

An aerial photograph of Newbury, UK, showing a dense residential and commercial area. A large, irregularly shaped area in the center is highlighted with a semi-transparent red overlay, indicating the location of the Market Street development. The surrounding area includes various buildings, streets, and green spaces.

MARKET STREET NEWBURY
Community Forum
Presentation • 24 September 2015

MARK
NEWBURY
STREET

BACKGROUND

COMMUNITY PLANNING

KEY THEMES

SITE ANALYSIS

URBAN DESIGN VISION

ILLUSTRATIVE MASTERPLAN

NEXT STEPS

The Team

Investing in Homes since 1912
grainger plc

Grainger plc is the UK's largest listed residential property owner and manager with c.20,000 homes under management across the UK and Germany. Grainger was established in 1912 in Newcastle upon Tyne, where it remains headquartered. Grainger is a constituent of the FTSE 250 on the London Stock Exchange and the FTSE 4Good index. Grainger was awarded the UK's Residential Asset Manager of the Year at the RES Awards in 2015, 2014, 2013 and 2012.



Macaulay Walk

- Redevelopment of 1.8-acre brownfield site
- 97 residential units – 65 private, 32 affordable.
- Mix of new build and warehouse conversion.
- Variety of apartments and mews houses.
- Winner-WhatHouse? Awards - Gold Award - Best Apartment Scheme, Gold Award - Best Brownfield Development, Silver Award - Best Mixed Use Development, Bronze Award - Best Development. (logo attached)
- Winner- Sunday Times British Home Awards – Best Mixed Use Scheme and Best Development



Wellesley, Aldershot

- Wellesley, delivered by Grainger PLC, is an exciting development of 3,850 homes on the 255 hectare former Aldershot Garrison site.
- A new slip road onto the A331 and further highway improvements
 - Two new primary schools
 - Extensions to two secondary schools, providing over 675 new school places
 - Two new pre-schools and day care centres
 - 110 hectares of new managed green space, play areas, sports and community facilities
 - The refurbishment of six listed buildings, including the Cambridge Military Hospital and Headquarters 4th Division and provision of a Heritage Trail.



Berewood, Waterlooville

Berewood is 209 hectares (516 acres) urban extension to the west of Waterlooville.

- Up to 40% affordable housing
- Approximately 2,550 residential units
- Land for 2 primary schools (3ha + 2.2ha)
- Leisure facilities
- Employment space
- New public park.



John Thompson & Partners is an international planning practice of architects and urbanists with extensive experience of delivering successful projects for both public and private sectors throughout the UK, and internationally. We use participatory techniques pioneered and honed over two decades to build collaborative visions for our projects with the very people who will go on to use them.



Hungate, York is a brownfield site located on the banks of the River Foss on the south-east edge of the historic centre and within 800m of York Minster. It was the largest remaining development opportunity within the city's walls and outside its Conservation Area. Archaeology and flooding issues constrained the site.

The City of York's planning brief set out a vision to create a sustainable and attractive new riverside quarter.



French Quarter is located within the historic old town of Southampton. War-time damage combined with post-war traffic planning had destroyed the historic urban fabric of French Quarter. The existing buildings were of poor quality with frontages set back behind wide pavements, destroying the sense of enclosure and impeding activity on the streets. A four lane carriageway cutting across the historic grid of the city resulted in loss of spatial definition to key streets.

A development was created that recreated the fine grain of the medieval street pattern, helping to enrich the spaces between the new buildings.



Park Central, the former New College site on The Avenue, Southampton develops 3.39 ha of brownfield land into a high quality sustainable mixed use, mixed tenure development, which is situated within close proximity to the city centre and all its facilities. The site falls within two Conservation Areas and contained a significant number of existing trees, many of which were retained as part of the masterplan vision.

Through the understanding of local context and character, community involvement and the establishment of a design philosophy and approach, the aim was to ensure the development created a positive sense of place that contributes to the wider urban grain and the creation of a strong local identity.

NEWBURY

2026

Newbury in 2026..... freedom to grow



A future 'urban village':

A mixed use, but predominantly residential area, with greatly improved pedestrian links between the railway station and the town centre.

- It can accommodate at least 200 homes
- Small scale units for appropriate commercial uses
- Improved car parking for users of Newbury railway station
- Railway station improvement works are also planned
- Bus station relocation
- Friends Meeting House on site



The Site



Site Boundary



Market Street Site Boundary as identified in the Newbury Vision 2026

BACKGROUND



Community
Planning Weekend:
Public workshops
10 & 11 July 2015

Community
Planning Weekend:
Report Back
16 July 2015

Design development
July – October 2015

Detailed planning
application
submission
End 2015

Anticipated
determination
Spring 2016

Detailed design &
procurement
Spring / Summer
2016

Enabling works
Autumn 2016

Start on site
2017

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A step closer to a new 'urban village'

ANOTHER prime town centre site in Newbury is on the verge of high-rise redevelopment.

Developers and West Berkshire Council want to turn the 5.5 acre site between Newbury rail station and Market Street into an 'urban village' and provide a new gateway to the town, and also want to get the public's input into the project.

Developer Grainger is appealing to the public to help "shape" proposals for a new "urban village" - plans it describes as "a residential-led, mixed-use neighbourhood with greatly improved pedestrian links".

In 2013, West Berkshire Council was criticised by property experts and residents for giving away its land, worth £3.9m, to developers for nothing.

Opponents of the project said the land give-away was too high a price to pay for the latest installment of Newbury Vision - the council's over-arching development brief for the town.

The major redevelopment was originally touted in 2006 and draft plans were first displayed in January of this year, with an estimated building price tag of around £50m.

According to Grainger, the development will be able to accommodate at least 200 homes, along with small units for commercial and retail uses and extra car parking for users of Newbury rail station, together with some station improvements.

West Berkshire Council has also set out its long-term plan for the site in its *Newbury Vision 2026* document, which stated that the redevelopment would "provide an area that creates an impressive sense of arrival into the town".

According to the council, the area will be cleared and redeveloped over a period of five years and will include town centre residential accommodation, small-



A formal planning application is yet to be submitted and planners will first hold a "Community Planning Weekend" in July to ask members of the public directly to come up with their own ideas for the development.

When asked what input the public can have when so much of the development had already been decided by both developers and the council, development director at Grainger David Walters said "While the over-arching vision has been outlined by West Berkshire Council in its *Newbury Vision 2026*, Grainger believe it is essential for communities to participate and influence the final scheme for Market Street.

"Our Community Planning Weekend will be a real opportunity for local residents and businesses to take an active role in the interactive workshops and planning groups we have planned and contribute to the final proposals for the site."

Charles Campion, partner at JTP - the architects who are designing the project, said: "Consultation without participation is simply asking people to comment on what has already been drawn up by professionals.

"Participation in a well organ-

ized week: "The Market Street development or 'urban village' will ultimately bring significant economic benefits for the whole town.

"It forms a key part of the West Berkshire Council's *Newbury Vision 2026* that has already delivered projects such as Parkway, the cinema, and the popular pedestrian areas in the town centre."

She added that with the impending electrification of the rail line "the council saw this as an opportunity to provide a new and enhanced gateway to Newbury."

The community planning weekend which is open to the public will be held at the West Berkshire Council Offices on Market Street on Friday July 10 between 1.45pm and 7pm and Saturday July 11 between 10.45am and 4pm.

At the public meetings there will be workshops, walkabouts and hands-on planning groups, and an exhibition explaining the background to the site.

Design team members will also attend to answer questions about the development.

Following the weekend JTP will draw up a new vision for the site, including an illustrative





TEAM TOUR





OPENING

jtp



**MARKET STREET NEWBURY
COMMUNITY PLANNING WEEKEND**
 7:00PM - 9:00PM Friday 18 July & 10:00AM - 4:00PM Saturday 19 July 2015
 Venue: West Easton's Council Offices, Market Street, Newbury RG14 3ED
 Report Back Presentation: 7:00PM - 8:30PM Thursday 18 July 2015
 Venue: St Nicolas Church, West Hill, Newbury RG14 5AG
 @grange24 | EVERBODY IS WELCOME

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NEXT STEPS

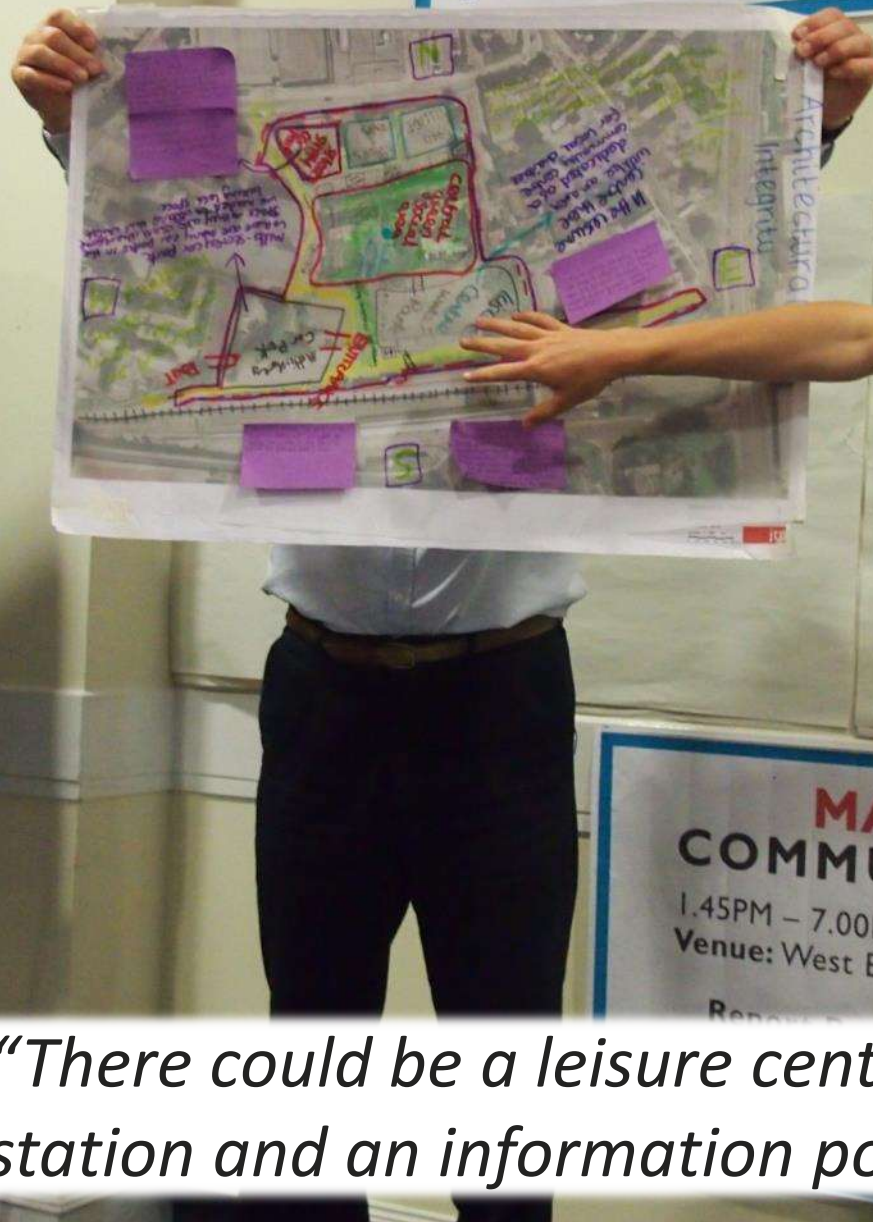
ISSUES

DISCUSS

SOLUTIONS

OPENING

itp



Report
Venue: St Nicolas Church
granger plc
EVERYBODY IS W

MAR
COMMUN
1.45PM – 7.00PM, P
Venue: West Berks
Rep

“There could be a leisure centre near the station and an information point!” TRINITY SCHOOL



“This park can be used as an outside leisure area and will be linked to an indoor social area, with seating, which young adults in Newbury really need!”

YOUNG PEOPLE'S WORKSHOP

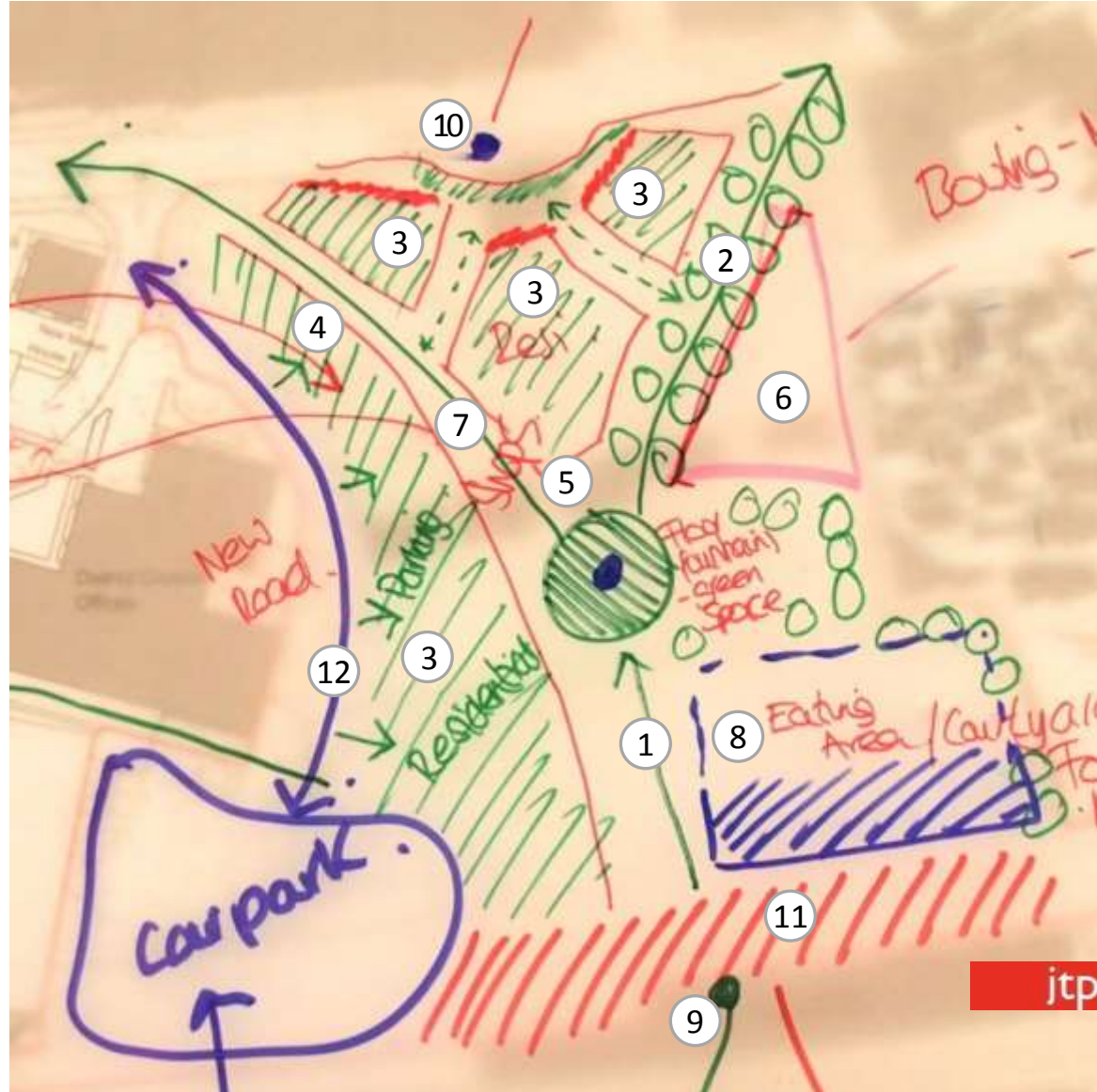
STATION WALK



YOUNG PEOPLE'S WORKSHOP

STATION WALK

1. View through to **green space** with fountain or art installation
2. Tree lined **avenue** leading to Market Street
3. Residential, with **shops below**
4. **Gym** – open to all
5. Vertical **greening on façade**
6. Community **meeting place / entertainment**: bowling alley and nightclub
7. Good **street lighting**
8. **Food court** – market – eating area – 'quick' food, with seating area on roof
9. Touchscreen **information point**
10. Bus stop
11. **Pedestrianised area**
12. New **road** to new car park



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grainger plc

EVERYBODY IS WELCOME!

