SPACES

- 6.20

Character area 4 is located to the north east and north of west of the study area and characterised by a collection green open spaces. These localities have been grouped because of their shared characteristics and setting on the fringe of the town centre, set between areas of residential development.
- 6.21

The green spaces are made of a collection of green open spaces and include Victoria Park, West Mills allotments and Northcroft Park. The spaces are unified by grassed expanses, vegetation and mature trees. Within the character area the built form is limited, and largely formed of detached structures relating to the recreation facilities found in the parks.
- 6.22

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

CHARACTER AREA 5: MILLSIDE DEVELOPMENT

- 6.23 Character area 5 is located the west of the study area and is characterised by the Kennet and Avon Canal and development along West Mills.
- 6.24 The canal and the channels of the river pass through the centre of the character area and form an important route for pedestrians and cyclists, as well as adding feature of physical value and visual interest to the townscape.
- 6.25 The built form within the character area is largely formed of a number historic buildings which date between the seventeenth and nineteenth centuries. The architectural styles and detailing of the buildings vary, and consists of a collection of cottages, almhouses and detached houses.
- 6.26 To the east, the canalside is formed of a number of wharf-like buildings. These three storeys blocks date from the late twentieth century and are built from red brick with timber boarding detailing. Blocks are set within a quiet narrow road and would be subject to light traffic, notwithstanding the area has a clam waterfront character.
- 6.27 The character area lies within the Newbury Town Centre Conservation Area and includes a number of listed buildings along West Mills. The number of heritage assets reflect the historic nature of this part of the town, and make a positive visual contribution to the character and appearance of the townscape
- 6.28 Although generally well contained through orientation of streets and the regularity of development, some views out to the wider area are obtained from within the character area including in the direction towards the Site and the town centre. In these views, glimpsed views are gained of taller and coarser development within the town centre.

CHARACTER AREA 6: LATE TWENTIETH CENTURY HOUSING

- 6.29 Character Area 6 is located the north west of the study area and is characterised by a late twentieth century residential estate.
- 6.30 The built form within the character is formed of collection of terraces which vary between two and three storeys. Dwellings are built from brick and in places are clad in timber coloured boarding to the upper floors. Design features of the properties include gabled roofs, modern UPVC windows and a small porch roof the principle entrance. Development is arranged around semi-private roads, with small front and rear gardens, notwithstanding the area has a clam residential character.
- 6.31 Although generally well contained through orientation of streets and the regularity of development, some views out to the wider area are obtained from within the character area including in the direction of the town centre. In these views, glimpsed views are gain of taller and coarser development along Strawberry Hill and West Street.

CHARACTER AREA 7: COMMERCIAL UNITS

- 6.32 Character area 7 is located to the east of the study area and comprises of a dispersed collection of commercial and industrial units. These localities have been grouped because of their shared characteristics and setting on the fringe of the town centre
- 6.33 The built form consists of small to medium blocks which are set with hard landscaped areas, often forming areas of storage and car parking. Building typologies reflect the commercial and industrial nature of the area and are generally formed retail and light industrial units, which vary between one and two storeys.
- 6.34 Brick, corrugated metal and steel form prominent buildings materials used within the character area, with many of the units having low pitched roofs or flat roofs. The buildings are generally utilitarian in appearance, serving as part of the commercial and industrial development.

CHARACTER AREA 8: LATE TWENTIETH CENTURY PUBLIC AND COMMERCIAL BLOCKS

- 6.35 Character area 8 is located to east of the character area and is characterised by the police station, magistrates court, a number of commercial industrial units and a few modern dwellings.
- 6.36 Historically forming part of land associated with Greenham Wharf, the built from within the character area is dominated by the late twentieth century brick and concrete police station and attached magistrates Court. Built in 1965, the buildings are not of architectural merit and form a neutral element within the townscape.
- 6.37 To the south, a collection of brick terraced and semi detached buildings front onto Mill Lane. The two storeys dwellings date from the twentieth century, and are built from brick and feature pitched roofs. Their location between the road and police station, means they have narrow front and rear gardens. To the east, a number of small commercial industrial units also front onto Mill Lane. The units are set back from the road and situated in hard landscaped areas, forming areas of car parking. The single storey units are characterised by a mix of brick and corrugated metal facades with pitched roofs. The buildings are generally utilitarian in appearance, serving as part of the commercial and industrial development.

CHARACTER AREA 9: RAIL CORRIDOR

- 6.38
- Character area 9 is located to the south of the character area and is characterised by the railway corridor which runs east to west across the study area. The railway lines and supporting infrastructure are utilitarian in appearance, serving part of the transport network.
- 6.39
- Newbury railway station is located to centre of the character area and is made up a three platforms, a single storey red brick station building and a modern footbridge. The station is operated by Great Western Railway and provides frequent services between London Paddington, Exeter St Davids and Reading. The main station building dates from 1908 and forms good example of Edwardian railway architecture. The station’s facilities include a staffed ticket office, waiting rooms, covered bicycle storage and a taxi rank.
- 6.40
- Whilst the character is generally open, it is not accessible to the public and only a fleeting experience for those when traveling over the station footbridge or the adjacent road and pedestrian bridges. Boarded by a mix of brick walls, security fencing, vegetation adjacent buildings, the area is well defined are relatively enclosed.

CHARACTER AREA 10: HIGHWAY INFRASTRUCTURE

- 6.41
- Character area 10 comprises of the A339 main road which runs between Newbury in Berkshire and Alton in Hampshire.
- 6.42
- Built in 1966 for traffic to bypass the town centre, the highway is formed of a tarmacked surface with pavements to either side, and separated by a low rising metal railings. The use and noise, fumes and traffic generated by the highway is a dominant characteristic of this area. The road is utilitarian in appearance, serving part of the transport network.
- 6.43
- The road divides the townscape and act as a physical and visual barrier between the east of the west of the study area. Whilst the character of the road is generally open, it is transiently experienced when traveling along in vehicles or walking along its pavements. The road is well defined and relatively enclosed by neighbouring development and mature trees.

TOWNSCAPE ASSESSMENT

THE PROPOSED DEVELOPMENT AND THE EXISTING SITE.

DESCRIPTION OF THE PROPOSALS

- 6.44
- A description of the proposals (the ‘Proposed Development’) is provided within the Planning Statement prepared by Lochailort Newbury Ltd and Design and Access Statement prepared by Collado Collins and comprises the following:
- Partial demolition of the existing *Kennet Centre*, removing all buildings currently on the other than the multi-storey car park and *Vue* cinema wing, which will be retained, refurbished and enhanced;
 - Erection of a new headquarters office building on Market Street with a gross internal floor area of approximately 4000m2 (43,000sqft);
 - New flexible-use commercial units in the form of:
 - A new incubator tech-hub building of approximately 2000 m2 (21,500sqft) gross internal area designed to attract start-up and growing small-to-medium enterprises, but also with the potential to provide additional floorspace to the new headquarters office building if required
 - Ground floor units fronting a new pedestrianised street targeted at independent, local and artisan retailers which start from 37m2 (400sqft) and offer the potential to be combined or split as necessary to meet the needs of retail, café, restaurant, leisure, workshop or other occupiers;
 - Craft carts, street food stalls, pop-up stands and other similar “retail incubator” commercial opportunities within the new onsite public realm;
 - 379 dwellings for private rent in a range of types and sizes, plus ancillary residents’ facilities which include:
 - Reception & concierge
 - Residents’ lounge
 - Residents’ gym, including a squash court
 - Private dining room
 - Workspace
 - A variety of rooftop terraces
 - Car and cycle parking
 - Back-of-house facilities for onsite management and maintenance
 - A further 23 dwellings;

- Sustainable energy installations which negate the need for onsite use of fossil fuels;
- A New pedestrianised street between Market Street, Bartholomew Street and Market Place which will provide a vibrant new linked between the railway station and town centre;
- Improvements to the existing *Kennet Centre* multi-storey car park, including an additional level of car parking, new lifts, additional electric vehicle charging points, and a new pedestrian link into the development;
- Improvements to the existing *Vue* cinema wing, including a new pedestrian link into the development;
- Associated works, including a new pedestrian crossing on Market Street.

- 6.45
- The development is to be arranged on a new street layout to provide permeability through the site. A central Street (New Street) runs north to south. Mays Lane runs east to west and connects the development to Market Street. Furthermore, a new courtyard space known as Plenty’s Yard is proposed between the existing multi-storey car park and the new main square.

THE EXISTING SITE

- 6.46
- The Site measures an area of 2.19 ha (5.4 acres) and is principally formed of the large coarse block as the *Kennet Centre*. The shopping centre dates from the early 1970s, and has been subject to various later additions and alterations. The shopping centre contains a mix of retail, leisure and restaurant uses, along with *Vue Cinema* to the south east corner of the Site and multi storey car to the south west corner. The centre is generally low rise, rising up to four storeys and primarily built from brick and includes external panels, cladding and glazed elements. The building is typical of shopping centres from this time and is of little architectural merit and actively detracts from the character and appearance of the surrounding area.
- 6.47
- Existing pedestrian access into the Site is from all edges, whereas vehicular access is gained from the south and west and directly leads to the multi-storey car park on the west or roof parking to the south. It is worth noting that the boundary of the Site wraps around a number listed buildings along the street frontage, including the Grade II listed the Newbury (formally the Bricklayers Arms), Catherine Wheel Inn and 33 and 34 Cheap Street.

PROPOSED USES

- 6.48
- The proposals envisage the delivery of 7 residential blocks, a 60,000sqft NIA office, and a workplace hub. The proposals are tied together by a new pedestrianised route, which will connect Market Street to Bartholomew Street and Cheap Street. In addition, a new public square will enhance the public realm offer and connect the Proposed Development to the emerging scheme to the south of Market Street. The proposed uses for the Site accord with the preferences for redeveloping urban sites, and focusses on enhancing the vitality and viability of Newbury town centre as the District’s main town.
- 6.49
- The Proposed Development will provide 402 homes in a range of sizes from studios to 3 bedroom apartments, across several storeys. To facilitate the new residents, 83 parking spaces will be provided, 5 of which will form disabled bays. New residents will also have access to 3,892m2 of communal amenity space, podium gardens and roof terraces, along with either their own private balcony or garden space. The proposed residential use on the Site will make an important contribution to the Council’s annual and strategic housing target and will add to the established mix of residential stock.
- 6.50
- The proposals seek to provide 2,413m2 of flexible commercial units along the new pedestrian street, as well as 5,355m2 of office space across two buildings surrounding the new square. The uses proposed by the development are consistent with the existing uses of the Site and are complementary to the town centre.
- 6.51
- The range of usages at ground floor including commercial units, residential amenities and offices entrances will contribute in activating the existing street frontages along Bartholomew Street, Market Street and Cheap Street, as well as new the frontages along the new pedestriansed street and surrounding Market Square. The range of uses will further draw pedestrian activity to the Eagle Quarter, and enhance the vitality of the streetscape,
- 6.52
- The proposed uses, along with the landscape and public realm enhancements, are complementary to the character area and the wider town centre, which will be characterised by residential and commercial uses. The uses will contribute in livening the environment and experience around and within the Site.



Figure 6.11 Eagle Quartet Masterplan. Source: ColladoCollins Architects

FORM, SCALE AND MASSING

- 6.53
- The form, scale and massing of the proposals have been subject to ongoing discussions with officers at the pre-application stage and extensive analysis of the immediate and wider context. The composition and height of the Proposed Development has been consistently tested against long distance views during design development and pre-application discussions.
- 6.54
- The Proposed Development is formed of a collection of nine blocks that that range in height from two to eleven stories. The perimeter of the Site is proposed to be developed at a scale consistent with the prevailing streetscape. The perimeter blocks have been designed to reflect the historic and prevailing commercial street pattern. The taller larger buildings are located within the central part of the site and reflects the historic pattern of use of the site which was formerly occupied by the Eagle Works. The central buildings adopt an idiom to reflect the industrial heritage of the site, including the form, expression of the roofscape, details and materiality, all of which are embed the development in its local historic and townscape context. The variation in massing contributes to breaking up the scale of the building and creates an expressive architectural form that reduces the perception of bulk.
- 6.55
- The proposal drawings within the DAS and AVRs demonstrate how the blocks read as several distinct elements, each with their own individual expression, albeit sharing the same contemporary architectural language. The architectural treatment to each of the blocks, further breaks down the massing of the proposals, creating a series of elegant connected forms, which complement the heritage of the town and the exiting built form.
- 6.56
- The AVR’s at **Section 8.o** demonstrate how the height of the Proposed Development is experienced in the surrounding environment. In many of the views the proposals are partially screened due to due to interposing development and/or mature vegetation. Where visible, the Proposed Development would form an attractive townscape feature and would enhance the legibility and wayfinding towards Newbury town centre.

- 6.57 However, the views in Section 8 are largely representative of longer views from around the town centre. In longer views, the Proposed Development would introduce taller development into the view. In these views, however the proposals would sit comfortably within the existing townscape and subservient to the town hall clock tower. The overall composition is balanced, and the scale, form and massing of the Proposed Development would add interest to skyline and improve the visual amenity of the view with high quality architecture.
- 6.58 In closer views of the perimeter of the site, the width of the streets, orientation of buildings and positions of the taller blocks within the site means that the experience of the development is defined by the smaller height, characteristic of the existing streets around Newbury. This is the case within the new development, where the new street pattern reflects the historic, grain and materiality of the surrounding streets within Newbury Town centre, character area 1.



Figure 6.12 Watercolour imagery of the scheme from along New Street. Source: Source: ColladoCollins Architects and Anderson Terzić Partnership

DESIGN AND ARCHITECTURE

- 6.59 The design concept of the proposals is based on the industrial heritage of the Site and has been informed on the typology of warehouses and factories. This reflects the particular social and industrial history of Newbury, and the site in particular as set out in Sections 4 and 5 of this report. The scheme incorporates elements of these typologies with the use of double pitched roofs and Crittall-like windows. Design principles incorporate a high level of repetition, which ensures an inherent level of efficiency, strong grid, rhythm and hierarchy of vertical and horizontal elements to create blocks with simple detailing and rich in detail.
- 6.60 The architecture of the Proposed Development has been influenced by the surrounding context and designed to reduce the perceived scale of the taller buildings, complement the surrounding built form and animate the lower levels of the development, especially when viewed from the surrounding perimeter streets.
- 6.61 The proposed material palette has been selected to respond to the history of the Site and complement the surrounding historic built form. The chosen palette of materials is largely based on brickwork, which forms a prominent material within the town.
- 6.62 The use of brick throughout the development ensures the building reads as one, although subtle changes in articulation and colour create variation. The varying brickwork of each volume further contributes in distinguishing the volumes from one another and reduces the overall perception of mass.
- 6.63 The brickwork is complemented by architectural expression and detailing, which further break down the buildings form and contribute in creating an attractive façade. In particular, the Proposed Development uses dark grey metal canopies, balustrades and window frames, which echo the former iron works on the Site. Further detailing to the blocks pays homage to the textile heritage of the town, with the use of blue brick, tinted cement-based materials and bronze metal detailing, which reference the colour of the Woad seeds and textile dyes.
- 6.64 The proposed design, elevation design and material palette marks an improvement on the existing building which is monotonous and opaque. The Proposed Development would form a congruent and attractive addition to the townscape and its high architectural design will deliver considerable urban design benefits.



Figure 6.13 Block B Elevations. Source: ColladoCollins Architects



Figure 6.14 Block G Elevations. Source: ColladoCollins Architects



Figure 6.15 Block H Elevations. Source: ColladoCollins Architects

PUBLIC REALM AND LANDSCAPING

- 6.65 The emerging proposals include substantial improvements to the public realm in and around the Site, and are designed to enhance the existing pedestrian environment and improve the private amenity space for residents.
- 6.66 The landscape proposals comprise of 4,064m² of public realm, 3,892m² of communal podium gardens and roof terraces and 2,673m² of private external amenity, and include but are not limited to the following:
- a new pedestrianised route network known New Street and Mays Lane will connect Market Street to Bartholomew Street and Cheap Street;
 - a new public square, Eagle Square to the south of the Site, enhancing the public realm offer and further connecting the Proposed Development to the emerging scheme to the south of Market Street;
 - a new courtyard space known as Plenty's Yard between the existing multi storey car park and new main square;
 - a series of communal gardens, amenity spaces, private terraces and bio diverse roofs;
 - ground plans inspired by historical plots and the kersey
 - a network of planting, introducing biodiversity, seasonality and colour into the Site; and
 - Street furniture such as seating areas and areas for cycle storage.
- 6.67 The spaces through the Site will invite exploration by visitors, and generate new hitherto unseen views into and out of the Site, including of important features within the townscape such as the Grade II town hall clock tower.
- 6.68 Significantly, the proposed new street network breaks up the mass of the current Kennet Centre. It provides open air routes through the site. There will be new views into, across and out of the development which will provide a far greater appreciation of the surrounding area (and in particular its historic interest) than the current Kennet centre. Some of these views will take in important features such as the Grade II town hall clock tower and widen views (and appreciation of) the Grade II* St Nicolas Church.
- 6.69 The improvements to the public realm will improve accessibility, amenity space and enhance biodiversity. The proposals contribute to an integrated townscape, activate the streetscene, and encourage movement north to south through the Site in a way that is currently not possible.



Figure 6.16 Watercolour imagery of the scheme from along New Street. Source: Source: ColladoCollins Architects and Anderson Terzić Partnership

SUMMARY

- 6.70 The Proposed Development has been carefully considered in relation to its surrounding context. The Proposed Development would improve the character and function of the townscape by virtue of the proposed design, layout and uses that are congruent and complementary to the area.
- 6.71 The main benefits of the Proposed Development in townscape terms may be identified as:
- The comprehensive regeneration of the underused Kennet Centre with the delivery a high quality residential led mixed use development
 - The delivery of a significant amount of high quality, modern residential units and flexible commercial floorspace within the town centre;
 - This is a mix of uses that reflects and enhances the character of this part of the town centre;
 - Enhancements to the Newbury Conservation Area with a scheme that reflects the historic pattern, streetscape and grain of the Site and wider town.
 - Improved setting to the various listed buildings within the town centre, especially those in closest proximity to the Kennet Centre.
 - The delivery of active retail use at street level, enhancing the vitality of the street scene through the creation of new active frontage;
 - The size of the units is likely to attract independent retail, creating a characterful shopping street populated by locally run small businesses;
 - Improvements to accessibility around the perimeter of the Site;
 - The delivery of landscaping and public realm enhancements through the provision of publicly accessible amenity space on the Site;
 - New public realm tree planting will contribute to landscape enhancement, habitat enhancement and urban greening; and
 - Ensuring the best use of the Site, delivering a sustainable form of development in accordance with current adopted planning policy.
- 6.72 The Proposed Development would form a congruent and attractive addition to the townscape and its high architectural design will deliver considerable urban design benefits. In terms of design quality and materials, the proposals meet the requirement of Policy CS14, CS18, CS19 of the Core Strategy.

7.0 VISUAL

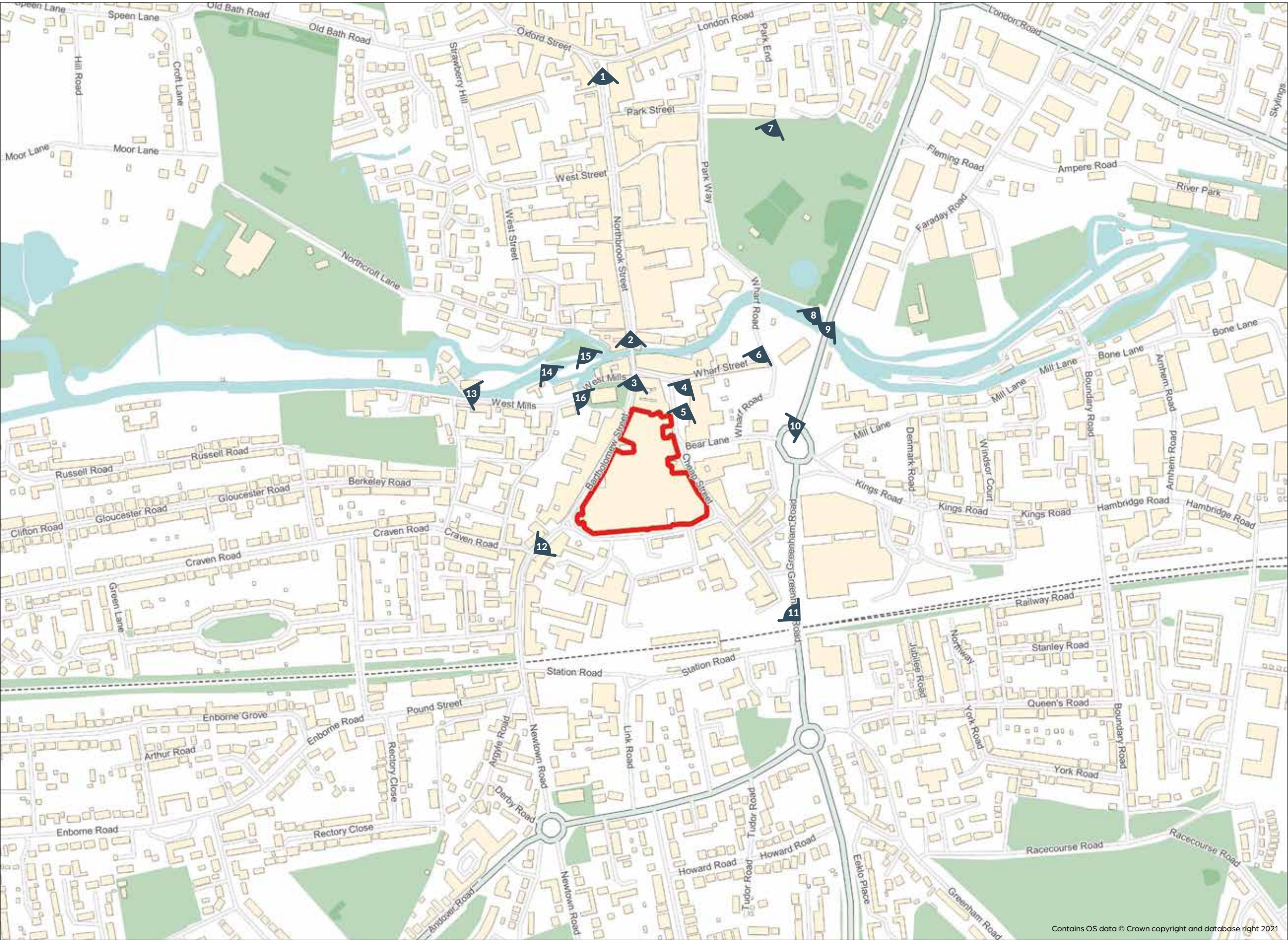
KENNET CENTRE, NEWBURY

VISUAL

- 7.1

The HTVIA is supported by 16 AVRs. The location of the AVRs is provided at **Figure 7.1**.**Table 7.1** below provides an overview of the heritage and townscape considerations for each view, including any additional considerations.
- 7.2

A description of the existing scene for each identified view and the likely visual receptors is provided below. This description is set alongside a corresponding AVR of the Proposed Development and analysis of any significant effect occurring.



VIEWS LOCATION PLAN

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

LOCATION:
Kennet Shopping Centre, Newbury

DATE:
March 2021

SCALE:
1:6000 @ A3

FIGURE 7.1 View Location Plan

▲ NORTH



MONTAGU EVANS
CHARTERED SURVEYORS
5 BOLTON STREET,
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VIEW 1: CLOCK TOWER

EXISTING

- 7.3

View 1 is located along the Broadway to the south of the Clock Tower. The view is looking towards the south and is situated approximately 630m from the centre of the Site.
- 7.4

The viewpoint lies within the Newbury Town Centre Conservation Area and includes a number of listed and locally listed buildings along Northbrook Street. The heritage assets add to the amenity of the value, although a separate assessment of the impact of the Proposed Development to their setting and the conservation area as a whole is provided at **Section 8.o**.
- 7.5

The viewpoint is representative of a kinetic sequence moving south along the Broadway, Northbrook Street and Bridge Street and should be read in conjunction with Views 2 and 3. The incidental views are experienced by receptors whom are principally moving along the street, and would be subject to varied views and experiences as they move through the town centre.
- 7.6

The view is characterised by the narrow Broadway and Northbrook Street which extends from the foreground to the backdrop of the view. Buildings fronting onto the street largely date from the Georgian and Victorian periods, although some later twentieth century development is evident in places. Buildings range between two to three storeys and collective form rows of terraces. At ground floor level, active frontages introduce activity and further add interest to the townscape setting. The buildings collective form an attractive element within the streetscape and add to the visual amenity of the view.
- 7.7

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



- 7.8

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

buildings along the Broadway and Northbrook Street. The view is also likely to be experienced by local residents, workers and road users. As a busy shopping street it is an active view.
- 7.9

The view would primarily be experienced by pedestrians, particularly those using the commercial

PROPOSED

- 7.10 The Proposed Development is perceptible in the backdrop of the view, and will introduce several new taller blocks into the townscape, visible from distance.
- 7.11 The proposals would be partial obscured, with lower elements being obscured by interposing development. The proposals would be seen over some distance, and the scale of the proposals would sit comfortably within the existing context of Northbrook Street. The form and massing of the blocks is perceived as simple and attractive, which creates an interesting feature on the skyline. The massing appears as several separate volumes, softening the impact of the Proposed Development. From this location, the observer will be able to readily perceive the architectural quality of the Proposed Development. A common masonry based palette of materials is used to ensure the building reads as a family, although subtle changes in tone and articulation creates variation. The varying brickwork of each building further breaks down the massing of the proposals, creating a series of elegant connected forms. The brickwork is complemented by architectural expression and detailing, which further break down the buildings form and contribute in creating an attractive façade. The design and architecture of the proposals will be complementary to the existing built form, while referencing the industrial history of the Site.
- 7.12 The overall composition and architectural appearance of the building would create an attractive skyline feature and improve the amenity of the view.



