

# MARKET STREET NEWBURY

## Introduction

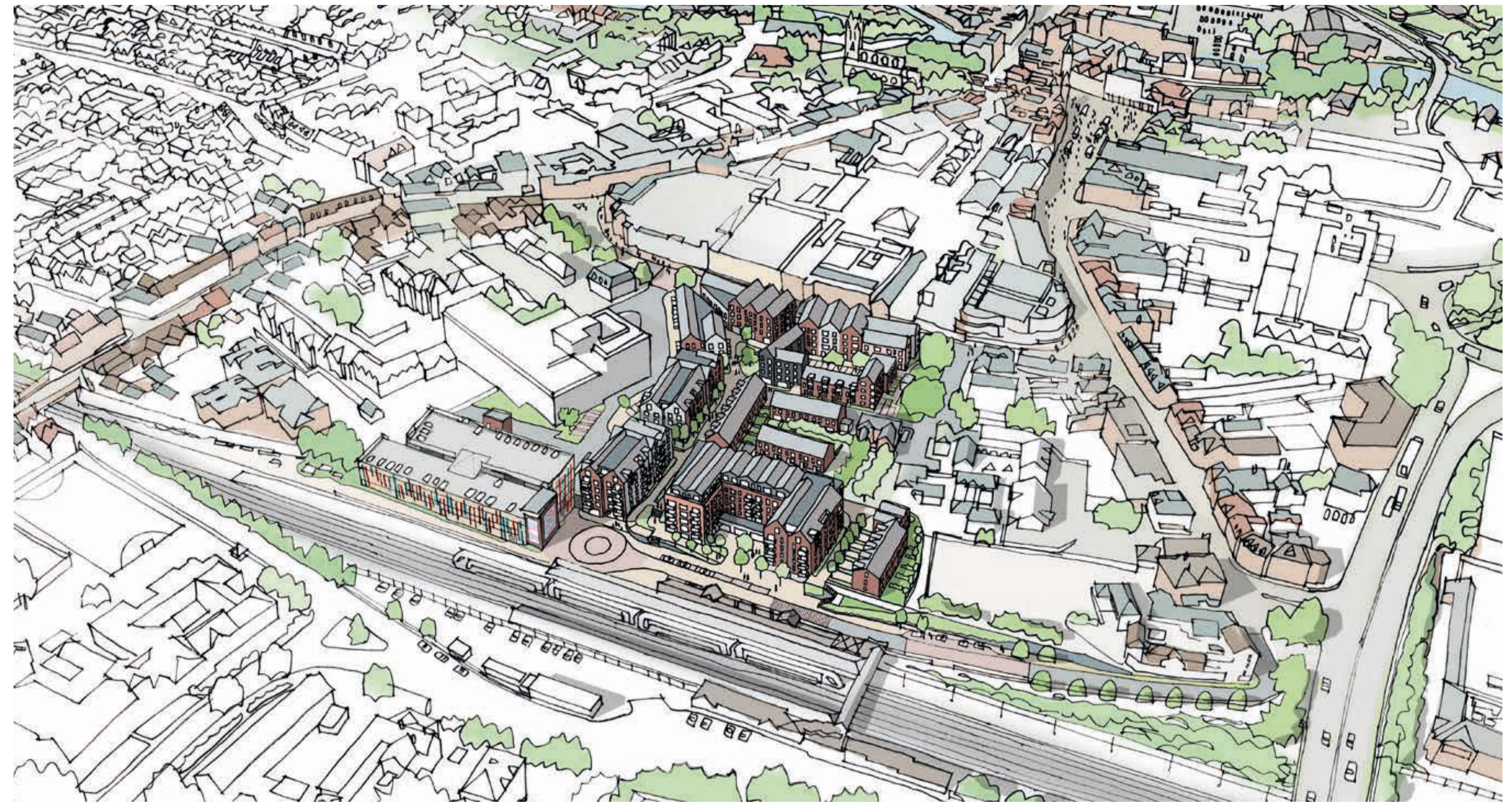
### WELCOME

Grainger plc, one of the UK's leading residential property companies and the UK's largest listed residential landlord, has been selected by Network Rail and West Berkshire Council to develop the site. Located between the railway station and Market Street the site includes the existing bus station and council car park.

Grainger has appointed a team of consultants to look at various technical aspects of the site. As part of this team, architects and masterplanners JTP has worked with the local community to create a Vision for the 'urban village' and its relationship with the town centre. This process began with a Community Planning Weekend, held in July 2015, when it was decided to establish the Market Street, Newbury Community Forum. We have since met in September 2015.

This exhibition has been prepared to give the local community the opportunity to view the proposals which have recently been submitted for planning. This event is an opportunity to see and discuss the latest proposals, including the updated physical model.

Team members are on hand to discuss your ideas, experience and comments; feedback forms are also available.



### PLANNING CONTEXT

The Market Street site in Newbury has been well represented in planning documents for over a decade setting out how the local planning authority, West Berkshire District Council, hope that the site will come forward. In 2005 it was referred to as a potential Urban Village and also referred to in the Newbury Town Centre Plan as a scheme that would contribute to the better integration of Newbury Railway Station with the town itself.

The Market Street development or 'Urban Village' forms a key part of West Berkshire Council's Newbury Vision 2026, which was published in 2003 and has already delivered projects such as Parkway, the cinema, and the popular pedestrian areas in the town centre.

The site was seen as one of the very few opportunities for significant Town Centre redevelopment including a high level of residential development. The document aspired for an Urban Village, creating a mixed-use neighbourhood with a range of uses but with an emphasis on housing, a public transport interchange improving access from the station to the town centre and to assist the vitality and viability of the town as a whole. Comprehensive redevelopment of this brownfield site at high density was recognised as vital.

In the recent West Berkshire Housing Site Allocations document, these key themes were reiterated and this fits well with the West Berkshire Core Strategy (2006-2026) which sees at least 10,500 homes being delivered across the county and Newbury being the main focus for housing growth over the period, providing approximately 5,400 new homes between 2006 and 2026.



The boundary pictured above is Market Street as identified in Newbury Vision 2026. The development site is within this area.

Source: West Berkshire Council, 2005, Market Street Urban Village, Newbury Planning and Design Brief Supplementary Planning

- Site Boundary
- Newbury Vision Boundary

## MARKET STREET NEWBURY

[www.marketstreetnewbury.co.uk](http://www.marketstreetnewbury.co.uk)

Investing in homes since 1912  
**grainger plc** **jtp.co.uk**

### PROPOSED PROJECT TIMELINE





# MARKET STREET NEWBURY

## The Team and Previous Experience

MARKET STREET NEWBURY

www.marketstreetnewbury.co.uk

Investing in homes since 1912  
**grainger plc** **jtp.co.uk**

### DEVELOPMENT PARTNERS



**Grainger plc** is the UK's largest listed residential property owner and manager, with c.20,000 homes under management across the UK. 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 FTSE4Good index. Grainger was awarded the UK's Residential Asset Manager of the Year at the RESI Awards in 2015, 2014, 2013 and 2012.



Newbury is already one of the best connected towns in the South and when Network Rail announced that Newbury station was to benefit from rail line electrification, which will transform the current service from London, delivering faster, greener and quieter travel with extra capacity - and potentially more visitors to the town, the council saw an opportunity to provide a new and enhanced gateway to Newbury and have provided the land for the project. West Berkshire Council is working in partnership to comprehensively redevelop this prominent 5.5 acre site which will ultimately bring significant economic benefits for the whole town.



**Network Rail** owns, manages and develops Britain's railway - the 20,000 miles of track, 40,000 bridges and viaducts, and the thousands of signals, level crossings and stations (the largest of which we also run).

We are pleased to be working with our partners on this scheme that will bring significant benefits to passengers and to Newbury as a whole. This project, together with our wider programme of investment, including the electrification of the Great Western Main Line, will help to support and drive economic growth in Newbury and the wider Thames Valley region.



**Great Western Railway** operates services that stretch from London in the east to Brighton and Gatwick in the south, Carmarthen, Pembroke Dock and Penzance in the west and Banbury, Hereford and Worcester in the north. We have one of the largest and most complex rail networks in the UK, carrying one and a half million passengers every week on 9,000 services, and calling at 276 stations. We are the only UK rail company to operate High Speed Inter-city, commuter, regional and sleeper services.