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ISSUES

THE AREA TODAY

DREAMS

SOLUTIONS

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ISSUES

EVERYBODY
CONVULSIONS

WHY MOVE THE BUS STATION?

MARKET STREET

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ISSUES

THE AREA TODAY

SOLUTIONS

DREAMS

The wall display is organized into four main sections, each with a title in a blue box and a corresponding sheet of paper. The sheets are covered with numerous yellow sticky notes and some handwritten notes in red and black ink. The sections are:

- ISSUES:** The leftmost sheet, containing many sticky notes and handwritten notes, some in red ink.
- THE AREA TODAY:** The second sheet from the left, containing several sticky notes.
- DREAMS:** The third sheet from the left, containing several sticky notes.
- SOLUTIONS:** The rightmost sheet, containing several sticky notes and handwritten notes.

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grainger plc

EVERYBODY IS WELCOME!

jtp

HANDS ON PLANNING



HANDS-ON PLANNING • FRIDAY

GETTING ABOUT



"The Kennet Centre looks like the Berlin Wall! But even the Berlin Wall came down ... unexpectedly!"

HANDS-ON PLANNING • FRIDAY

FRIENDS



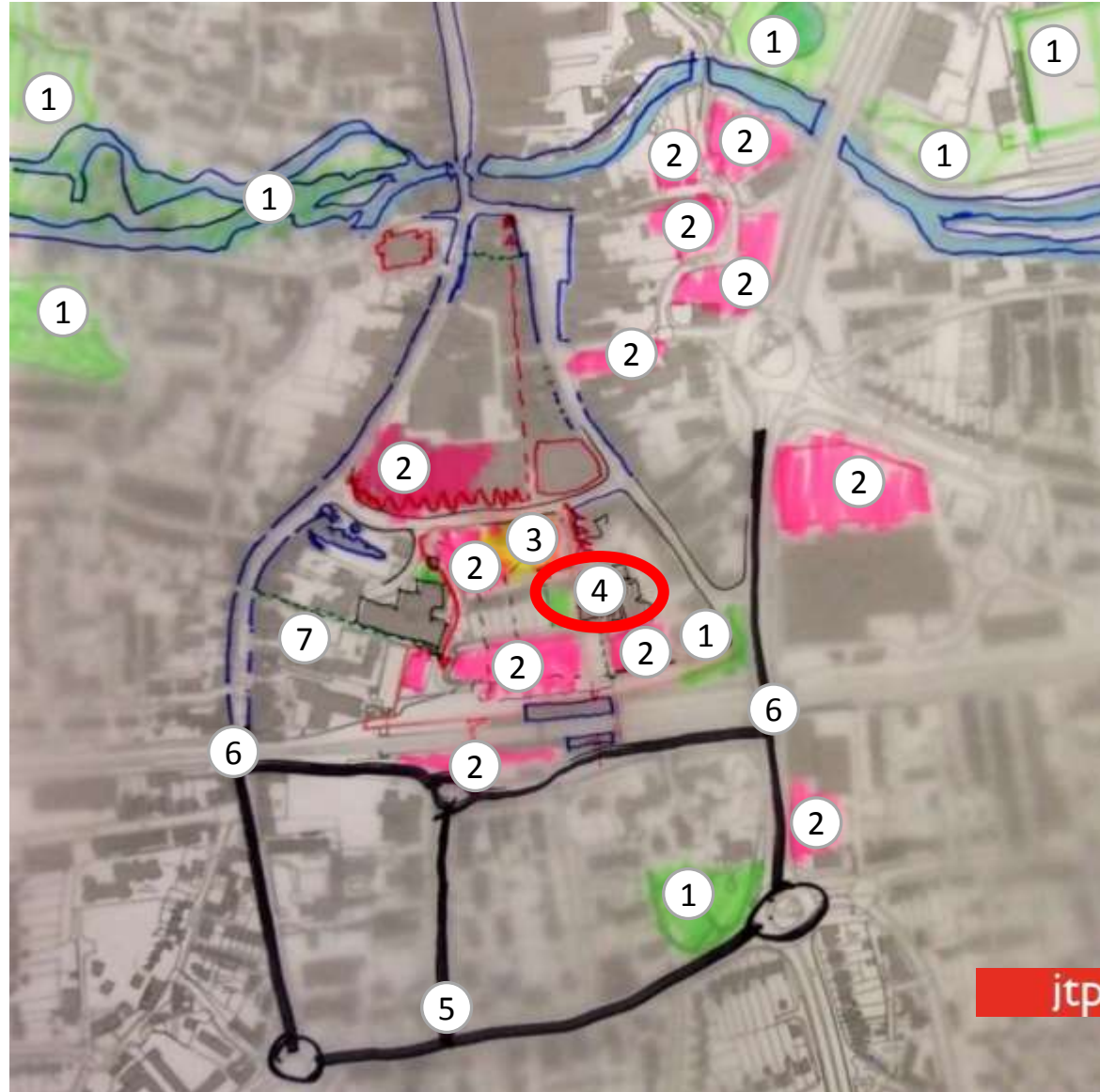
HANDS-ON PLANNING • FRIDAY

LINKED GREENS & URBAN SQUARES



CENTRE HEART

1. **Green spaces** – not many in southern part of town centre
2. **Car parks** – seems a lot
3. Bus station (to be relocated)
4. Grouping of **Quakers, Baptist Church and Retirement community**
5. Road network to south of railway
6. The two bridges crossing the railway are 450m apart
7. Footpath from Bartholomew St



WORKSHOP • FRIDAY

LOCAL ECONOMY



“We've got to get through the pain barrier and then people will start to see the benefits. Once you build it, the rest will fall into place. Then it's all about promotion.”

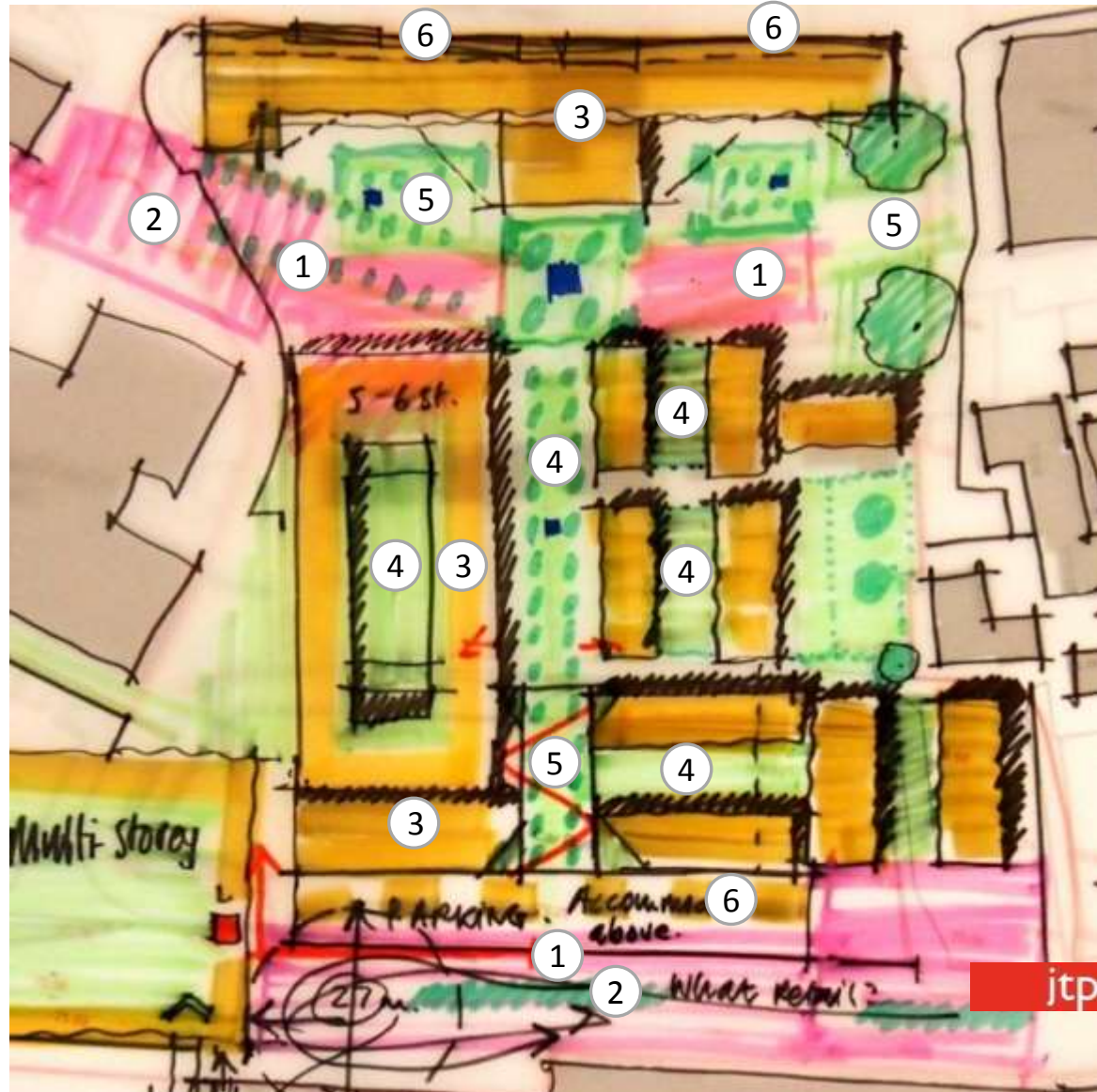
HANDS-ON PLANNING • SATURDAY
NEWBURYNESS



PARK LIVING

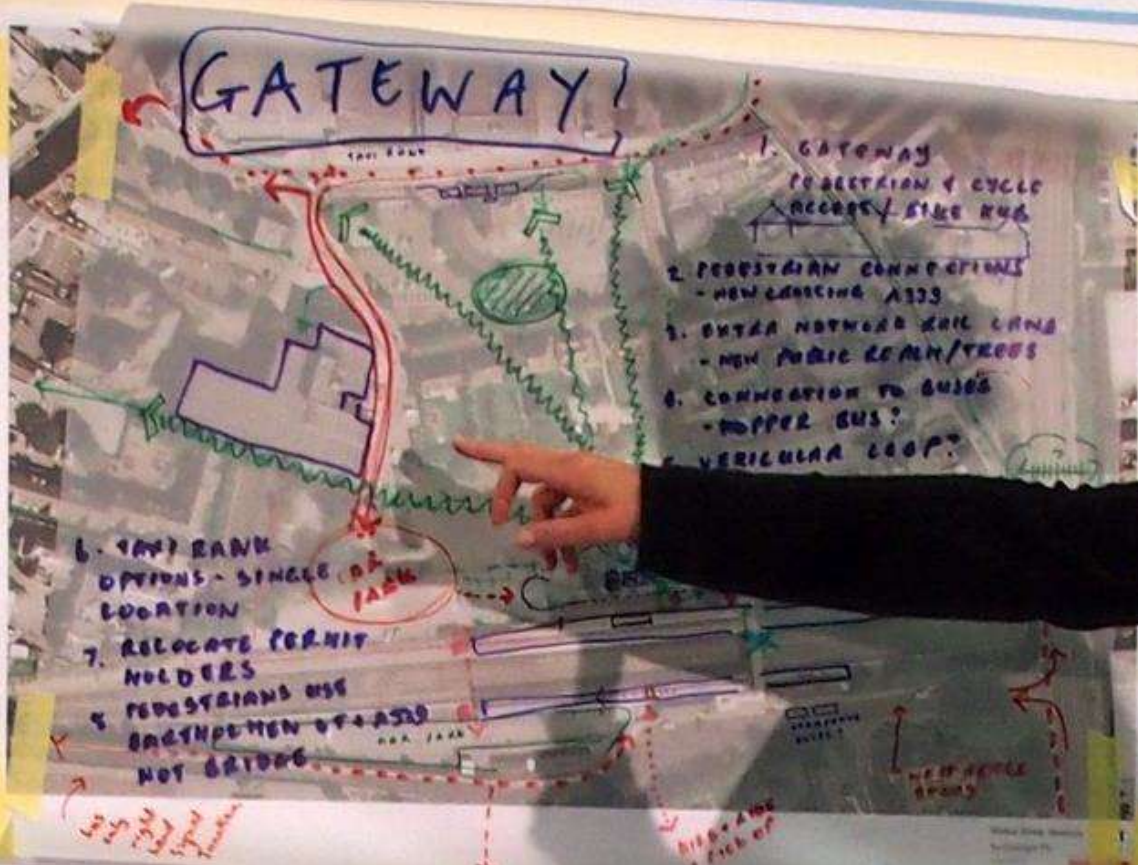
The main themes were:

1. **Walkable** district
2. Predominantly **traffic free** environment
3. Locate **flats** on the main roads and access routes, **houses** to the rear of the flat blocks thereby providing more privacy/ quieter environment
4. **Ample spaces** to sit out, balconies, private gardens, and also roof gardens and terraces
5. **Green public routes** and interlinked town gardens
6. Provide **local facilities** but not to create competition with local businesses



GATEWAY

HANDS-ON PLANNING



NEW IDENTITY

1. **Connections** to Bartholomew Street and Cheap Street
2. **Buses** – need effective shelter – and public toilets!
3. **Footpath** from Bartholomew Street
4. **Possible link to Cheap Street?**
Consider loyalty system to encourage people to shop locally
5. Food store + tourist info?
6. **Bike hub and coffee bar**
7. Station square
8. **Ramp** up to town level
9. **Quiet central green space**



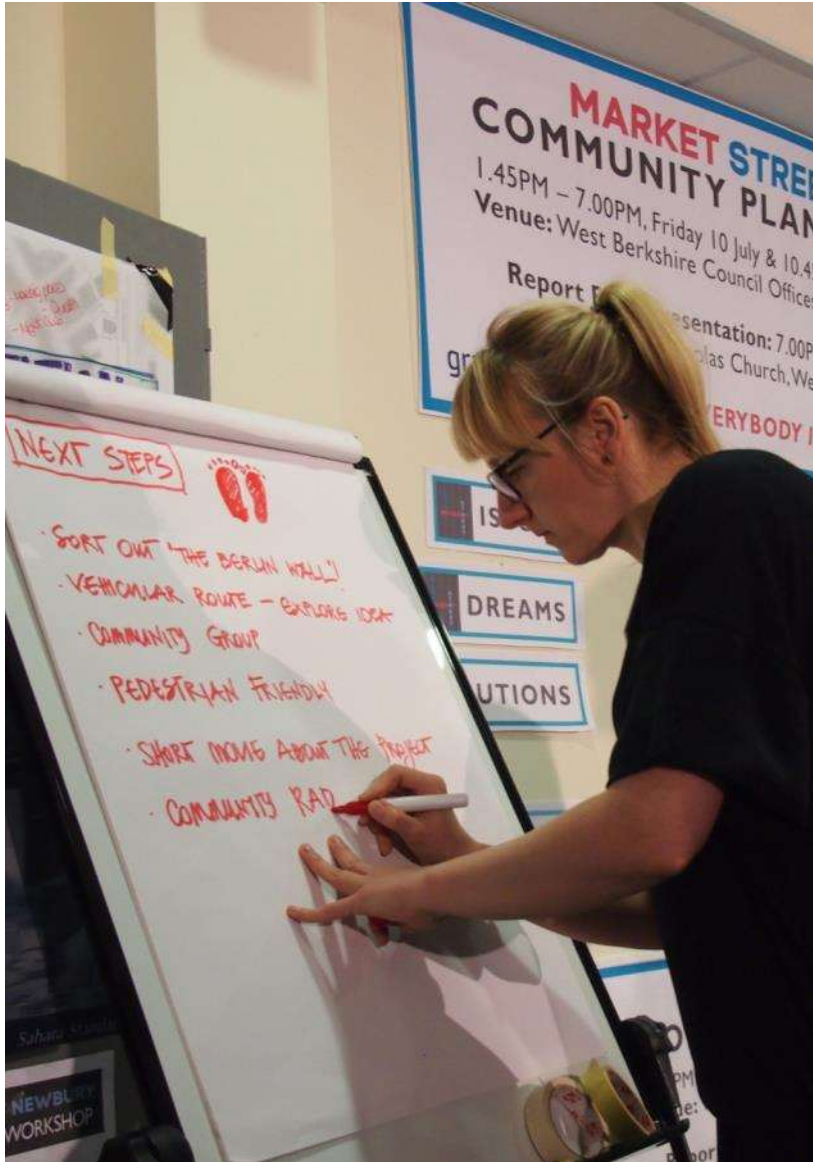
HANDS-ON PLANNING • SATURDAY

COMMUNITY CAKE



WORKSHOP • SATURDAY

NEXT STEPS



WAY FORWARD

- Give local people an opportunity to respond and comment on JTP's illustrative 'Vision'
- Provide concrete options for Quakers to consider
- Create a community liaison group to focus on the project and this particular part of Newbury
- Engage local artists, sculptors etc. for open spaces, make use of community arts groups, open air music, etc.