VIEW 2: NORTHBROOK STREET

EXISTING

- 7.13 View 2 is located along Northbrook Street, to the south of the bridge over the river Kennet. The view is looking towards the south and is situated approximately 220m from the centre of the Site.
- 7.14 The viewpoint lies within the Newbury Town Centre Conservation Area and includes a number of listed and locally listed buildings along Northbrook Street and Bridge Street. The heritage assets add to the amenity of the value, although a separate assessment of the impact of the Proposed Development to their setting as a whole is provided at **Section 8.o**.
- 7.15 The viewpoint is representative of a kinetic sequence moving south along the Broadway, Northbrook Street and Bridge Street and should be read in conjunction with Views 1 and 3. While the existing Kennet centre is not visible within this view, it does become so as one passes onto the bridge and heads further south. The incidental views are experienced by receptors whom are principally moving along the street, and would be subject to varied views and experiences as they move through the town centre. As view 1, this is a very active view.
- 7.16 Buildings fronting onto the street largely date from the Georgian and Victorian periods, although some later twentieth century development is evident in places. Buildings range between two to three storeys and collective form rows of terraces. At ground floor level, active frontages introduce activity and further add interest to the townscape setting. The collection of older buildings, with varying architectural styles, scales and roofscapes form an attractive element within the streetscape and add to the visual amenity of the view.
- 7.17 Although the backdrop of the view is relative narrow due to interposing development, cranes protrude the skyline above development in the middle ground and mark the location of the emerging development at Market Street.



- 7.18 The view would primarily be experienced by pedestrians, particularly those using the commercial buildings along the Broadway and Northbrook Street. The view is also likely to be experienced by local residents, workers and road users.

PROPOSED

- 7.19 The Proposed Development is perceptible in the middle ground of the view, and will introduce a new development within townscape, although this will be seen in the context of the existing townscape in a relatively narrow field of view.
- 7.20 The northern elevation of Blocks A, B and F would form a new prominent feature in the experience of the receptors. The form and massing of the proposals is simple and attractive, varying between 2 and 11 storeys. From this location, the Proposed Development sits comfortably within the view and would sit below the roofline of development the foreground (further mitigating the prominence of the proposal). The visual impact of the massing is reduced by the varying heights and changes in fenestration, giving a sense of a number of the buildings and softens the impact of the Proposed Development against the view.
- 7.21 While a common palette of materials is used to ensure the building reads as a family, although subtle changes in tone articulation creates variation. The varying brickwork of each building further breaks down the massing of the proposals and contributes in creating a series of elegant connected forms. The brickwork is complemented by architectural expression and detailing including, double pitched roofs, Crittall like windows, and metal coloured canopies, balustrades and window frames. The proposed material has been selected to respond to the history of the Site, complement the surrounding historic built form and create an attractive façade.
- 7.22 The Proposed Development will appear as part of the town centre and strengthen its definition and vibrancy. The proposals will contribute to the rich architectural experience already present in the view, and marks the location of the redevelopment in this part of Newbury town centre.



VIEW 3: BRIDGE STREET

EXISTING

- 7.23 View 3 is located at the corner of Bridge Street and Mansion House Street. The view is looking towards the south east and is situated approximately 155m from the centre of the Site.
- 7.24 The viewpoint lies within the Newbury Town Centre Conservation Area and includes a number of listed buildings along Bridge Street and Bartholomew Street. The heritage assets add to the amenity of the value, although a separate assessment of the impact of the Proposed Development to their setting as a whole is provided at **Section 8.o**.
- 7.25 The viewpoint is representative of a kinetic sequence moving south along the Broadway, Northbrook Street and Bridge Street and should be read in conjunction with Views 1 and 2. The incidental views are experienced by receptors whom are principally moving along the street, and would be subject to varied views and experiences as they move through the town centre.
- 7.26 The view is characterised by the narrow Bartholomew Street which extends from the foreground to the middle ground of the view. Buildings fronting onto the eastern side of the street largely date from the Georgian and Victorian periods, although some later twentieth century development is evident in places. Buildings range between two to three storeys and collective form rows of terraces. At ground floor level, active frontages introduce activity and further add interest to the townscape setting. The buildings collective form an attractive element within the streetscape and add to the visual amenity of the view. To the western side of the road, the Grade II* north gateway to Churchyard of St Nicolas Church is visible alongside the Grade II War Memorial.
- 7.27 Within the middle ground, the existing façades of the Kennet Centre are visible along the eastern side of Bartholomew Street. The current buildings forming part of the shopping centre are of little architectural



merit and their façades are unattractive and inactivated, and form a detracting feature within the streetscape.

- 7.28 The view would primarily be experienced by pedestrians, particularly those using the commercial buildings along the Bridge Street and Bartholomew

Street. The view is also likely to be experienced by local residents, workers and road users.

PROPOSED

- 7.29 The Proposed Development is perceptible in the middle ground of the view, and will introduce several new blocks of taller and larger development into the townscape and replace the existing Kennet Centre in one's immediate experience of Bartholomew Street.
- 7.30 The central, taller element of the Proposed Development is partially visible, being partially occluded by interposing development along Bartholomew Street. From this location, the northern elevation of Block B and western elevations of Block F and E form new prominent features in the experience of the receptors.
- 7.31 The three to four storey blocks along the street edges of Market Place and Cheap Street are at a scale consistent with the prevailing streetscape, with the taller 11 storeys blocks being located at the centre of the Site. The massing appears as several separate volumes, softening the impact of the Proposed Development against the view.
- 7.32 Whilst the Proposed Development would increase the scale of development within this part of the town centre, the height of the proposals would appear in the context of buildings heights in the foreground and sit comfortably within the view.
- 7.33 The existing undistinguished and poor quality shopping centre would be replaced with a development of high quality architecture. A common palette of materials is used to ensure the building reads as a family, although subtle changes in tones and articulation creates variation. The brickwork has been chosen in several tones from beige to light grey and dark red, which with variation in bonds and patterns, further breaks down the massing of the proposals, giving a sense of a number of buildings, as opposed to several large blocks. The brickwork is complemented by detailing to the facades and includes Crittall like windows and dark grey coloured canopies, balustrades and window frames. The proposed materials have been selected to respond to the history of the Site and complement the surrounding historic built form.
- 7.34 At ground floor level, the proposed residential and



commercial units along this façade will enhance the vitality of the street scene through the creation of new active frontage, and draw pedestrian activity into the Site. The design of entrances varies from building to building, adding variety and character along the

frontages. Above at roof level, the proposals use varying roof shapes including double pitched, shallow double pitched and flat shaped roofs. The assorted roof forms reference the industrial heritage of the Site and add further interest to the skyline.

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

VIEW 4: MARKET PLACE

EXISTING

- 7.36

View 4 is located along Market Place, adjacent to the Old Wagon and Horses Public House. The view is looking towards the south and is situated approximately 160m from the centre of the Site.
- 7.37

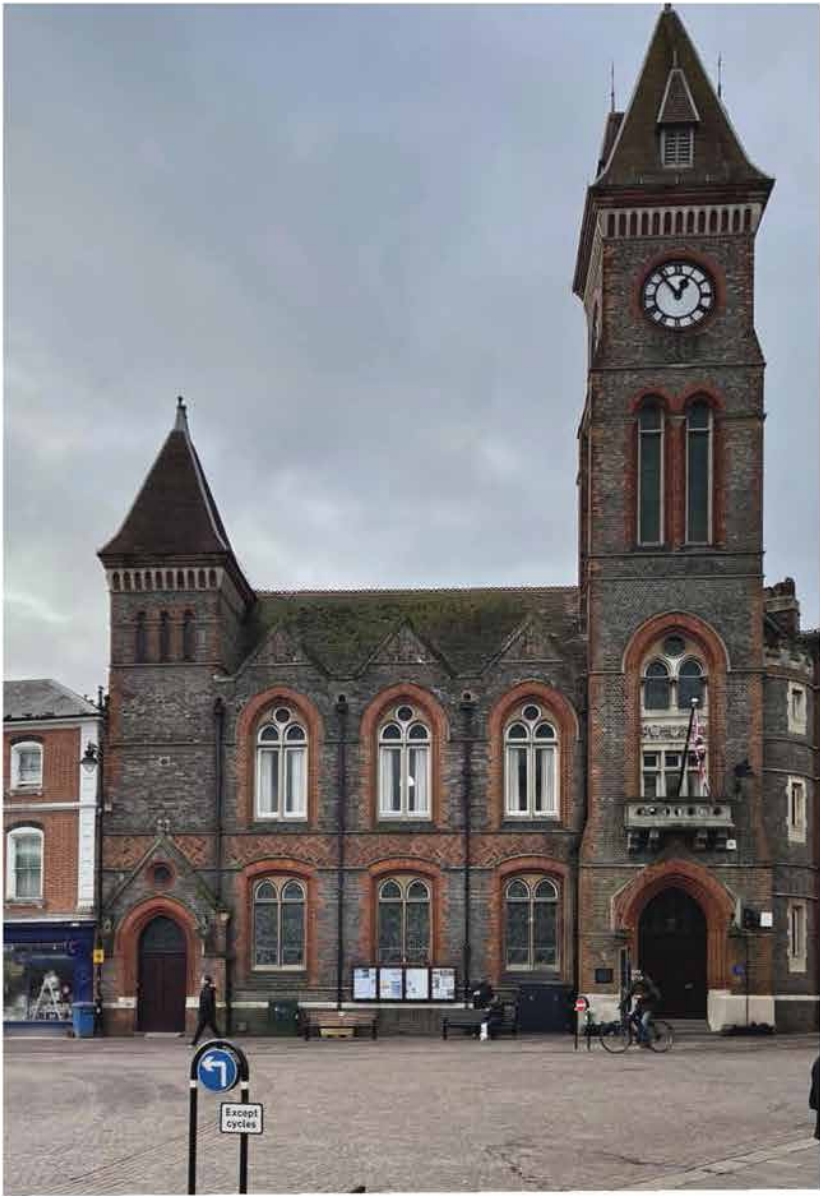
The viewpoint lies within the Newbury Town Centre Conservation Area and includes a number of listed buildings surrounding the square. The heritage assets add to the amenity of the value, although a separate assessment of the impact of the Proposed Development to their setting as a whole is provided at **Section 8.o**.
- 7.38

The fore and middle ground of the view is characterised by Market Place and the surrounding development. Market Place is formed of a large paved market square which features planting and areas of the seating. Buildings surrounding the square largely date from the Georgian and Victorian periods, although some later twentieth century development is evident in places. Buildings range between two to three storeys and collective form rows of terraces. At ground floor level, active frontages introduce activity and further add interest to the townscape setting.
- 7.39

The collection of historic buildings surrounding square collectively form an attractive element within the streetscape and add to the visual amenity of the view. To the viewer's right, the gothic styled Grade II listed town hall forms a focal point with in the, four storey clock marking the location of the town centre.
- 7.40

Within the middle ground, the existing façades of the Kennet Centre are visible along Market Place and Cheap Street. The current facades are unattractive and inactivated, and detract from the historic character of the town centre.
- 7.41

Within the middle ground, the existing façades of the Kennet Centre are visible along the western side of Market Place and Cheap Street. The current buildings forming part of the shopping centre are



of little architectural merit and their façades are unattractive and inactivated, and form a detracting feature within the streetscape.

7.42

The backdrop of the view is relatively narrow due to interposing development in the fore and middle ground of the view.

7.43

There are a number of trees within the Market Square itself (though note that the photographs were taken

in January 2021 and so show no foliage. These trees form part of the character of the view and during the spring to autumn months would obscure and filter views of the buildings behind.

7.44

The view would primarily be experienced by pedestrians, workers and people travelling in vehicles. This is a busy and active town centre view.

PROPOSED

- 7.45 The Proposed Development is perceptible in the middle ground of the view, and will introduce several new blocks of taller and larger development into the townscape.
- 7.46 The Proposed Development is partially visible, being partially occluded by interposing development surrounding Market Place. From this location, the northern elevation of Blocks A and B and eastern elevations of Blocks C, G and H form new prominent features in the experience of the receptors.
- 7.47 Whilst the Proposed Development would increase the scale of development within this part of the town centre, the height of the proposals would appear in the context of buildings heights in the foreground. The scale of the Proposed Development would be subservient to the Grade II town hall, which would remain a focal point with the frame.
- 7.48 The three to four storey blocks along the street edges of Market Place and Cheap Street are at a scale consistent with the prevailing streetscape, with the taller 11 storeys blocks being located at the centre of the Site. The massing appears as several separate volumes, softening the impact of the Proposed Development against the view.
- 7.49 The angle of view and central location of the taller blocks within the site means that they are not dominant features.
- 7.50 During the spring to summer months, views of the taller elements will be filtered by the tree foliage.
- 7.51 The existing undistinguished and poor quality shopping centre would be replaced with a development of high quality architecture. A common palette of materials is used to ensure the building reads as a family, although subtle changes in tones and articulation creates variation. The brickwork has been chosen in several tones from beige to light grey and dark red, which with variation in bonds and patterns, further breaks down the massing of the proposals, giving a sense of a number of buildings, as opposed to several large

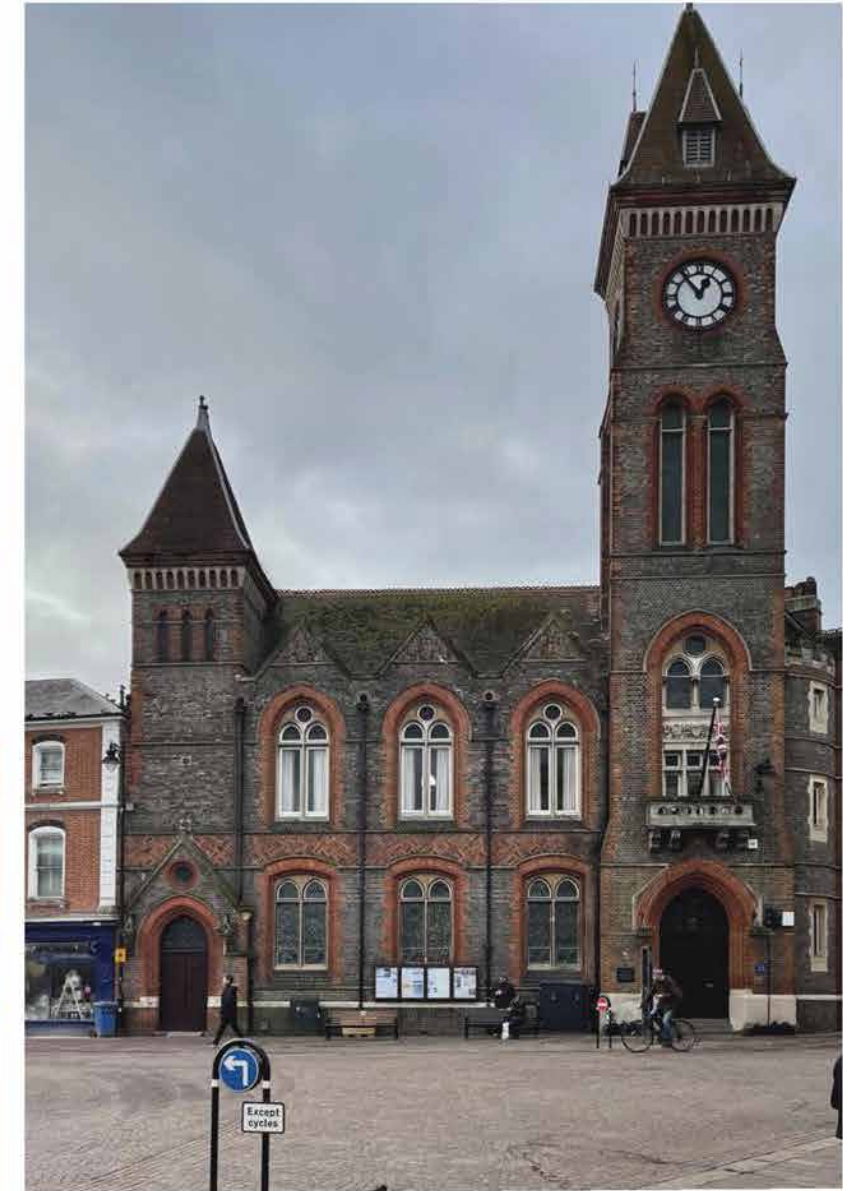


7.52

blocks. The brickwork is complemented by detailing to the facades and includes Crittall like windows and dark grey coloured canopies, balustrades and window frames. The proposed materials have been selected to respond to the history of the Site and complement the surrounding historic built form

At ground floor level, the proposed residential and commercial units along this façade will enhance the vitality of the street scene through the creation of

new active frontage, and draw pedestrian activity into the Site. The design of entrances varies from building to building (but reflects historic shop fronts), adding variety and character along the frontages. Above at roof level, the proposals use varying roof shapes including double pitched, shallow double pitched and flat shaped roofs. The assorted roof forms reference the industrial heritage of the Site and add further interest to the skyline.



7.53

The replacement of the existing building with high quality architecture will be more sympathetic to the surrounding historic context and will improve the visual experience along Market Place and Cheap Street. The Proposed Development would form a congruent and attractive addition to the townscape and will deliver considerable urban design benefits.

VIEW 5: CORN EXCHANGE

EXISTING

- 7.54 View 5 is located along Market Place, adjacent to the Corn Exchange. The view is looking towards the south and is situated approximately 120m from the centre of the Site.
- 7.55 The viewpoint lies within the Newbury Town Centre Conservation Area and includes a number of listed buildings along Market Place and Cheap Street. The heritage assets add to the amenity of the value, although a separate assessment of the impact of the Proposed Development to their setting as a whole is provided at **Section 8.o**.
- 7.56 The foreground characterised by Market Place and the surrounding development. Market Place is formed of a large paved market square which features planting and areas of the seating. To the viewer's left, the corn exchange forms a focal point within the view. Designed in a Italianate style the building is built from Bath Stone and feat features a central entrance with a pediment above.
- 7.57 The surrounding development along Market Place and Cheap Street largely date from the Georgian and Victorian periods, although some later twentieth century development is evident in places. Buildings range between two to three storeys and collective form rows of terraces. At ground floor level, active frontages introduce activity and further add interest to the townscape setting. Many of the buildings surrounding the square and Cheap Street are listed, and collectively form an attractive element within the streetscape and add to the visual amenity of the view.
- 7.58 Within the fore and middle ground, the existing façades of the Kennet Centre are visible along the western side of Market Place and Cheap Street. The current buildings forming part of the shopping centre are of little architectural merit and their façades are unattractive and inactivated, and form a detracting feature within the streetscape.



- 7.59 The backdrop of the view is relatively narrow due to interposing development in the fore and middle ground of the view.

- 7.60 The view would primarily be experienced by pedestrians, particularly those using the commercial buildings along the Bridge Street and Bartholomew Street. The view is also likely to be experienced by local residents and workers. This is a busy and active town centre view.

PROPOSED

- 7.61 The Proposed Development is perceptible in the fore and middle ground of the view, and will introduce several new blocks of taller and larger development into the townscape.
- 7.62 The Proposed Development is partially visible, being partially occluded by interposing development surrounding Market Place. The angle of view and central location of the taller blocks means that they are no dominant in the view. From this location, the northern elevation of Block A and eastern elevations of Blocks C, G and H form new prominent feature in the experience of the receptors.
- 7.63 Whilst the Proposed Development would increase the scale of development within this part of the town centre, the height of the proposals would appear in the context of buildings heights in the foreground and sit comfortably within the view. The three to four storey blocks along the street edges of Market Place and Cheap Street are at a scale consistent with the prevailing streetscape, with the taller 11 storeys blocks being located at the centre of the Site. The massing appears as several separate volumes, softening the impact of the Proposed Development against the view.
- 7.64 The existing undistinguished and poor quality shopping centre would be replaced with a development of high quality architecture. A common palette of materials is used to ensure the building reads as a family, although subtle changes in tones and articulation creates variation. The brickwork has been chosen in several tones from beige to light grey and dark red, which with variation in bonds and patterns, further breaks down the massing of the proposals, giving a sense of a number of buildings, as a opposed to several large blocks. The brickwork is complemented by detailing to the facades and includes Crittall like windows and dark grey coloured canopies, balustrades and window frames. The proposed materials have been selected to respond



to the history of the Site and complement the surrounding historic built form

- 7.65 At ground floor level, the proposed residential and commercial units along this façade will enhance the vitality of the street scene through the creation of

new active frontage, and draw pedestrian activity into the Site. The design of entrances varies from building to building, adding variety and character along the frontages.

- 7.66 The replacement of the existing building with high

quality architecture will be more sympathetic to the surrounding historic context and will improve the visual experience along Bartholomew Street. The Proposed Development would form a congruent and attractive addition to the townscape and will deliver considerable urban design benefits.

VIEW 6: CANAL WALK

EXISTING

- 7.67

View 6 is located along the Kennet and Avon Canal northern towpath. The viewpoint is looking towards the south west and is situated approximately 255m from the centre of the Site.
- 7.68

The viewpoint lies within the Newbury Town Centre Conservation Area and includes a number of listed building surrounding Market Place. The heritage assets add to the amenity of the value, although a separate assessment of the impact of the Proposed Development to their setting as a whole is provided at **Section 8.o**.
- 7.69

The viewpoint is representative of a kinetic sequence moving west along the canal towpath and should be read in conjunction with View 8. The incidental views are experienced by receptors whom are principally moving along the towpath and would be subject to varied views and experiences as they move through the town centre.
- 7.70

By virtue of its proximity to the canal and the surrounding structures, this viewpoint has a mixed riparian and industrial character. The foreground of the view comprises of the canal and the adjacent towpath, which curve to the right and extend into the middle ground.
- 7.71

Development to the south side of the canal is formed of commercial buildings, some of which have a historic relationship with the canal. Many of the visible buildings form the rear of listed buildings fronting onto Mansion House Street and Wharf Street. The buildings vary in age, form and architectural styles, yet are united in their use of a brick based material.
- 7.72

In the middle ground, the clock tower of the Grade II gothic styled town hall is visible above interpose development. The tower marks the location of the town centre and forms an attractive feature within the view.



- 7.73

The backdrop of the view is relatively narrow due to interposing development in the fore and middle ground of the view.
- 7.74

A numbers of receptors will experience the view from a moving barge. Other receptors will also be

travelling by foot or cycle along the towpath, so the experience would be transient.

PROPOSED

- 7.75 The Proposed Development will introduce new built form to the Site and has the potential to appear as part of this view.
- 7.76 The Proposed Development would be partially visible in the middle ground of the view and is largely screened from view by interposing development. From this location, only the upper floors and roofscape of Block B are perceptible, the scale of which, would sit comfortably within context of existing development in the town centre.
- 7.77 The character and composition of the view would not change as a result of the Proposed Development, and the route of the Kennet and Avon Canal would remain the viewer's focus.
- 7.78 The Proposed Development would have no material effect on visual amenity from this viewpoint.