### ARCHITECTS AND URBAN DESIGNERS



**JTP** is an international placemaking 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.

BD Awards 2016 - Masterplanning & Public Realm Architect of the Year Award

### PREVIOUS EXPERIENCE - GRAINGER PLC



#### Macaulay Walk

- Redevelopment of 1.8acre 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



#### 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

### PREVIOUS EXPERIENCE - JTP



**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.





# MARKET STREET NEWBURY

## Community Engagement

MARKET STREET NEWBURY

[www.marketstreetnewbury.co.uk](http://www.marketstreetnewbury.co.uk)

Investing in homes since 1912  
**grainger plc** **jtp.co.uk**

### COMMUNITY PLANNING WEEKEND

These are just some of the ideas to emerge from the Market Street, Newbury Community Planning Weekend held at West Berkshire Council Offices on 10 & 11 July 2015.

- A new gateway to Newbury from the railway station with attractive buildings and spaces designed with a Newbury character - "Newburyness" - and with strong pedestrian and cycle links to the town centre;
- A range of housing, commercial and community uses to ensure mixed and active "community living";
- Work to ensure investment in Market Street helps revitalise Cheap Street and Bartholomew Street.

More than 200 people took part in workshops and hands-on planning activities during the Community Planning Weekend process, and helped shape the vision for the Market Street site.

The workshops were led by JTP on behalf of Grainger, and gave local residents, including young people, the chance to identify the challenges and opportunities for the site, as well as drawing ideas for the new 'urban village'. Walkabouts of the town centre also took place, with groups discussing what makes the character of Newbury and how this could influence the design of the new 'urban village'.

Following the public workshop days, the JTP led team analysed and summarised the outcomes and drew up a new Vision for the site, including an illustrative masterplan. This was presented to the local community at the **Report Back** on 16 July 2015 at St Nicolas Church, Newbury.



### MARKET STREET COMMUNITY FORUM

A key outcome of the Community Planning Weekend was for the community to continue to participate in the development of the proposals for the site. In response a Market Street Community Forum was established.

The Forum on 24 September 2015 was an opportunity to see and discuss the latest proposals. The event was attended by over 60 people, including representatives of the Quakers, local businesses, and local district and town councillors along with Nick Carter, Chief Executive of West Berkshire Council.

The event featured a presentation by the design team, a new physical model and an updated exhibition. The key changes that occurred following the feedback from the event were as follows:

- Reduction in the height of Block G
- Relocation of the hub space into Block D
- Change in the massing and design of Block H reduce its scale immediately adjacent the station
- Introduction of a public square opposite the station





# MARKET STREET NEWBURY

## Community Influence on Proposals

MARKET STREET NEWBURY

www.marketstreetnewbury.co.uk

Investing in homes since 1912  
grainger plc | jtp.co.uk

The community engagement process began early in the design development and continued alongside the emerging proposals. The community's views have significantly influenced the submitted proposals.

This board sets out key community ideas and the influence on the proposals.

| COMMUNITY ASPIRATION  | INFLUENCE ON PROPOSALS   |
|---|--|
|  <p>Support for Market Street regeneration with mixed use development</p>  | Market Street will be a new 'urban village' in the heart of Newbury, a mixed use, but predominantly residential area, with greatly improved pedestrian links between the railway station and the town centre.  |
|  <p>A new gateway to Newbury from the railway station</p>  | Market Street will be a new 'urban village' in the heart of Newbury, a mixed use, but predominantly residential area, with greatly improved pedestrian links between the railway station and the town centre.  |
|  <p>Attractive buildings and spaces designed with a Newbury character - 'Newburyness'</p>                                      | Market Street is designed to provide legible and accessible pedestrian and cycle routes between the station and the town centre as well as good connections east and west to Bartholomew Street and Cheap Street.  |
|  <p>A mix of accommodation to support a balanced community</p>  | Market Street is designed as a mixed development with a unique identity, providing new houses and apartments for all ages: single people, families, young couples, retirees and the mobility impaired.   |
|  <p>A range of housing, commercial and community uses to ensure mixed and active "community living"</p>                      | Market Street is designed to complement and augment the established commercial and community uses around the site, including providing a place for community groups to meet, fostering personal interactions and a strong community.   |
|  <p>Ensure investment in Market Street helps revitalise Cheap St and Bartholomew St to create a vibrant southern quarter</p> | The proposals will link east and west to shops and businesses on Cheap Street and Bartholomew Street to help stimulate investment, footfall and spending in Newbury's southern quarter.  |
|  <p>Strong, accessible pedestrian and cycle links to the town centre</p>   | Market Street is designed to reflect the charm and character of the town, with an attractive, calm public realm, including a variety of quality streets, places and spaces, some with trees. The street width to building height ratios, the building design and materials will reference the local vernacular to create a comfortable and attractive place. |
|  <p>Accommodate the Quakers' Friends Meeting House</p>   | The proposals retain the Friends Meeting House where it is. Should the Quakers decide to move in the future, the site could be redeveloped as part of the Urban Village.   |
|  <p>Bus services serving the station</p>   | WBC has determined that the bus station will move to The Wharf. By setting the buildings back along Market Street the proposals provide space for on-street bus stops and direct pedestrian connection to the railway station through the development.   |

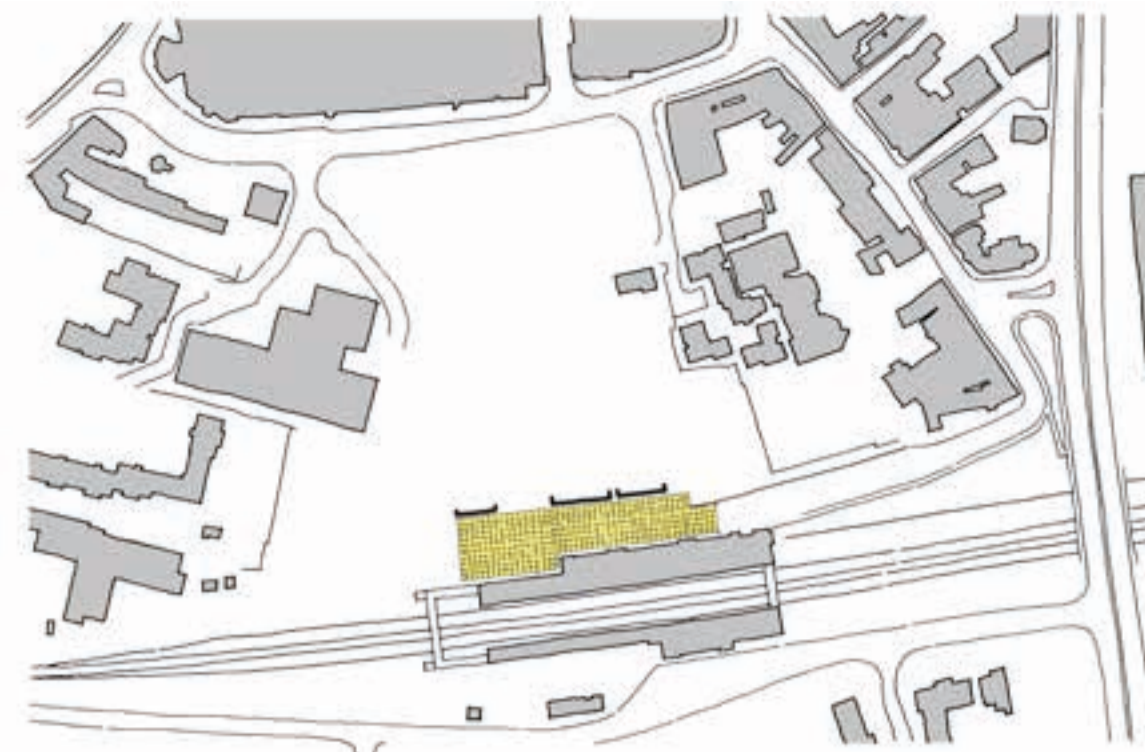
| COMMUNITY ASPIRATION   | INFLUENCE ON PROPOSALS   |
|--|--|
|  <p>Minimise inconvenience during the construction period</p>   | Market Street Urban village will be built by contractors signed up to the 'Considerate Contractors Scheme'.  |
|  <p>Reduce the height of Block G on the station forecourt</p>   | The roof level of Block G has been lowered by one storey, from seven storeys to six storeys, matching the height of Block H  |
|  <p>Improve the design of the station forecourt buildings to provide a public space opposite the station</p>              | Block H facing the station entrance has been redesigned with a U-shaped footprint to open up a south facing public piazza to accommodate outdoor seating and activity.   |
|  <p>Improve the visibility and accessibility of the 'gateway' to Station Walk linking the station to the town centre</p> | The stairs and ramp from the station forecourt to Station Walk have been separated to reduce potential conflict between cycling and walking and brought forward to improve visibility from the station and 'signpost' the connection to the Town Centre. |
|  <p>Provide on-site parking for Quakers' Friends Meeting House</p>  | The design has been altered to provide parking spaces at the rear of the Friends Meeting House.  |