WORKSHOP • SATURDAY

NEXT STEPS



COMMUNICATION

- Keep residents informed via local newspapers
- Display plans at station
- Regular updates in Newbury Weekly News
- Ask District Council to keep residents updated via their own newsletters, websites, surgeries, etc
- Set up a website where people can see plans and give feedback
- Circulate a summary to those who can't be at the report back
- Feedback to include a summary of main priorities of those contributing to the this weekend
- Organise an interview on local radio
- Make a short film about the project and put online



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COMMUNITY PLANNING

KEY THEMES

SITE ANALYSIS

URBAN DESIGN VISION

ILLUSTRATIVE MASTERPLAN

NEXT STEPS

KEY THEMES

1. SUPPORT FOR REGENERATION

The Market Street site today is seen as uninspiring and neglected. It fails to create an inviting gateway to Newbury from the station and is more of a barrier than an enticing connection to the town centre. The community is keen that, after many years in the pipeline, progress is made to regenerate the site. This in turn, it is felt, will help stimulate the economic vitality of the southern part of the town centre, including Cheap Street and Bartholomew Street.

“For a long time it's been the end of the town that people forgot.”

“We've got the opportunity to change this part of town from the sad back door of the town to a bright front door.”

KEY THEMES

2. AN URBAN VILLAGE WITH "NEWBURYNESS"

The new “urban village” should reflect the charm and character of the town and have “Newburyness”. There should be strong pedestrian and cycling connections from the station to the town centre and east - west linking with Bartholomew Street and Cheap Street. A variety of quality places and spaces, some with trees, should be a feature of the development and while it will be residential-led there is scope for small scale commercial, community and other uses to help create an active street frontage.

"It's important to build within the Newbury style."

"It must be light and airy, not dingy. It should look attractive – not be a big block of concrete."

KEY THEMES

3. QUAKER FRIENDS MEETING HOUSE

The Quakers have been in Newbury for over 150 years and based in their current location for 60 years. The Friends' Meeting House and garden, which is within the “urban village” site area, is used for worship and by community groups seven days a week and is a valued local resource. There has been concern about how and whether the plans for the “urban village” will accommodate the Quakers in the future. During the Community Planning Weekend different ideas were discussed and the Vision contains an option for the retention of the existing building and garden and an option for a new facility.

“An urban village needs a community focus - our meeting house can provide this.”

KEY THEMES

4. BUSES

West Berkshire Council has determined that the bus station is to be moved to the town centre Wharf area. Although there is currently very little interconnection between the rail and bus station by passengers there was some concern that moving the station would reduce future integration of rail and bus services. However, assessments show that the new location will better serve the town centre whilst the extra distance to the railway station from the relocated bus station is not considered to be unreasonable, particularly given the constraints of operating buses in the road network around Cheap Street.

Furthermore there will still be bus services on Market Street and connectivity to the railway station will be much improved through the new “urban village”. Existing bus services from the south and south west of the town will still serve Market Street and there maybe scope for services from the north of the town to be extended at peak periods so that they also serve it. The location and quality of bus stop provision on Market Street will therefore be an important part of the new development. The Council are also about to undertake a study into the operation of the forecourt to the south of the station where the Vodafone buses operate from.

"We need easy interchange between trains, buses, taxis – on both sides of the rail tracks."

KEY THEMES

5. RAIL & STATION SQUARE

There was a desire to encourage the benefits of community living through the creation of a development which has a unique identity, an attractive, calm public realm and a 'heart'. New homes should be provided for all ages: single people, families, young couples, retirees and the mobility impaired. There was a desire to build on the established community uses on and near the site by providing a place for community groups to meet and providing for calmness and a 'spiritual' dimension to 'community living'.

“When you arrive at the station, you need to know where you're going but there's nothing to say where the centre is – so build a gateway!”

KEY THEMES

6. COMMUNITY LIVING

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“I want somewhere that’s nice to walk through to get to where I’m going!”

“What about public art and sculpture, poetry, fountains?”

KEY THEMES

7. A VIBRANT SOUTHERN QUARTER

The new “Urban Village” could facilitate investment, footfall and spending for shops and businesses in neighbouring streets in Newbury’s southern quarter. The southern quarter includes the railway station and has an interesting mix of independent shops and amenities - it was described as the ‘bohemian’ part of town. It will be important for enterprising local people to respond creatively to the investment coming to this part of town.

“The town is getting better - it's on the up. You're planting the seed. It's up to people in the town to make it grow.”

8. CONTINUING COMMUNITY PARTICIPATION

There is a desire for continuing community involvement in developing the proposals for the Market Street “Urban Village” and its relationship with neighbouring areas. The community want the opportunity to see and respond to the emerging plans. A Community Forum should be established to continue the dialogue and sub-groups, including for local business, community and faith, could develop ideas for how the regeneration of the Market Street site can act as a catalyst for improving the local economy and service provision in the area. The plans for Market Street should be communicated regularly to the wider community through a range of media.

“It would be good to give different people the chance to input on different aspects - developing the detail leads to diversity.”

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STREET

BACKGROUND

COMMUNITY PLANNING

KEY THEMES

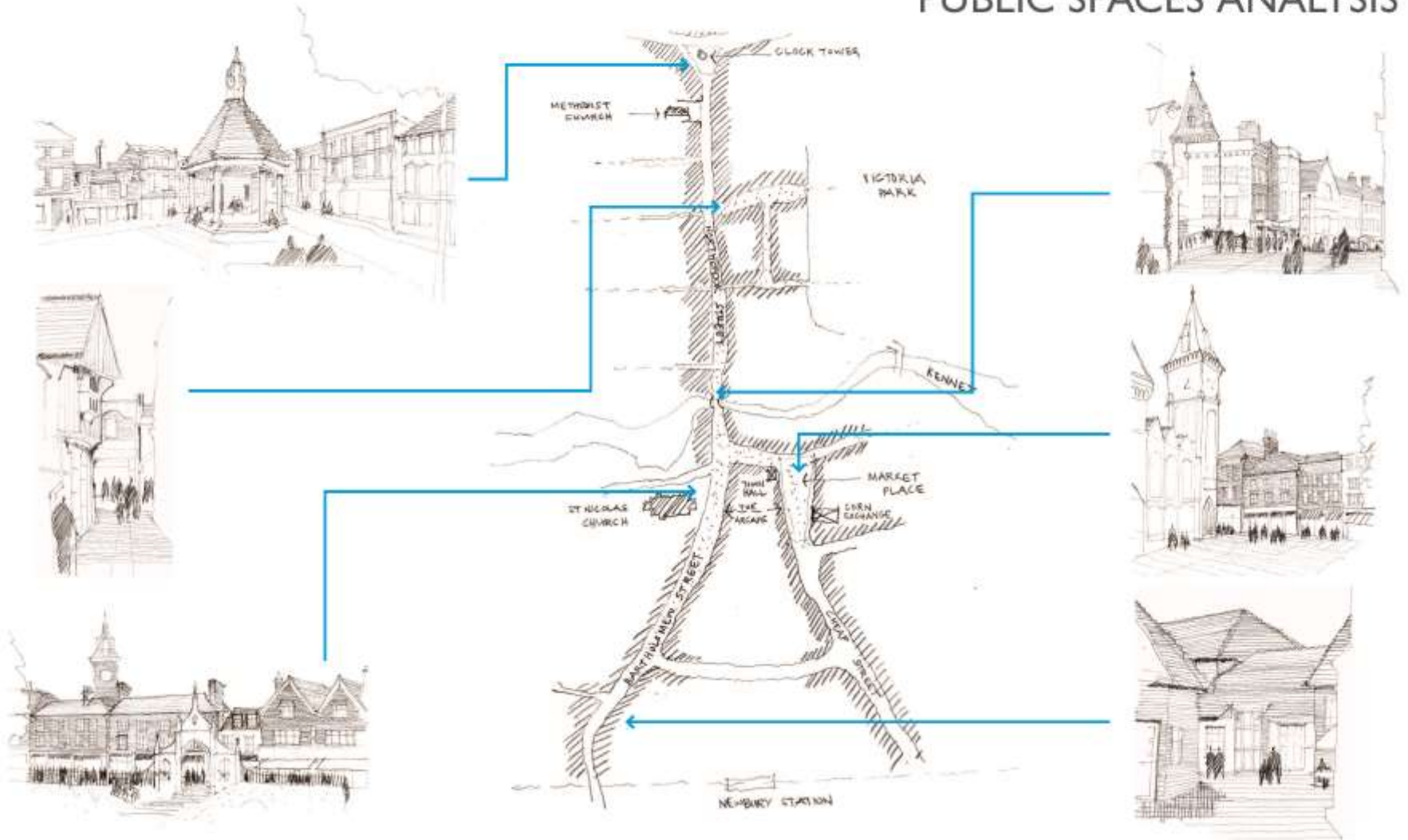
SITE ANALYSIS

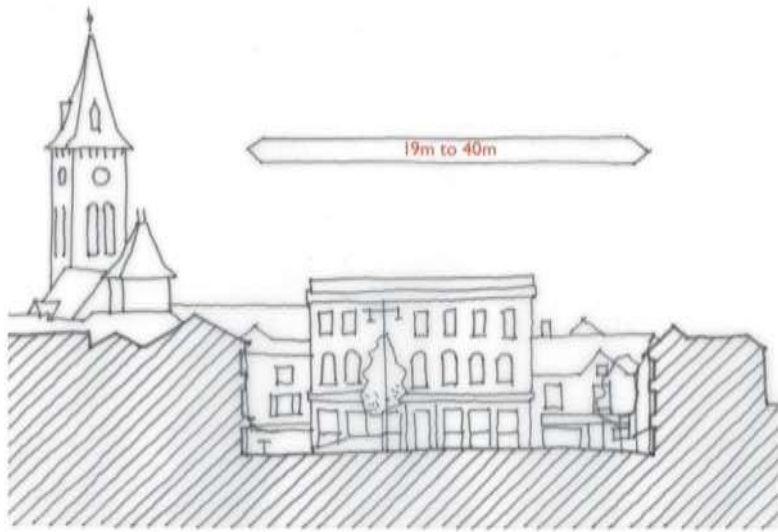
URBAN DESIGN VISION

ILLUSTRATIVE MASTERPLAN

NEXT STEPS

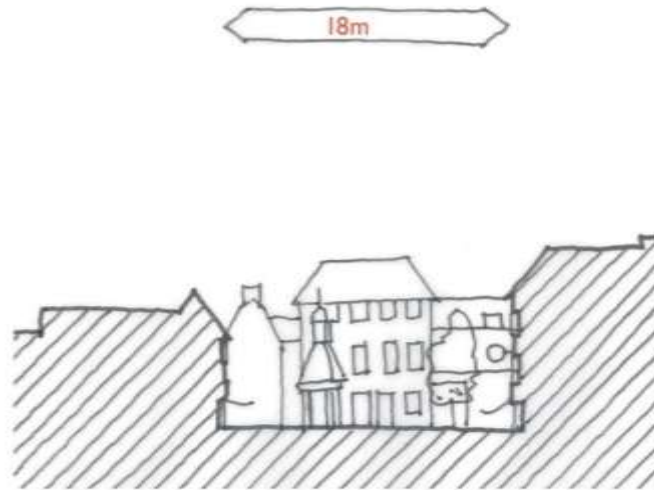
THE CHARACTER OF NEWBURY PUBLIC SPACES ANALYSIS





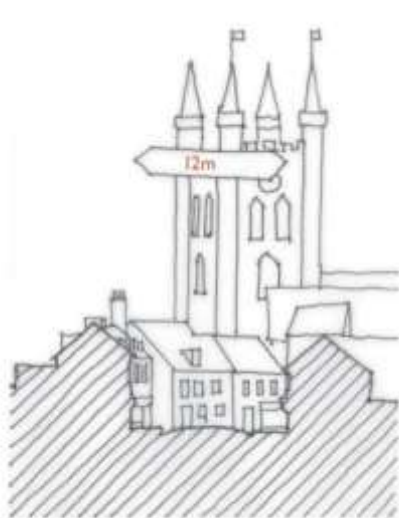
Market Square

Width to height ratio = 2:1 to 4:1



Northbrook Street

Width to height ratio = 2.5:1



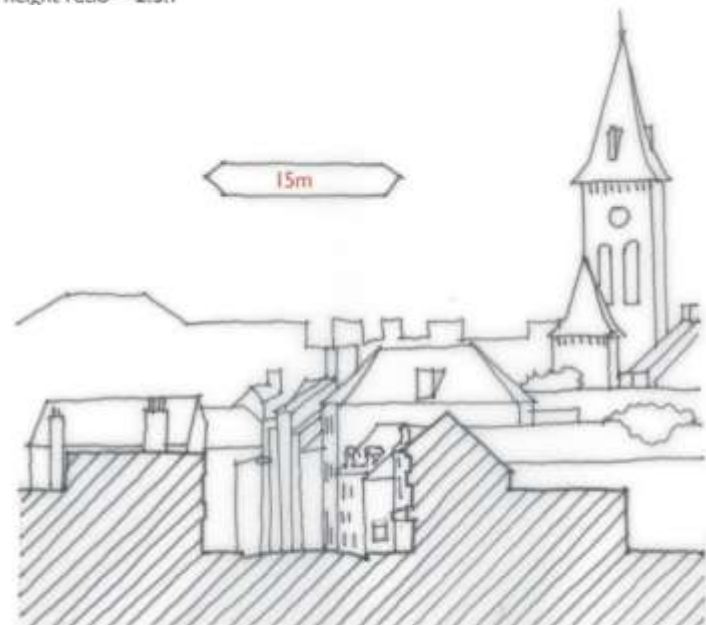
Bartholemew Street

Width to height ratio = 2:1



'The Arcade'

Width to height ratio = 1:2.5



Cheap Street

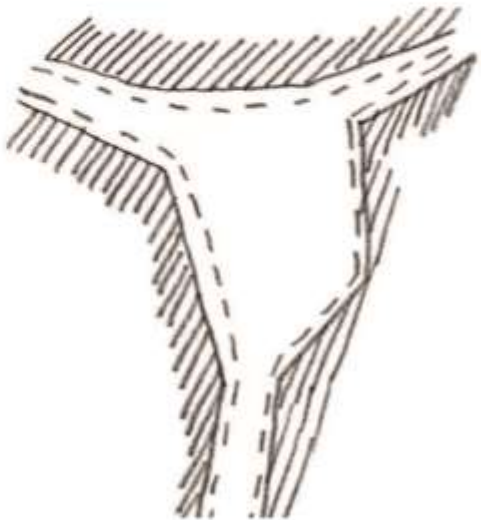
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THE CHARACTER OF NEWBURY URBAN DESIGN PRINCIPLES

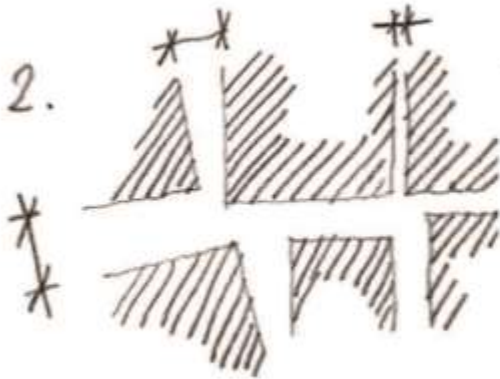


1.