VIEW 7: VICTORIA PARK

EXISTING

- 7.79 View 7 is located along the northern edge of Victoria Park. The viewpoint is looking towards the south west and is situated approximately 580m from the centre of the Site.
- 7.80 The viewpoint lies within the Newbury Town Centre Conservation Area, although a separate assessment of the impact of the Proposed Development to their setting as a whole is provided at **Section 8.o**.
- 7.81 The view has an open character created by the greensward in the fore and middle ground of the view. Within the middle ground a number of the parks facilities are evident including the pavilion, tennis courts and bowling green. The park is enclosed by a series of mature trees which partially screens views through to the backdrop of the view.
- 7.82 To the viewer's right, receptors would be aware of the tall and large retail and residential development known as Parkway Newbury. Rising to 11 storeys, the development introduces modern architecture into the view and users a variety of materials.
- 7.83 Although the backdrop of the view, is partially obscured due to interposing development and trees, glimpsed views are given of the tall and large Telephone Exchange and the clock tower of the Grade II town hall.
- 7.84 The visual receptors are most likely to be users of the amenity space and local residents. The focus of the visual receptors would be on their recreation activities, although they would be aware of their surroundings as they walk through the Park.



PROPOSED

- 7.85 The Proposed Development will be perceptible in the backdrop of the view and will introduce several new blocks of taller and larger development into the townscape. Where visible the proposals would be recognised within the context of taller and larger development within the town centre.
- 7.86 The Proposed Development would be partially obscured, with lower elements being obscured by interposing development and a dense tree canopy. During summer months, mature trees within the secret garden will be in leaf, further screening the proposals from view and providing highly filtered views.
- 7.87 The Proposed Development would be seen over a considerable separating distance, and the scale of the development appears subservient to the clock tower forming part of the Grade II town hall.
- 7.88 When viewed from this location, the form, massing and roofscape is simple and attractive, which creates an interesting feature on the skyline. The massing appears as several separate volumes, softening the impact of the Proposed Development against the view.
- 7.89 The Proposed Development will form a contextual addition to the view and would form an attractive skyline feature. The visibility of the building will not have a material effect on the character of the view or nature of the townscape.



VIEW 8: THE WHARF

EXISTING

- 7.90 View 8 is located along the Kennet and Avon Canal northern towpath, beside Victoria Park. The viewpoint is looking towards the south west and is situated approximately 360m from the centre of the Site.
- 7.91 The viewpoint lies within the Newbury Town Centre Conservation Area and includes the Grade I Museum (former Cloth Hall), Grade I listed St Nicolas Church, Grade II* Corn Stores, Grade II the Stone Building and the Grade II town hall building. The heritage assets add to the amenity of the value, although a separate assessment of the impact of the Proposed Development to their setting as a whole is provided at **Section 8.o**
- 7.92 The viewpoint is representative of a kinetic sequence moving west along the canal towpath and should be read in conjunction with View 6. The incidental views are experienced by receptors whom are principally moving along the towpath and would be subject to varied views and experiences as they move through the townscape.
- 7.93 The view has an open characterised created by the canal in the foreground. The former Grade II stone building and canalside crane line the south side of the canal, and forming a surviving element of the former wharf building complex.
- 7.94 Behind, a large paved and tarmacked area provides parking for visitors to the town centre, and is surrounding by a number of buildings, many of which with a historic character, that are typically between two and three storeys high and reflect range of architectural styles.
- 7.95 The open nature of the canal and the layout of the existing built form affords longer views into the middle ground. In these views the clock tower of the town hall and belfry and embattled pinnacle of the Church of St Nicolas are visible and form an attractive feature on the skyline.



- 7.96 A numbers of receptors will experience the view from a moving barge. Other receptors will also be travelling by foot or cycle along the towpath, so the experience would be transient.

PROPOSED

- 7.97 The Proposed Development is perceptible in the middle ground of the view, and will introduce several new blocks of taller and larger development into the townscape.
- 7.98 The Proposed Development is partially visible, with the lower floors of the blocks being occluded by interposing development.
- 7.99 Whilst the Proposed Development would increase the scale of development within this part of the town centre. Despite the increase in scale that is experienced within this view, the proposals would not form an overbearing feature and the high quality articulation of the proposals helps to reduce the massing and visual impact.
- 7.100 The form and massing of the blocks is simple and attractive, which creates an interesting feature on the skyline. The massing appears as several separate volumes, softening the impact of the Proposed Development against the view.
- 7.101 From this location, the observer will be able to perceive the architectural quality of the blocks. A common palette of materials is used to ensure the building reads as a family, although subtle changes in tones and articulation creates variation. The brickwork has been chosen in several tones from beige to light grey and dark red, which with variation in bonds and patterns, further breaks down the massing of the proposals, giving a sense of a number of buildings, as opposed to several large blocks. The design and architecture of the Proposed Development will be complementary to the existing built form, while referencing the former industrial uses on the Site.
- 7.102 The Grade II listed town hall clock tower remains prominent to the right of this view, and the development does not affect one's appreciation of the clock tower.



- 7.103 The Proposed Development would form an attractive skyline feature and will improve the visual amenity of the view with high quality architecture.

VIEW 9: A339 BRIDGE**EXISTING**

- 7.104 View 9 is located along the A339 bridge over the Kennet and Avon Canal. The viewpoint is looking towards the south west and is situated approximately 365m from the centre of the Site.
- 7.105 The viewpoint lies within the Newbury Town Centre Conservation Area, and includes the Grade I Museum (former Cloth Hall), Grade I listed St Nicolas Church, Grade II* Corn Stores and the Grade II listed town hall. The heritage assets add to the amenity of the value, although a separate assessment of the impact of the Proposed Development to their setting as a whole is provided at **Section 8.o**.
- 7.106 The view is characterised by the A339 which extends from the fore to the middle ground of the view. The highway forms a busy bypass round the town centre and caters for a variety of transport movements, and would be subject to a lot of movement and activity during peak hours.
- 7.107 Beyond the road, the built form varies in age, height and architectures styles giving a heterogeneous appearance. The tall and large former telephone exchange building is visible to the viewer's left and forms a dominating feature in the view.
- 7.108 In the backdrop of the view, the silhouette of the clock tower of the town hall and belfry and embattled pinnacles of the Church of St Nicolas are visible and form an attractive feature on the skyline.
- 7.109 The visual receptors are most likely to experience the view from a moving vehicle. Receptors will also be travelling by foot, so again the experience would be transient.



PROPOSED

- 7.110 The Proposed Development is perceptible in backdrop of the view, and will introduce several new blocks of taller and larger development into the townscape.
- 7.111 The Proposed Development is partially visible, with the lower floors of the blocks being occluded by interposing development. From this location, the proposed development would be recognised within the context of taller buildings and structures within the view.
- 7.112 Whilst the Proposed Development would increase the scale of development within this part of the town centre, the height of the proposals would appear in the context of existing taller buildings within the town centre. From this location, the proposals would be seen over some distance and appear subservient to the former telephone exchange and clock tower of the Grade II town hall. The appreciation of the latter two historic buildings is unaffected by the development and they retain a prominence in the right of the view.
- 7.113 When viewed from this location, the form and massing of the blocks is simple and attractive, which creates an interesting feature on the skyline. The massing appears as several separate volumes, softening the impact of the Proposed Development against the view.
- 7.114 Over this distance the observer will be able to perceive the architectural quality of the blocks. A common palette of materials is used to ensure the building reads as a family, although subtle changes in tones and articulation creates variation. The brickwork has been chosen in several tones from beige to light grey and dark red, which with variation in bonds and patterns, further breaks down the massing of the proposals, giving a sense of a number of buildings, as opposed to several large blocks. Above at roof level, the proposals use varying roof shapes including double pitched, shallow double



pitched and flat shaped roofs. The assorted roof forms reference the industrial heritage of the Site and add further interest to the skyline. The design and architecture of the Proposed Development will

be complementary to the existing built form, while referencing the former industrial uses on the site.

- 7.115 The Proposed Development would form an attractive townscape feature and would enhance the legibility

and wayfinding towards Newbury town centre. The building would add interest to the skyline and improve the visual amenity of the view with high quality architecture.

VIEW 10: A339 ROUNDABOUT

EXISTING

- 7.116 View 10 is located at the A339 roundabout, looking towards Bear Lane. The viewpoint is looking towards the west and is situated approximately 255m from the centre of the Site.
- 7.117 The view includes a glimpse of the Grade I listed St Nicolas Church and the Grade II listed town hall. The heritage assets add to the amenity of the value, although a separate assessment of the impact of the Proposed Development to their setting as a whole is provided at **Section 8.o**.
- 7.118 The view is characterised by the A339 roundabout, with the highway forming a busy bypass round the town centre. The road caters for a variety of transport movements, and would be subject to a lot of movement and activity during peak hours.
- 7.119 The western side of the roundabout is marked by the tall and large concrete tower forming the former telephone exchange building. Beyond the junction, the built form varies in age, quality and architectures styles giving a heterogeneous appearance.
- 7.120 In the backdrop of the view, the clock tower of the listed town hall and embattled pinnacles of the Church of St Nicolas are glimpsed and form an attractive feature on the skyline.
- 7.121 The visual receptors are most likely to experience the view from a moving vehicle with a focus on the roundabout itself. The roundabout is an active and busy feature in the foreground of the and will be a transient experience for most of the receptors.



PROPOSED

- 7.122 The Proposed Development is perceptible in the middle ground of the view, and will introduce several new blocks of taller and larger development into the townscape.
- 7.123 The proposals would be recognised within the context of existing tall former telephone exchange building. Receptors would readily acknowledge the varied urban environment in the wider townscape, which comprises of contrasts in scale, form and architectural design.
- 7.124 The Proposed Development is partially visible, being largely screened by interposing development. From this location, the eastern elevations of Blocks A, B and G form new a new feature in the view for the visual receptors, although this will not change the overall character of the townscape.
- 7.125 The proposals would be seen over a some distance, and the scale of the proposals would sit comfortably within the context of existing development in the fore and middle ground. The form and massing of the blocks is simple and attractive, which creates an interesting feature on the skyline. The massing appears as several separate volumes, softening the impact of the Proposed Development against the view. The design and architecture of the Proposed Development will be complementary to the existing built form, while referencing the former industrial uses on the Site.
- 7.126 The Proposed Development will not change the overall character of the townscape which already includes development of varying height, age and architectural styles. The Proposed Development will improve the visual amenity of the view with high quality architecture and marks the location of the redevelopment in this part of Newbury town centre.
- 7.127 The views of the St Nicolas Church and Town Hall Clock Tower are wholly unaffected.



VIEW 11: A339 RAILWAY BRIDGE**EXISTING**

- 7.128 View 11 is located along the A339 bridge over the Great Western Railway. The viewpoint is looking towards the north west and is situated approximately 240m from the centre of the Site.
- 7.129 The foreground of the view is characterised by the A339 railway bridge and associated highway infrastructure. Views through to the middle ground backdrop are limited due the high brick bridge wall.
- 7.130 Beyond the wall, views are gained of the upper levels and roofscape of buildings along Station Approach and Cheap Street. Cranes in the fore and middle ground demonstrate the emerging development at Market Street. houses.
- 7.131 The bridge forms a vehicular crossing for the A339, with a large a number of receptors experiencing the view from a moving vehicle. Receptors will also be travelling by foot, so again the experience would be transient.



PROPOSED

- 7.132 The Proposed Development is perceptible in backdrop of the view, and will introduce several new blocks of taller and larger development into the townscape.
- 7.133 The Proposed Development is partially visible, with the lower floors of the blocks being occluded by interposing development. From this location, the eastern elevations of Blocks A and B, and southern elevations of Blocks E new feature in the experience of the receptors.
- 7.134 Whilst the Proposed Development would increase the scale of development within this part of the town centre, the height of the proposals would not form an overly bearing feature and would sit comfortably within the existing roofline of development to the viewers' right.
- 7.135 When viewed from this location, the form and massing of the blocks is simple and attractive, which creates an interesting feature on the skyline. The massing appears as several separate volumes, softening the impact of the Proposed Development against the view.
- 7.136 Over this distance the observer will be able to perceive the architectural quality of the blocks. A common palette of materials is used to ensure the building reads as a family, although subtle changes in tones and articulation creates variation. The brickwork has been chosen in several tones from beige to light grey and dark red, which with variation in bonds and patterns, further breaks down the massing of the proposals, giving a sense of a number of buildings, as opposed to several large blocks. Above at roof level, the proposals use varying roof shapes including double pitched, shallow double pitched and flat shaped roofs. The assorted roof forms reference the industrial heritage of the Site and add further interest to the skyline. The design and architecture of the Proposed Development will



be complementary to the existing built form, while referencing the former industrial uses on the site.

- 7.137 The Proposed Development would form an attractive townscape feature and would enhance the legibility and wayfinding towards Newbury town centre. The

building would add interest to the skyline and improve the visual amenity of the view with high quality architecture.

VIEW 12: BARTHOLOMEW STREET

EXISTING

- 7.138 View 12 is located at the corner of Bridge Street and Mansion House Street. The view is looking towards the south east and is situated approximately 215m from the centre of the Site.
- 7.139 The viewpoint lies within the Newbury Town Centre Conservation Area and includes a number of listed along Bartholomew Street. The heritage assets add to the amenity of the value, although a separate assessment of the impact of the Proposed Development to their setting as a whole is provided at **Section 8.o**.
- 7.140 The view is characterised by the narrow Bartholomew Street which extends from the foreground to the middle ground of the view. Buildings fronting onto the street largely date from the Victorian period, although some later twentieth century development is evident in places. Buildings range between two to three storeys and collective form rows of terraces. At ground floor level, active frontages introduce activity and further add interest to the townscape setting.
- 7.141 Within the middle ground, the current buildings forming part of the shopping centre are visible. Extending to four storeys high, the existing buildings on the Site are of little architectural merit and their façades along Bartholomew Street are unattractive and inactivated, resulting in a detracting feature within the streetscape. The car park 'campanile' structure is a prominent and unattractive feature in the street.
- 7.142 The backdrop of the view is relatively narrow due to interposing development in the fore and middle ground.
- 7.143 The view would primarily be experienced by pedestrians, particularly those using the commercial buildings along the Bartholomew Street. The view is also likely to be experienced by local residents, workers and road users.



PROPOSED

- 7.144 The Proposed Development is perceptible in the middle ground of the view, and will introduce several new blocks of slightly taller and larger development into the townscape.
- 7.145 The Proposed Development is partially visible, and being partially screened by interposing development along Bartholomew Street. From this location, the western elevations of Blocks B and E form new features in the experience of the receptors.
- 7.146 From this perspective, the proposals would be discernable as a new mixed use addition to the middle ground. The form and massing of the blocks is simple and attractive, and sits comfortable within the context of existing development in the fore and middle ground of the view. The three to four storey blocks along the street edges of Bartholomew Street are at a scale consistent with the prevailing streetscape, with the taller 11 storeys blocks being located at the centre of the Site. The massing appears as several separate volumes, softening the impact of the Proposed Development against the view.
- 7.147 The existing undistinguished and poor quality shopping centre would be replaced with a development of high quality architecture. The unattractive and bulky campanile attached to the car park will be removed, A common palette of materials is used to ensure the building reads as a family, although subtle changes in tones and articulation creates variation. The brickwork has been chosen in several tones from beige to light grey and dark red, which with variation in bonds and patterns, further breaks down the massing of the proposals, giving a sense of a number of buildings, as a opposed to several large blocks. The brickwork is complemented by detailing to the facades and includes Crittall like windows and dark grey coloured canopies, balustrades and window frames. The proposed materials have been selected to respond to the history of the Site and complement the surrounding historic built form.
- 7.148 As one passes north along Bartholomew street,



at ground floor level, the proposed residential and commercial units along this façade will enhance the vitality of the street scene through the creation of new active frontage, and draw pedestrian activity into the Site. The design of entrances varies from

building to building, adding variety and character along the frontages.

- 7.149 The replacement of the existing building with high quality architecture will be more sympathetic to the

surrounding historic context and will improve the visual experience along Bartholomew Street. The Proposed Development would form a congruent and attractive addition to the townscape and will deliver considerable urban design benefits.

VIEW 13: SWING BRIDGE

EXISTING

- 7.150 View 13 is located along the swing bridge over the Kennet and Avon Canal. The view is looking towards the east and is situated approximately 310m from the centre of the Site.
- 7.151 The viewpoint lies within the Newbury Town Centre Conservation Area and includes a number of listed buildings along West Mills. The heritage assets add to the amenity of the value, although a separate assessment of the impact of the Proposed Development to their setting as a whole is provided at **Section 8.o**.
- 7.152 The viewpoint is representative of a kinetic sequence moving east along the canal towpath and should be read in conjunction with View 14 and View 15. The incidental views are experienced by receptors whom are principally moving along the towpath and street, and would be subject to varied views and experiences as they move through the townscape.
- 7.153 The view is characterised by the Kennet and Avon Canal and development to the south side of the watercourse. The built form to the south side of West Mills is formed of a collection of Grade II listed building, which date between the fifteenth and nineteenth centuries, and reflect a range of architectural styles from different time periods. The buildings collective form an attractive element within the streetscape and add to the visual amenity of the view.
- 7.154 The open nature of the canal affords views through to the middle ground and includes views of the three storey residential wharf side blocks which date from the late twentieth century. Above the belfry and embattled pinnacle of the Grade I Church of St Nicolas is perceptible and marks the location of town centre area
- 7.155 Although the backdrop of the view is relatively narrow due to interposing development in fore and



middle ground, glimpsed views are given of the tall concrete tower of the former Telephone Exchange.

- 7.156 A numbers of receptors will experience the view from a moving barge. Other receptors will also be travelling by foot or cycle along the towpath, so the experience would be transient.

PROPOSED

- 7.157 The Proposed Development will introduce new built form to the Site and has the potential to appear as part of this view.
- 7.158 The proposals would be partially visible in the middle ground of the view, with only the upper floors and roofscape of Blocks B and F being perceptible above the roofline interposing development.
- 7.159 Where visible, the Proposed Development would sit comfortably within context of existing development in the foreground and would not form conspicuous element in the view. The proposed masonry material palette will complement the surrounding built form and softens its appearance in the view.
- 7.160 The character and composition of the view would not change as a result of the Proposed Development, and the canal and Grade I Church of St Nicolas would remain the viewer's focus.



VIEW 14: TOW PATH

EXISTING

- 7.161 View 14 is located along the Kennet and Avon Canal northern towpath, adjacent to Town Mills. The viewpoint is looking towards the south east and is situated approximately 235m from the centre of the Site.
- 7.162 The viewpoint lies within the Newbury Town Centre Conservation Area and includes the Grade I Church of St Nicolas, Grade II Newbury lock and the Grade II town hall. The heritage assets add to the amenity of the value, although a separate assessment of the impact of the Proposed Development to their setting as a whole is provided at **Section 8.o**
- 7.163 The viewpoint is representative of a kinetic sequence moving east along the canal towpath and should be read in conjunction with View 13 and View 15. The incidental views are experienced by receptors whom are principally moving along the towpath, and would be subject to varied views and experiences as they move through the townscape
- 7.164 The view is characterised by the Kennet and Avon Canal and development to the south side of the watercourse. The built form to south of the watercourse is partially screened by mature trees and vegetation, and largely formed of coarse residential blocks dating from the late twentieth century. The Grade I Church of St Nicolas forms an exception, with the large, bath stoned Medieval church forming a focal point within the centre frame.
- 7.165 The open nature of the canal affords views through to includes middle ground and includes filtered views of the clock tower of the Grade II gothic style town hall, which appears above interposing development in the middle ground.
- 7.166 The backdrop of the view is relative narrow due to interposing development in the fore and middle ground.



- 7.167 A numbers of receptors will experience the view from a moving barge. Other receptors will also be travelling by foot or cycle along the towpath, so the experience would be transient.

PROPOSED

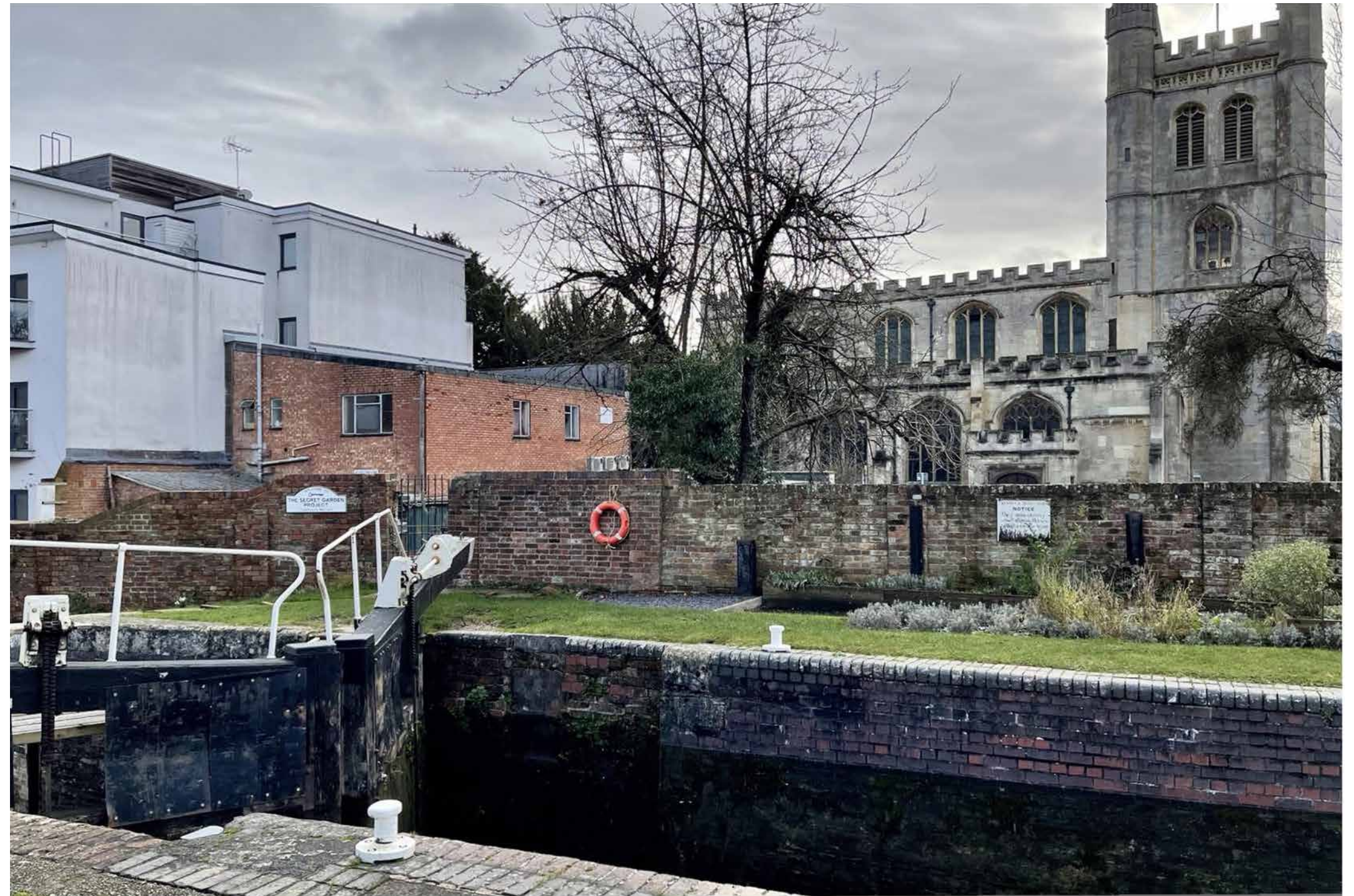
- 7.168 The Proposed Development would be entirely occluded by interposing development to the south side of the canal. As the observer travels further east along the towpath, there may be opportunities for glimpsed views through to the Proposed Development, although these would be incidental to the general viewing experience and would have a negligible impact to visual receptors.