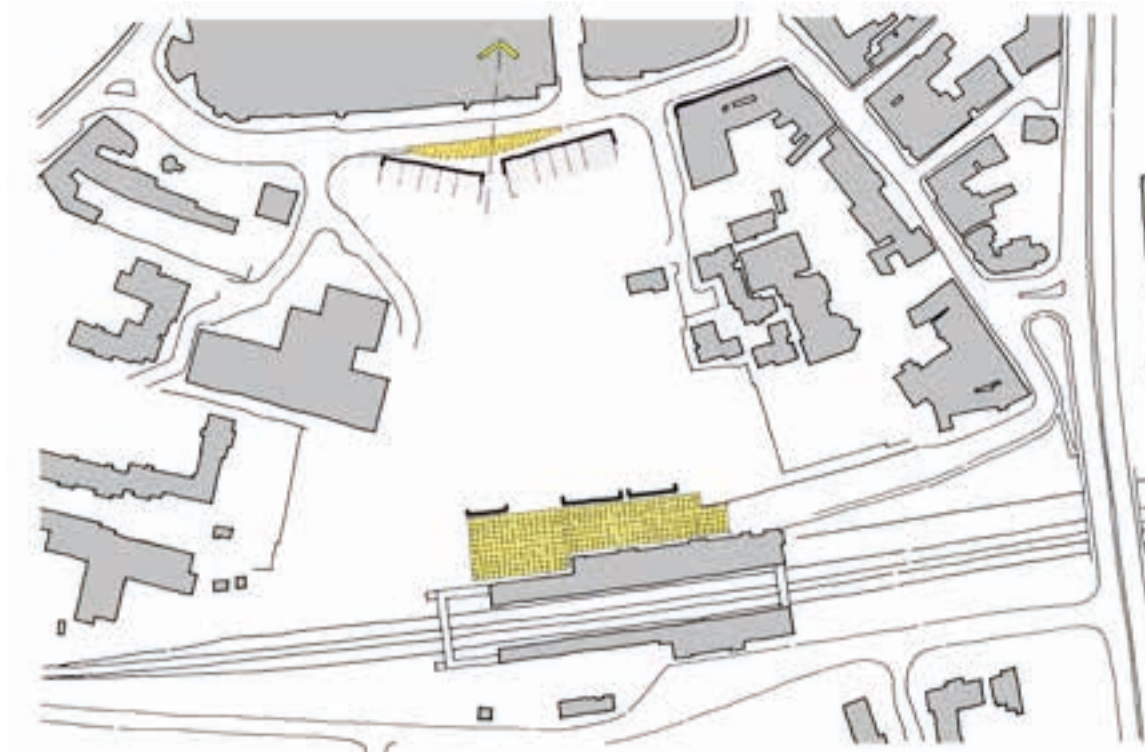


# MARKET STREET NEWBURY

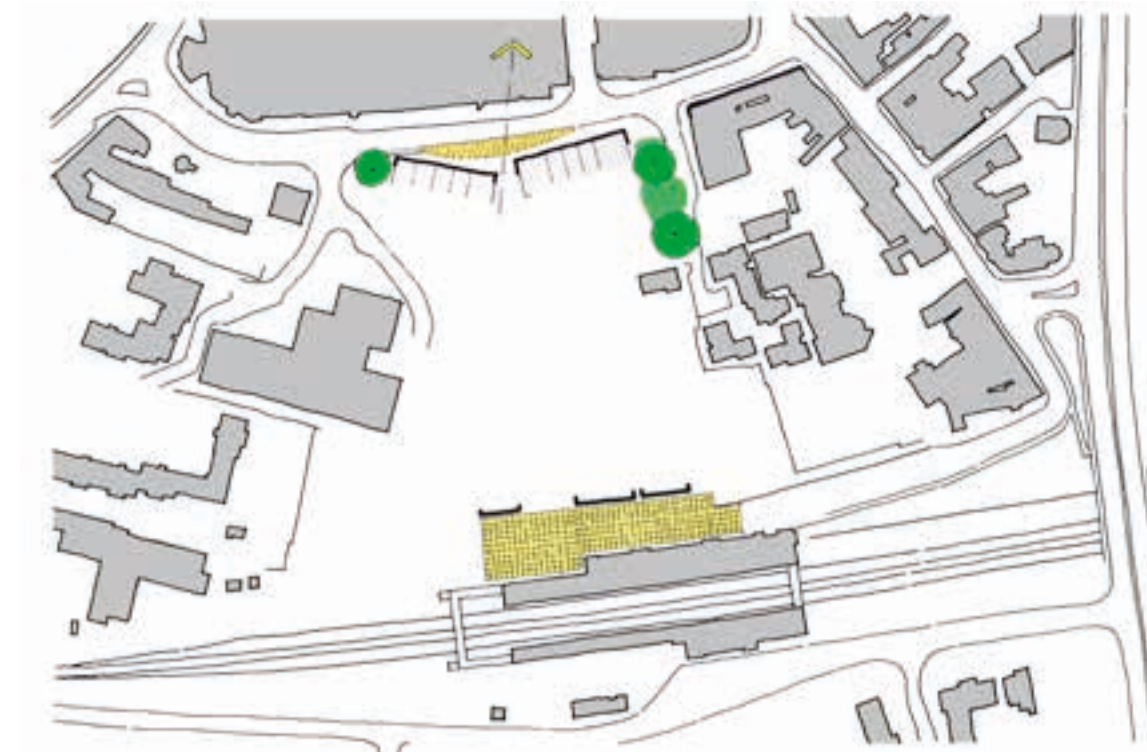
## Design Principles



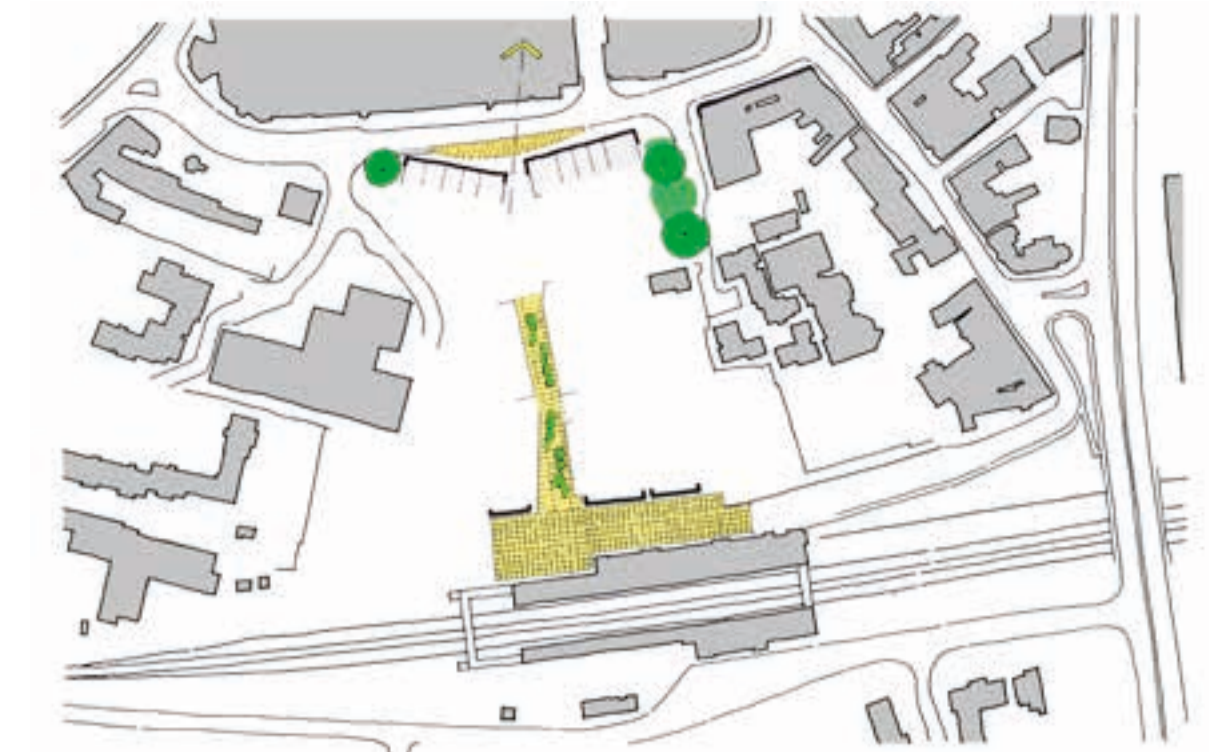
**1. Station Square**  
New space is second largest within town centre. Enclosed by wider frontage buildings.