- **STREETS AND SPACES** of Newbury are informal and irregular
- they are not formal or symmetrical

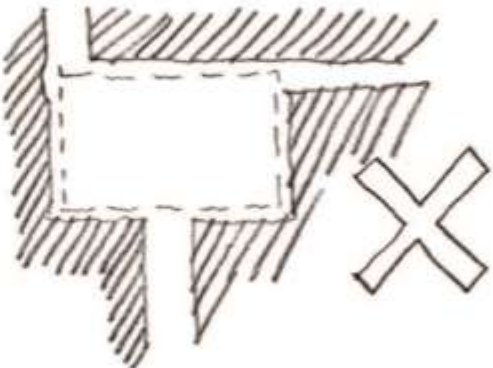


- Streets widen and converge to create the spaces of Newbury



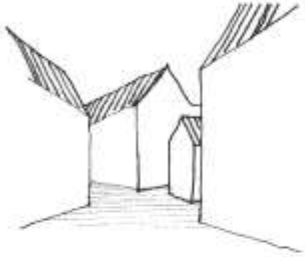
2.

- Streets of Newbury vary in width and taper
- they are not parallel and consistent

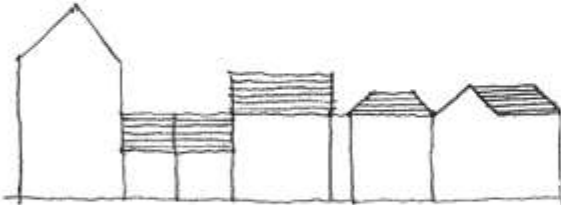


- The change from street to space is subtle

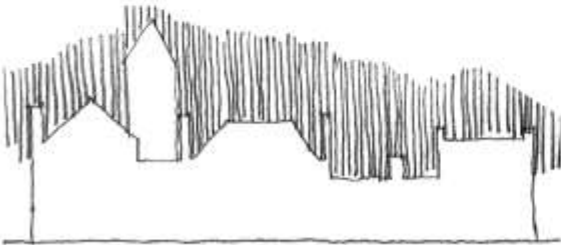
URBAN DESIGN PRINCIPLES



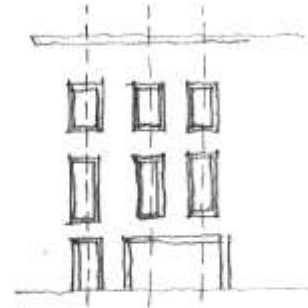
- buildings overlap and obscure each other, which adds intrigue



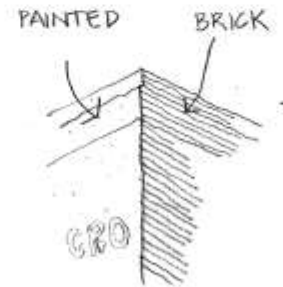
- the roofscape is varied in height & style