VIEW 15: NEWBURY LOCK

EXISTING

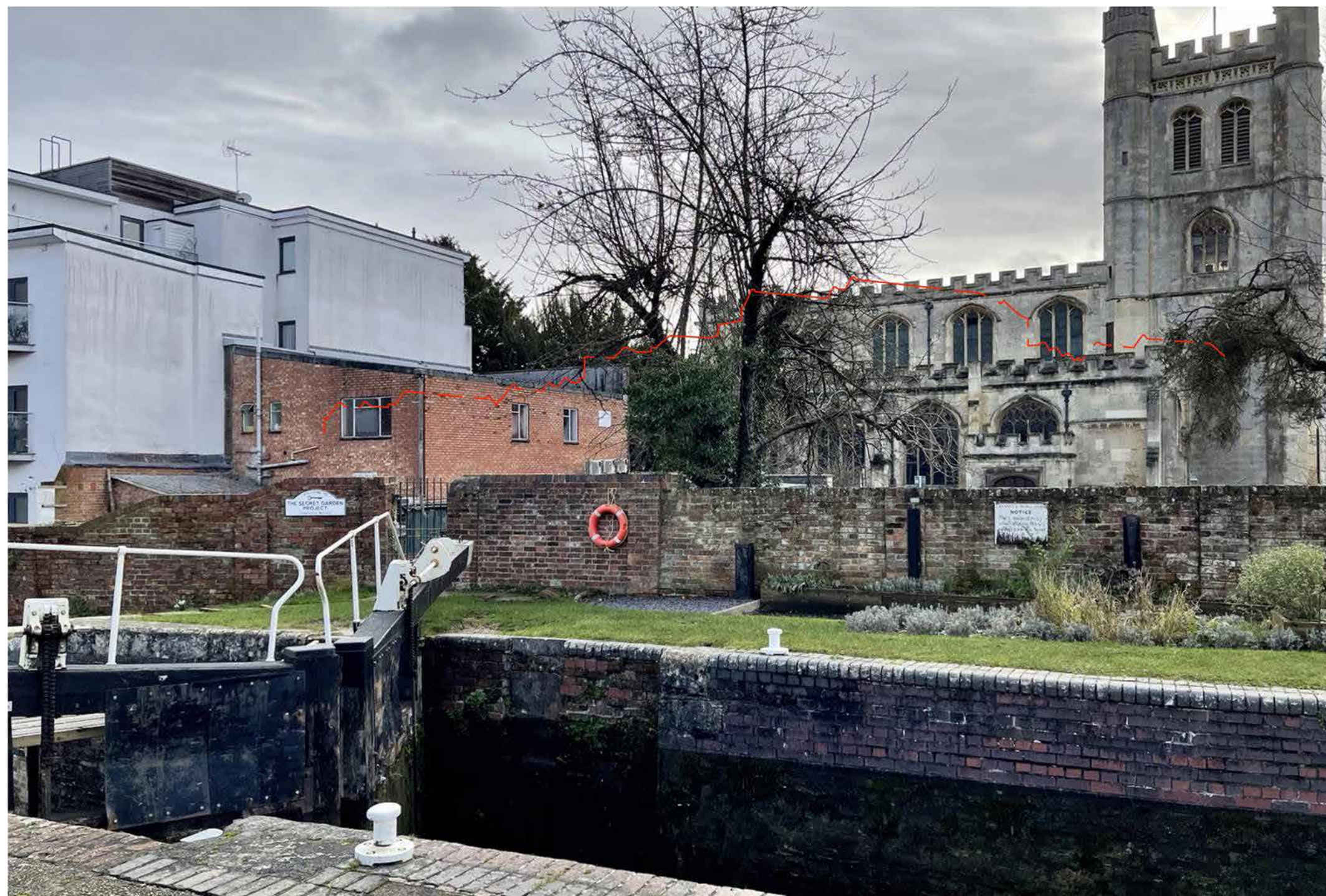
- 7.169 View 15 is located along the Kennet and Avon Canal northern towpath, opposite the Grade II Newbury lock. The viewpoint is looking towards the south east and is situated approximately 210m from the centre of the Site.
- 7.170 The viewpoint lies within the Newbury Town Centre Conservation Area and includes the Grade I Church of St Nicolas and the Grade II Newbury lock. The heritage assets add to the amenity of the value, although a separate assessment of the impact of the Proposed Development to their setting as a whole is provided at **Section 8.o**
- 7.171 The viewpoint is representative of a kinetic sequence moving east along the canal towpath and should be read in conjunction with View 13 and View 14. The incidental views are experienced by receptors whom are principally moving along the towpath, and would be subject to varied views and experiences as they move through the townscape
- 7.172 The view is characterised by the canal lock and development to the south side of the canal. The lock dates from 1796 and is formed of a brick chamber with a stone coping and two sets of double wooden gates. The island site to the south side of the locks, is marked with a brick wall and forms the location of 'the secret garden', a local community garden.
- 7.173 Further south, the north side of West Mills is fronted by a four storey residential apartment blocks. To the south side of the road, the large, bath stoned Medieval Grade I Church of St Nicolas forms a focal point in the view, and an attractive element within the streetscape.
- 7.174 The middle ground and the backdrop of the view is relative narrow due to interposing development and mature trees in the foreground.



- 7.175 A numbers of receptors will experience the view from a moving barge. Other receptors will also be travelling by foot or cycle along the towpath, so the experience would be transient.

PROPOSED

- 7.176 The Proposed Development is only slightly and partially visible and largely occluded by interposing development to the south side of the canal.
- 7.177 The Proposed Development would not alter the composition of the view. As evident in the current condition, during winter months, the Proposed Development would be subject to glimpsed views above the nave of the Church of St Nicolas and between trees. During summer months, mature trees deciduous in the foreground will be in leaf, further screening the proposals from view and providing highly filter views. The impact of the glimpsed view would not have a material impact one's understanding of the church. There is no impact to the church's silhouette or appreciation of the form of the church or its nave.
- 7.178 The focus of the view would remain on the canalside and the Grade I Church of St Nicolas. As a result the Proposed Development will have a negligible impact upon the view and people experiencing the view.



VIEW 16: ST NICOLAS CHURCH HALL

EXISTING

- 7.179 View 16 is located along West Mills, to the west end of the Church of St Nicolas. The viewpoint is looking towards the south east and is situated approximately 165m from the centre of the Site.
- 7.180 The viewpoint lies within the Newbury Town Centre Conservation Area and includes the Grade I Church of St Nicolas and the Grade II town hall. The heritage assets add to the amenity of the value, although a separate assessment of the impact of the Proposed Development to their setting as a whole is provided at **Section 8.o**
- 7.181 The view is characterised by the Church of St Nicolas and the south side of West Mills. To the viewer's left the Grade I church forms an attractive element within the streetscape. The church dates from the early sixteenth century and is formed of a five bay nave and aisles, chancel with north and south chapels and half-enclosed west tower. Designed in the architectural style of the late Perpendicular period, the church is set within a small grassed church yard. To the centre of the frame, glimpsed views are given through the tree canopy of the single storey modern building, forming the church hall.
- 7.182 To the viewer's right, views are gained of the building at 11-15 Bartholomew Street which is in the process of being redeveloped into a care home. Proposals of the site involve the part demolition and new construction for 60 retirement living units, comprising a mix of 1 and 2 bed room accommodations.
- 7.183 In the middle ground, partially views are gained of development fronting onto Bartholomew Street. Above the church hall highly filtered views are gained of the clock tower to the Grade II town hall.
- 7.184 The backdrop of the view is relatively narrow due to interposing development in the fore and middle ground.



- 7.185 The view would be primarily experienced by local residents, parishioners, pedestrians and road users.

PROPOSED

- 7.186 The Proposed Development is perceptible in the middle ground of the view, and will introduce several new blocks of taller and larger development into the townscape.
- 7.187 The Proposed Development would be almost entirely obscured by interposing development and mature evergreen and trees in the foreground of the view. During summer months, deciduous will be in leaf, further screening the Where visible, the Proposed Development will be glimpsed above the roofline of existing development and would be perceived as part of the town centre.
- 7.188 Although views through to the middle ground are highly filtered, visual receptors will get glimpsed views of the architectural quality of the proposals. The existing undistinguished and poor quality shopping centre would be replaced with a development of high quality architecture. A common masonry based palette of materials is used to ensure the building reads as a family, although subtle changes in tone and articulation creates variation and breaks down the perception of mass. The design and architecture of the Proposed Development will be complementary to the existing built form, while referencing the former industrial uses on the Site.
- 7.189 The Proposed Development would form an attractive skyline feature and will improve the visual amenity of the view with high quality architecture.



Table 7.3 Visual Summary Table

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

VIEW	LOCATION	TOWNSCAPE CHARACTER	HERITAGE ASSETS	VISUAL RECEPTORS	AVR TYPE
5	Corn Exchange	Town Centre, Commercial Residential	Newbury Town Centre Conservation Area Town Hall and municipal buildings (Grade II) 27 Market Place (Grade II) 21–25 Market Place (Grade II) The Hatchet Public House (Grade II) Corn Exchange (Grade II) Queen’s Hotel (Grade II) Catherine Wheel Inn (Grade II) 33 and 34 Cheap Street (Grade II)	Pedestrians Residents Workers	Render (AVR3)
6	Canal Walk	Waterside Commercial	Newbury Town Centre Conservation Area Town Hall and municipal buildings (Grade II) 4 Mansion House Street (Grade II) 5 Mansion House Street (Grade II) 32 and 34 Market Place (Grade II) 28 and 30 Market Place (Grade II) Old Wagon and Horses Public House (Grade II) 1 and 3 Wharf Street		Render (AVR3)
7	Victoria Park	Open Space Residential	Newbury Town Centre Conservation Area Town Hall and municipal buildings (Grade II)	Users of the amenity space Local Residents	Wire Line (AVR1)
8	The Wharf	Waterside Civic	Newbury Town Centre Conservation Area Museum, former Cloth Hall (Grade I) St Nicolas Church (Grade I) Corn Stores (Grade II*) The Corner House and Surgery (Grade II) The Stone Building (Grade II) Town Hall and municipal buildings (Grade II)	Barge Users Pedestrians Cyclists	Render (AVR3)
9	A339 Bridge	Infrastructure Civic	Newbury Town Centre Conservation Area Museum, former Cloth Hall (Grade I) St Nicolas Church (Grade I) Corn Stores (Grade II*) The Corner House and Surgery (Grade II) The Stone Building (Grade II) Town Hall and municipal buildings (Grade II)	Road Users Pedestrians	Wire Line (AVR1)

VIEW	LOCATION	TOWNSCAPE CHARACTER	HERITAGE ASSETS	VISUAL RECEPTORS	AVR TYPE
10	A339 Roundabout	Infrastructure Commercial	St Nicolas Church (Grade I) Town Hall and municipal buildings (Grade II)	Road Users Pedestrians	Render (AVR3)
11	A339 Railway Bridge	Infrastructure Commerical	N/A	Road Users Pedestrians	Render (AVR3)
12	Bartholomew Street	Town Centre, Commercial Residential	Newbury Town Centre Conservation Area Dolphin Inn (Grade II) 114 and 115 Bartholomew Street (Grade II) 118 and 119 Bartholomew Street (Grade II) 29A and 29 Bartholomew Street (Grade II) 28A Bartholomew Street (Grade II) 28 Bartholomew Street (Grade II)	Pedestrians Residents Workers Road Users	Render (AVR3)
13	Swing Bridge	Waterside Residential	Newbury Town Centre Conservation Area St Nicolas Church (Grade I) 20 West Mills (Grade II) 19 West Mills (Grade II) 17 and 18 West Mills (Grade II) 15 and 16 West Mills (Grade II) 14 West Mills (Grade II) 11 West Mills (Grade II) 10 West Mills (Grade II) Craven House (Grade II)	Barge Users Pedestrians Cyclists	Render (AVR3)
14	Tow Path	Waterside Residential	Newbury Town Centre Conservation Area St Nicolas Church (Grade I) Town Hall and municipal buildings (Grade II) Newbury Lock (Grade II)	Barge Users Pedestrians Cyclists	Wire Line (AVR1)
15	Newbury Lock	Waterside Residential	Newbury Town Centre Conservation Area St Nicolas Church (Grade I) Newbury Lock (Grade II)	Barge Users Pedestrians Cyclists	Wire Line (AVR1)
16	St Nicolas Church Hall	Civic Commercial Residential	Newbury Town Centre Conservation Area St Nicolas Church (Grade I)	Local Residents Parishioners Pedestrians Road Users	Wire Line (AVR1)

8.0 HERITAGE

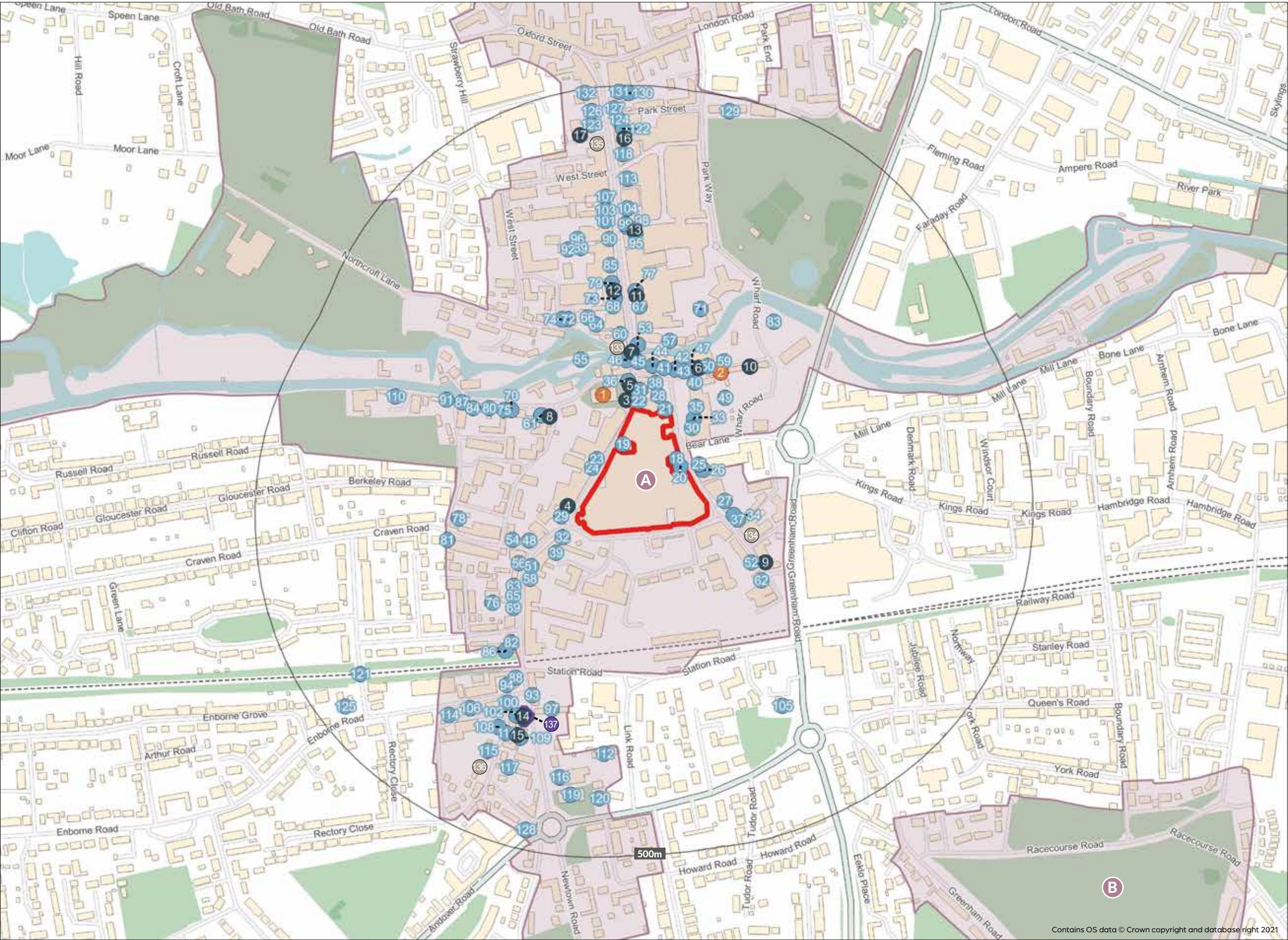
KENNET CENTRE, NEWBURY

HERITAGE

- 8.1
- The identification of heritage assets has been based on the methodology set out in **Section 2.0**. The search included all listed buildings, conservation areas, registered parks and non-designated heritage assets within the study area. Professional judgement has been used to select those which may experience change to their setting.
- 8.2
- The heritage assets are identified below with a short description. The location of these heritage assets are identified in **Figure 8.1**.
- 8.3
- In the context of the definition of setting offered in the Framework, (which advises this is ‘surroundings in which a heritage asset is experienced’), this defines the setting of heritage assets in very broad terms. Indeed, such a broad scope means that many development proposals may be held to come within the setting of a heritage asset. Most would agree however that aside from some generic inter-visibility, a great number of such proposals could not reasonably be held to engage with or alter the setting of heritage assets in a material way.
- 8.4
- In the present case, the Proposed Development affects the Newbury Conservation Area directly, though this is limited to one part of a much wider conservation area. The effect is predominantly localised to the streets immediately surrounding the Kennet Centre. The development also affects the settings of several listed buildings which abut and are enveloped by the existing Kennet centre and are in close proximity to it.
- 8.5
- In other cases, owing to the nature and the height of the Proposed Development, the prevailing height of other buildings in the surrounding area, and the screening provided by the existing building forms, the effect on the setting of some built heritage assets is more restricted. While there are some views of the Site from more distant locations (as shown in **Section 7.0**), clearly this effect is less, the greater distance away.
- 8.6
- For the purposes of this HTVIA professional judgement has been used to select those built heritage assets that are likely to experience change to their setting, and then judgment applied as to whether this affects their heritage significance. Those receptors that are both physically and functionally separated from the Site have not been assessed as the heritage significance of these assets is unlikely to be affected.

- 8.7
- The following section has been informed by the listings register for the heritage assets discussed, as found on the National Heritage List for England, available online at <https://historicengland.org.uk/listing/the-list/>
- 8.8
- The Newbury Town Centre Conservation Area was designated in March 1971 and is characterised by the medieval market town of Newbury and its historic buildings and surviving thoroughfares of the town centre. The Site is the centre of the Conservation Area.
- 8.9
- The Conservation Area covers a large geographical area, extending from Speenhamland in the north to Newton Road Cemetery in the south. In addition the Conservation Area encompasses parts of the River Kennet and the Kennet and Avon Canal stretching some distance from the west of the town to Bull’s Lock in the east.
- 8.10
- The core of the Conservation Area is made up by the town centre which is centred around Northbrook Street to the north, and Bartholomew Street and Cheap Street to the south, converging at bridge over the River Kennet. The Kennet and Avon Canal meanders through the town centre, providing a waterside side and mooring for boats. The Conservation Area includes a number of areas of open green spaces including that public parks, riverside meadows, allotments and playing fiends. Notable parks include Victoria Park to eastern side of the historic core, and Goldwell Park to western side. The waterways and open green spaces make an important contribution to the visual qualities of the Conservation Area.
- 8.11
- A Conservation Area Appraisal has not yet been prepared for Newbury Town Centre but a description of the Site and its surrounding can be found in the Newbury Historic Character Study (2006). The Kennet Centre has its own character area and is described as:
“The area between Bartholomew Street, Cheap Street and Market Place was one of the earliest occupied areas of the medieval town. It appears from archaeological evidence to have been laid out with burgage plots along both sides. During the 19th century the rear yards were heavily built on, both for housing and for a brewery and the Eagle Iron Works. These older buildings were demolished when the Kennet Centre shopping mall was built in a number of phases from the 1970s. The present buildings have a multi-storey car park at the south end and a cinema is due to open on the corner of Market

- 8.12
- Street and Cheap Street. Although the Centre fills the area, a number of older buildings along the street frontages have been incorporated, mainly towards the northern end. The north-east corner of the centre encloses 21–25 Market Place, which possibly are of 17th-century origin. Further south 33–34 Cheap Street is also a 17th-century building, tile hung with carved bargeboards. The burgage plot layout to the rear has been completely lost.*
The interior of the Kennet Centre is typical of a modern shopping mall. The external appearance at the southern end is slab-like for the most part. Along the sides the design is not entirely out of keeping with the older buildings around in terms of roof heights and the centre is made of brick, but the frontage is completely uninteresting with no variety, unlike the surrounding streets. There is limited access, physical and visual, into the centre, but these street frontages have always been lined with buildings. The Kennet Centre falls within the Conservation Area”.
- 8.13
- The Conservation Area contains a number of historic buildings that date between the sixteenth and twentieth centuries and represent the development and growth of Newbury. Later modern infill development is evident in places and is somewhat sympathetic to the post medieval character of the town centre.
- 8.14
- Buildings within the Conservation Area are built from a range of materials and reflect different architectural styles. Many of the buildings from the Medieval period to the seventeenth century use timber framing including the Grade II listed 50 Northbrook Street and Bartholomew Manor. From the seventeenth century onwards most buildings within the town centre are evident as being built from brick, specifically that of red brick. Stone detailing and features, along with stucco, render and colour wash have been used in many buildings for decoration. Roofing materials vary within the Conservation Area, with a mix of slate and plain clay tiles being evident.
- 8.15
- Newbury Town Centre Conservation Area contains a number of significant historic buildings, many of which have been listed or locally listed. Notably the Conservation Area includes five buildings designated at Grade I and twenty three at Grade II*, reflecting the historic and architectural nature of Newbury.



HERITAGE ASSET PLAN

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

LOCATION:
Kennet Shopping Centre, Newbury

DATE:
July 2020

SCALE:
1:6000 @ A3

FIGURE 8.1 Heritage Asset Plan

▲ NORTH



MONTAGU EVANS
CHARTERED SURVEYORS
5 BOLTON STREET,
LONDON W1J 8BA
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WWW.MONTAGU-EVANS.CO.UK

HERITAGE ASSET PLAN KEY

Application Site

Conservation Areas

A. Newbury Town Centre CA

Grade I

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

Grade II*

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

Grade II

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

- 44. 4 and 5, Mansion House Street
- 45. 2 and 4, Bridge Street
- 46. 1, Bridge Street
- 47. 1 and 3, Wharf Street
- 48. Cooper's Arms
- 49. Cottage at rear of No 12 (The Hatchet)
- 50. 7A and 9, Wharf Street
- 51. 102-106, Bartholomew Street
- 52. 8, Cheap Street
- 53. 1, Northbrook Street
- 54. No 2 and former Oddfellows Hall
- 55. Newbury Lock
- 56. 40-45, Bartholomew Street
- 57. The Old St Nicolas Rectory (Part Of Nos 2 And 3)
- 58. The Eight Bells
- 59. The Corner House and Surgery
- 60. 102-103 Northbrook Street, and the former stables to 104 Northbrook Street
- 61. 4, West Mills
- 62. No. 6 Cheap Street
- 63. 48, 48a and 49, Bartholomew Street
- 64. 4, Northcroft Lane
- 65. Phoenix House
- 66. Newbury Arts Centre, The Temperance Hall
- 67. 6-12, Northbrook Street
- 68. 94, Northbrook Street
- 69. 51-53, Bartholomew Street
- 70. Craven House
- 71. Marsh Cottage
- 72. 14 And 16, Northcroft Lane
- 73. 93, 93a and 93b, Northbrook Street
- 74. Old Drummer's Arms
- 75. 10 and 11, West Mills
- 76. Range At Rear Of No 50
- 77. 6-12, Northbrook Street
- 78. 26-32, Craven Road
- 79. 90, Northbrook Street
- 80. 14, 15 and 16, West Mills
- 81. 29 and 31, Craven Road
- 82. 59 and 60, Bartholomew Street
- 83. The Stone Building (Kennet And Avon Canal Trust)
- 84. 17, 18 and 19, West Mills
- 85. 86, Northbrook Street
- 86. 61, Bartholomew Street
- 87. 20, 21 and 22, West Mills
- 88. 62, 63, 63a, 63b, and 64, Bartholomew Street
- 89. 7-12, Cromwell Place
- 90. 80, Northbrook Street
- 91. Weavers Cottages
- 92. United Reformed Church Hall
- 93. 72, 73 and 74, Bartholomew Street
- 94. The Garden House
- 95. 23, Northbrook Street
- 96. 2, 3 and 6, Cromwell Place

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

Locally Listed Buildings

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

Scheduled Monuments

- 137. Litten Chapel

LOCATION:
Kennet Shopping Centre, Newbury

DATE:
July 2020

SCALE:
1:6000 @ A3

FIGURE:

▲ NORTH

- 8.15 Views towards the Site are obtained from some parts of the Conservation Area, most notability from Northbrook Street, Newbury Lock and St Nicolas Church and are reflected in the AVR's at **Section7.0**.
- 8.16 The special interest of the Conservation Area is derived from its historic and architectural interest as a market town on the River Kennet, with a predominantly Georgian centre, but retaining many buildings from older periods. The town is broadly characterised by fine grain development, and buildings are generally built with local brick, render and clay tile vernacular providing a frontage to the main streets.