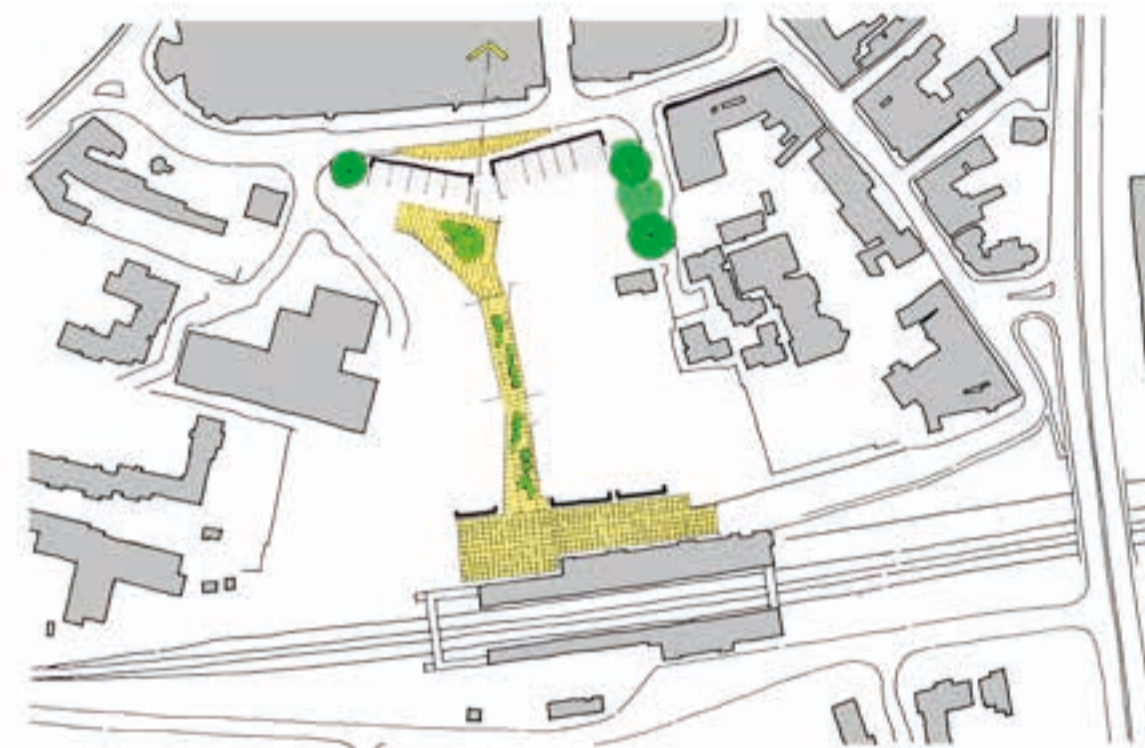
**2. Repairing Market Street**  
New buildings frontage gently curve revealing oblique elevations and creating a space for relocated bus stop and shelters. Narrow break between the buildings offers glimpses of Town Hall clocktower.



**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 is narrower than Bartholomew Street and Cheap Street as it is less important.



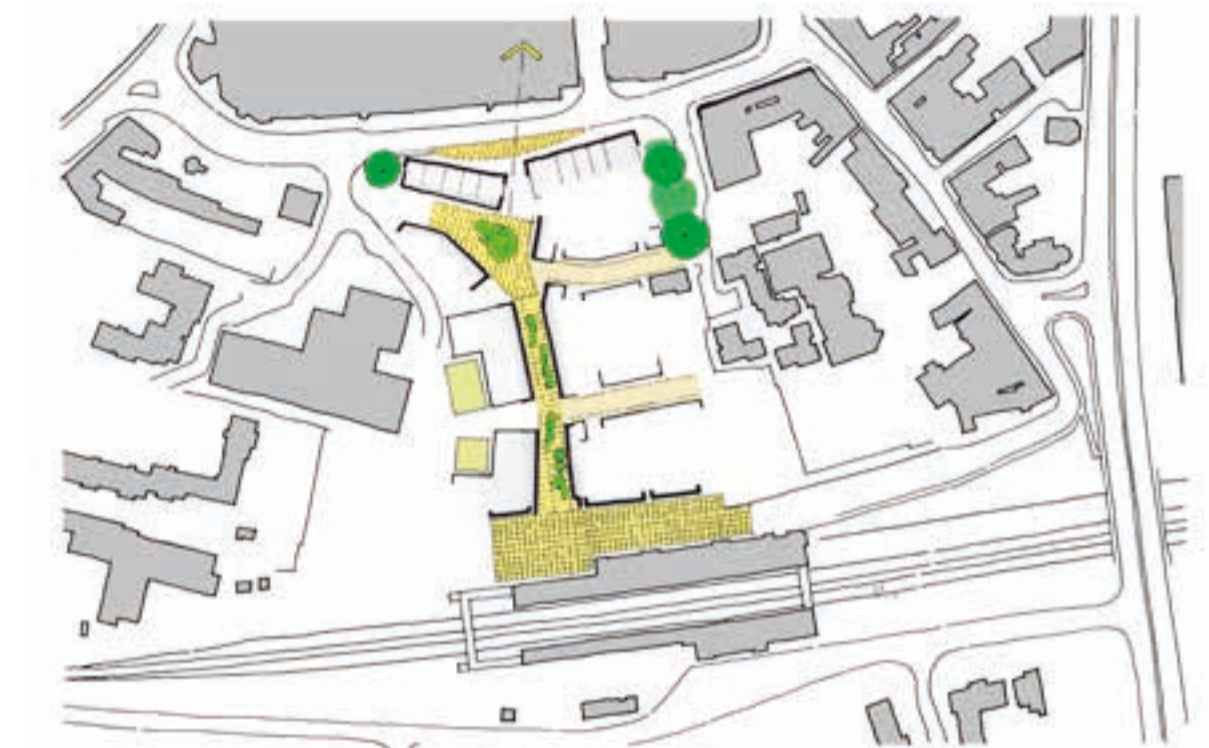
**5. The Green**  
New public realm formed from the widening of the street. Central green with south facing aspect.