- chimneys add interest to the skyline



- window and door openings follow a regular grid



- some key facades are painted with painted text

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STREET

BACKGROUND

COMMUNITY PLANNING

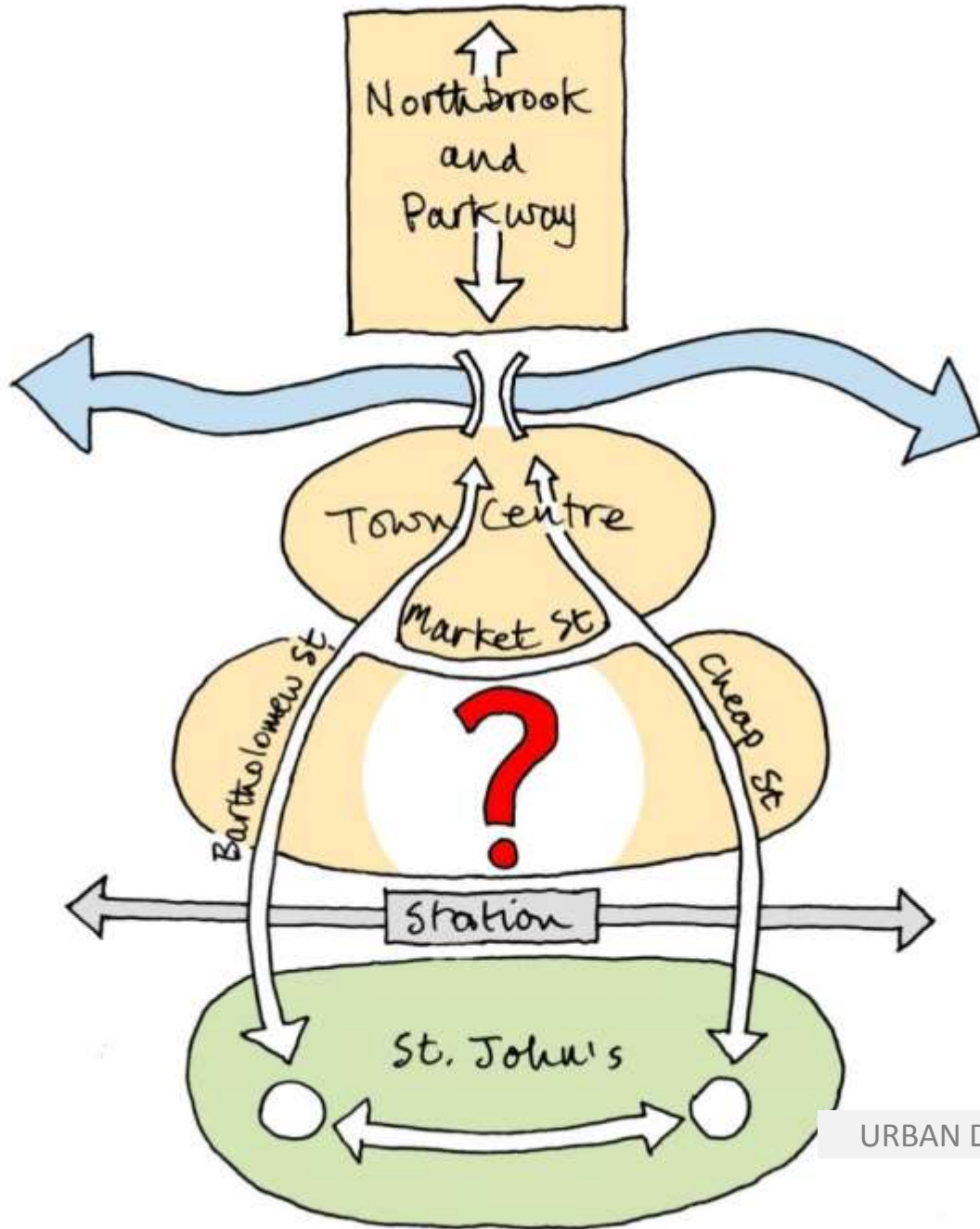
KEY THEMES

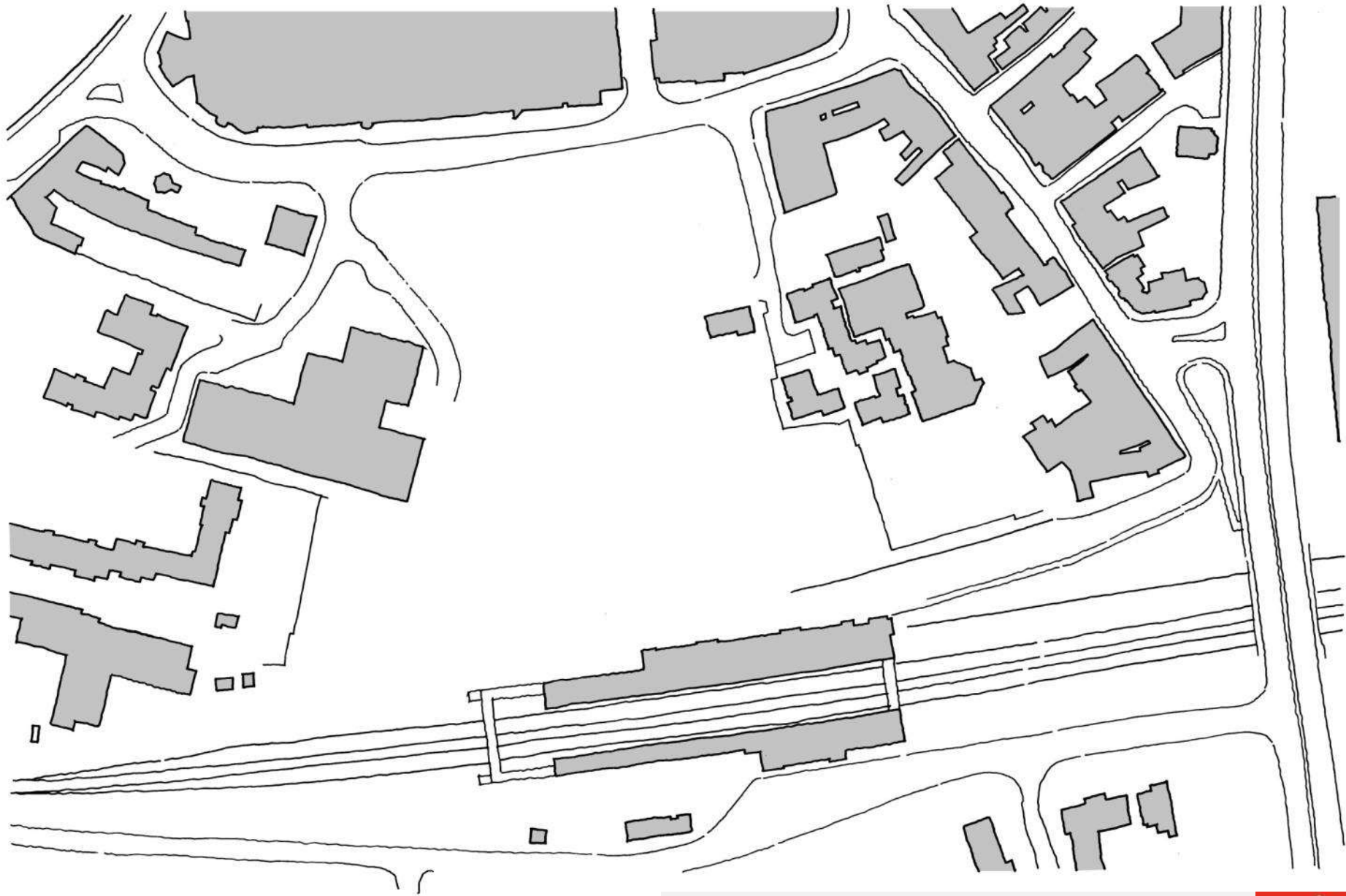
SITE ANALYSIS

URBAN DESIGN
VISION

ILLUSTRATIVE MASTERPLAN

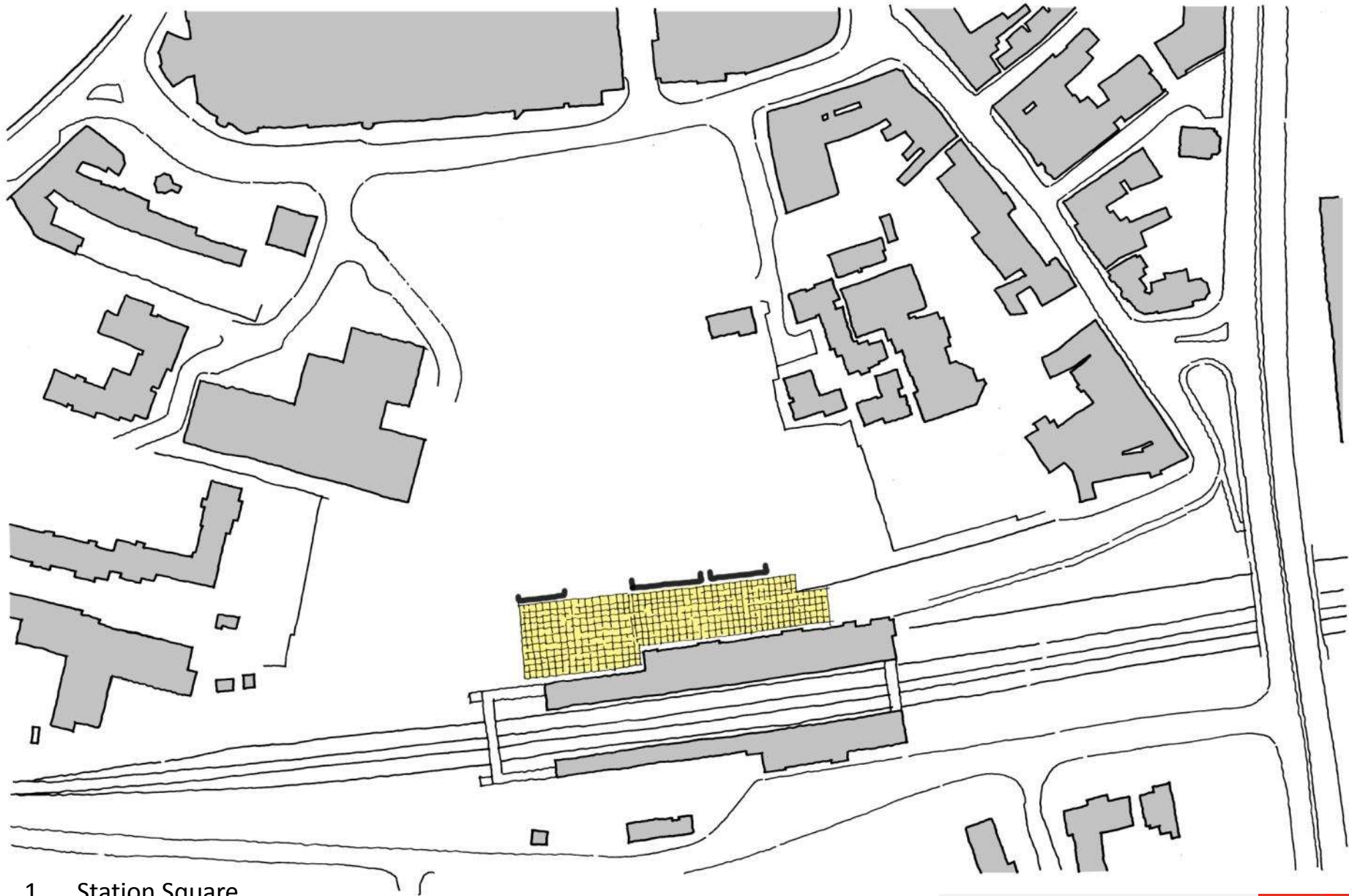
NEXT STEPS





SITE CLEARED AND NEW STATION BRIDGE



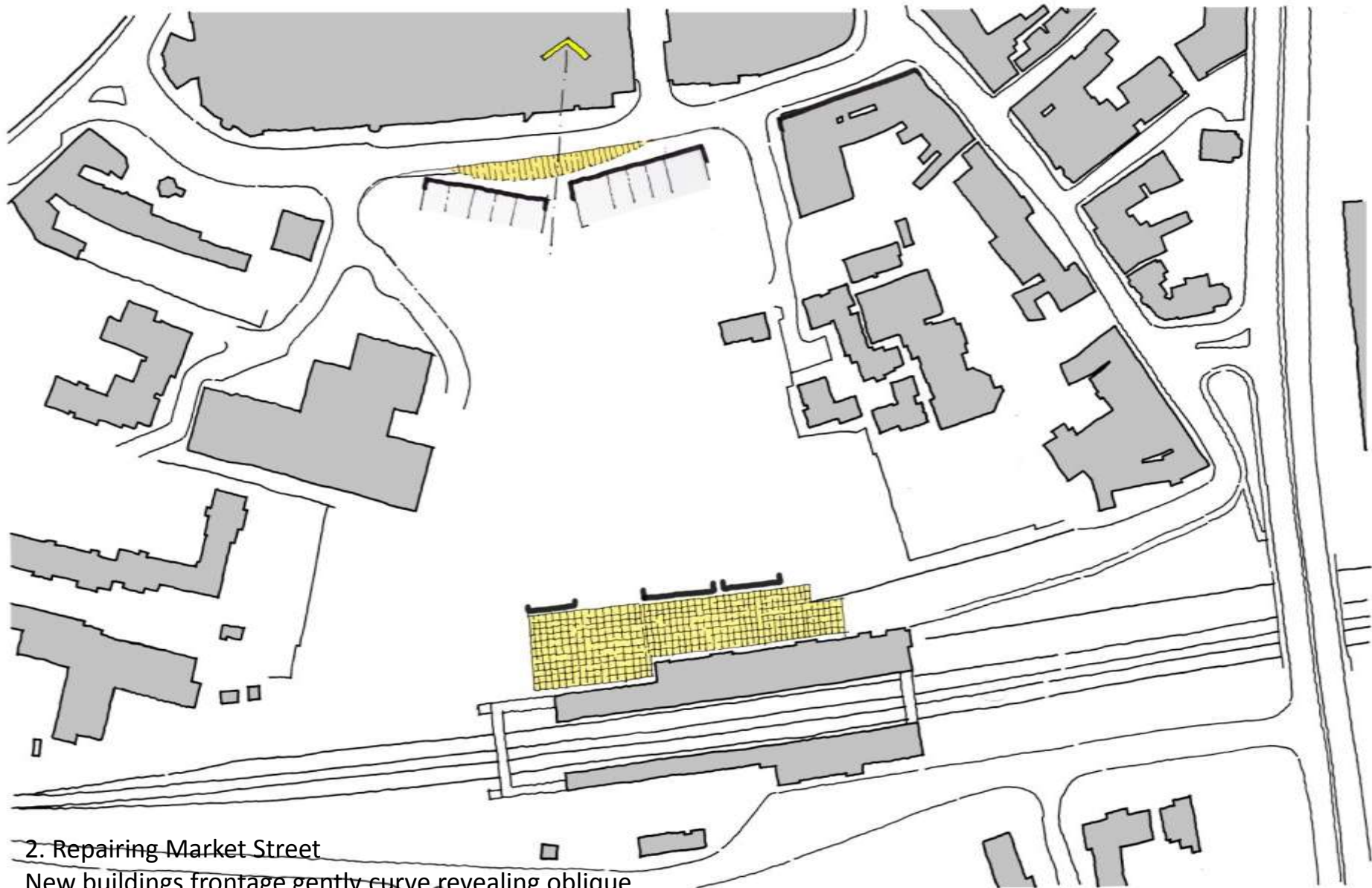


1. Station Square

New space is second largest within town centre. Enclosed by wider frontage buildings

1. STATION PLACE

jtp



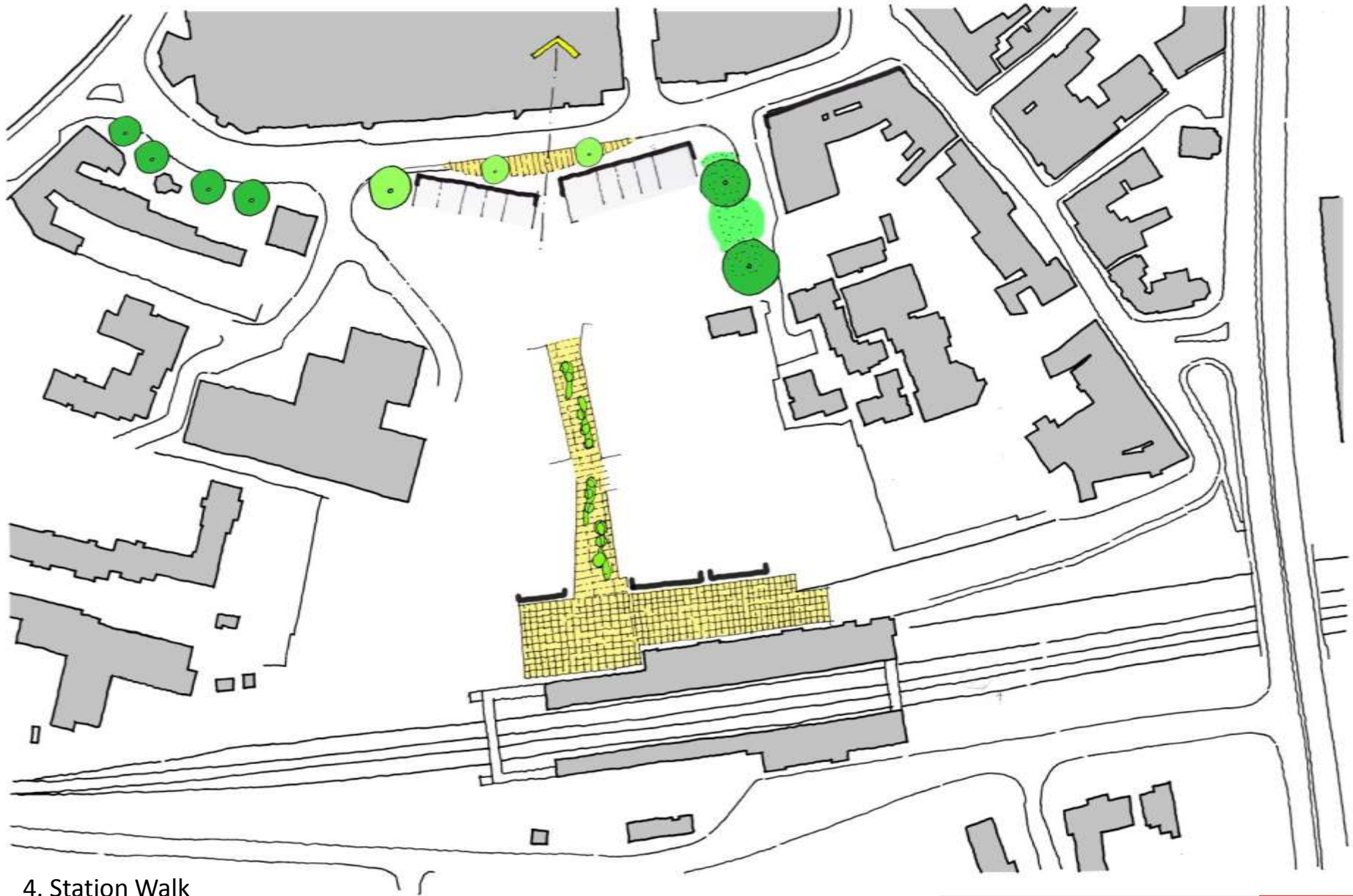
2. Repairing Market Street

New buildings frontage gently curve revealing oblique elevations and creating a space for relocated bus stop and shelters. Narrow break between the buildings offers glimpses of Town Hall clocktower.



3. Mayors Lane Green

Retain existing Horse Chestnut and Plane trees and form focus for a new green on Mayors Lane. New large tree on Market Street continues street line from Inch's Yard

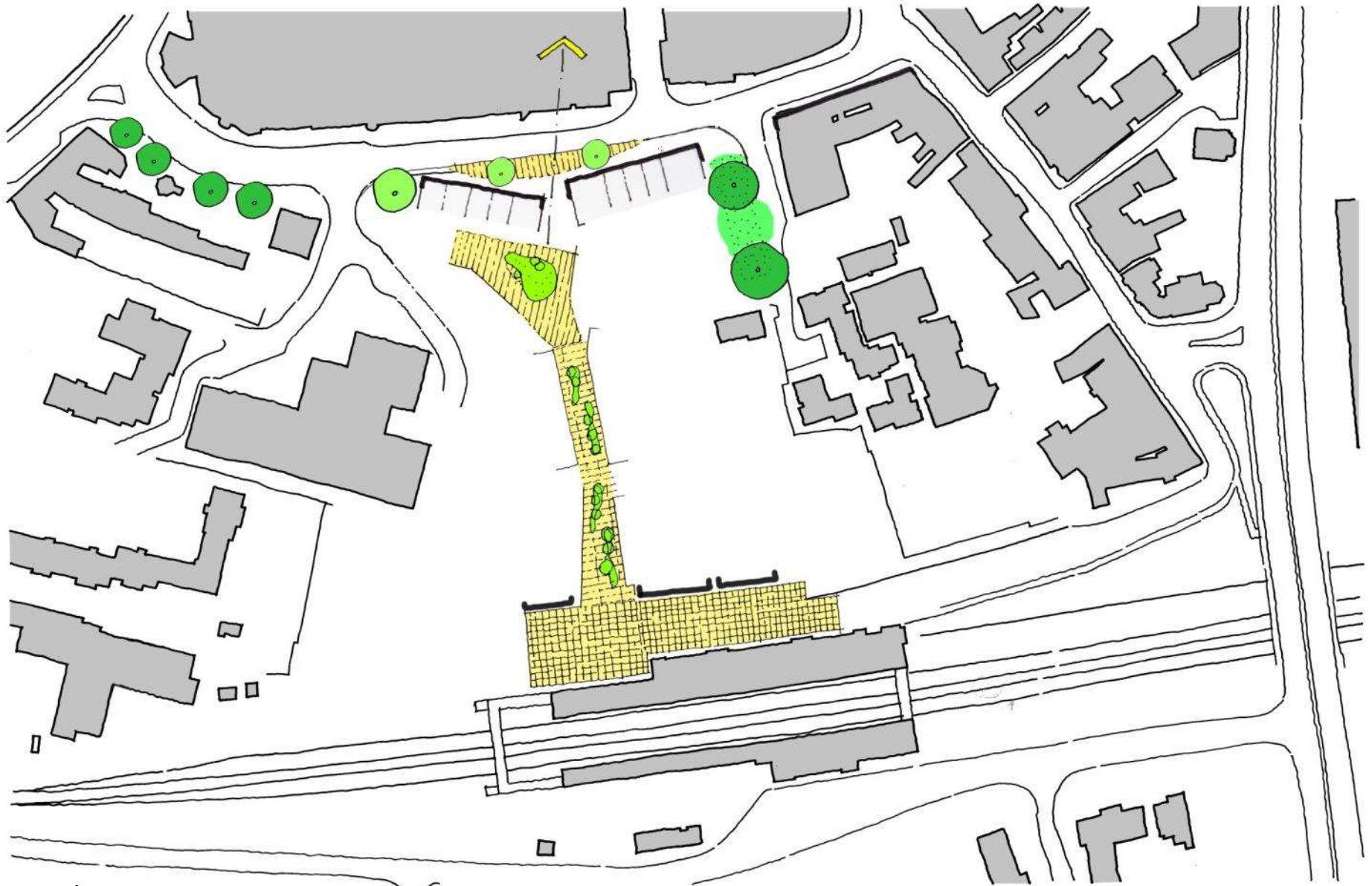


4. Station Walk

New pedestrian and cycle north-south street. Enclosure of 1.2:1 is narrower than Bartholomew Street and Cheap Street as it is less important.

4. STATION WALK

jtp



5. The Green

New public realm formed from the widening of the street.
Central green with south facing aspect.

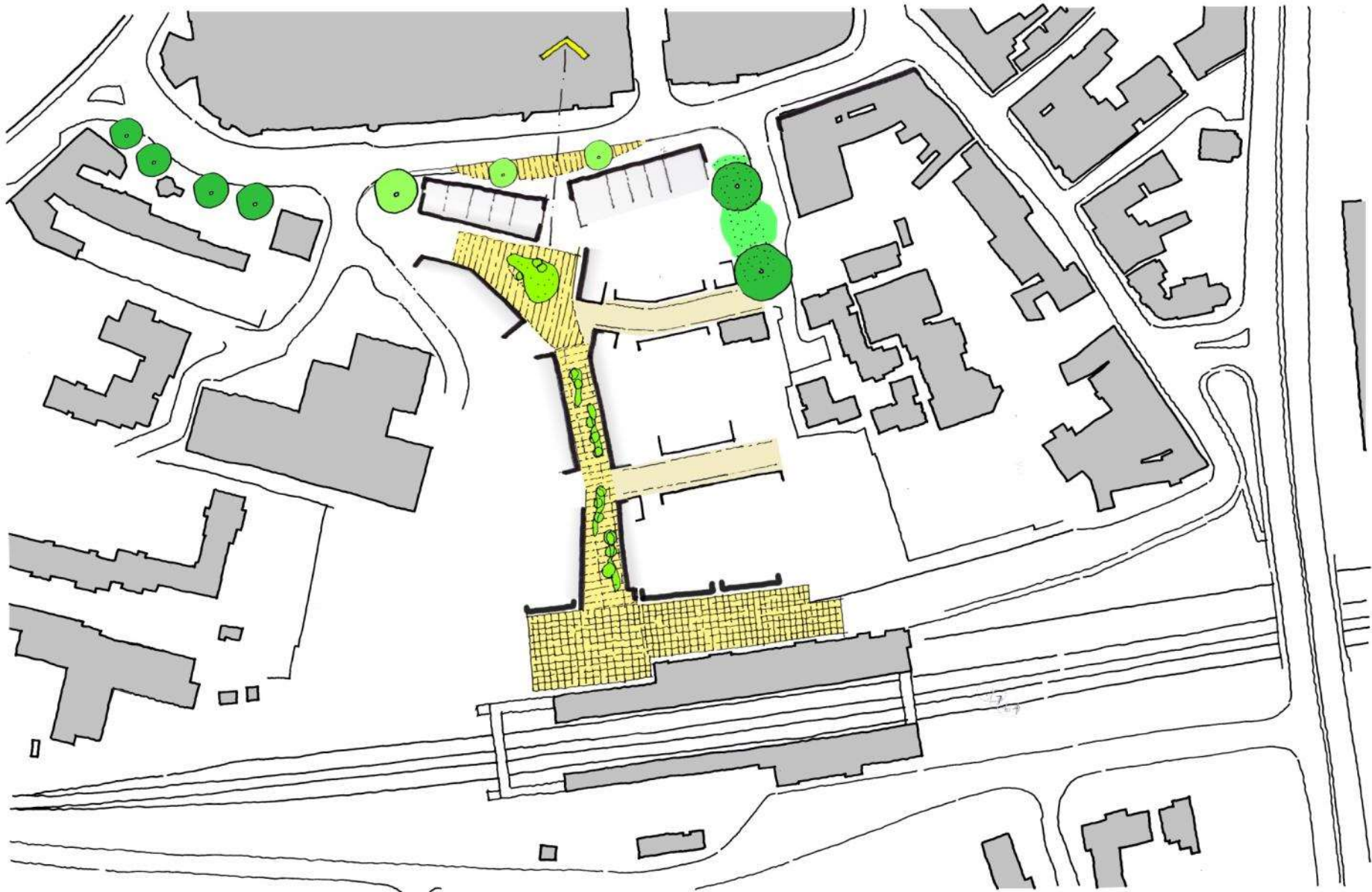
5. THE GREEN

jtp



6. Newbury Streets

New near continuous built frontage defines the north-south street and completes the urban blocks of Cheap Street and Bartholomew Street