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

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

ENVELOPED LISTED BUILDINGS
THE NEWBURY (MAP REF: 19)

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

CONTRIBUTION OF SETTING TO HERITAGE VALUE

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



Figure 8.2 The Grade II listed former Bricklayers Arms (now known as the Newbury). Source: BritishListedBuildings.co.uk

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

CATHERINE WHEEL INN (MAP REF: 18)

- 8.31
- The Catherine Wheel Inn is Grade II listed and located immediate east outside the Site. The listed building has been incorporated into the Kennet Centre along the street frontage.
- 8.32
- The public house dates between the early to mid nineteenth century and its two storeys high and three bays wide. The building is designed in Tudor style and is built from brick with ashlar dressings. The building has a slate roof with three decorated flute shafts Architectural features of the of the building include an arched entrance, doorway, mullioned windows with arched heads and hood moulds, a crenellated parapet and a wide carriage entrance.
- 8.33
- The significance of the building is derived from its historic and architectural interest as a surviving example of an early to mid nineteenth century public house, and, principally, through its decorative elevation that contributes to the streetscape.



Figure 8.3 The Grade II listed Catherine Wheel Inn. Source: BritishListedBuildings.co.uk

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 8.34
- Similar to the Newbury (formally known as the Bricklayers Arms), the contribution that the existing Site makes to the listed building has been wholly changed with the erection of the Kennet Centre, which has largely altered the understanding of the historic urban grain, surrounding townscape and appearance of the area.
- 8.35
- The heritage asset is located to the west side of Cheap Street, with the highway retaining its their historic character as busy thoroughfares through Newbury. The immediate setting is partially characterised by the movement and noise associated with pedestrian and vehicular traffic.
- 8.36
- The buildings is set within a busy town centre, where remnants of the historic built environment survive and represent a range of architectural styles, age and quality. The setting of the asset has always been within an urban environment and this activity and mix of uses contributes to an understanding of how the building would have functioned in the community.
- 8.37
- The cluster of designated and non designated heritage assets along Cheap Street and the wider town centre make a positive contribution to the setting of the building and the legibility of an early streetscape.
- 8.38
- Views of the assets can be best experienced from placements along Cheap Street. The viewing experience of the asset, further reinforces the surrounding variation in development, with buildings being of different architectural styles, ages and quality.
- 8.39
- The Site is principally formed of the Kennet Centre which surrounds the receptor to the north and south, and forms part of its immediate setting. The Kennet centre detracts from the setting of the Catherine Wheel in the same way that it does from the Newbury (formally the Bricklayers Arms), .

33 AND 34 CHEAP STREET (MAP REF: 20)

- 8.40
- 33 and 34 Cheap Street are Grade II listed and located immediate east outside the Site. The listed buildings have been incorporated into the Kennet Centre along the street frontage.

- 8.41
- The former residential property dates back to 1679 and have been subject to renovations in the late nineteenth and mid twentieth centuries. The building today is formed of retail uses at ground floor, with residential accommodation above. The building is two and half storeys high and has three gabled bays with a tiled roof. Architectural features of building include gables with carved bargeboards, finals and light casement windows. At first floor levels the plastered front of the building is visible with wooden modillion eaves cornice above the three light casement windows. At ground floor level a modern shop front has been inserted.
- 8.42
- The significance of the building is derived from its historic and architectural interest as a surviving building from the seventeenth century and forms a surviving fragment of an earlier streetscape. This is its principal interest, especially its antiquity.

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 8.43
- Similar considerations apply to the effect that the Kennet Centre has on the significance of the listed building as to the Catherine wheel and the Newbury (formally the Bricklayers Arms). In other words, the ability to appreciate the significance of the building is diminished by the existing poor quality Kennet Centre.



Figure 8.4 The Grade II 33 and 34 Cheap Street. Source: BritishListedBuildings.co.uk

21-25 MARKET PLACE (MAP REF: 21)

- 8.44 21-25 Market Place are Grade II listed and located immediate north east outside the Site. The listed building has been incorporated into the Kennet Centre along the street frontage.
- 8.45 21-25 Market Place date back to the early nineteenth century and are a reconstruction of older buildings. A plaque was with the date 1681 was found in property No.25 during its restoration in the late twentieth century. In the mid nineteenth century the properties formed five different buildings and today is formed of three occupations.
- 8.46 The building is three storeys and features a hipped welsh slate roof with a large brick chimney stack. The building has a stucco front with recessed sash windows, seven at first floor and five at second. At ground floor level a modern shop front has been inserted. The rear of property No.21 has a eighteenth century brick wing, which features some eighteenth century sash window, and a moulded brick overhang.
- 8.47 The property derives its special interest from its survival as a group of terraces from the early nineteenth century and form a surviving fragment of an earlier streetscape. They are of historic and architectural interest.

CONTRIBUTION OF SETTING TO HERITAGE VALUE

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



Figure 8.5 The Grade II listed 21-25 Market Place. Source: BritishListedBuildings.co.uk.

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

MORE DISTANT LISTED BUILDINGS
LISTED BUILDINGS

PARISH CHURCH OF ST NICOLAS (MAP REF: 1)

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



Figure 8.6 The Grade I listed Parish Church of St Nicolas. Source: BritishListedBuildings.co.uk.

- 8.61
- St Nicolas is also associated with an infamous event of 1556, during the reign of Queen Mary I: in this year three Protestants (Julius Palmer, Thomas Askew and John Gwin) were accused of heresy, tried in St Nicolas church, and convicted, burned at the stake on Enborne Road (they were known as the Newbury Martyrs).
- 8.62
- The church also has association with John Wesley, who is known to have preached from the pulpit in 1740.

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 8.63
- The heritage asset is located to the south side of West Mills and to the west side of Bartholomew Street. The immediate setting of the church is formed of the church yard, which allows for views of both the church and towards Newbury town centre.
- 8.64
- The buildings is set within a busy town centre, where remnants of the historic built environment survive and represent a range of architectural styles, age and quality.
- 8.65
- Since the church’s construction its setting has been subject to change with the development of the town through the centuries, including the creation of the Kennet and Avon Canal itself. The setting of the asset as town centre has always been within an urban environment and this activity and mix of uses contributes to an understanding of how the building would have functioned in the community.



Figure 8.7 Inside the Grade I listed Parish Church of St Nicolas. Source: BritishListedBuildings.co.uk.

- 8.66
- The cluster of designated and non designated heritage assets along West Mills, Bartholomew Street and the wider town centre make a positive contribution to the setting of the building and the legibility of an early streetscape.
- 8.67
- The Site is located to the south east of the receptor. The modern blank façade of the centre is uninteresting and detracts from the appreciation of the building, although this is experienced more obliquely along Bartholomew Street. Along West Mills the Site makes a natural contribution to the appreciation of understanding the receptor.
- 8.68
- The church is also experienced in views from the Canal towpath to the north of the canal. While this presents a pleasing aspect of the church, the canal itself contributes to the setting of the church as a visual historic record of the iterative changes to Newbury.
- 8.69
- The church terminates views of West Mills in a pleasing fashion, although modern office block at the eastern end of West Mills detracts from the immediate approach to the church. One can obviously appreciate the aesthetic, architectural and historic significance of the church from West Mills, within its immediate setting, at the location that forms the main western entrance to the church. This is a tightly defined experience with long views obscured by trees and surrounding buildings.
- 8.70
- The church obviously has a formal relationship with Grade II* listed gateway to the church on Bartholomew Street which enhances the significance of both.

GROUP 1 HERITAGE ASSETS ALONG WEST MILLS

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

- 8.71
- The listed buildings along West Mills are located to north west of the Site and are situated between approximately 175m and 340m from the centre of the Site. This group of heritage assets along West Mills are briefly discussed below and includes:
- | | |
|------------------------------------|-----------------------------------|
| • St Nicolas House (Grade II*), | • 7 and 18 West Mills (Grade II), |
| • 4 West Mills (Grade II), | • 19 West Mills (Grade II), |
| • Craven House (Grade II), | • 20 West Mills (Grade II), |
| • 10 West Mills (Grade II), | • 21 West Mills (Grade II), |
| • 11 West Mills (Grade II), | • 22 West (Grade II), and |
| • 14 West Mills (Grade II), | • Weavers Cottages (Grade II) |
| • 15 and 16 West Mills (Grade II), | |
- 8.72
- The Grade II* listed St Nicolas House is a early to mid eighteenth century town house designed in the style of master builder James Clarke of Newbury. The building has been subject to later extensions to the rear, south and west. The two storey double fronted building is built from blue grey bricks with red brick dressings and features a tiled roof.
- 8.73
- 4 West Mills originally formed part of the early nineteenth century extension to the Grade II* St Nicolas House was converted to form an individual dwelling in the mid nineteenth century. The two storey building has a stucco façade with a hipped slate roof. The entrance to the building features a late eighteenth century Doric prostyle portico.
- 8.74
- Craven House is a late eighteenth or early nineteenth century townhouse that is two storeys high and three bays wide. The building is built from red brick and has mansard hipped slate rood with a brick chimney. Architectural features to the building includes a round arched doorway with fanlight, round arched ground floor windows, receded sash windows at first floor level and two flat topped sash dormers

8.75	10 West Mills is an early nineteenth century townhouse that is two storeys high and five bays wide. The building has a rendered façade and a half hipped tile roof. The building features a round arched doorway, recessed sash windows to ground and first floor levels and two sash dormers.	8.83	22 West Mills is an early to mid eighteenth century townhouse. The two storey double fronted property is built from red brick and has a hipped tiled roof. Architectural features of the building include sash windows with brick arches, two hipped casement dormers and a modern brick porch.
8.76	11 West Mills is an early nineteenth century almshouse which is two storeys high and built from brick. The building has a hipped slate roof tall brick stacks. Features of the building include two Gothic light casement windows with arched heads.	8.84	Weavers Cottages date back to the seventeenth century, and form a terrace of former seven cottages that were later converted into two dwellings in 1963. The buildings are one and half storeys high and feature a rendered brick and timber frame. The roof of the cottages is tiled and features six dormers. The conversion in 1963 saw the addition of the gabled dormers and porches
8.77	14 West Mills is an early nineteenth century remodelling of an older building. The building is two storeys high and is partially timber framed with a painted plaster front and tile hung gable.	8.85	The buildings derive their special interest from its survival as a group of buildings that date between the fifteenth and nineteenth century and form a surviving fragment of an earlier streetscape. The buildings also have local historical interest by virtue of its association with the historic development of Newbury. They are of historic and architectural interest.
8.78	15 and 16 West Mills form a set of cottages that date between the late seventeenth and early nineteenth centuries. No. 15 is one half storeys high and has coloured wash brick faced with a tiled roof. The building features early nineteenth century sash windows and central timber framed gabled porch. No.16 is two storey high and has colour washed plastered façade with a hipped tile roof. The building features sash windows and a framed doorway with boarded door.	CONTRIBUTION OF SETTING TO HERITAGE VALUE	
8.79	17 and 18 West Mills dates back to the late fifteenth century and originally formed a hall house. The now two cottages are oak frame and brick and feature a clay tiled roof with brick chimneystacks. The building has had a modern extension and series of modern features added.	8.86	The heritage asset are located to the south side of West Mills, a quiet residential street. The north side of the street runs parallel with the Kennet and Avon canal, which forms an attractive townscape feature and provides opportunities for the appreciation of the heritage assets and the surrounding context of the landscape.
8.80	19 West Mills is a mid nineteenth century cottage that is two storeys high and built from brick with a tiled roof. The façade of the building has been painted. Architectural features of the building include a recessed doorway with a partial glazed door and gabled hood.	8.87	The cluster of designated heritage assets along West Mills make a positive contribution to the setting of the buildings and the legibility of an early streetscape.
8.81	20 West Mills is a an early nineteenth century almshouses that is now in single occupation. The two storey building has a cement rendered brick façade and hipped tile roof with tall brick stacks. Architectural features of the building include segmental arched windows at ground floor level, slightly recessed sash windows at first floor level and a modern porch.	8.88	Views of the assets can be best experienced from placements along West Mills, as well as from the canal towpath to the north side of the canal. The viewing experience of the asset, further reinforces the surrounding variation in development, with buildings being of different architectural styles, ages and quality.
8.82	21 West Mills is mid to late eighteenth century cottage that is two storeys high and dormer. The building is built from brick features a tiled roof, casement windows and doorway with a pedimented hood.	8.89	There is very limited intervisibility between the listed buildings and the Site due to interposing development. The Site does not contribute to the appreciation of understanding of the listed buildings.

GROUP 2 HERITAGE ASSETS ALONG BARTHOLOMEW STREET

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

8.90	The listed buildings along Bartholomew Street are located to west and south west of the Site and are situated between approximately 85m and 290m from the centre of the Site. This group of heritage assets along Bartholomew Street are briefly discussed below and includes: <table><tr><td>• 28 Bartholomew Street (Grade II*)</td><td>• Cooper’s Arms (Grade II),</td></tr><tr><td>• 16 Bartholomew Street (Grade II)</td><td>• 40–45 Bartholomew Street (Grade II)</td></tr><tr><td>• 17 Bartholomew Street (Grade II)</td><td>• 104–106 Bartholomew Street (Grade II)</td></tr><tr><td>• 28A Bartholomew Street (Grade II)</td><td>• 102 and 103 Bartholomew Street (Grade II)</td></tr><tr><td>• 29A and 29 Bartholomew Street (Grade II)</td><td>• The Eight Bells (Grade II)</td></tr><tr><td>• 118 and 119 Bartholomew Street (Grade II)</td><td>• 48, 48A and 49 Bartholomew Street (Grade II)</td></tr><tr><td>• 114 and 115 Bartholomew Street (Grade II)</td><td>• Phoenix House (Grade II), and</td></tr><tr><td>• Dolphin Inn (Grade II)</td><td>• 51–53 Bartholomew Street (Grade II)</td></tr></table>	• 28 Bartholomew Street (Grade II*)	• Cooper’s Arms (Grade II),	• 16 Bartholomew Street (Grade II)	• 40–45 Bartholomew Street (Grade II)	• 17 Bartholomew Street (Grade II)	• 104–106 Bartholomew Street (Grade II)	• 28A Bartholomew Street (Grade II)	• 102 and 103 Bartholomew Street (Grade II)	• 29A and 29 Bartholomew Street (Grade II)	• The Eight Bells (Grade II)	• 118 and 119 Bartholomew Street (Grade II)	• 48, 48A and 49 Bartholomew Street (Grade II)	• 114 and 115 Bartholomew Street (Grade II)	• Phoenix House (Grade II), and	• Dolphin Inn (Grade II)	• 51–53 Bartholomew Street (Grade II)
• 28 Bartholomew Street (Grade II*)	• Cooper’s Arms (Grade II),																
• 16 Bartholomew Street (Grade II)	• 40–45 Bartholomew Street (Grade II)																
• 17 Bartholomew Street (Grade II)	• 104–106 Bartholomew Street (Grade II)																
• 28A Bartholomew Street (Grade II)	• 102 and 103 Bartholomew Street (Grade II)																
• 29A and 29 Bartholomew Street (Grade II)	• The Eight Bells (Grade II)																
• 118 and 119 Bartholomew Street (Grade II)	• 48, 48A and 49 Bartholomew Street (Grade II)																
• 114 and 115 Bartholomew Street (Grade II)	• Phoenix House (Grade II), and																
• Dolphin Inn (Grade II)	• 51–53 Bartholomew Street (Grade II)																
8.91	The Grade II* listed 28 Bartholomew Street is a two storey mid–eighteenth century town house. The double front with five windows building is built from red brick with stone dressings. The building has a low hipped slate roof which is hidden behind a moulded cornice and brick parapet. Architectural details include sash windows with glazing bars, and attractive doorway with panelled pilasters and a pediment above. The doorway further features a panelled door with an elliptical decorated fanlight above.																
8.92	16 Bartholomew Street historically formed part of the Sugar Loaf Inn along with the adjacent 17 Bartholomew Street. The ground and first floor of the altered building date back to the mid eighteenth century, whereas the top storey forms a later early nineteenth century addition to the end three bays. The building is built from multi coloured stock brick and has a hipped tile roof. Features of the building include sash windows with gauged																

	brick arches, an early nineteenth century doors with a half glazed door and a modern shop front at ground floor level.		brick and feature a tiled roof with dormers. Properties Nos 42–45 have a stuccoed front. At ground floor properties have nineteenth century shop fronts, whereas above they have sash windows with glazing bars.	8.106	The buildings derive their special interest from its survival as a group of buildings that date between the fifteenth and nineteenth century and form a surviving fragment of an earlier streetscape. The buildings also have local historical interest by virtue of its association with the historic development of Newbury. They are of historic and architectural interest.
8.93	17 Bartholomew Street historically formed part of the Sugar Loaf Inn along with the adjacent 16 Bartholomew Street. The two storey building is built from multi coloured stock brick and a slate roof. Features of the building include recessed sash windows, a mid nineteenth century shop front and a large carriageway entrance.	8.101	102 and 103 and 104–106 Bartholomew Street form a pair of homes that are thought to date from the sixteenth or seventeenth century and have since been refronted in the late eighteenth century. The two storey building now forms three dwellings and its built from a timber frame with a grey brick front. Other features of the building include a tiled roof and a central passageway with semi-elliptical archway.	8.107	The heritage asset are located along Bartholomew Street, with the highway retaining its their historic character as busy thoroughfares through Newbury. The immediate setting is therefore characterised by the movement and noise associated with pedestrian and vehicular traffic.
8.94	28a Bartholomew Street forms a altered late eighteenth century two storey home. The two bay building has a stuccoed front and pitched tile roof. The building features later additions such as modern light casement windows, doorway and shop front.	8.102	The former Eight Bells public house dates from the seventeenth century and has been subject to a modern extension to the rear. The one and half storey high building has timber frame with a plastered front. The roof of the building is tiled, and has a three gabled bays that feature bargeboards and finials.	8.108	The buildings are set within a busy town centre, where remnants of the historic built environment survive and represent a range of architectural styles, age and quality. The setting of the assets has always been within an urban environment and this activity and mix of uses contributes to an understanding of how the buildings would have functioned in the community.
8.95	29A and 29 Bartholomew Street form a mid nineteenth century shop. The three storey building is built from multi coloured brick and has a slate roof. At ground floor the building features an altered mid nineteenth century shop front, above the first and second floors have recessed sash windows.	8.103	The building at 48, 48A and 49 Bartholomew Street was formally a residential property that was constructed in the late eighteenth century. The two storey building is now formed of commercial uses at ground and first floor level. The building is built from brick, and has tiled roof with three dorms. At ground floor the building features modern Georgian style shop fronts.	8.109	The cluster of designated and non designated heritage assets along Bartholomew Street and the wider town centre make a positive contribution to the setting of the buildings and the legibility of an early streetscape.
8.96	118 and 119 Bartholomew Street are thought to date between the late eighteenth and early nineteenth centuries, and is three storeys high. The building is built from brick and feature a tiled roof. At ground floor the building features a late nineteenth century shop front, with a French windows and recessed sash windows above.	8.104	Phoenix House is a early to mid eighteenth century town house which is designed in the style of master builder James Clarke of Newbury. The former Brewer’s House now forms a collection of serviced apartments. The two storey symmetrical double fronted building is built from red brick and features a slate roof with coped gables. The roof is largely hidden by a tall parapet with pilasters and pediment over. Other architectural features includes a nineteenth century stone pedimented doorcase and recessed sash windows with red brick segmental arches above.	8.110	Views of the assets can be best experienced from placements along Bartholomew Street. The viewing experience of each building, further reinforces the surrounding variation in development, with buildings being of different architectural styles, ages and quality.
8.97	114 and 115 Bartholomew Street are thought to date between the late eighteenth and early nineteenth centuries, and is three storeys high. The building is built from brick and has a half hipped tile roof. At ground floor the building features a modern shop front, with recessed sash windows above. At first floor level two windows have side lights.	8.105	51–53 Bartholomew Street are a set of early nineteenth century double fronted terraces. The two storey buildings are built from red brick and have welsh slate roofs with brick chimneystacks. The sash windows are recessed and have gauged flat brick arches. Properties No.52 and 53 feature wooden panelled doors. The doorway of property No.51 has been replaced by windows.	8.111	There is some intervisibility between the receptors and the Site, in the setting of the north most assets. In views from these assets the modern architectural approach and blank façade of the Kennet Centre contrasts starkly with the more decorative elevations of this group of heritage assets, detracting from their setting and appreciation of the significance of the assets.
8.98	The Dolphin Inn dates between the seventeenth and eighteenth centuries and was later fronted between the late eighteenth and early nineteenth centuries. The double fronted, two storey building is built from red brick and has a tiled roof. The north end of the inn features an additional two storey carriage entrance bay. The doorway has a bracketed roof and the windows are formed of flush framed sash windows.				
8.99	Cooper’s Arms is a two storey building, that forms an early nineteenth century refronting of an older building. The building is built from multi coloured stock brick and has a tiled roof. Ground and first floor levels have gauged arched sash windows. The roof of the building has a sash dormer with a raking roof.				
8.100	40–45 Bartholomew Street form a collection of early nineteenth century terrace of houses and shops. The two storey buildings are built from				

GROUP 3 HERITAGE ASSETS ALONG CHEAP STREET

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

- 8.112

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

• 63 Cheap Street (Grade II*)	• 53 Cheap Street (Grade II)
• Newbury Post Office (Grade II)	• King Charles Tavern (Grade II)
• 41 Cheap Street (Grade II)	• 8 Cheap Street (Grade II)
• 48 Cheap Street (Grade II)	• 6 Cheap Street (Grade II) and
• 49 and 50 Cheap Street (Grade II)	• 58 Cheap Street (Locally Listed Building)
- 8.113

63 Cheap Street is a Grade II* listed building and forms a Georgian town house dating back to 1796 (identifiable from the date plaque on the front of the building). The two storey building is double fronted within three bays and built from multi coloured stock brick. The building has a half hipped, mansard tiled roof with three dorms and a brick chimney stack. Architectural features of the building include segmental bowed bay windows on the outer bays, round arched Doric doorway with a panelled door and decorated fan light.
- 8.114

Newbury Post Office dates back to late nineteenth century and was designed by the Board of Works. The building has been subject to later extensions and modifications. The three storey building is built from red brick with stone dressings and has a pitched tiled roof. The building is formed of three bays, with a slightly projecting central bay and central decorated gable. At ground floor the building features a large round arched, with mullion windows at first floor and two hipped dormers above.
- 8.115

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

- 8.116

48 Cheap Street forms a mid to late seventeenth century house, that was refronted in the early nineteenth century. The three storey building has a render brick façade and hipped tiled roof with projecting eaves. At ground floor the building features a modern shop front, with recessed sash windows to the first and second floors.
- 8.117

49 and 50 Cheap Street form a pair of buildings that are thought to date between the late seventeenth and early eighteenth centuries. The buildings have been since been remodelled in the mid nineteenth century. The two storey buildings have a stuccoed front with a tiled roof and dormers. At ground floor level the buildings have late nineteenth century shop fronts, with sash windows above.
- 8.118

53 Cheap Street is thought to date from the eighteenth century and has been since refronted in the mid nineteenth century. The two storey building has a rendered brick front and tiled roof. At ground floor level the building features a mid nineteenth century shop front with recessed sash windows at first floor and dormers above.
- 8.119

The King Charles Tavern forms a mid nineteenth century public house. The two storey double front building has a stucco front and a half hipped tile roof and dormers. Features of the building include sash windows and a central door with a part glazed door with a bracketed hood above.
- 8.120

8 Cheap Street forms an early nineteenth century townhouse which was the remodelling of the mid eighteenth century building. The two storey building has a painted brick façade and hipped tiled roof with dormers. The building has been altered to feature a modern one storey side entrance.
- 8.121

6 Cheap Street forms an early nineteenth century town house. The two storey and semi basement building is double fronted and built from red brick with yellow brick dressing. The building has a hipped Welsh slate roof with moulded brick stacks. Architectural features of the building include a recessed entrance, with a panelled door and rectangular fanlights. At ground and first floor the house has recessed sash windows.
- 8.122

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

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 8.123

The heritage asset are located along Cheap Street, with the highway retaining its their historic character as busy thoroughfares through Newbury. The immediate setting is therefore characterised by the movement and noise associated with pedestrian and vehicular traffic.
- 8.124

The buildings are set within a busy town centre, where remnants of the historic built environment survive and represent a range of architectural styles, age and quality. The setting of the assets has always been within an urban environment and this activity and mix of uses contributes to an understanding of how the buildings would have functioned in the community.
- 8.125

The cluster of designated and non designated heritage assets along Cheap Street and the wider town centre make a positive contribution to the setting of the buildings and the legibility of an early streetscape.
- 8.126

Views of the assets can be best experienced from placements along Cheap Street. The viewing experience of the asset, further reinforces the surrounding variation in development, with buildings being of different architectural styles, ages and quality.
- 8.127

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

GROUP 4 HERITAGE ASSETS ALONG NORTHBROOK STREET

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

8.128 The listed buildings along Northbrook Street are located to the north of Site and are situated between approximately 215m and 490m from the centre of the Site. This group of heritage assets along Northbrook Street are briefly discussed below and includes:

• 91 and 92 Northbrook Street (Grade II*)	• 80 Northbrook Street
• 24 Northbrook Street (Grade II*)	• 23 Northbrook Street
• 6–12 Northbrook Street (formerly listed as No 8) (Grade II*)	• The Castle Public House
• 6–12 Northbrook Street (formerly listed as No 7) (Grade II)	• 77 Northbrook Street
• 6–12 Northbrook Street (formerly listed as No 9) (Grade II)	• 73 Northbrook Street
• 94 Northbrook Street	• 26 and 26a Northbrook Street
• 93, 93a and 93b Northbrook Street	• 70 Northbrook Street
• 90 Northbrook Street	• 33, 33a and 34 Northbrook Street
• 86 Northbrook Street	

8.129 91 and 92 Northbrook Street is three storey seven bay building that dates from approximately 1740. The building is built from red brick with rubbed dressing and has a hipped tiled roof. At ground floor the building has a modern shop front. At first and second floor levels the building has a gauged segmental arched sash windows with glazing bars.