**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 terraces.



**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.

MARKET STREET NEWBURY

[www.marketstreetnewbury.co.uk](http://www.marketstreetnewbury.co.uk)

Investing in homes since 1912  
grainger plc | jtp.co.uk



**MARK  
NEWBURY  
T** **STREET**

Proposals as presented at the Community Forum

**MARKET STREET NEWBURY**

[www.marketstreetnewbury.co.uk](http://www.marketstreetnewbury.co.uk)

Investing in homes since 1912  
**grainger plc** **jtp.co.uk**



Station level masterplan



Market street level masterplan



Aerial view of the model presented at the forum looking south from above the Kennet Centre



Aerial view of the model presented at the forum looking north from above the station

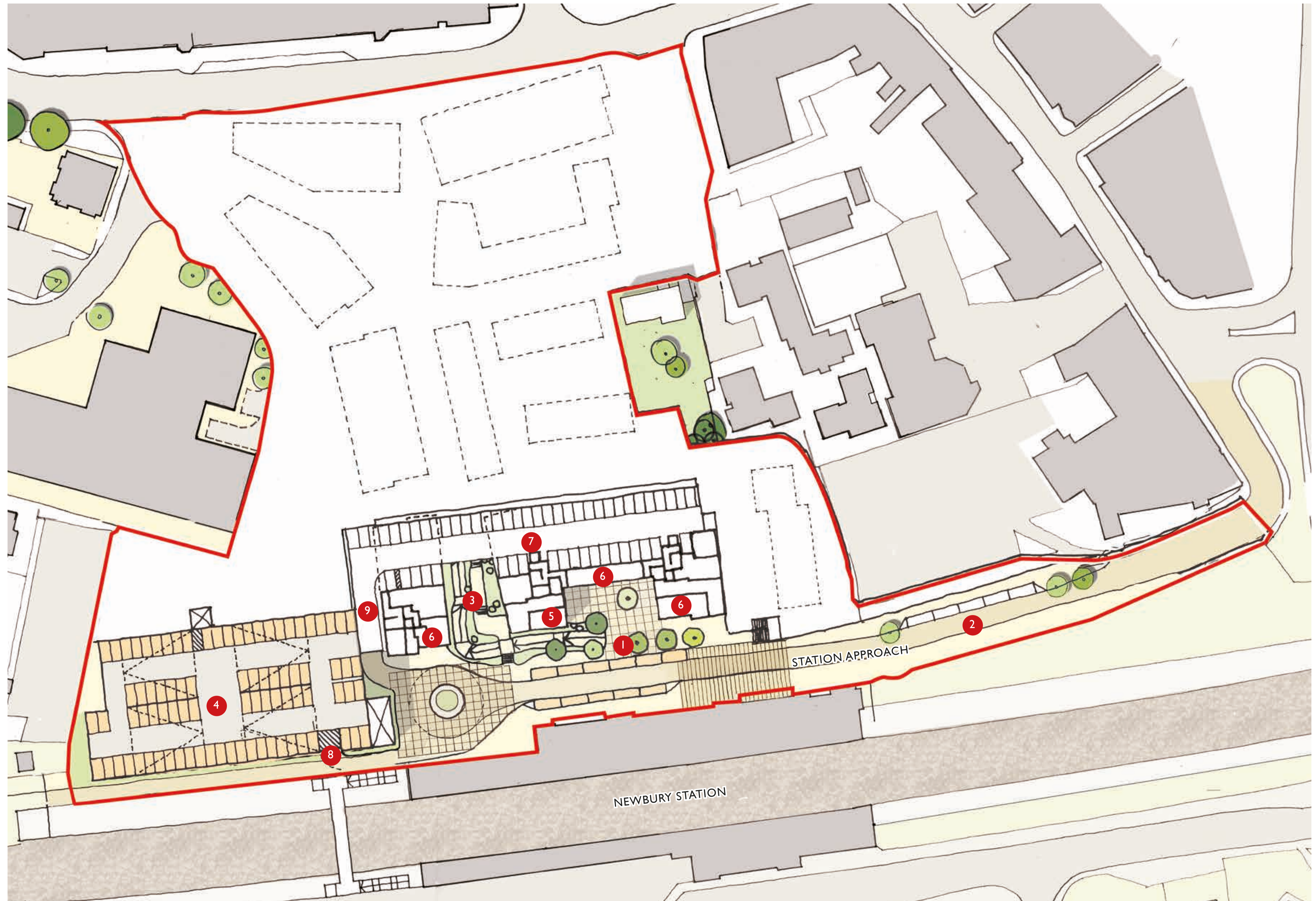


Aerial view of the model presented at the forum looking south-west from above the Vue Cinema



# MARKET STREET NEWBURY

## The Submitted Masterplan



MARKET STREET NEWBURY

[www.marketstreetnewbury.co.uk](http://www.marketstreetnewbury.co.uk)

Investing in homes since 1912  
grainger plc | [jtp.co.uk](http://jtp.co.uk)

### 1 PUBLIC REALM

- 1** Station Square
- Flexibly designed space in front of station
  - Improved pedestrian footways and cycle paths
  - Relocated taxi rank
  - Drop off area
  - Maintenance access to railway

### 2 Station Approach

- Improved public realm with wider pedestrian footways
- Street trees
- Drop off and waiting area

### 3 Station Walk

- New north-south pedestrian and cycle street
- Trees and landscape create 'park' street
- Ramp and steps linking Station Place

### 4 PROPOSED USES

- 4** Multi storey car park
- Multi storey car park with lift and disabled car parking spaces providing increased parking spaces for Railway Station and relocated car parking for West Berkshire Council

### 5 Cycle hub

- Cycle parking, hire and repairs

### 6 Ancillary retail

- Possible convenience store and/or cafe etc.)

### 7 Undercroft parking

- for residents

### 8 MOVEMENT & TRANSPORT

- 8** Emergency vehicular access and egress Station Approach to multi storey car park

### 9 Access and egress

- to residents undercroft parking



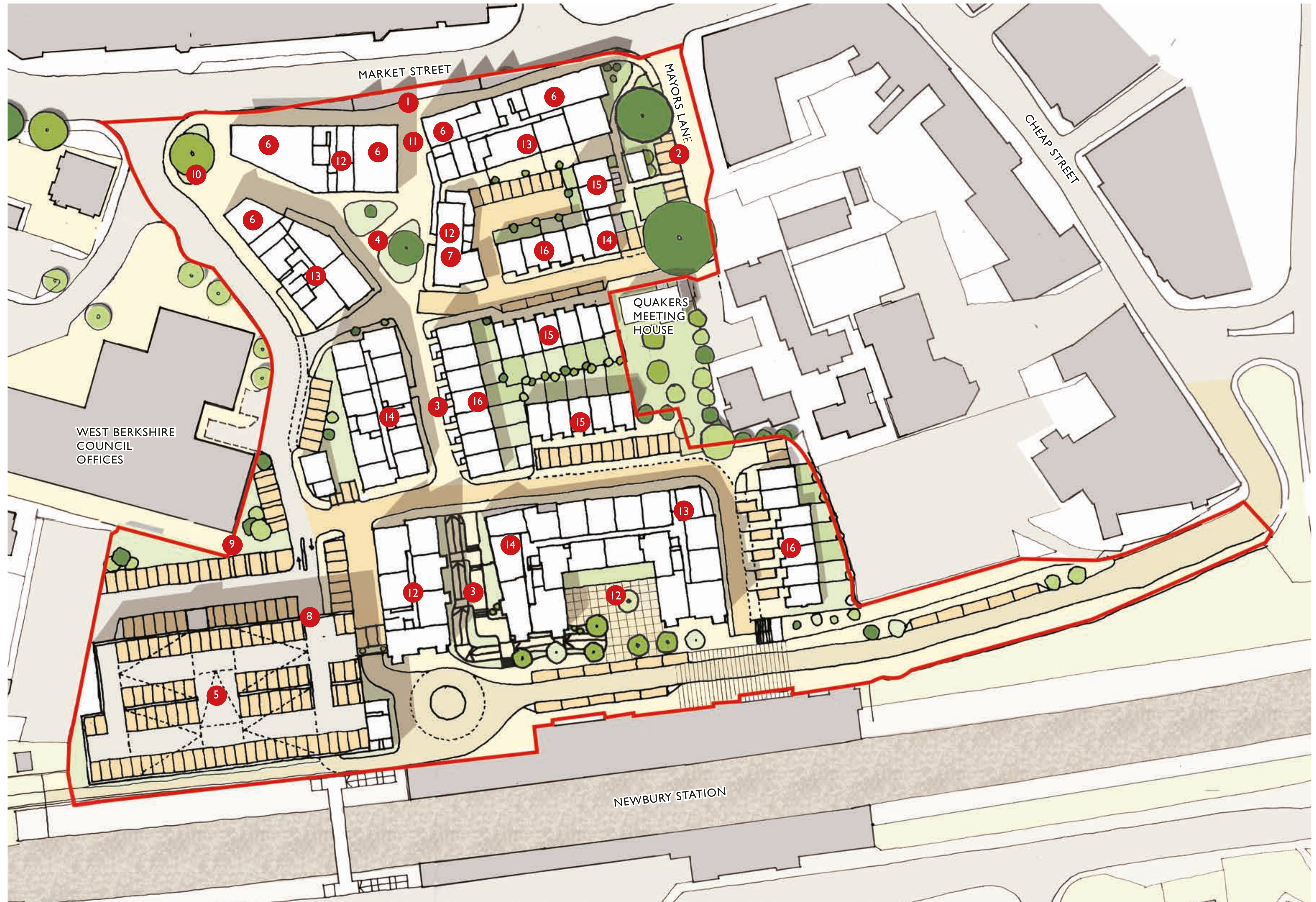
# MARKET STREET NEWBURY

## The Submitted Masterplan

MARKET STREET NEWBURY

[www.marketstreetnewbury.co.uk](http://www.marketstreetnewbury.co.uk)

grainger plc [jtp.co.uk](http://jtp.co.uk)