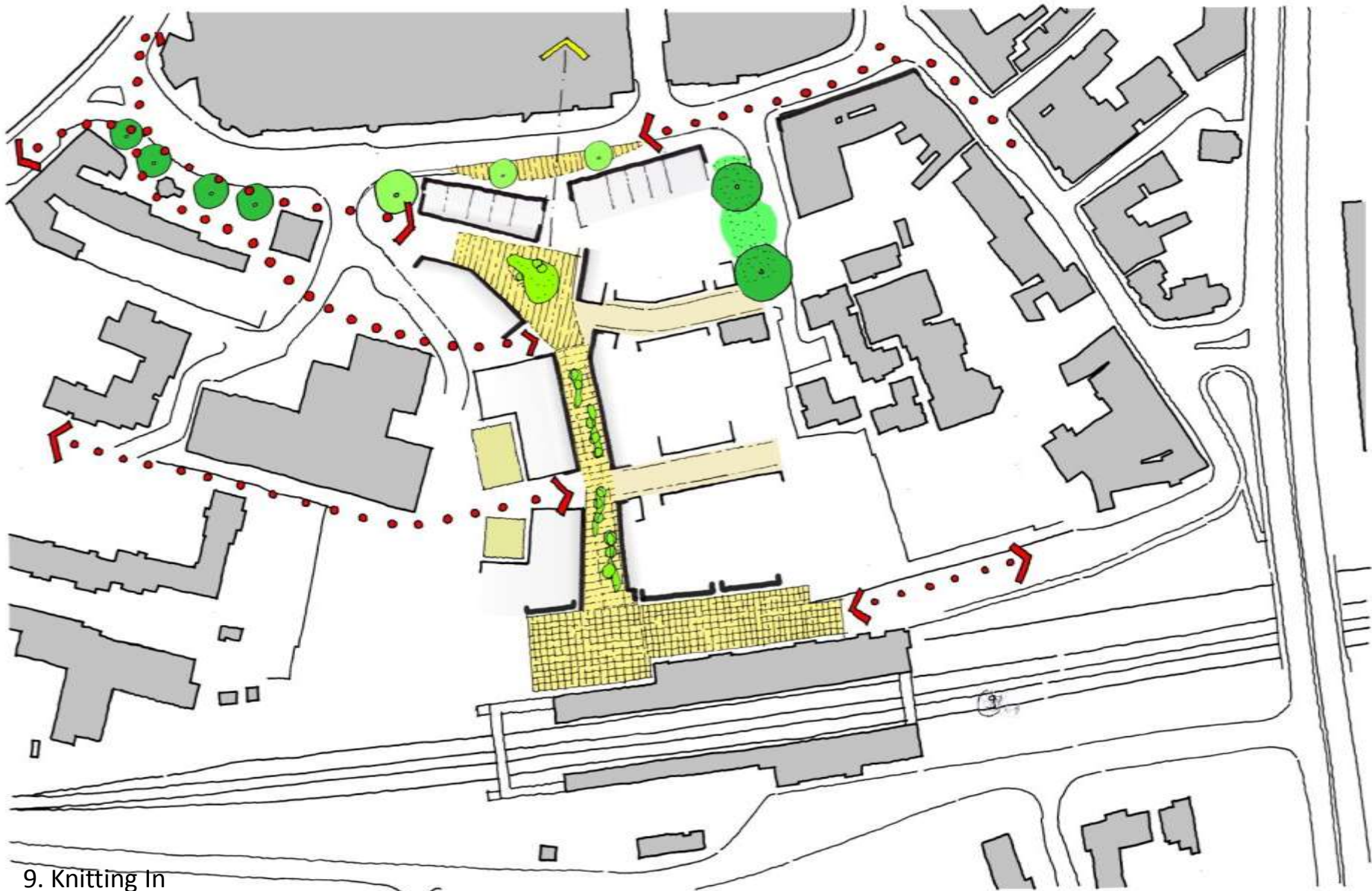
7. Residential Streets

New east-west residential streets. Taller buildings mark the end of the terrace



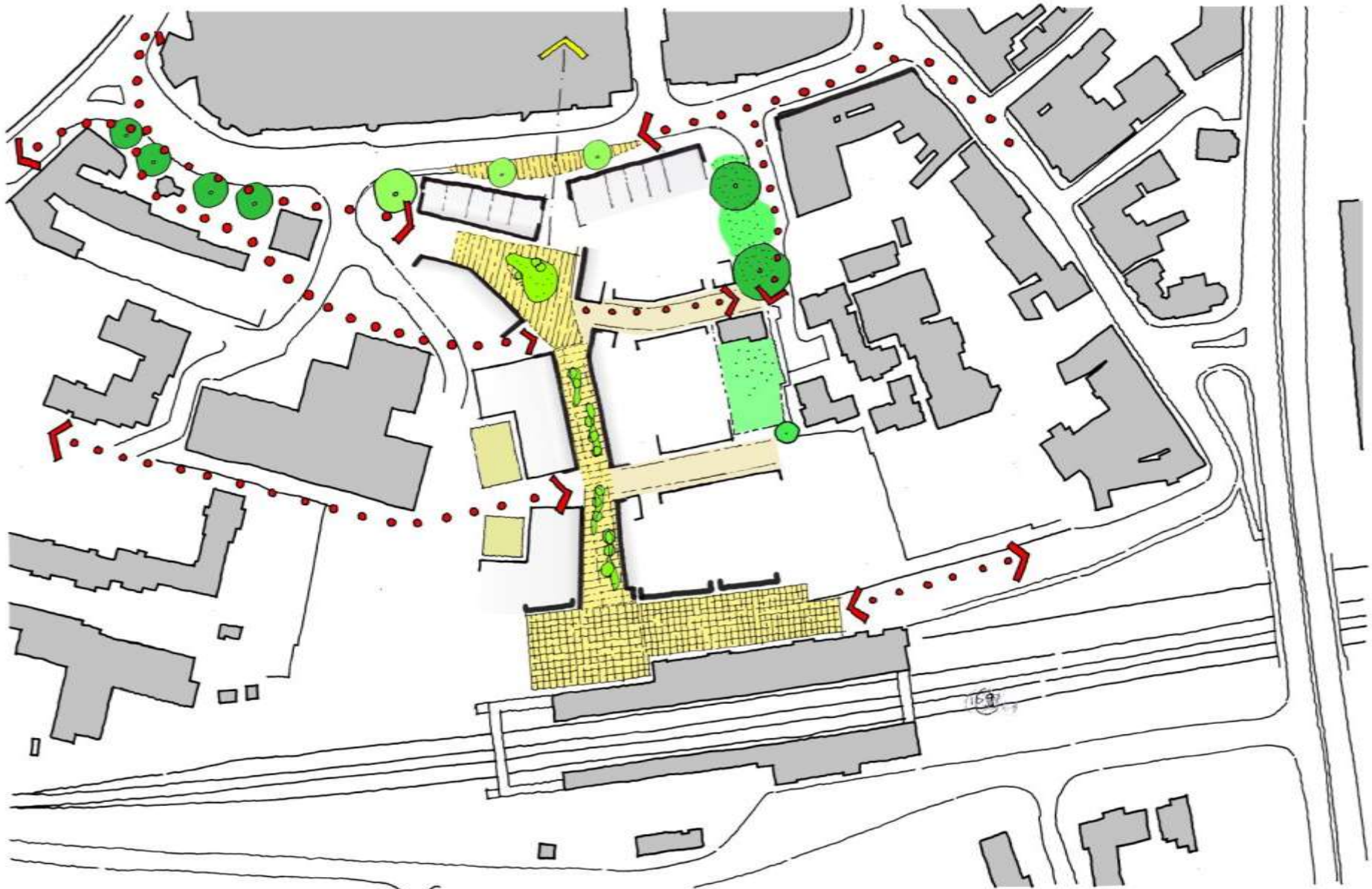
8. Yard Buildings

'L' shaped Yard Buildings define car parking courts on western edge. The stepped frontage creates more open relationship to existing Council offices



9. Knitting In

Pedestrian and cycle connections knit 'urban village' into the town. Connections west to Eight Bells Yard, Inch's Yard and Bartholomew Street, and east to Mayors Lane, Cheap Street and Kennet Centre



10. The Friends Meeting House
Masterplan integrates with existing Friends Meeting House
and garden with pedestrian access.

MARK
NEWBURY
T

STREET

BACKGROUND

COMMUNITY PLANNING

KEY THEMES

SITE ANALYSIS

URBAN DESIGN VISION

ILLUSTRATIVE
MASTERPLAN

NEXT STEPS



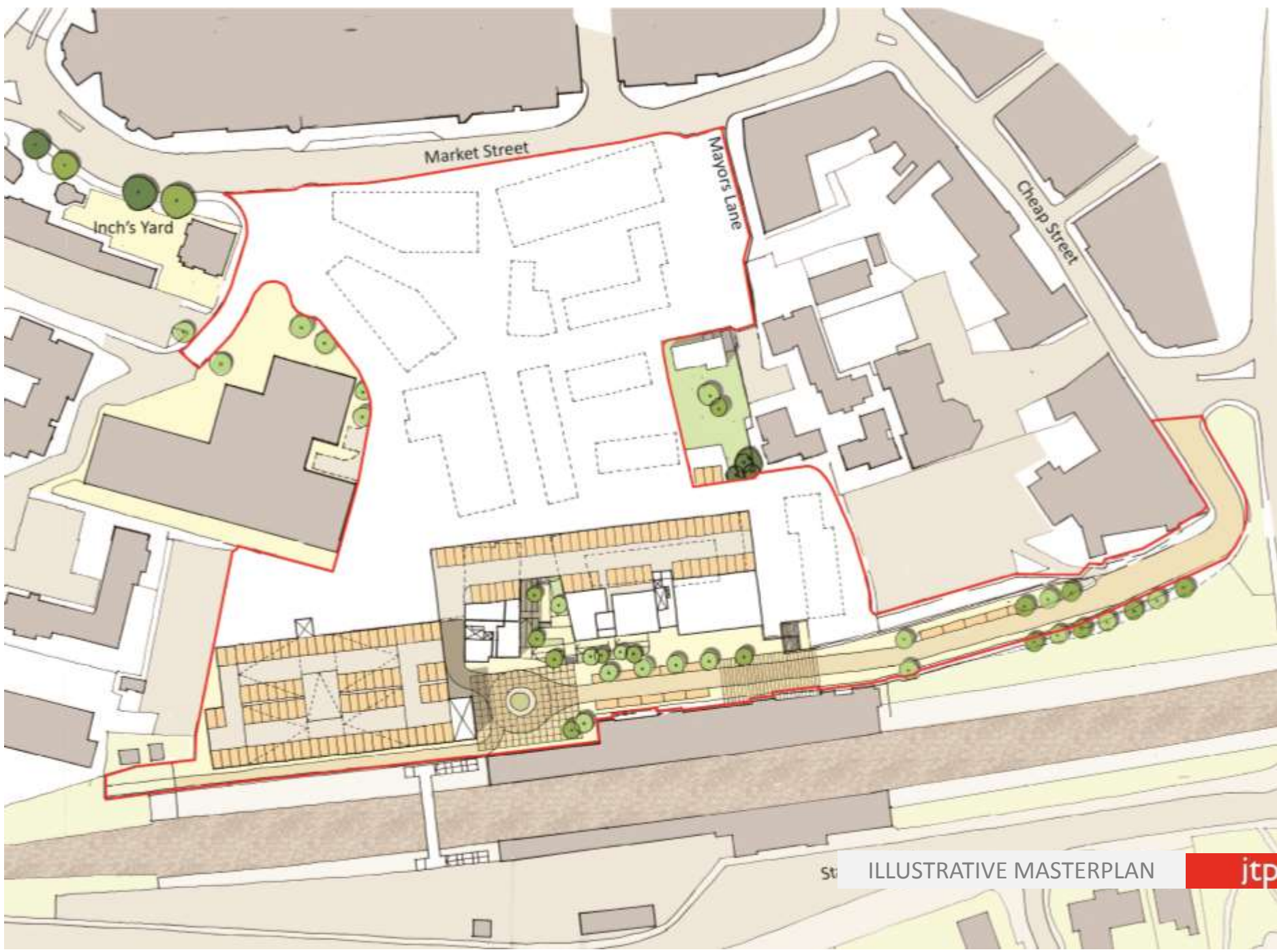
Market Street

Mayors Lane

Cheap Street

Inch's Yard





Market Street

Mayor's Lane

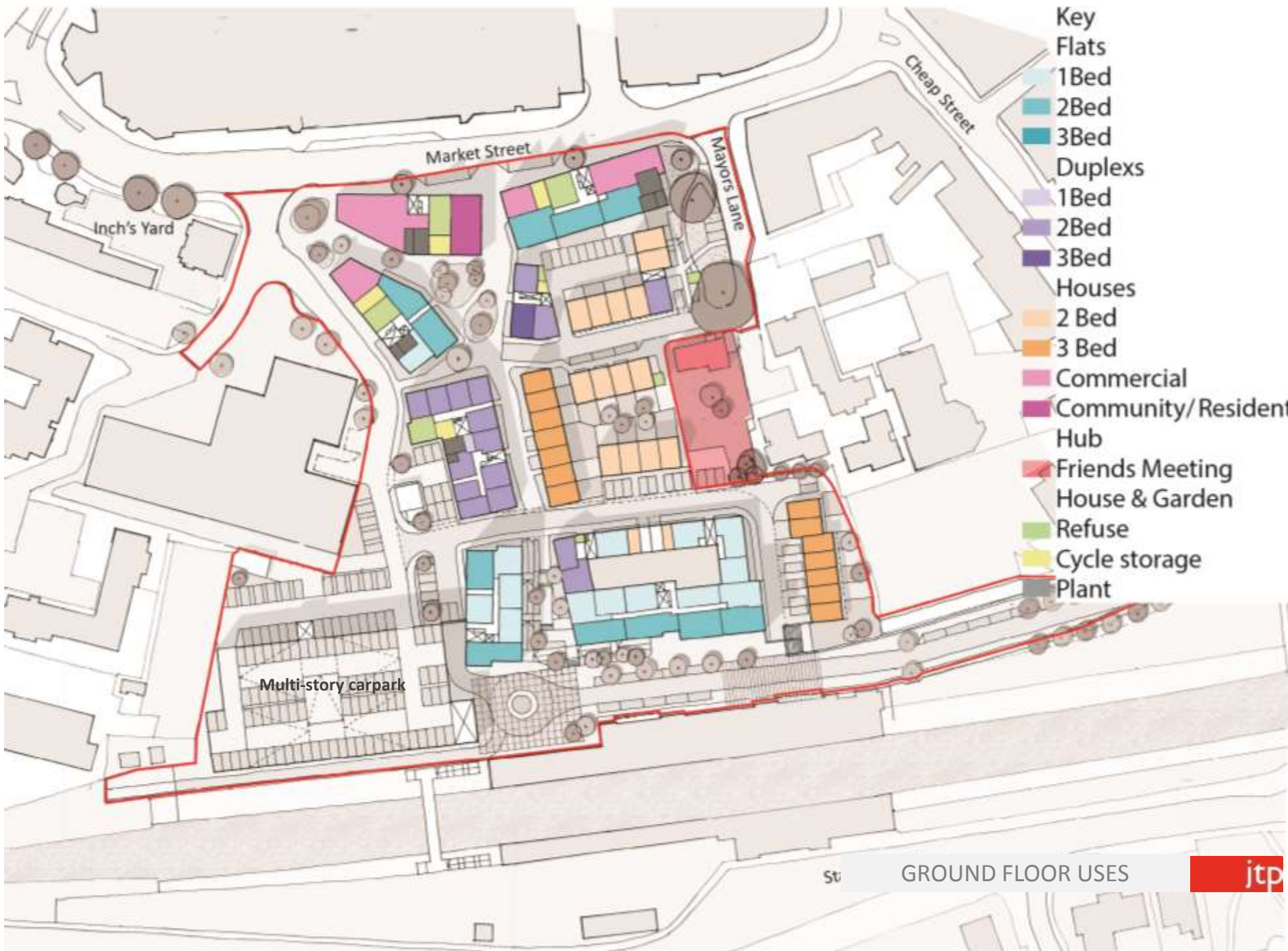
Cheap Street

Inch's Yard

St

ILLUSTRATIVE MASTERPLAN





- Key
- Flats
 - 1Bed
 - 2Bed
 - 3Bed
- Duplexes
 - 1Bed
 - 2Bed
 - 3Bed
- Houses
 - 2 Bed
 - 3 Bed
- Commercial
- Community/Residents Hub
- Friends Meeting House & Garden
- Refuse
- Cycle storage
- Plant