8.130 24 Northbrook Street is a two storey building that dates from the early sixteenth century and has been subject to later alterations. The building is timber framed with a stucco front and has a tiled roof with a carved bargeboards. At ground floor the building features a modern shop front with two recessed sash windows with glazing bars at first floor level.

8.131 6–12 Northbrook Street (formerly listed as No 8) is a three storey building that dates back to approximately 1669 and has been subject to later alterations. The building is built from red brick and has a tiled roof with two tiled gables. St ground floor the building has a modern shop front with four recessed sash windows with glazing bars at first and second floor levels. The interior of the building features a seventeenth staircase.

8.132 6–12 Northbrook Street (formerly listed as No 7) is three storey former terrace that dates from the late eighteenth century and has been subject to later alterations. The building is built from multi coloured stock brick with a later brick parapet. At ground floor the building features a modern shop front with eight recessed sash windows on the first floor and five on the second.

8.133 94 Northbrook Street is a three storey building that forms an early nineteenth century refronting of a former seventeenth century house. The three bay building has a stucco front with a slate roof. At ground floor the building features a decorated late nineteenth century shop front with architraved sash window at first and second floors.

8.134 93, 93a and 93b Northbrook Street is a three storey building that forms a early to mid nineteenth century refronting of an older house. The building has a stucco front with a ripped rile roof, which is partially hidden by a cornice and parapet. At ground floor level the building features a modern shop front with five recessed sash windows with glazing bars at first and second floor levels.

8.135 6–12 Northbrook Street (formerly listed as No 9) is three storey building that dates from the late eighteenth century and has been subject to later alterations. The three bay building is built from multi coloured brick and has tiled roof. At ground floor the building features a modern shop front with five recessed sash windows with glazing bars at first and second floor levels.

8.136 90 Northbrook Street is a three storey building that dates from the early to mid nineteenth century and has been since subject to later alterations. The building has a rendered façade and a hipped Welsh slate roof. At the ground floor the building has a modern shop front with recessed sash windows.

8.137 86 Northbrook Street is a three storey shop that’s from the late eighteenth century and has been subject to later alterations. The building is built from multi coloured stock brick and has a Welsh slate rood. The building features an unaltered doorway with decorated elliptical fanlight. At first and second floor levels the building recessed sash windows with glazing bars.

8.138 80 Northbrook Street is a three storey and attic built that forms an early nineteenth century refronting of an older building. The building has a stucco front with a hipped tiled roof. At ground floor level the building features a modern shop front with one architraved sash windows at first and second floor levels.

8.139 23 Northbrook Street is a three storey building that forms an early nineteenth century refronting of an older building. The building has a stucco front with a Welsh Slate roof. At ground floor the building features a modern shop front with two recessed sash windows with glazing bars at first and second floors.

8.140 The Castle Public House historically formed the Brewer’s House of the Satchell and Somerset Brewery and has since been converted to a shop. Dating from the late eighteenth century the two storey building is built from multi coloured stock brick, with red brick dressing and has a slate roof. At ground floor the building features a modern shop front with recessed sash windows and brick parapet above.

8.141 77 Northbrook Street is a three storey building that dates from the early nineteenth century. The building has a painted brick façade and hipped slate roof. At ground floor the building features a modern shop front at ground floor level, with recessed sash windows above.

8.142 73 Northbrook is three storey shop that dates between the early and mid nineteenth century. The building has a painted red brick façade with a parapet. At ground floor the building features a double wooden shop front with recessed sash windows at first and second floor levels.

8.143 26 and 26a is two storey and attic former townhouse that dates between the early and mid eighteenth century and has since been subject to later alterations. The building is built from red brick and has a hipped tiled roof. At ground floor the building has a modern shop front, with arched windows on the first floor and round arched window in the attached. Above the first floor the building features a red brick parapet amped up on central pedimented bay.

- 8.144

70 Northbrook Street is a two storey former house that dates from the early to mid eighteenth century and has been since subject to later alterations. The building has been constructed timber front with a stucco front and has tailed roof. At ground floor the building features a modern shop front with recessed sash windows and glazing bars above.
- 8.145

33, 33a and 34 Northbrook Street are a three storey building, that forms an early nineteenth century refronting of an older building. The building has a red brick front with slate roof, which is partially hidden by a brick parapet. At ground floor the properties have modern shop fronts, with round arched windows to the first floor and Venetian windows to the second floor.

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 8.146

The heritage asset are located along Northbrook Street, with the highway retaining its their historic character as busy thoroughfares through Newbury. The immediate setting is therefore characterised by the movement and noise associated with pedestrian and vehicular traffic.
- 8.147

The buildings are set within a busy town centre, where remnants of the historic built environment survive and represent a range of architectural styles, age and quality. The setting of the assets has always been within an urban environment and this activity and mix of uses contributes to an understanding of how the buildings would have functioned in the community.
- 8.148

The cluster of designated and non designated heritage assets along Northbrook Street and the wider town centre make a positive contribution to the setting of the buildings and the legibility of an early streetscape.
- 8.149

Views of the assets can be best experienced from placements along Northbrook Street. The viewing experience of the asset, further reinforces the surrounding variation in development, with buildings being of different architectural styles, ages and quality.
- 8.150

There is very limited intervisibility between the receptors and the Site due to their distance and interposing development. In closer views the modern architectural approach and blank façade of the Kennet Centre contrasts starkly with the more decorative elevations of this group of heritage assets, detracting from their setting and appreciation of the significance of the assets.

GROUP 5 HERITAGE ASSETS

ALONG MARKET PLACE, WHARF STREET, MANSION HOUSE STREET, BRIDGE STREET AND THE NORTHERN END OF BARTHOMOLEW STREET

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

- 8.151

The collection of listed buildings are located to the immediate north of the Site and are situated between approximately 110m and 200m from the centre of the Site. This group of heritage assets Market Place, Wharf Street, Mansion House Street, Bridge Street and the northern end of Barthomolew Street are briefly discussed below and includes:

• Museum Wharf Street (Grade I)	• Town Hall and municipal buildings (Grade II)
• South and North Gateway to Churchyard of St Nicolas’ Church adjoining Bartholomew Street (Grade II*)	• 24 Market Place (Grade II)
• 5 Wharf Street (Grade II*)	• 28 and 30 Market Place (Grade II)
• Bridge over the River Kennet (Grade II*)	• 32 and 34 Market Place (Grade II)
• 149, 150 and 151 Bartholomew Street (Grade II)	• Old Wagon and Horses (Grade II)
• 27 Market Place (Grade II)	• 4 and 5 Mansion House Street (Grade II)
• Queen’s Hotel (Grade II)	• 2 and 4 Bridge Street (Grade II)
• 152, 153 and 154 Bartholomew Street (Grade II)	• 1 Bridge Street (Grade II)
• Corn Exchange (Grade II)	• 1 and 3 Wharf Street (Grade II)
• The Hatchet (Grade II)	• 7a and 9 Wharf Street (Grade II)
- 8.152

The Museum along Wharf Street is a two half storey building that dates to approximately 1626–27, has been subject to later alterations and restorations. The building is timber framed with plaster panels and has a tiled roof with later brick chimneys.

- 8.153

The south and north gateway to the Churchyard of St Nicolas’ Church date from approximately 1770. Designed in Strawberry Hill Gothic style, the gateways are built from Portland Stone and feature a central pointed archway with detailing and flanked by wall sections. The gateways feature double iron gates.
- 8.154

The Bridge over the River Kennet dates to approximately 1769/72 and was built by James Clarke. The bridge is built from brick with stone dressings.
- 8.155

5 Wharf Street is three storey town house that dates from the early to mid eighteenth century. Designed in the style of master building James Clarke of Newbury, the building is built red brick and has a tiled roof which is partially hidden behind a brick parapet. At ground floor the building has an early nineteenth century wooden detailed doorcase with a panelled door. At ground, first and second floors the building has slighted arched sash windows with glazing bars.
- 8.156

149 Bartholomew forms a two storey former house and inn that’s from the late eighteenth century. The building is built from brick and has tiled roof. At ground floor the building features a late nineteenth century shop front with two flush framed sash windows at first floor level.
- 8.157

150 and 151 Bartholomew form a three storey former house that dates from the late eighteenth century. The building is built from multi coloured stock brick with a hipped brown tile roof. At ground floor the building features modern shop fronts with sash windows with glazing bars to the first and secon floors. The first floor level features two out bays.
- 8.158

27 Market Place historically formed two buildings, No 27 which dates from the late eighteenth century and No 29 which dates from the mid nineteenth century. The two storey buildings are built from red brick and have hipped tiled roof. At ground floor the buildings feature modern alterations, with sash windows at first and second floor levels.
- 8.159

152 and 153 Bartholomew Street form a three storey shop that dates from the early nineteenth century and has since been altered. The building is built from grey brick and has a hipped slate roof. At ground floor the building has a late nineteenth century shop front, with recessed sash windows with glazing bars to first and second floors.

- 8.160154 Bartholomew Street forms a three storey building that dates from the late eighteenth century and has been since subject to later alterations. The building is built from multi coloured stock brick and has a half hipped tile roof. At ground floor the building features modern openings.
- 8.161The Queens Hotel is three storey building that forms a mid nineteenth century refronting of an older inn. The building has a stucco front with a bracketted cornice and parapet. At ground floor the building features a doorway with pilasters and a segmental pediment. At ground floor the building has four light windows, with five architraved sash windows at first and second floor levels.
- 8.162The Corn Exchange is a single storey building that dates to approximately 1861–2. Designed in a Italianate style the three bay building is built from Bath stone and has a slate roof, which is hidden behind a pediment. At ground floor level the corn exchange features a central entrance with a panelled door and round arched windows.
- 8.163The Hatchet is a three storey public house that dates from the early nineteenth century. The building has a stucco façade with a tiled roof. At ground floor level the building has a round arched ground floor opening. In addition at ground, first and second floor levels the building has recessed sash windows with glazing bars.
- 8.164The Town Hall and municipal buildings range between two and three storeys and date between the late nineteenth and early twentieth centuries. Designed in the Gothic style the buildings are built from polychrome red and blue brick and have a steep tiled roof. Architectural features of the building include a four-stage clock-tower with tall lancet windows.
- 8.16528 and 30 Market Place is three storey building that dates from the mid nineteenth century. Designed in a Italian Gothic style the building is built from Bath stone and has a slate roof which is partially hidden behind a parapet. The building features round arched recessed windows at first floor level and Segmental–arched sash windows at second floor level.
- 8.16632 and 34 Market Place historically formed two three storey buildings, with No 32 forming an early nineteenth century refronting of an older building and No 34 forming a late eighteenth century refronting of an older building. The buildings are built from grey brick, with No 34 using red brick dressings. Both properties feature modern shop fronts, with windows above.

- 8.167Old Wagon and Horses is a two and half storey building that forms an early nineteenth century refronting of a seventeenth century building. The building has a stucco front with a Welsh slate roof and gable. At ground floor level the building has a detailed wooden doorcasre and a panelled door with a rectangular fanlight. At ground and first floor levels the building has slightly recessed sash windows.
- 8.1684 Mansion House Street is three storey building that forms a mid to late nineteenth century refronting of an older building. The building is built from grey brick with red dressings and has a hipped tile roof. At ground floor level the building features a late nineteenth century shopfront, with architraved sash windows with glazing bars to first and second floor levels
- 8.1695 Mansion House Street is a three storey building that dates from the early to mid eighteenth century. The building is built from red brick and has hipped tile roof. At ground floor the building features a modern shop front, with three segmental arched, flush framed sash windows at first and floor levels.
- 8.1702 Bridge Street is a three storey building that dates from the late eighteenth century. The building is built from red brick and has a slate roof which is partially hidden behind a brick parapet. At ground floor the building features a modern shop front with recessed sash windows with glazing bars to the first and second floors.
- 8.1714 Bridge Street is a three storey building that dates from the late eighteenth century. The building is built from grey and red brick and has a slate roof which is partially hidden behind a brick cornice and parapet. At ground floor the building features a modern shop front with recessed sash windows with glazing bars to the first and second floors.
- 8.1721 Bridge Street forms a three storey building that dates from the early nineteenth century. The building has a stucco front with a slate hipped roof. At ground floor level the building features a lower entrance extension to the north end. The façade of the building has a mid twentieth century Neo–Georgian styled stone bank front with bow windows. At first and second floors the building has a recessed sash windows with glazing bars.

- 8.1731 and 3 Wharf Street is a two storey building that forms a mid nineteenth century fronting of older timber framed building. The building has stucco front and a pitched tiled roof. At ground floor level the building has an altered entrance and five slightly recessed sash windows at first floor level.
- 8.1747 and 9 Wharf Street are a one storey building that date to approximately 1830. The building has a rendered front with an irregular hipped tile roof. At ground floor level No 7 has a centred arched doorway while No 9 has a modern entrance. The building has three recessed sash windows with glazing bars.
- CONTRIBUTION OF SETTING TO HERITAGE VALUE
- 8.175The heritage assets are located to the north side of the Site and front onto Market Place, Wharf Street, Mansion House Street, Bridge Street and the northern end of Barthomolew Street. The highways retain their historic character as busy routes through Newbury. The immediate setting is therefore characterised by the movement and noise associated with pedestrian and vehicular traffic.
- 8.176The buildings are set within a busy town centre, where remnants of the historic built environment survive and represent a range of architectural styles, age and quality. The setting of the assets has always been within an urban environment and this activity and mix of uses contributes to an understanding of how the buildings would have functioned in the community.
- 8.177The cluster of designated and non designated heritage assets within the town centre make a positive contribution to the setting of the buildings and the legibility of an early streetscape.
- 8.178The modern architectural approach and blank façade of the Kennet Centre contrasts starkly with the more decorative elevations of this group of heritage assets. On that basis we consider that the Site detracts from the setting and appreciation of the significance of the assets.

HERITAGE ASSESSMENT
NEWBURY TOWN CENTRE CONSERVATION AREA

- 8.179
- The Site is located centrally within the Conservation Area and is situated in a prominent historical position between Bartholomew Street, Cheap Street and Market Place.
- 8.180
- The existing Site itself is principally formed of the Kennet Centre, a large urban block which dates back to the 1970s, and has been subject to later additions and alterations. The current shopping centre is of little to no architectural merit and has largely obliterated the understanding of the historic urban grain, surrounding townscape and appearance of the area. As a whole, the existing building detracts from the conservation area’s character and appearance. There is no harm to the character and appearance of the conservation area from the building’s demolition.
- 8.181
- The Proposed Development includes the partial demolition of the existing Kennet Centre and redevelopment on the Site with a number of buildings that better reflect the character of the conservation area.
- 8.182
- The perimeter of the Site is proposed to be developed at a scale consistent with the prevailing streetscape. The perimeter blocks have been designed to reflect the historic and prevailing commercial street pattern. Active uses are reintroduced at ground floor and will benefit the setting of the Conservation Area. The taller larger buildings are located within the central part of the Site, reflecting the historic pattern of use of the Site, formerly occupied by the larger Eagle Works.
- 8.183
- The proposed design and material palette marks an improvement on the existing building which is monotonous and impermeable. The design concept of the proposals is based on the industrial heritage of the Site and has been informed by the typology of warehouses and factories. The scheme incorporates elements of these typologies with the use of double pitched roofs and Crittalllike windows. The chosen palette of materials is largely based on brickwork, which forms a prominent material within the conservation area. The brickwork is complemented by architectural expression and detailing, and includes the use of dark grey metal canopies, balustrades and window frames, which echo the former iron works on the Site. Further detailing to the blocks pay homage to the textile heritage of the town, with the use blue brick, tinted cerement based materials and bronze metal detailing, which reference the colour the Woad seeds and textile dyes.

- 8.184
- The proposed fenestration pattern, brick detailing and variety in roof form around the perimeter represents a significant enhancement to the local character and appearance of the conservation area. The larger central buildings would complement the surrounding built form and reference the former Victorian industrial heritage of the Site.
- 8.185
- The proposed public realm and landscaping proposals include the opening up of the existing built form with a new pedestrianised route (New Street) which will connect Market Street to Bartholomew Street and Cheap Street, along with a new public square to the south of the Site. These new spaces through the site will invite exploration by visitors, and views into and out of the Site, including of important features within the townscape such as the Grade I Church of St Nicolas and the Grade II town hall.
- 8.186
- The naming of the streets reflects the original routes throughout the site that were present historically and therefore reflect the history of this part of Newbury.
- 8.187
- Overall, the Proposed Development would not harm the significance of the Conservation Area and, we consider it would provide significant enhancements in the immediate local context. These enhancements should be accorded significant weight in the determination of the application.
- 8.188
- The wider significance of the conservation area is unaffected – for instance, the importance of the wider area by virtue of the use of materials, the scale, detailing, rhythm etc. These factors are unaffected and the overall significance of the wider conservation area is maintained.

LISTED BUILDINGS ENVELOPED WITHIN THE KENNET CENTRE

- 8.189
- The enveloped listed buildings include the Grade II listed the Newbury (formally the Bricklayers Arms), Catherine Wheel Inn, 33 and 34 Cheap Street and 21–25 Market Place. The listed buildings have been incorporated into the Kennet Centre along the street frontage. The impact of the Proposed Development to the heritage asset is largely coterminous in its local effect with that of Newbury Town Centre Conservation Area, which is discussed above.
- 8.190
- With regards to the Proposed Development and the enveloped listed buildings, the perimeter of the Site is proposed to be developed at a scale consistent with the prevailing streetscape. The perimeter blocks have been designed to reflect the historic and prevailing commercial street

pattern. Active uses are reintroduced at ground floor and will benefit the setting of the adjacent listed buildings. Thus the development will provide an enhanced contextual ‘cue’ to the listed buildings and enable them once again to be ready within an active streetscape rather than the current unattractive and inactivated facades of the centre.

- 8.191
- The proposed design and material palate marks an improvement on the existing building which is monotonous and opaque. The proposed fenestration pattern, brick detailing and variety in roof form would complement the surrounding existing built form.
- 8.192
- The existing shopping centre detracts from the enveloped listed buildings and the development of the Site with high quality architecture that reflects the surrounding townscape character has the potential to enhance the setting of the listed buildings.
- 8.193
- The development does not alter the principal aspects of significance of the Newbury, the Catherine Wheel Inn as an example of nineteenth century public houses, and their aesthetic appearance. They no longer exist as part of their original streetscape, but the development results in improvements in that regard. Similarly, the principal 33 and 34 Cheap Street is maintained in that this can still be understood and appreciated as a late 17th Century pair of attractive buildings. Similar considerations apply to 21–s5 Market Place.
- 8.194
- The Proposed Development would not impact the setting of the listed buildings. It would at least preserve their special interest in accordance with Section 66 of the Planning (Listed Buildings and Conservation Areas Act) 1990, and we identify an enhancement to their local settings. These enhancements should be accorded significant weight in the determination of the application.
- 8.195
- The Parish Church of St Nicolas is Grade I listed and located approximately 140m from the centre of the Site. The impact of the Proposed Development to the heritage asset is largely coterminous with that of Newbury Town Centre Conservation Area, which is discussed above.
- 8.196
- Views 13, 14 and 15 at **Section 9.o** demonstrates the visual impact of the Proposed Development from the canal towpath, canalside and West Mills.

- 8.197

In these views, the Grade I church forms a prominent feature, notwithstanding from this location shows that intervisibility of the Proposed Development would be limited due to its proposed scale and interposing development and vegetation. Where visible, the Proposed Development would not form a prominent feature and would be seen in conjunction with existing development in the town centre. The proposed fenestration pattern and brick would complement the surrounding built form and provide an attractive contrast to the bath stoned Church of St Nicolas.
- 8.198

The architectural, historic and internal significance of the church is wholly unaffected by the proposed development.
- 8.199

As set out in **Section 8.o**, there are no impacts on an appreciation of the church from the Canalside to the north.
- 8.200

The overall significance of the church is unaffected by the proposed development.
- 8.201

The Proposed Development would not impact the setting of the listed building. It would at least preserve its special interest in accordance with Section 66 of the Planning (Listed Buildings and Conservation Areas Act) 1990.

GROUP 1 HERITAGE ASSETS ALONG WEST MILLS

- 8.202

The listed buildings along West Mills are located to north west of the Site and are approximately situated between 175m and 340m from the centre of the Site. The impact of the Proposed Development to the heritage assets is largely coterminous with that of Newbury Town Centre Conservation Area, which is discussed above.
- 8.203

From along West Mills the intervisibility of the Proposed Development would be limited due to interposing development and distance. Thus the effect on the setting of these assets is significantly less than the local enhancements immediately adjacent to the centre. Where visible, the Proposed Development would not form a prominent feature and would be seen in conjunction with existing development in the town centre.
- 8.204

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

GROUP 2 HERITAGE ASSETS ALONG BARTHOLOMEW STREET

- 8.205

The listed buildings along Bartholomew Street are located to west and south west of the Site and are approximately situated between 85m and 290m from the centre of the Site. The impact of the Proposed Development to the heritage assets is largely coterminous with that of Newbury Town Centre Conservation Area, which is discussed above.
- 8.206

The heritage assets are experienced within the context of Newbury town centre. Their setting already comprises of mixed development which displays a variety of architectural styles that predominantly date between the seventeen and twentieth centuries.
- 8.207

The Proposed Development includes the partially demolition of the existing Kennet Centre and replacement with several blocks that vary between two and eleven storeys. From along this Bartholomew Street blocks at the perimeter of the Site being proposed at scale consistent with the prevailing streetscape, with taller blocks being located at the centre of the Site. The perimeter blocks have been designed to reflect the historic and prevailing commercial street pattern. Active uses are reintroduced at ground floor and will benefit the setting of the immediate and wider listed buildings.
- 8.208

As the observer moves north along Bartholomew Street, they will be readily be able to the appreciate the architectural detailing of the blocks. The proposed fenestration pattern, brick detailing and variety in roof form would complement the surrounding built form and reference the former Victorian industrial heritage of the Site.
- 8.209

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

GROUP 3 HERITAGE ASSETS ALONG CHEAP STREET

- 8.210

The listed buildings along Cheap Street are located to east and south east of the Site and are situated between approximately 75m and 235m from the centre of the Site. The impact of the Proposed Development to the heritage assets is largely coterminous with that of Newbury Town Centre Conservation Area, which is discussed above.
- 8.211

The heritage assets are experienced within the context of Newbury town centre. Their setting already comprises of mixed development which displays a variety of architectural styles that predominantly date between the seventeen and twentieth centuries.
- 8.212

The Proposed Development includes the demolition of the existing Kennet Centre and replacement with several blocks that vary between two and eleven storeys. From along this Cheap Street blocks at the perimeter of the Site being proposed at scale consistent with the prevailing streetscape, with taller blocks being located at the centre of the Site. The perimeter blocks have been designed to reflect the historic and prevailing commercial street pattern. Active uses are reintroduced at ground floor and will benefit the setting of the immediate and wider listed buildings.
- 8.213

As the observer moves north Cheap Street, they will be readily be able to the appreciate the architectural detailing of the blocks. The proposed fenestration pattern, brick detailing and variety in roof form would complement the surrounding built form and reference the former Victorian industrial heritage of the Site.
- 8.214

The Proposed Development would not impact the setting of the listed buildings. It would at preserve their special interest in accordance with Section 66 of the Planning (Listed Buildings and Conservation Areas Act) 1990 and paragraph 197 of the NPPF. We identify some enhancement to those settigns closest to the centre.