### 1 PUBLIC REALM

- Market Street
  - Reinstatement of Market Street frontage with new buildings
  - Break between buildings frame glimpses of Town Hall
  - Relocated bus stops and bus shelters

### 2 Mayors Lane

- Existing Plane and Horse Chestnut trees retained as focus of a new green
- Vehicular and pedestrian links to Friends Meeting House and Thomas Merriman Court maintained

### 3 Station Walk

- New north-south pedestrian and cycle street
- Trees and landscape create 'park' street
- Ramp and steps linking Station Place

### 4 The Green

- New south facing space with lawn and trees

### 5 PROPOSED USES

- Multi storey car park
  - With lift and disabled car parking spaces providing increased parking spaces for Railway Station and relocated car parking for West Berkshire Council

### 6 Small commercial units

### 7 Community hub

- Shared flexible space with café overlooking green

### 8 MOVEMENT & TRANSPORT

- Vehicular access and egress from Market Street to multi storey car park

### 9 PEDESTRIAN CONNECTIVITY

- Footpath link to Eight Bells and Bartholomew Street
- Footpath link to Inch's Yard /Town Centre
- Footpath link to Cheap Street and Kennet Centre

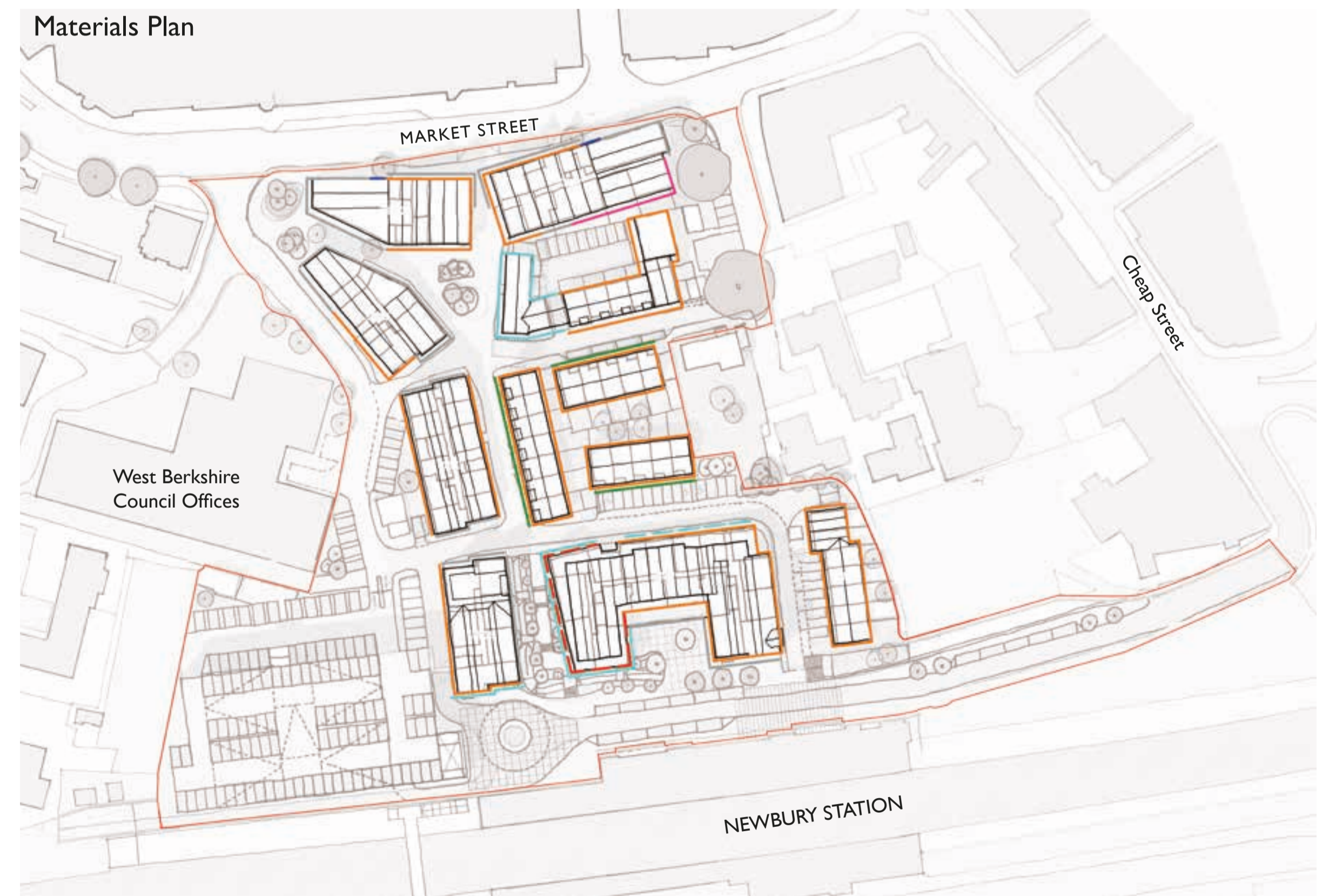
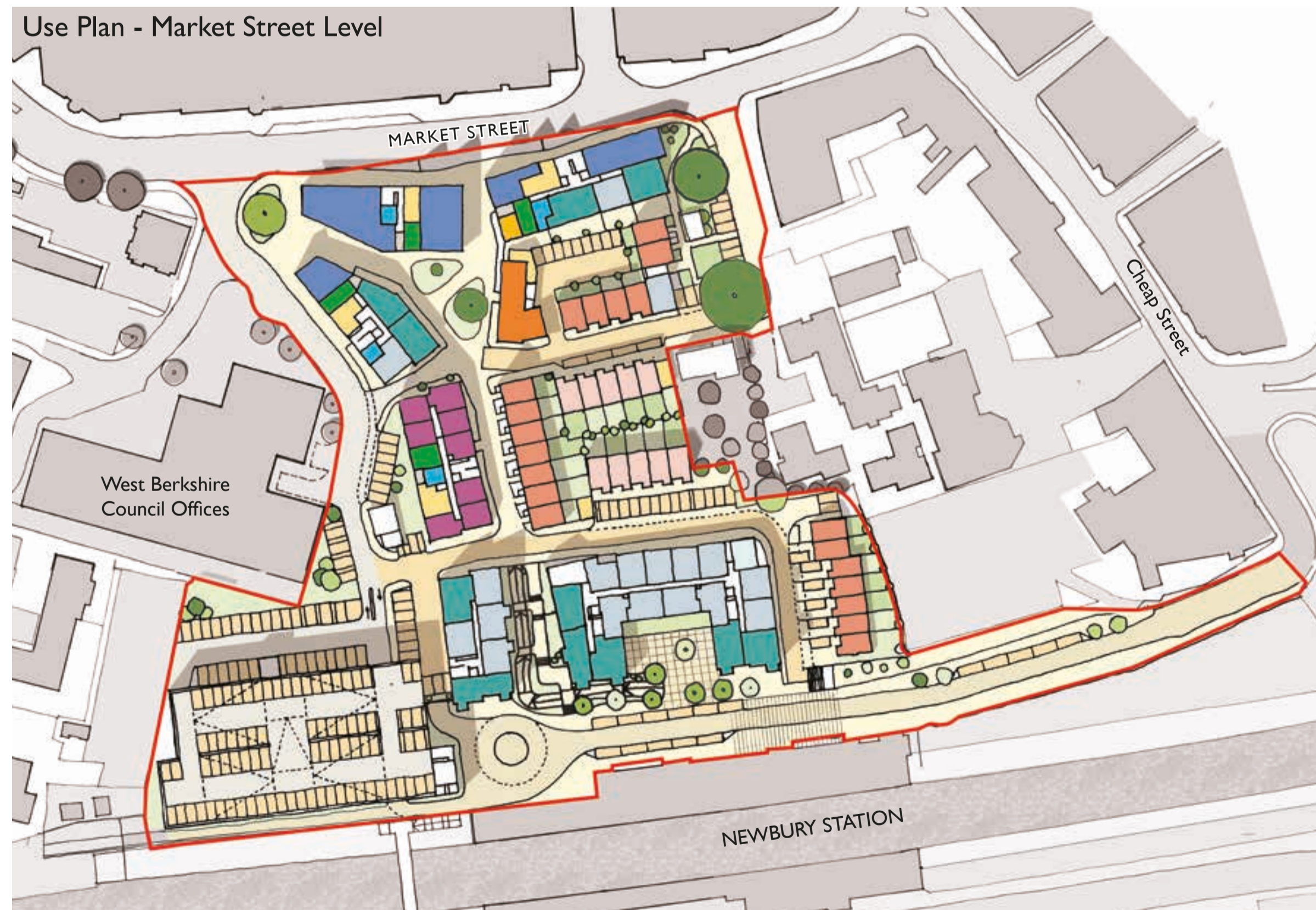
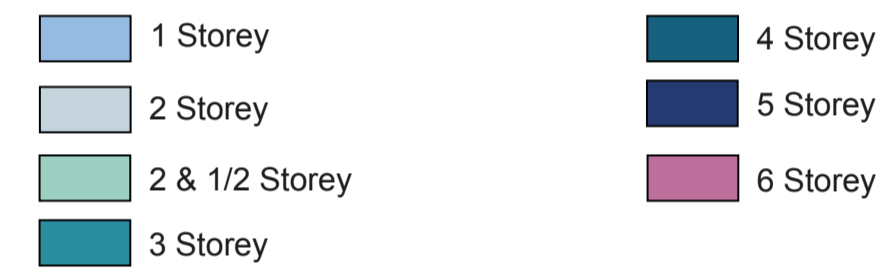
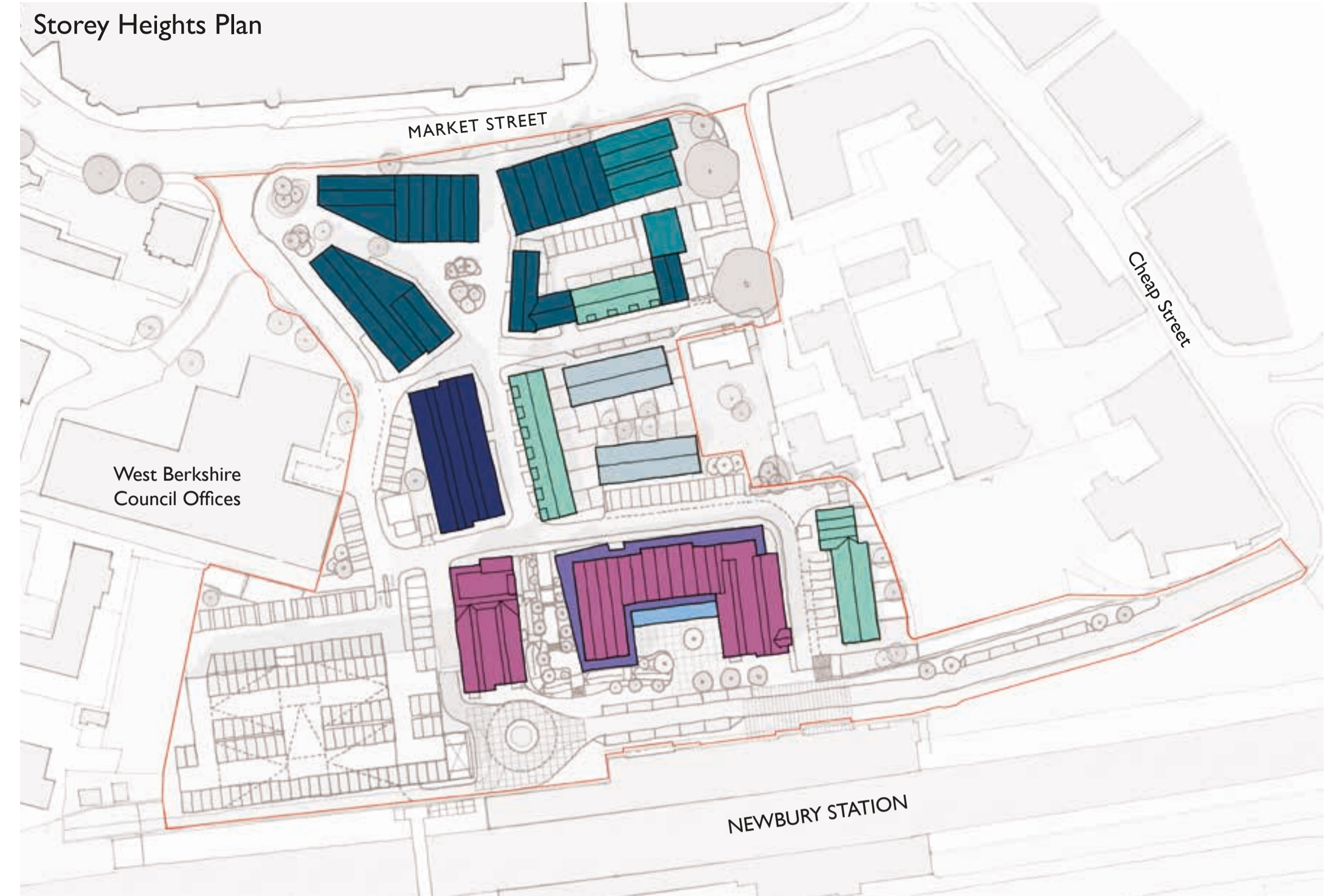
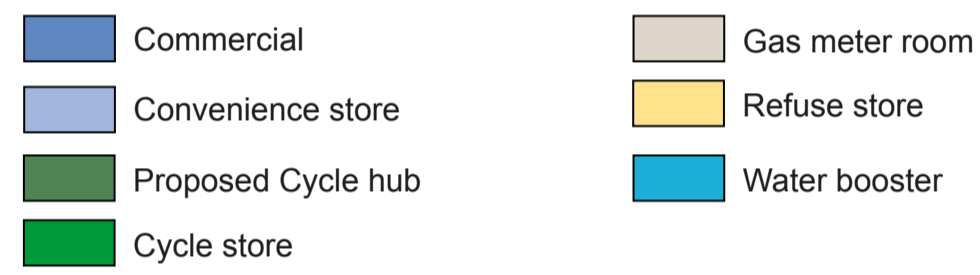
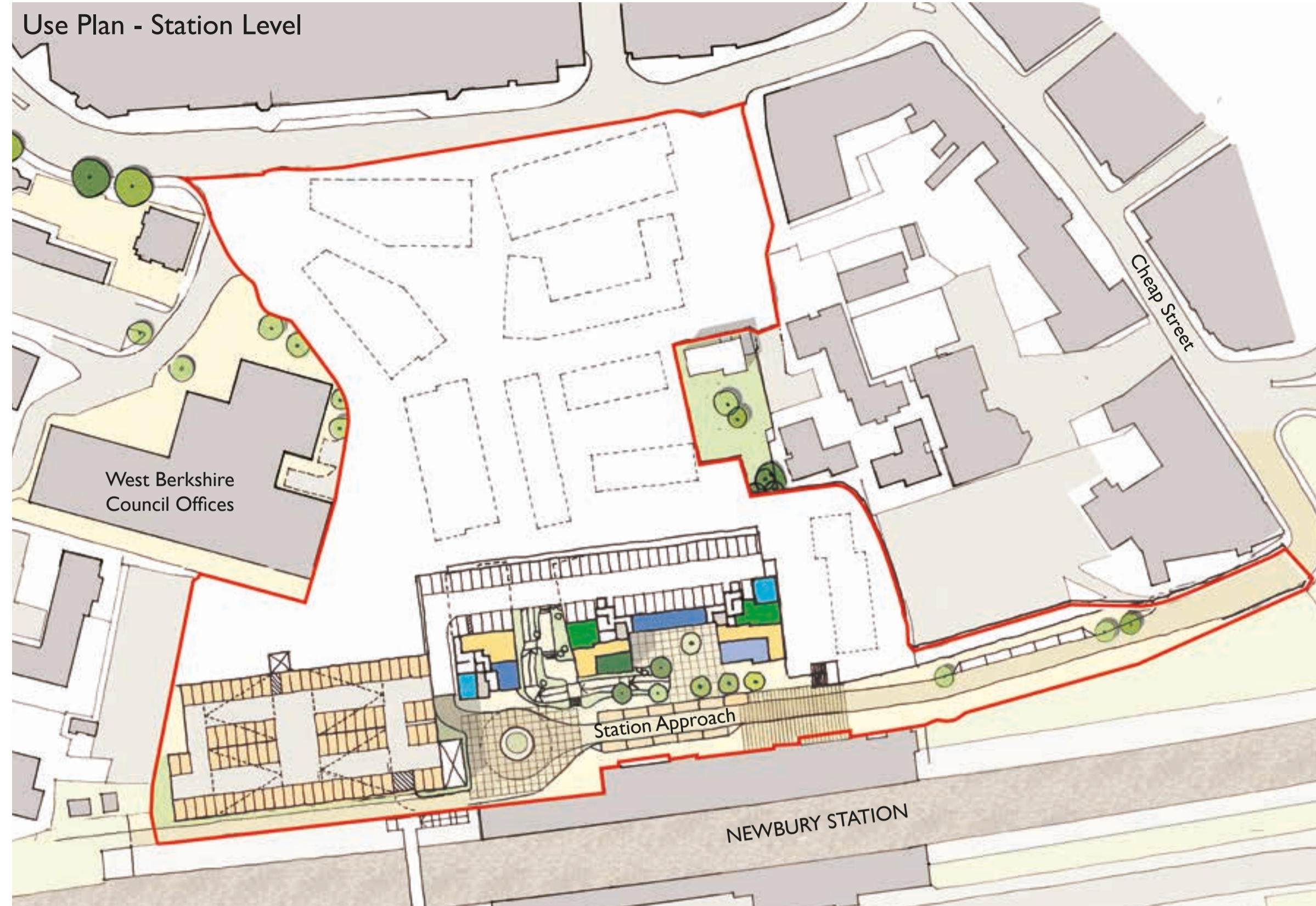
### RESIDENTIAL HOMES