Key

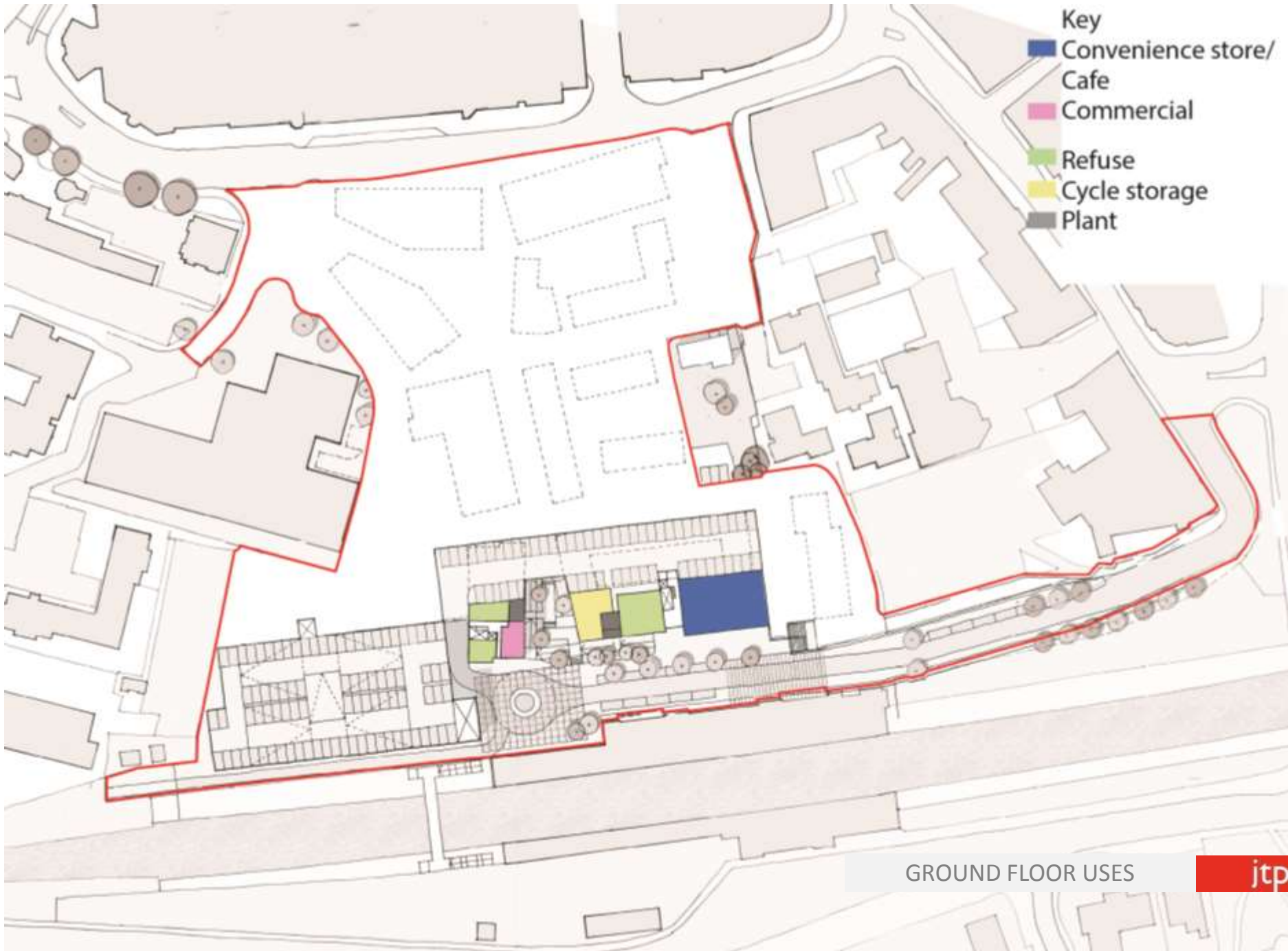
Convenience store/
Cafe

Commercial

Refuse

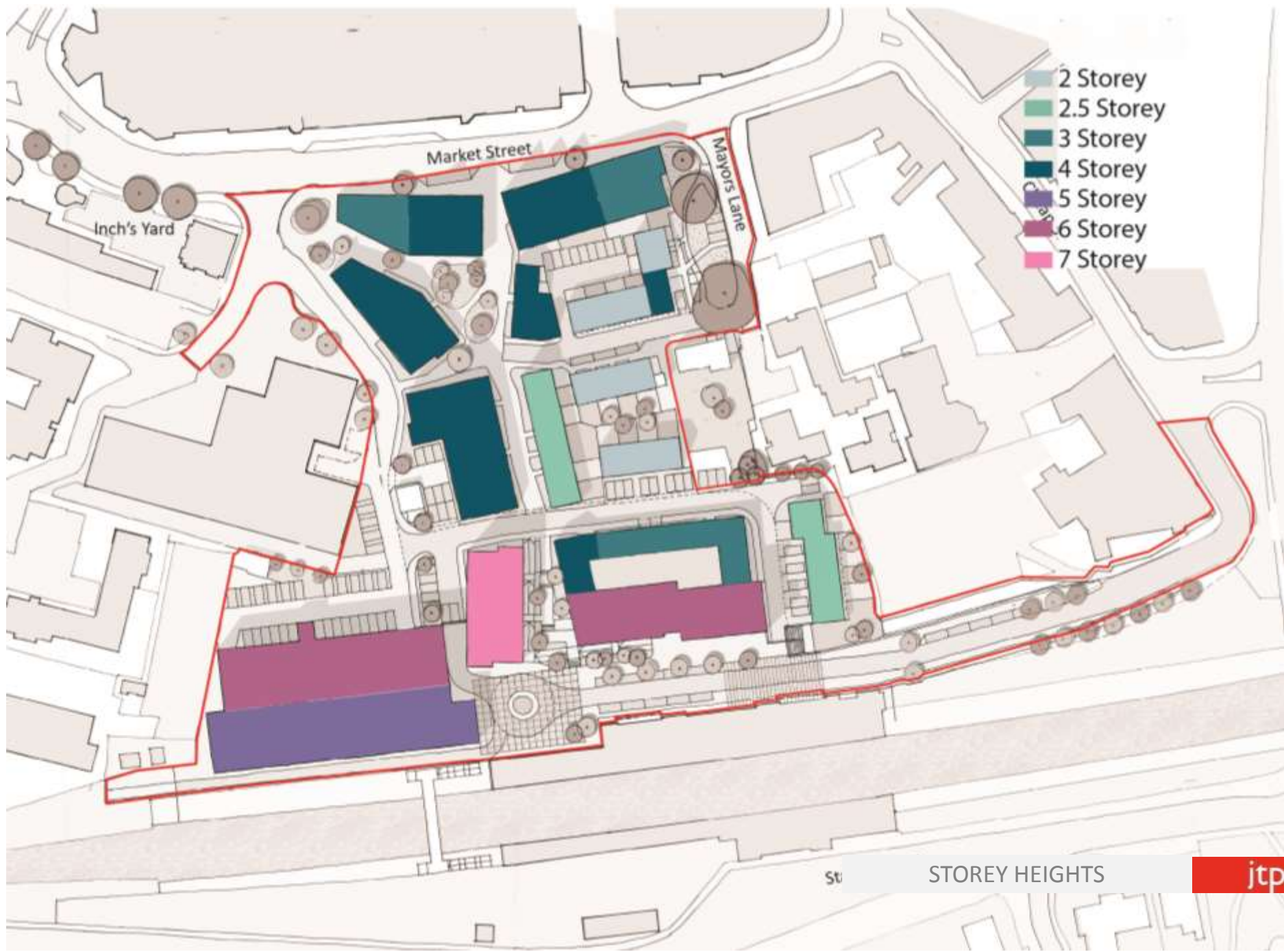
Cycle storage

Plant



GROUND FLOOR USES





- 2 Storey
- 2.5 Storey
- 3 Storey
- 4 Storey
- 5 Storey
- 6 Storey
- 7 Storey

Market Street

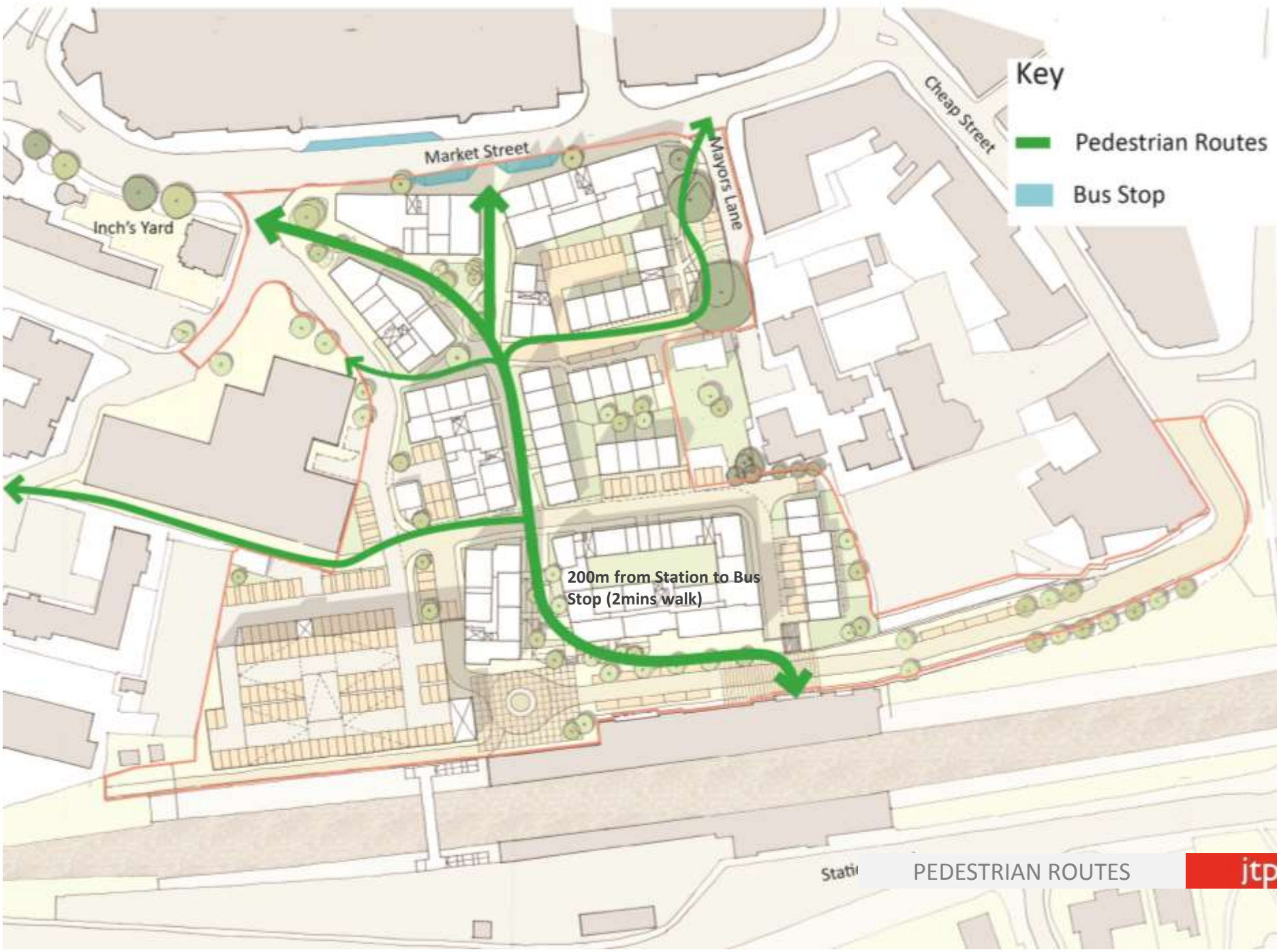
Mayor's Lane

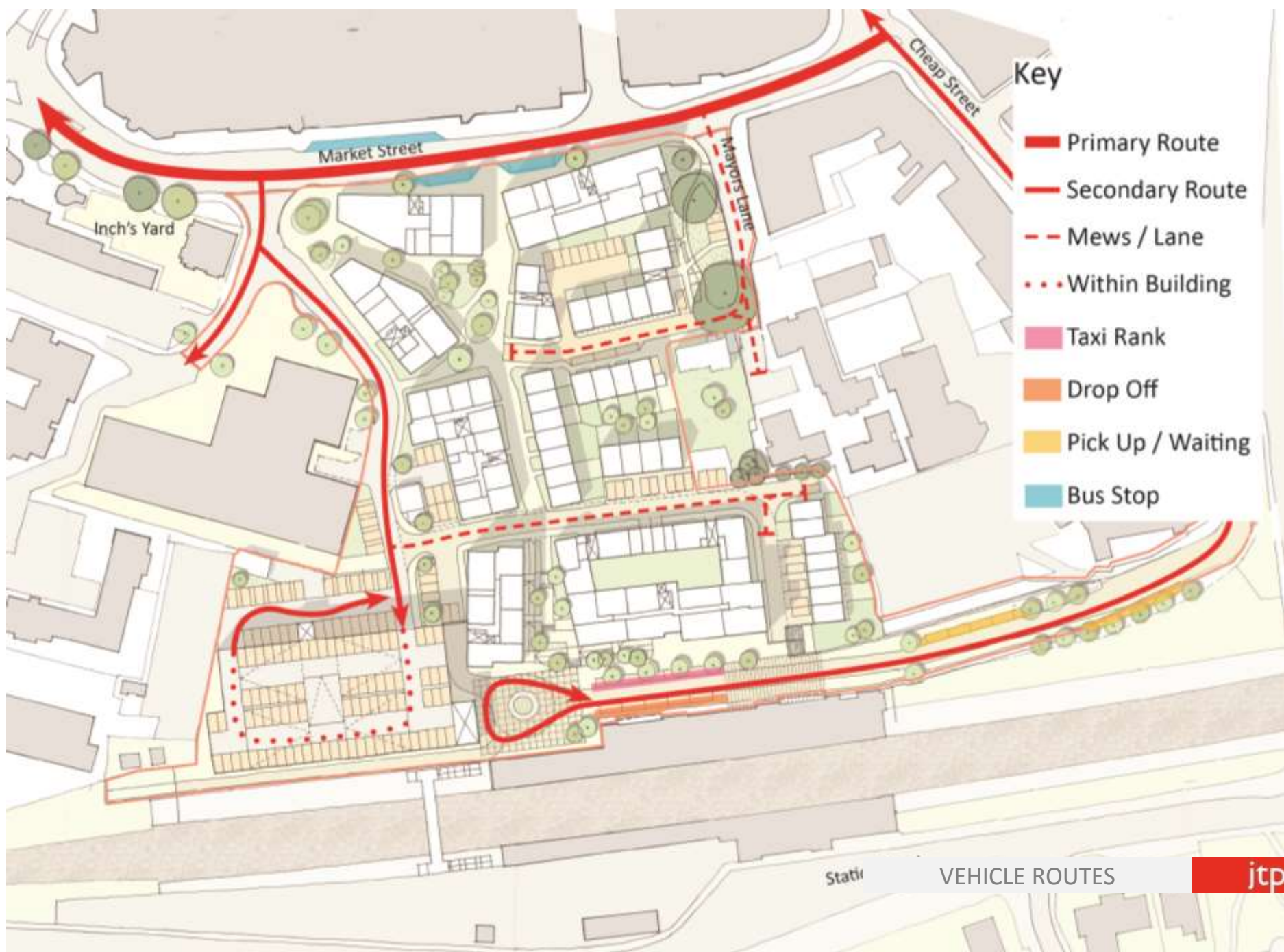
Inch's Yard

St

STOREY HEIGHTS







Key

- ▬ Primary Route
- ▬ Secondary Route
- - - Mews / Lane
- . . . Within Building
- Taxi Rank
- Drop Off
- Pick Up / Waiting
- Bus Stop