GROUP 4 HERITAGE ASSETS ALONG NORTHBROOK STREET

- 8.215
- The listed buildings along Northbrook Street are located to the north of Site and are approximately situated between 215m and 490m from the centre of the Site. The impact of the Proposed Development to the heritage assets is largely coterminous with that of Newbury Town Centre Conservation Area, which is discussed above.
- 8.216
- Views 1, 2 and 3 at **Section 8.o** demonstrate the visual impact of the Proposed Development from Northbrook Street. The viewpoints are representative of a kinetic sequence and should be read collectively.
- 8.217
- The views show that the Proposed Development would be visible within the backdrop and would introduce several new blocks into the view. Lower stories of the buildings are occluded from view by interposing development, with the upper storeys of the Proposed Development been seen above existing development along the northern end of Bartholomew Street.
- 8.218
- The blocks vary in height between two and eleven storeys, with blocks at the perimeter of the Site being proposed at scale consistent with the prevailing streetscape, and taller blocks being located at the centre of the Site. From Northbrook Street the layering of the massing is visible and contributes to breaking up the scale of the building. The blocks would sit comfortably within the existing townscape, often sitting below the roofline of existing development in the fore and middle ground of the view. The variety in roof form (for instance the gable ends) reflects the historic townscape form generally.
- 8.219
- As the observer moves south along Northbrook Street, they will be readily be able to the appreciate the architectural detailing of the blocks. The local enhancements to the centre on Bartholomew Street will be more readily apparent from the bridge itself. The proposed fenestration pattern, brick detailing and variety in roof form would complement the surrounding built form and reflect the former Victorian industrial heritage of the Site.
- 8.220
- The immediate local setting of the Northbrook Street listed buildings are unaffected by the proposals in that the buildings will continue to be appreciated
- 8.221
- The Proposed Development would not impact the setting of the listed buildings. It would preserve their special interest in accordance with Section 66 of the Planning (Listed Buildings and Conservation Areas Act) 1990.

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

- 8.222
- The collection of listed buildings are located to the immediate north of the Site and are approximately situated between 110m and 200m from the centre of the Site. The impact of the Proposed Development to the heritage assets is largely coterminous with that of Newbury Town Centre Conservation Area, which is discussed above.
- 8.223
- The heritage assets are experienced within the context of Newbury town centre. Their setting already comprises of mixed development which displays a variety of architectural styles that predominantly date between the seventeen and twentieth centuries.
- 8.224
- The Proposed Development includes the demolition of the existing Kennet Centre and replacement with several blocks that vary between two and eleven storeys. The blocks at the perimeter of the Site being proposed at scale consistent with the prevailing streetscape, with taller blocks being located at the centre of the Site.
- 8.225
- Views 6 at **Section 7.o** demonstrate that visual impact of the Proposed Development from Market Place. The view from this location shows that the Proposed Development would be partially visible in the middle ground of the view and would be seen above existing development fronting onto Market Place. The scale of development would be modest and largely be filtered by interposing development and trees where they exist. The dominance of the town hall clock tower is maintained. The angle of view and the central location of the taller elements in the centre of the site reduces their perceived prominence on the setting.
- 8.226
- The existing shopping centre detracts from the enveloped listed buildings and the development of the Site with high quality architecture that reflects the surrounding townscape character has the potential to enhance the setting of the listed buildings. The immediately effect of the development is to improve the local setting by virtue of the quality of the [proposed perimeter buildings.
- 8.227
- The Proposed Development would not impact the setting of the listed buildings. It would preserve their special interest in accordance with Section 66 of the Planning (Listed Buildings and Conservation Areas Act) 1990 and paragraph 197 of the NPPF.

SUMMARY

- 8.228
- The heritage assessment concludes that the Proposed Development would at least preserve the character and appearance of the Newbury Town Centre Conservation Area, the special interest of all listed buildings and the significance of non-designated heritage assets in the surrounding environment.
- 8.229
- The Proposed Development also results in a significant enhancement to the part of the conservation area that is closets to the centre by virtue of the demolition of the existing Kennet Centre (which currently detracts from the conservation area’s character and appearance) and replacement with buildings that better reflect the character of the conservation area. These enhancements are manifested in:
 - Replacing blank frontages at ground floor with animated and active commercial uses, particularly on the streets on the perimeter of the site;
 - The introduction of those uses themselves enhance the character of this part of the conservation area, and reflect the historic pattern of residential and commercial uses which was lost with the first development of the Kennet Centre;
 - Introducing a fenestration pattern at upper floors that better reflects the historic streetscape;
 - Introducing a varied roofline around the perimeter of the site that better reflects the historic development of this part of the conservation area;
 - The removal of large blank blocks generally and the introduction of a development that better reflects the historic grain of this part of the conservation area.
 - The use of appropriate materials; and
 - A development pattern that introduces permeability to the site that allows a visitor to see into and out of the site, including hitherto inaccessible views of the town hall tower.
- 8.230
- Similar benefits accord to the local settings of listed buildings, especially those that are enveloped within the existing Kennet Centre.
- 8.231
- Accordingly, it would satisfy sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas Act) 1990, and the relevant parts of national policy and the development plan relating to heritage assets.

- 8.232 In accordance with the same statutory provision and paragraph 193 of the NPPF, these enhancements should carry great weight in the determination of this application.
- 8.233 Notwithstanding, should the Council arrive at a different conclusion and identify any element of harm to the significance of any heritage asset, then this must be 'less than substantial' and so would fall to be treated in the terms set out in paragraph 196 of the NPPF. If paragraph 196 is engaged, while the element of harm must be given great importance and weight, the paragraphs above identify significant heritage benefits which must also be accorded great weight in the decision making process. If having followed this assessment under paragraph 196 of the NPPF, a decision maker should identify any residual harm to heritage assets, then it would be incumbent upon them to weigh other wider planning benefits against that harm, such as housing benefits, economic benefits and so on. These are described within the Planning Statement prepared by Lochailort Newbury Ltd.
- 8.234 Overall, the Proposed Development represents an opportunity to provide a significantly enhanced residential offer for Newbury, whilst also being a catalyst for wider regeneration and economic benefits. The proposed uses, architectural quality and urban design features demonstrably improve the appearance, character and function of the townscape, the conservation area and the settings of various listed buildings.

9.0 CONCLUSION

KENNET CENTRE, NEWBURY

CONCLUSION

- 9.1
- Montagu Evans has been instructed by Lochailort Newbury Limited (hereby referred to as the 'Applicant') to provide consultancy services and produce this Heritage, Townscape and Visual Impact Assessment (the 'HTVIA') in support of proposals which are the subject of a planning application for the proposals at the Kennet Centre, Market Street/ Bartholomew Street/Cheap Street/Market Place, Newbury RG14 5EN (the 'Site').
- 9.2
- The proposals involve the redevelopment of the existing site to create a new vibrant mixed-use, residential-led development. The proposals comprises of a number of blocks that range in height from two to eleven storeys and provides 402 new residential units ranging from studios to 3 bedroom apartments. New residents will have access to communal amenity space, podium gardens and roof terraces to use as well as their own private balcony or garden amenity. In addition to the residential element, the proposed masterplan also ground floor amenity and flexible commercial units, two office buildings and a single storey extension to the existing car park. Extensive new public realm, including a new square and connections through the Site.
- 9.3
- The wider public benefits associated with the development are set out in the Planning Statement that accompanies the application.
- 9.4
- This HTVIA provides an assessment of the impact of the Proposed Development on heritage, townscape and visual receptors.

TOWNSCAPE AND VISUAL

- 9.5
- In townscape terms, the development both reflects and enhances the character of this part of Newbury. It will form an attractive addition to the townscape with high architectural design qualities. The development will open up the currently impermeable site with a series of openings, yards and passages running through the site, including a new civic square to the south of the site.
- 9.6
- The central part of the development takes its cue from the industrial heritage of this part of Newbury. The former Eagle Works which used to occupy the site were demolished to make way for the existing centre. The works themselves were historically significant and this past heritage is reflected in the naming of the development and an architectural approach which reflects the Victorian approach to factories and buildings such as breweries in their form, rhythm, materiality and detailing. The development therefore will be locally distinctive and embedded within the local context.
- 9.7
- The key views identified at **Section 7.0** demonstrate the visual appearance of the Proposed Development from the surrounding environment.
- 9.8
- The development is not generally visible from the most sensitive parts of the canal side path, either to the east or west of Northbrook Street. Thus users of the canal path will be unaffected by the development and they will continue to be able to traverse the canal with no material impact to that experience. This is the same further west – the development will have a negligible impact on views from and around the swing bridge.
- 9.9
- Where the Proposed Development is capable of being glimpsed from limited positions from these sensitive locations, the impact is negligible due to the angle of view, interposing development and the design of the development itself, drawing its design, form and materiality from the surrounding context.

- 9.10
- The analysis shows that the Proposed Development would be partially visible in several of the views, to varying degrees of prominence. This includes along Northbrook Street, within Market Place Where the development can be seen, the architectural detailing of the blocks would be perceptible. The proposed fenestration pattern, brick detailing and variety in roof form would complement the surrounding built form and reflect the former Victorian industrial heritage of the Site. The layered massing of the Proposed Development will form an attractive feature in on the skyline and contribute in breaking up the scale of the blocks.
- 9.11
- The Proposed Development will also create new hitherto unavailable views through, into and out of the development. This will allow the users of the Proposed Development to better understand the historic context of the site (for example its past association with the Eagle works and engineering), and the history of Newbury as a whole. New views of the grade II listed Town Hall Clock tower will be revealed from within the site, to the south. This will aid wayfinding within this part of Newbury. .
- 9.12
- Where the development is visible in closer views and within its immediate street context, the development represents a significance enhancement to visual amenity arising from the removal of the existing unattractive Kennet Centre and the replacement of the perimeter with development that better reflects the history of the site
- HERITAGE
- 9.13
- We have assessed the existing Site and its contribution to the Newbury Town Centre Conservation Area and have come to the view that the replacement of the current building would not harm the overall character and appearance of the Conservation Area, or harm the significance of nearby designated and non-designated heritage assets, when the design of the replacement building is considered. .

- 9.14
- In summary, the Proposed Development results in various enhancements to the Newbury Conservation Area:itself:

 - Replacing blank frontages at ground floor with animated and active commercial uses, particularly on the streets on the perimeter of the site;
 - The introduction of those uses themselves enhance the character of this part of the conservation area, and reflect the historic pattern of residential and commercial uses which was lost with the first development of the Kennet Centre;
 - Introducing a fenestration pattern at upper floors that better reflects the historic streetscape;
 - Introducing a varied roofline around the perimeter of the site that better reflects the historic development of this part of the conservation area;
 - The removal of large blank blocks generally and the introduction of a development that better reflects the historic grain of this part of the conservation area.
 - The use of appropriate materials;
 - A development pattern that introduces permeability to the site that allows a visitor to see into and out of the site, including hitherto inaccessible views of the town hall tower.

9.15

Similar benefits arise in relation to the settings of various listed buildings within the town centre, especially those in closest proximity to and enveloped by the Kennet Centre.

9.16

In accordance with statutory provision and paragraph 193 of the NPPF, these enhancements should carry great weight in the determination of this application. Notwithstanding, should the Council arrive at a different conclusion and identify any element of harm to the significance of any heritage asset, then this must be 'less than substantial' and so would fall to be treated in the terms set out in paragraph 196 of the NPPF. If paragraph 196 is engaged, while the element of harm must be given great importance and weight, the paragraphs above identify significant heritage benefits which must also be accorded great weight in the decision making process. If having followed this assessment under paragraph 196 of the NPPF, a decision maker should identify any residual harm to heritage assets, then it would be incumbent upon them to weigh other wider planning benefits against that harm, such as housing benefits, economic benefits and so on. These are described elsewhere.

9.17

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

SUMMARY

- 9.18
- The Proposed Development has evolved through a detailed understanding of the Site, history of the area and its surrounding context.
- 9.19
- The Proposed Development represents an opportunity to maximise the potential of the Site, and develop a collection of buildings that are of high architectural quality, which responds to the surrounding conservation area and listed buildings, and positively contributes to the area.

APPENDIX 1: ACCURATE VISUAL REPRESENTATION METHODOLOGY PREPARED BY ANDERSON TERZIC PARTNERSHIP

KENNET CENTRE, NEWBURY

ACCURATE VISUAL
REPRESENTATIONS

THE KENNET CENTRE
NEWBURY
REDEVELOPMENT



Introduction

We have produced images accurately showing the appearance of the proposed Eagle Quarter development viewed from locations in Newbury. We worked from photos selected by our clients, Lochailort Newbury, and a computer model of the proposals provided by Collado Collins architects.

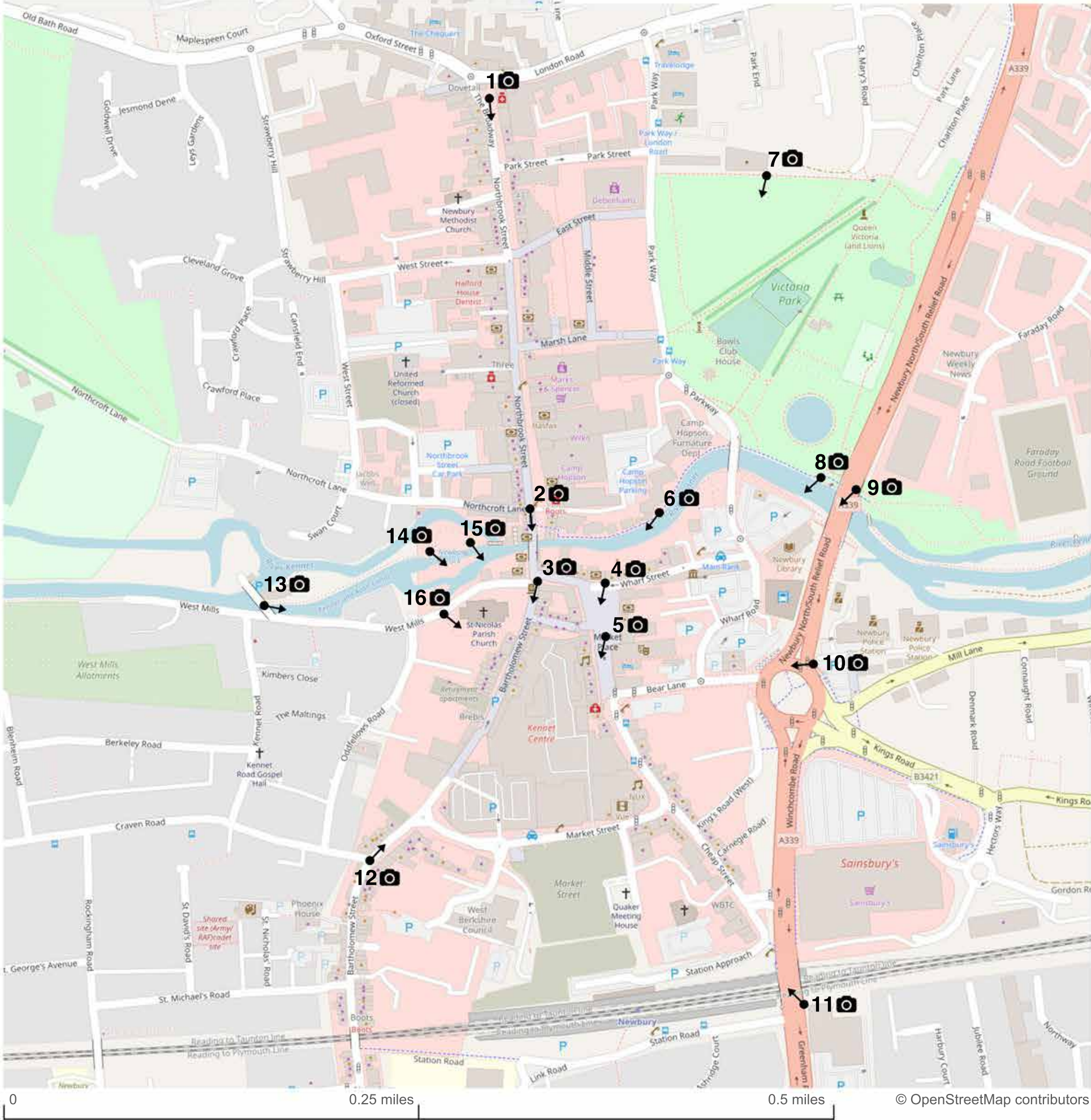
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The Exchange
Somerset House
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London
WC2R 1LA

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david@anderson-terzic.co.uk

Map of Camera Positions

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



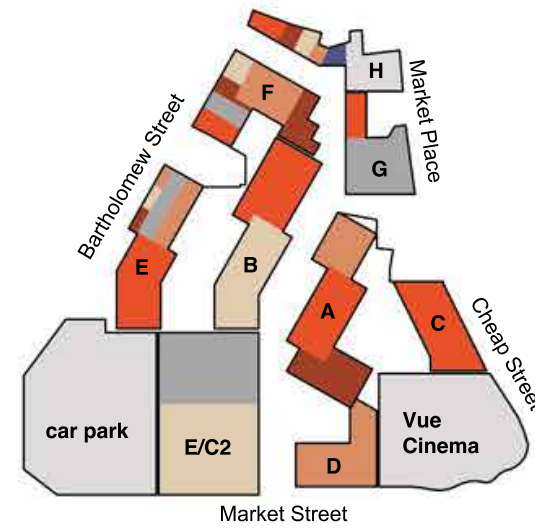
Cameras

	TITLE	DESCRIPTION
VIEW 1	Clock Tower	Looking down Northbrook Street from The Broadway, standing just south of the Clock Tower.
VIEW 2	Northbrook Street	Looking over the river bridge and through to Bartholomew Street.
VIEW 3	Bridge Street	Looking down Bartholomew Street from the corner of Bridge Street and Mansion House Street.
VIEW 4	Market Place	From The Old Waggon And Horses pub.
VIEW 5	Corn Exchange	From the centre of Market Place.
VIEW 6	Canal Walk	Outside No.4 Canal Walk looking towards the Slug And Lettuce.
VIEW 7	Victoria Park	Outside Victoria Park Nursery School.
VIEW 8	The Wharf	From the River Kennet towpath beside Victoria Park.
VIEW 9	A339 River Bridge	Looking over the bridge to the Wharf.
VIEW 10	A339 Roundabout	Looking towards Bear Lane.
VIEW 11	A339 Railway Bridge	Standing by the corner of Halfords in Greenham Road.
VIEW 12	Bartholomew Street	At the junction with Craven Road.
VIEW 13	Swing Bridge	Looking along West Mills to St Nicolas Church.
VIEW 14	Towpath	Standing on the towpath opposite Town Mills .
VIEW 15	Newbury Lock	Standing on the canal towpath.
VIEW 16	St Nicolas Church Hall	Standing in West Mills in front of the west end of the church.

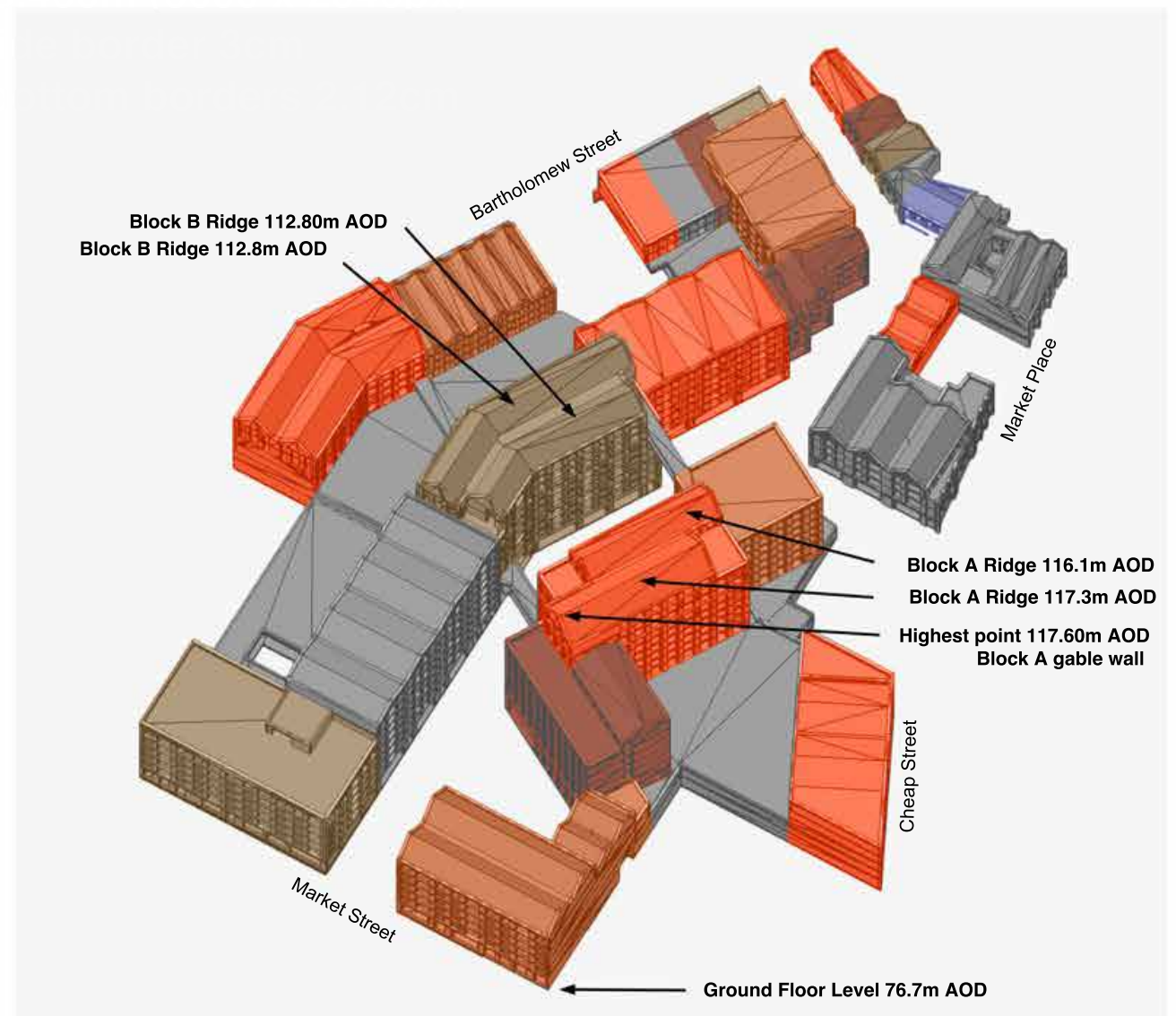
				ANDERSON TERZIC CAMERA COORDINATES						CAMERA	CAMERA POSITION OS		CAMERA TARGET OS	
	ORIGINAL PHOTO	TIME	DATE	HFOV	X	Y	Z	X TARGET	Y TARGET	GRD LVL	EASTINGS	NORTHINGS	EASTINGS	NORTHINGS
UNITS				degrees	metres >>									
VIEW 1	IMG_0603.jpg	15:40	25/Jan/2021	60	1063.0	1595.3	78.7	1060.1	1499.8	77.1	447063.0	167595.3	447060.1	167499.8
VIEW 2	IMG_0460.jpg	11:32	21/Jan/2021	60	1104.2	1195.3	80.0	1110.5	1092.8	76.9	447104.2	167195.3	447110.5	167092.8
VIEW 3	DSC00097.jpg	11:16	02/Feb/2021	60	1111.7	1143.9	79.3	1098.9	1058.3	77.8	447111.7	167143.9	447098.9	167058.3
VIEW 4	IMG_0499.jpg	12:54	22/Jan/2021	64	1182.3	1131.9	77.9	1166.6	1060.3	76.2	447182.3	167131.9	447166.6	167060.3
VIEW 5	IMG_0595.jpg	15:25	25/Jan/2021	66	1180.5	1093.0	78.4	1168.1	1051.7	76.6	447180.5	167093.0	447168.1	167051.7
VIEW 6	IMG_0453.jpg	11:17	21/Jan/2021	60	1225.8	1196.8	77.5	1206.7	1161.9	74.1	447225.8	167196.8	447206.7	167161.9
VIEW 7	DSC00085.jpg	10:39	02/Feb/2021	60	1326.9	1526.8	75.6	1248.6	1302.3	74.1	447326.9	167526.8	447248.6	167302.3
VIEW 8	IMG_0449.jpg	11:14	21/Jan/2021	60	1389.8	1230.4	77.0	1262.2	1143.2	75.5	447389.8	167230.4	447262.2	167143.2
VIEW 9	IMG_0596.jpg	15:30	25/Jan/2021	60	1425.4	1231.1	80.8	1313.1	1147.1	79.1	447425.4	167231.1	447313.1	167147.1
VIEW 10	IMG_0553.jpg	13:04	22/Jan/2021	60	1377.5	1055.9	78.6	1315.4	1055.4	77.1	447377.5	167055.9	447315.4	167055.4
VIEW 11	IMG_0438.jpg	10:50	21/Jan/2021	60	1379.2	725.2	82.0	1260.5	812.0	80.3	447379.2	166725.2	447260.5	166812.0
VIEW 12	IMG_0477.jpg	11:54	21/Jan/2021	60	951.4	848.1	79.3	982.7	894.5	77.6	446951.4	166848.1	446982.7	166894.5
VIEW 13	IMG_0484.jpg	12:17	21/Jan/2021	60	849.2	1102.8	79.5	911.0	1081.5	77.8	446849.2	167102.8	446911.0	167081.5
VIEW 14	IMG_0465.jpg	11:37	21/Jan/2021	64	967.2	1147.4	79.1	1065.1	1105.0	77.5	446967.2	167147.4	447065.1	167105.0
VIEW 15	IMG_0470.jpg	11:39	21/Jan/2021	64	1032.6	1161.7	79.0	1074.6	1105.9	77.4	447032.6	167161.7	447074.6	167105.9
VIEW 16	IMG_0473.jpg	11:43	21/Jan/2021	60	1014.2	1095.3	78.0	1045.0	1074.4	76.3	447014.2	167095.3	447045.0	167074.4