- 12 Apartments above ground floor mixed uses
- 13 Apartments
- 14 Duplex apartments with front door from the street and staircase to upper floor duplex
- 15 Two storey houses
- 16 Two and half storey houses



# MARKET STREET NEWBURY

## The Submitted Masterplan



MARKET STREET NEWBURY

[www.marketstreetnewbury.co.uk](http://www.marketstreetnewbury.co.uk)

Investing in homes since 1912  
**grainger plc** **jtp.co.uk**



MARKET STREET  
NEWBURY

Artists Impressions



View looking south east along Market Street onto the proposed Urban Village



View looking North over The Green which opens out on to Market Street



View looking north along Station Walk from Station Square

MARKET STREET NEWBURY

[www.marketstreetnewbury.co.uk](http://www.marketstreetnewbury.co.uk)

Investing in homes since 1912  
grainger plc jtp.co.uk



MARKET STREET  
NEWBURY

Artists Impressions



View looking north-west onto Station Square from in front of the station



View looking north-west towards Station Square from the entrance of the station



View looking East along Highfield Avenue towards the Quakers Meeting House

MARKET STREET NEWBURY

[www.marketstreetnewbury.co.uk](http://www.marketstreetnewbury.co.uk)

grainger plc  [jtp.co.uk](http://jtp.co.uk)



MARKET STREET  
NEWBURY

Artists Impressions



View looking south west along Market Street onto the proposed Urban Village



View looking west along Highfield Avenue from adjacent the Quakers Meeting House

MARKET STREET NEWBURY

[www.marketstreetnewbury.co.uk](http://www.marketstreetnewbury.co.uk)

Investing in homes since 1912  
grainger plc jtp.co.uk



# MARKET STREET NEWBURY

## Economic Benefits / Homes for Private Rent

MARKET STREET NEWBURY

[www.marketstreetnewbury.co.uk](http://www.marketstreetnewbury.co.uk)

Investing in homes since 1912  
grainger plc jtp.co.uk

### ECONOMIC BENEFITS



#### The Economic Benefits of New Development at Market Street, Newbury

Redevelopment of the Market Street area will renew commercial and housing uses in Newbury's town centre, creating a new 'Urban Village' that retains the town's market heritage while stimulating economic growth.



#### 01 CONSTRUCTION BENEFITS

**220 Jobs**  
Direct Employment  
(estimated to create 445 person-years of temporary construction employment over the 2 year period of the build)

**335 Jobs**  
Indirect/Induced Employment  
(335 'spin-off' jobs could be supported in the supply chain per year of construction)

**£40m**  
Construction Value  
(estimated total cost of construction)

**£7.7m GVA**  
Economic Output  
(expected additional GVA p.a. from direct and indirect jobs)

#### 02 EXPENDITURE BENEFITS

**£1.2m**  
First Occupation Expenditure on goods and services to make a house 'feel like home' a proportion of which would be captured locally

**£4.1m**  
Net Additional Resident Expenditure in local shops and services in Newbury (per annum)

**40 Jobs**  
New Operational Jobs supported by increased resident expenditure in the local Newbury area

#### 03 OPERATIONAL BENEFITS

**65** Total Jobs  
(65 additional jobs directly supported by the new flexible commercial floorspace)

**20** Indirect/Induced Employment (20 FTE jobs supported in the supply chain)

**£1.6m**  
Economic Output (GVA per annum)

#### 04 LOCAL AUTHORITY REVENUE BENEFITS

**£2.2m**  
New Homes Bonus Payments (total payments over a set 6 year period)

**£387,000**  
Additional Council Tax Revenues (per annum in perpetuity)

**£164,900**  
Additional Business Rate Revenues (per annum in perpetuity)

**£1.53m**  
Estimated Planning Contributions

### STAY INVOLVED

Following the submission of the Detailed Planning Application, the application has been registered and the local community now have the opportunity to provide their comments on the proposals directly to West Berkshire through their website. The planning application number is 16/00547/FULEXT. During this process, we will keep the project website up-to-date so that you can easily access this information. Please keep checking:

[www.marketstreetnewbury.co.uk](http://www.marketstreetnewbury.co.uk)

The appointed contractor to deliver the scheme will be a member of the Considerate Constructors Scheme. This will ensure that care is taken about appearance, respect for the community, protection for the environment, and everyone's safety.

### HOMES FOR PRIVATE RENT

Grainger is proposing the new homes at Market Street are professionally managed Private Rented Sector (PRS) and affordable homes, meeting local demand and supporting growth, employment and labour mobility in Newbury. With over 100 years' experience in owning housing, Grainger will continue to manage the buildings after construction and be focused on providing the highest quality rental homes for Newbury.

All of Grainger's residents will have the comfort of knowing that they are dealing directly with their landlord, and will benefit from:

- Long term/flexible tenancies – residents are able to decide what is best for them
- No renewal fees
- Dedicated property managers
- Online tenant portal where residents can receive delivery notifications, see building notifications and communicate with their property manager and other tenants
- On site security/building management
- Single repair and maintenance team

The local community can be reassured that Grainger, as the long term managing agent and landlord will ensure the future maintenance, cleanliness, security and overall quality of the site to ensure it maintains a positive effect on the local area.

#### Grainger PRS Case Study – Abbeville Apartments, Barking, East London

- One of the UK's first residential schemes specifically designed for renting
- 100 new rental homes, comprising a selection of 1, 2 and 3 bedroom homes
- Communal facilities designed exclusively for residents to enjoy



**ABBEVILLE APARTMENTS. Barking.**

Homes to rent with Grainger.