Station

VEHICLE ROUTES





Key



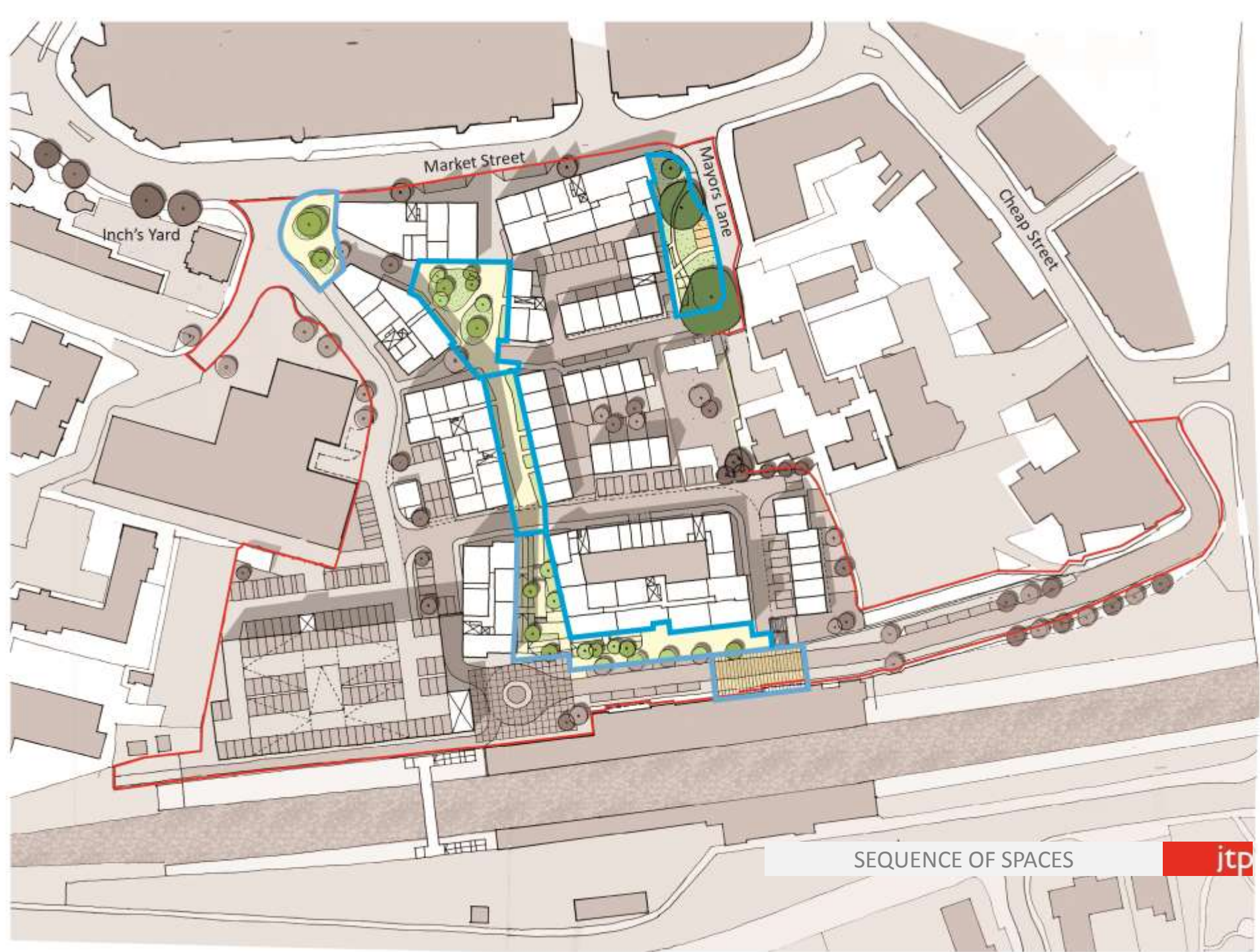
Red Brick



Blue Brick



White painted brick



Market Street

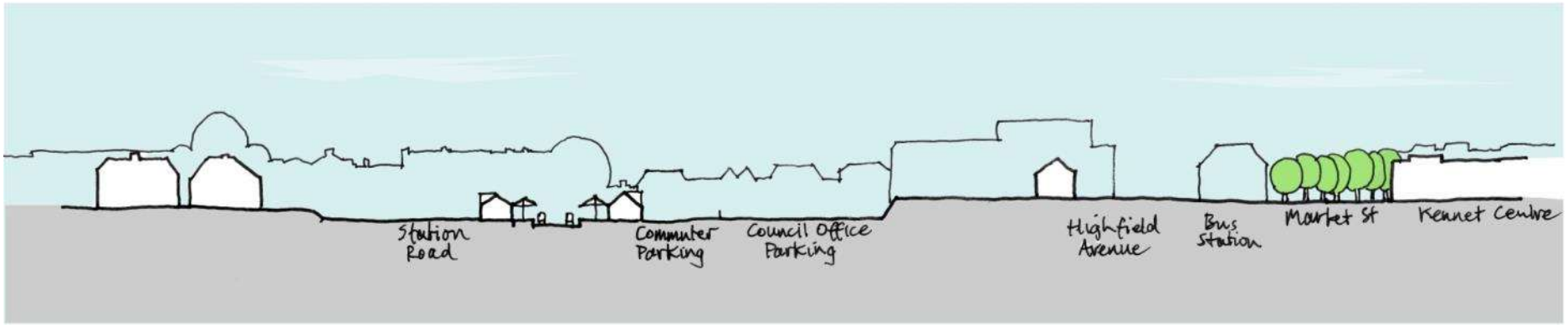
Inch's Yard

Mayors Lane

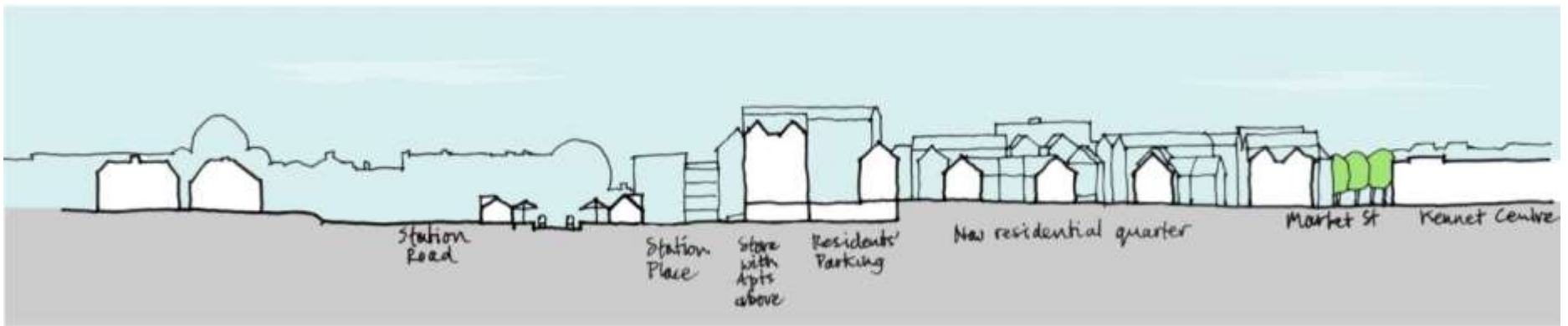
Cheap Street

SEQUENCE OF SPACES

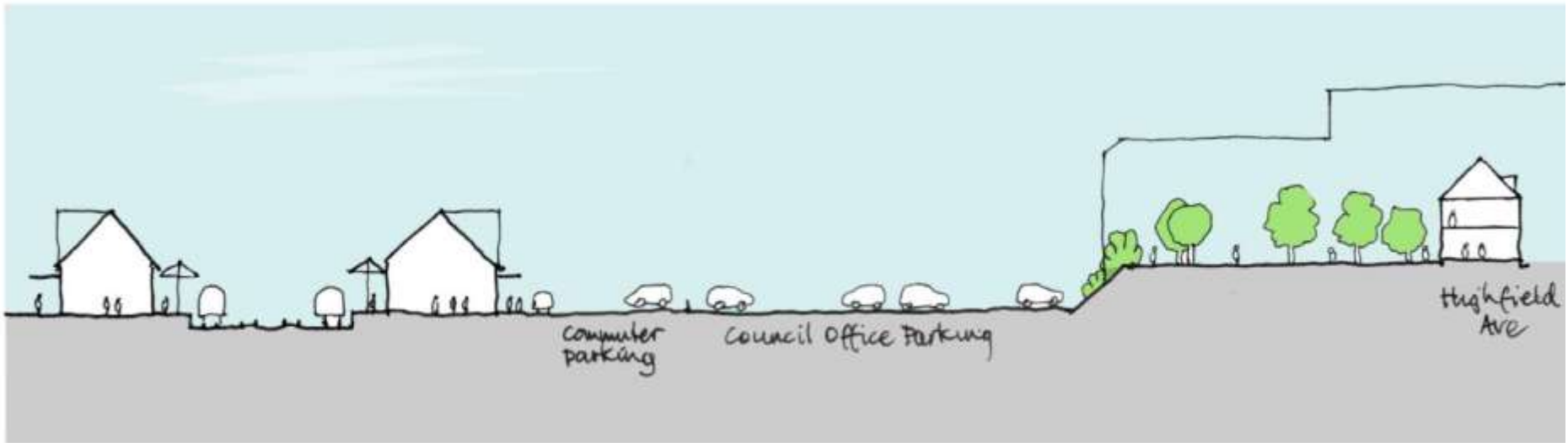




Existing Site Section

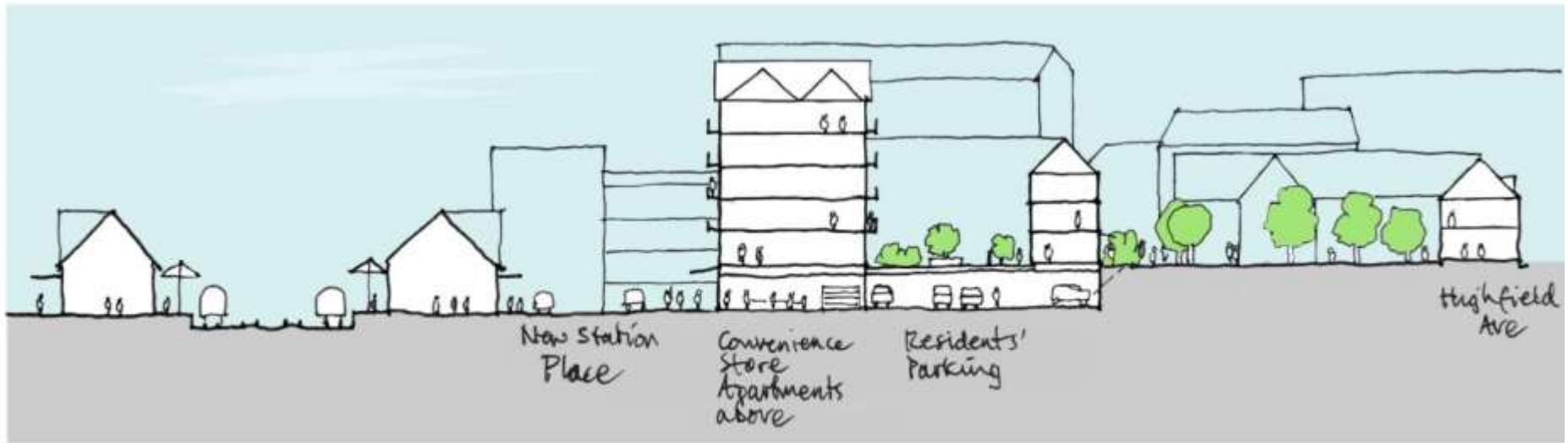


Proposed Site Section



STATION PLACE

jtp



New Station
Place

Convenience
Store
Apartments
above

Residents'
Parking

Highfield
Ave

STATION PLACE

jtp





MARKET STREET 



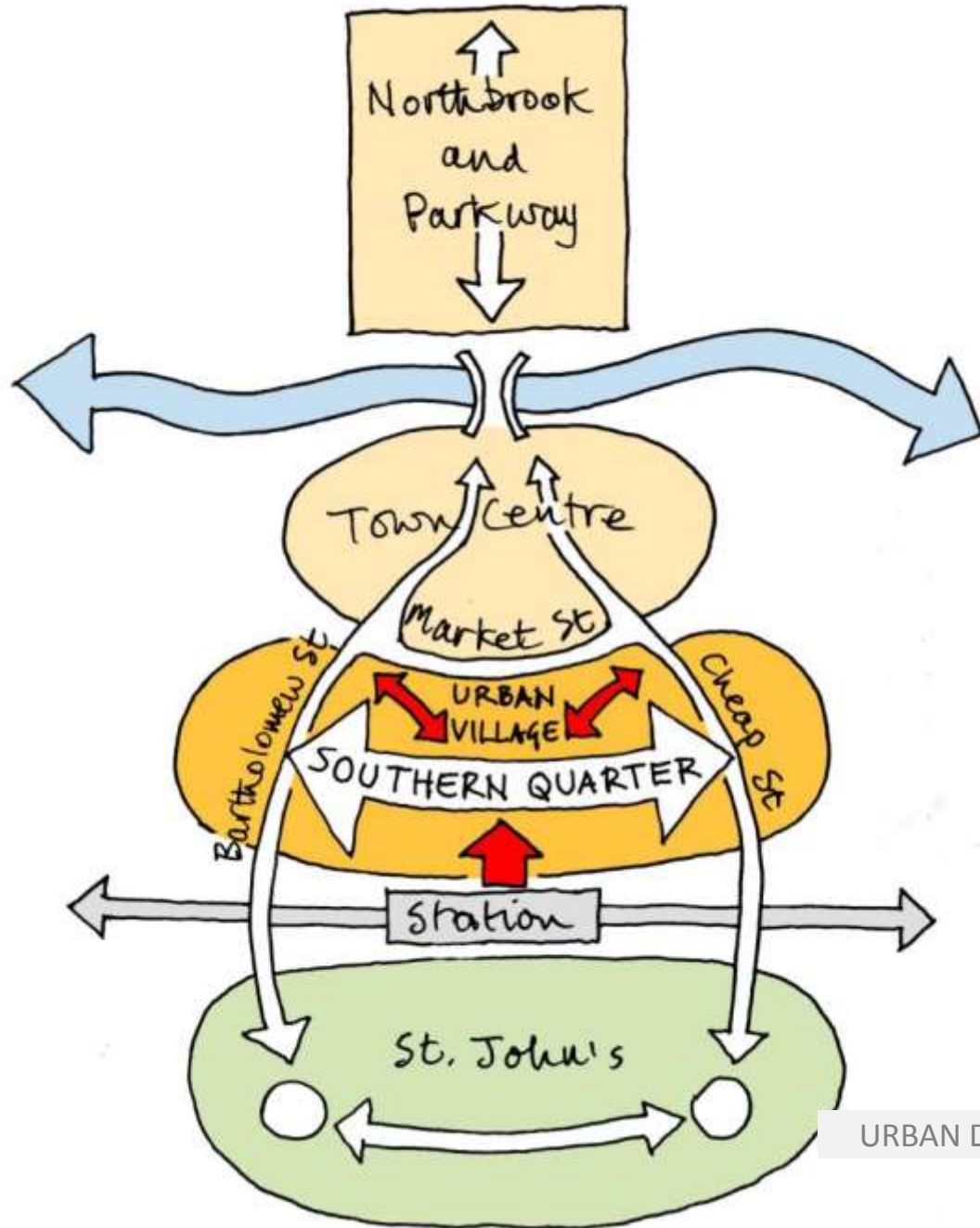
THE GREEN 



STATION PLACE 



URBAN VILLAGE 



MARK
NEWBURY
STREET

BACKGROUND

COMMUNITY PLANNING

KEY THEMES

SITE ANALYSIS

URBAN DESIGN VISION

ILLUSTRATIVE MASTERPLAN

NEXT STEPS

Community
Planning Weekend:
Public workshops
10 & 11 July 2015

Community
Planning Weekend:
Report Back
16 July 2015

Design development
July – October 2015

Detailed planning
application
submission
End 2015

Anticipated
determination
Spring 2016

Detailed design &
procurement
Spring / Summer
2016

Enabling works
Autumn 2016

Start on site
2017

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THANK YOU!

www.marketstreetnewbury.co.uk