GRD LVL Ground level height above ordnance datum
HFOV Horizontal field of view
OS Ordnance Survey
Z Camera height above ordnance datum

The Proposals



Key to Block Names

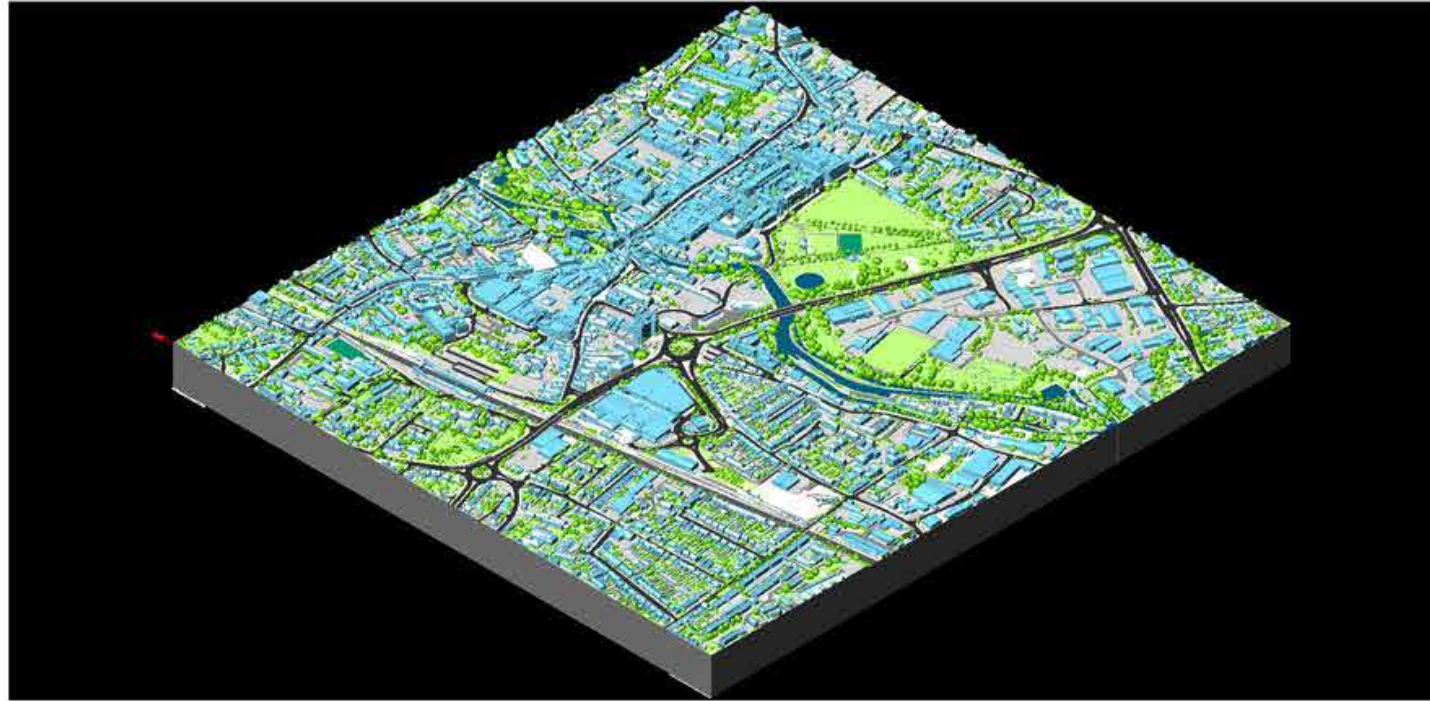


Heights of the scheme

AOD is 'Above Ordnance Datum', the official Ordnance Survey measure of sea level. AOD heights will correlate with heights and contours on OS maps.

Method

ZMAPPING TOWNSCAPE MODEL



CHOICE OF CAMERA VIEWPOINTS

We have used photographs selected by our clients. Their aim is to give a representative indication of the visual impact of the development from all directions.

The images are wide angle allowing us to show the townscape context in each image. Most have a horizontal field of view of 60 degrees. This is equivalent to a 31mm lens on a 35mm format camera.

SOURCES OF DATA

Architect's 3D computer model.

By Collado Collins. (colladocollins.com) This model of the proposed buildings was created in Autocad Revit and was issued to us on 8th Feb 2021. The same model was used by the architects to generate the drawings submitted in the planning application.

3D computer model of the existing townscape.

By Zmapping (zmapping.com). This was created from airborne photography by the process of photogrammetry. (Photogrammetry is a process where computer software assesses many aerial photos and uses triangulation to calculate the 3D positions of noticeable features). They estimate the accuracy of the model as 25cm to 50cm. It generally seems accurate apart from the odd quirk:

- No information is provided beneath projections, so the space under a canopy or roof eaves is solid building.
- The land is too smooth to show localised inconsistency, notably the hump-back bridge in Bridge St is flattened out.

Site Survey

By Siteline (siteline.co.uk)

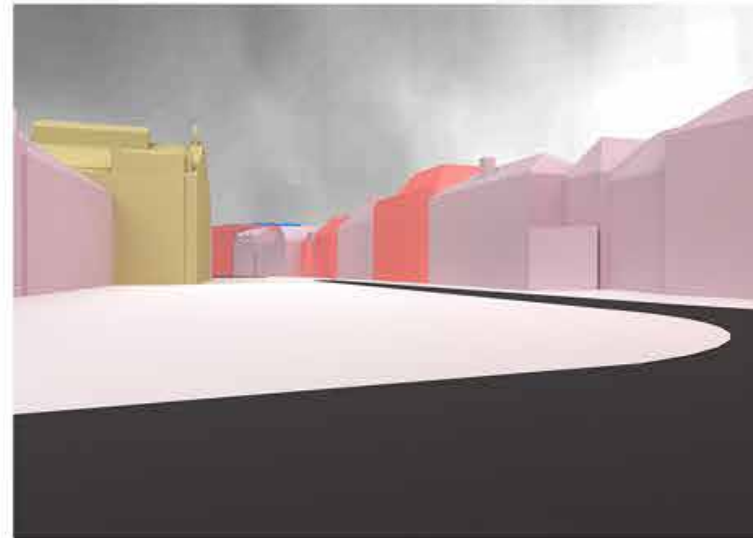
OS maps

OS 'Mastermap' by Ordnance Survey. Accurate to about 30 to 50cm.

ALIGNMENT STEPS



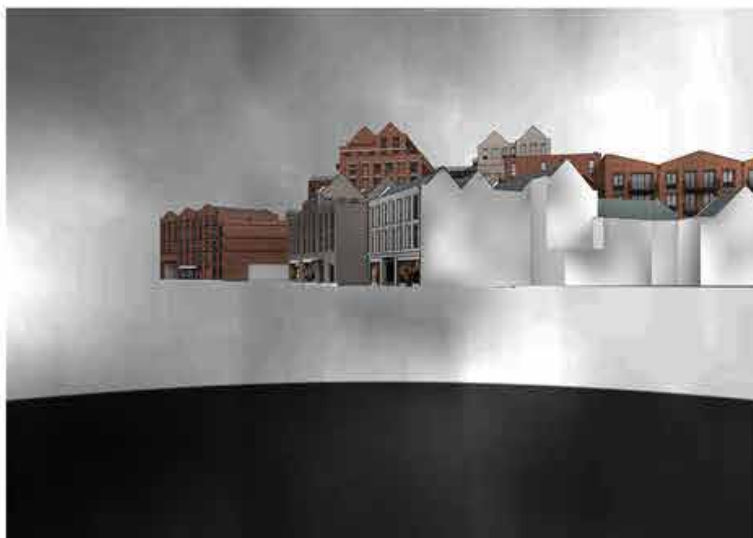
1. Photograph



2. Townscape model



3. Townscape model aligned to fit with photograph



4. Architect's model



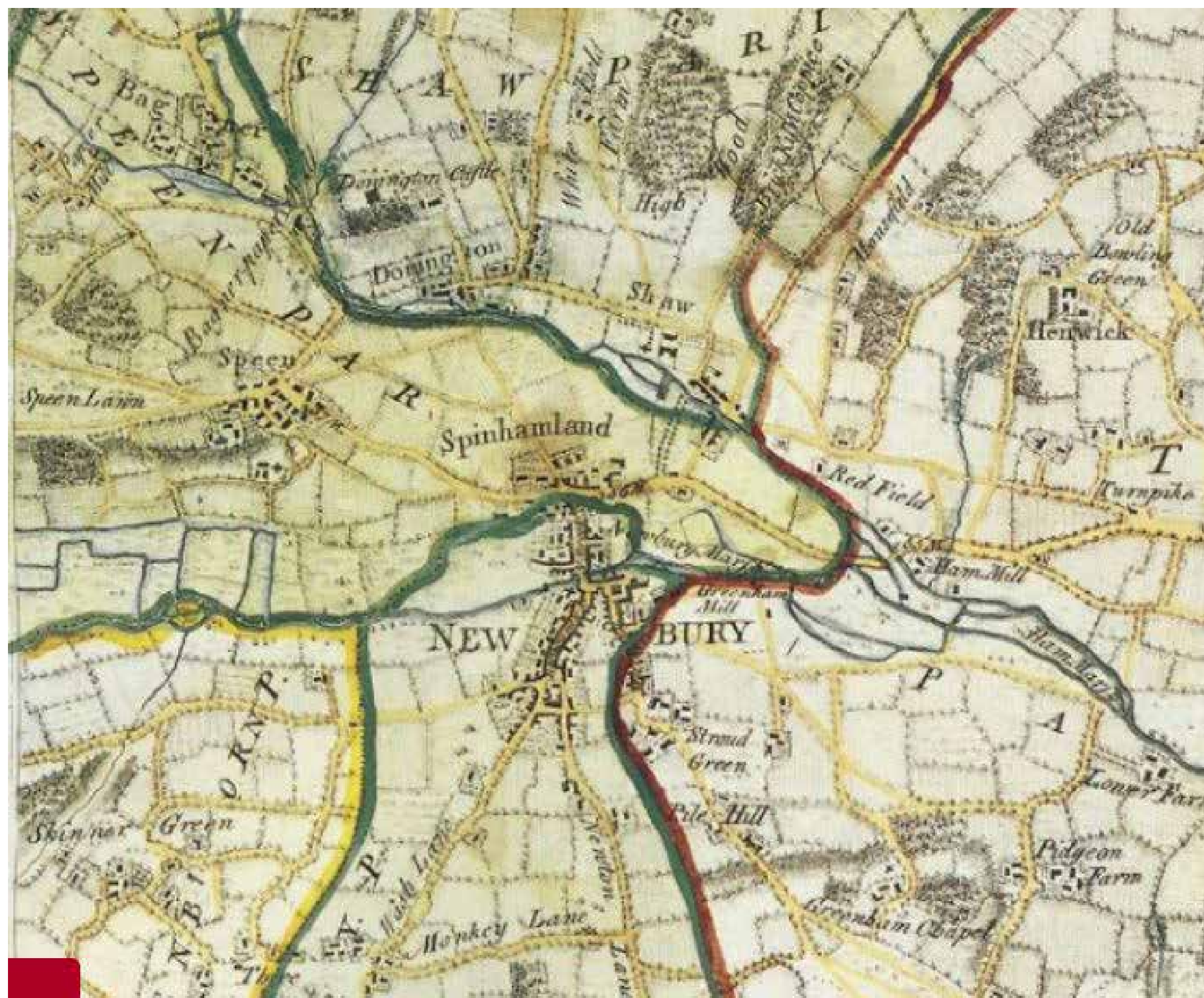
5. Architect's model aligned to fit townscape model

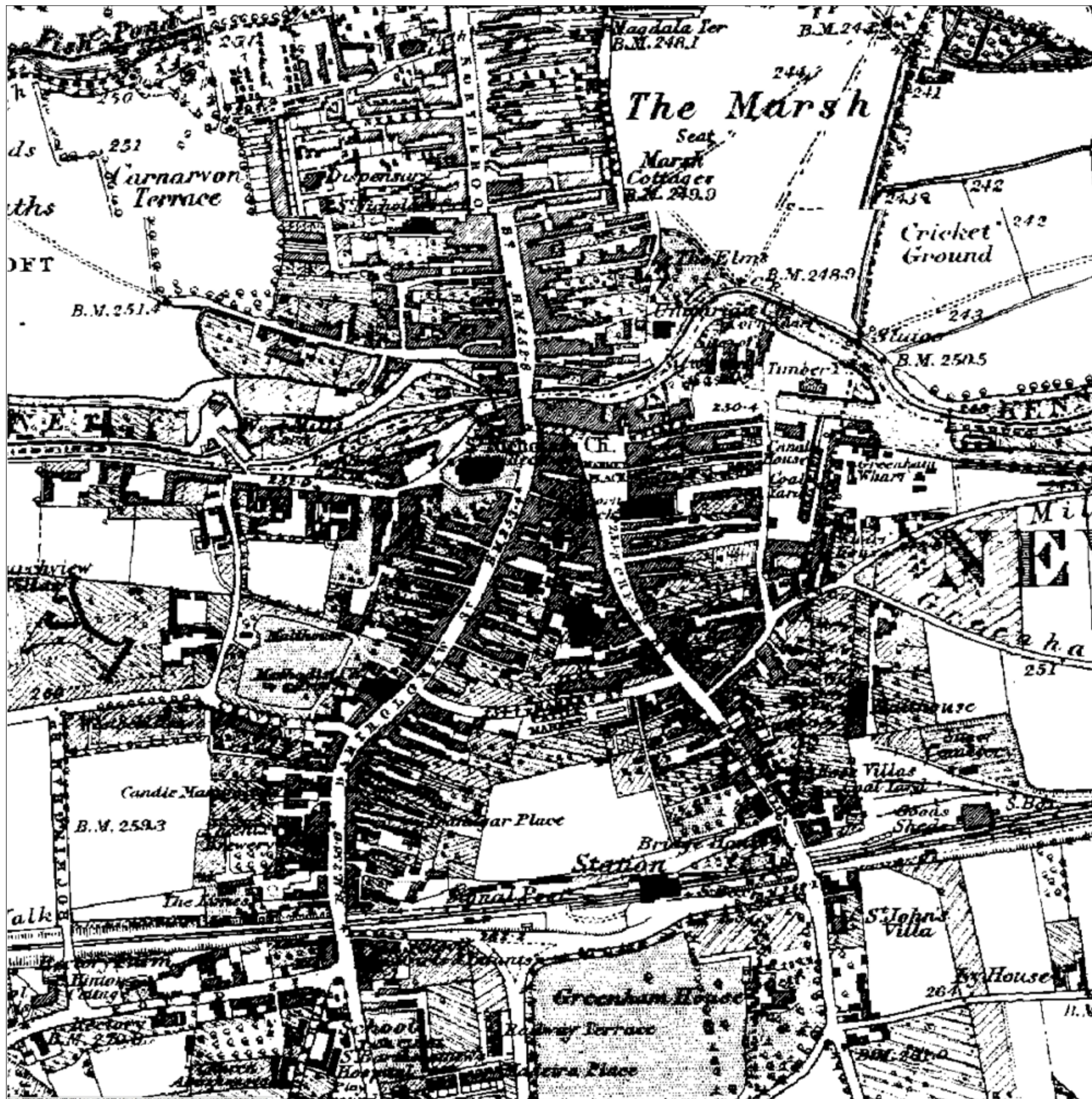


6. Architect's model inserted in photograph

APPENDIX 2: HISTORICAL MAPPING OF NEWBURY

KENNET CENTRE, NEWBURY

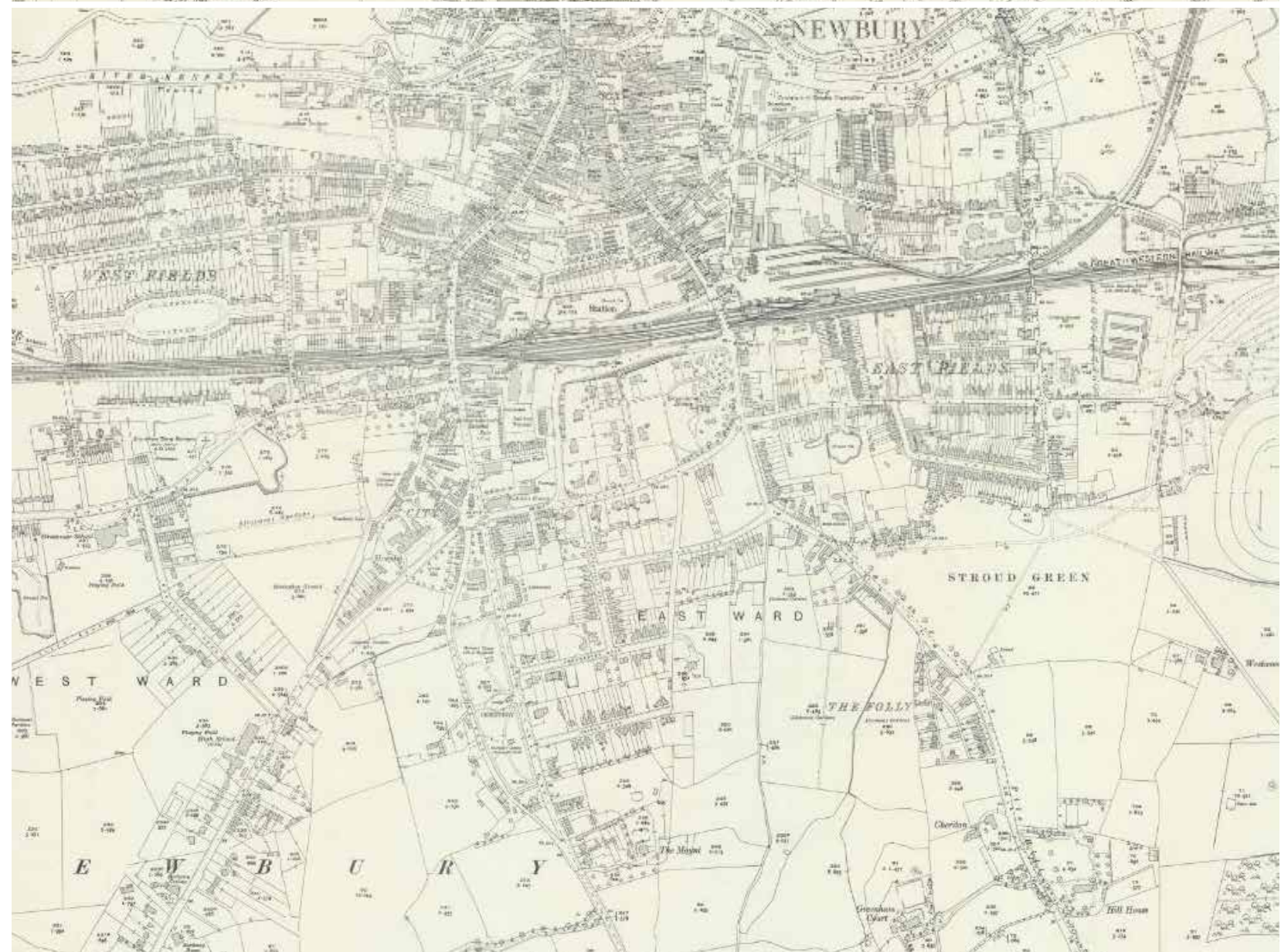




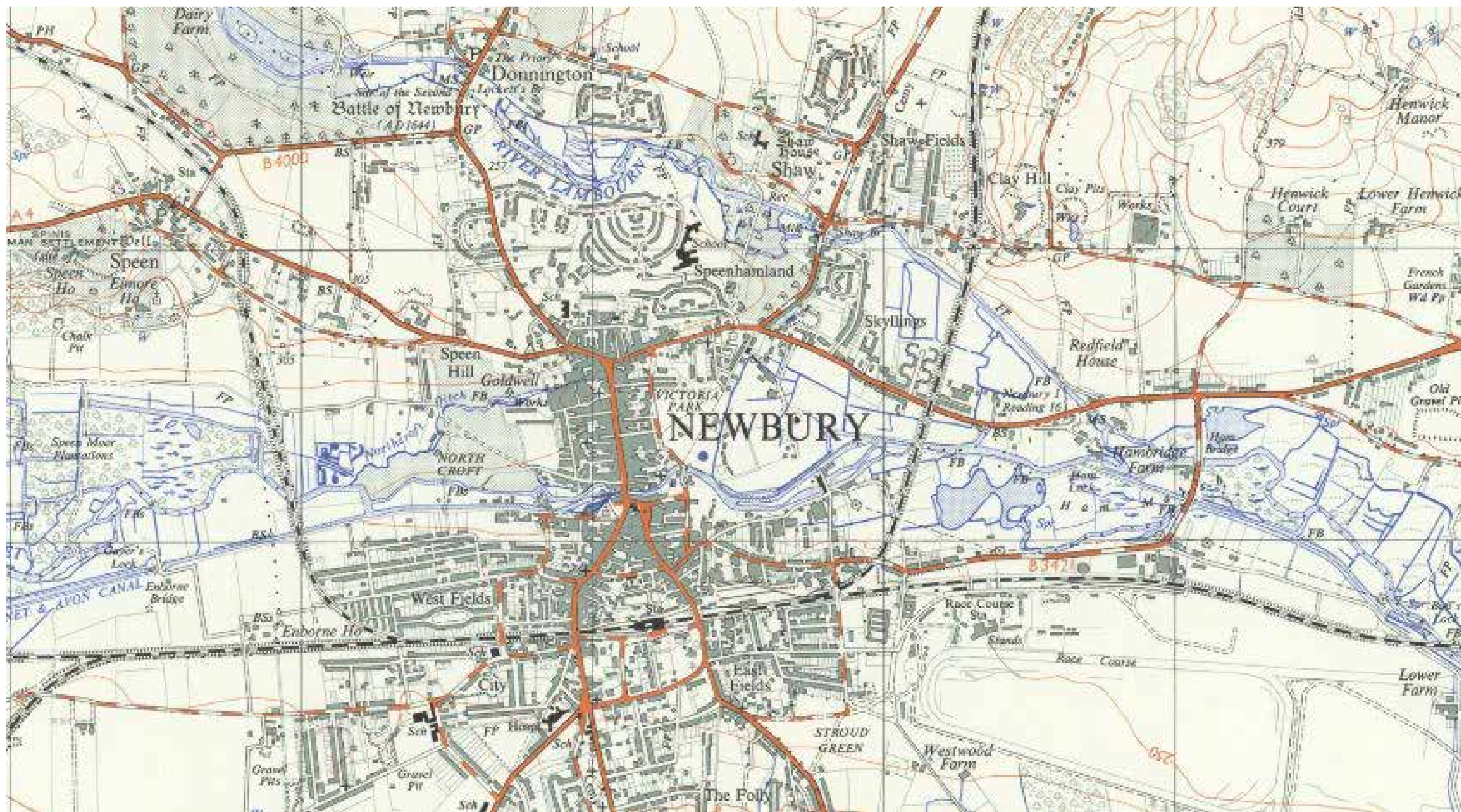
Landmark
 INFORMATION GROUP

Landmark Historical Map
 County: BERKSHIRE
 Published Date(s): 1877-1883
 Originally plotted at: 1:10,560









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