

NEWBURY TOWN CENTRE CONSERVATION AREA

CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN

DECEMBER 2021



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1. Introduction

Background and Purpose

- 1.1 The statutory definition of a conservation area is an “area of special architectural or historic interest, the character and appearance of which it is desirable to preserve or enhance”. The power to designate conservation areas is given to local authorities through the Planning (Listed Buildings and Conservation Areas) Act 1990 (Sections 69 to 78).
- 1.2 This document is a Conservation Area Appraisal and Management Plan (CAAMP) relating to Newbury Town Centre Conservation Area. It sets out the special architectural and historic interests of the Newbury Town Centre Conservation Area that are desired to be preserved and enhanced in full accordance with the provisions of the Planning (Listed Buildings and Conservation Areas) Act 1990. It aims to fulfil the Council’s duty to ‘draw up and publish proposals for the preservation and enhancement’ of its conservation areas as required by the Planning (Listed Buildings and Conservation Areas) Act 1990 and the commitment made by policy CS19 in the West Berkshire Core Strategy 2012. This document has been produced in line with the guidance set out in “Conservation Area Designation, Appraisal and Management” (Historic England, 2019) including an analysis of the special character of the conservation area, and recommended actions for the management of the area in order to preserve and enhance its character.
- 1.3 A Conservation Area Appraisal is a statement of what makes an area special. It is intended to provide a comprehensive understanding of the special interest, or significance, of the area. Once adopted, the appraisal is material to the determination of planning applications and appeals. Therefore, the appraisal is an important document informing private owners and developers concerning the appearance, scale and form of new development.
- 1.4 This appraisal concludes with a Conservation Management Plan (see section 12 of this document). This takes forward the issues presented in the appraisal, considering them in the context of legislation, policy and community interest. This includes guidance to protect the survival and use of local materials, architectural details and to propose forms of development based on the findings of the appraisal. As such, this part of the CAAMP document seeks to guide the character and appearance of development in the area and

inform the decision-making process of planning applications and appeals that may affect the special interest of the conservation area or its setting.

1.5 This CAAMP will:

- provide a definition of the area's special architectural and historical interest;
- provide written justification for the designation of the conservation area;
- identify ways in which its unique characteristics can be preserved and enhanced;
- identify buildings, structures and features of local interest;
- identify negative factors which harm the special character of the conservation area;
- provide a framework against which future development can be assessed to aid the decision-making process;
- create a context for future development in accordance with conservation area policies in the Local Plan;
- consult with the public and raise awareness of conservation area issues;
- once adopted, be used to guide future developments and improvements in conjunction with policies in the Local Plan and relevant national planning policy and guidance.

Conservation Area Designation and Boundary

1.6 The Newbury Town Centre Conservation Area is the result of various amalgamations and extensions of three separate conservation areas, first designated in March 1971. No conservation area appraisal or management plan has previously been provided for the Newbury Town Centre Conservation Area at that time. A brief overview of the evolution of the conservation area is provided below:

- In 1971, three separate conservation areas were established within the area of the Town Centre: "Pound Street and Newtown Road," "Kennet and Avon Canal," and "Northbrook Street".
- In 1973, there were extensions to include parts of Northcroft Lane, West Street, and Pembroke Road.
 - By 1977, there were 2 Town Centre conservation areas. One focused on Northbrook Street, Oxford Street and London Road and the other on the Canals. These areas were merged into one conservation area: the Newbury Town Centre Conservation Area. Pound Street and Newtown Road Conservation Area remained separate at this time.

- In 1983, two adjacent Kennet and Avon Canal Conservation Areas were designated, adjoining the existing Newbury Town Centre Conservation Area, forming the Kennet and Avon Canal, Newbury (East) and the Kennet and Avon Canal, Newbury (West) Conservation Areas.
 - In 1990, the Newbury Town Centre Conservation Area was again expanded, incorporating areas such as the Kennet Centre, Cheap Street, additional sections of Bartholomew Street and the Newbury Wharf area. This update led to the previously separate “Pound Street and Newtown Road” Conservation Area being absorbed into the Newbury Town Centre Conservation Area.
- 1.7 During the process of developing this CAAMP document, the existing conservation area boundaries have been carefully reviewed, as required by section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 and the commitment made by policy CS19 in the West Berkshire Core Strategy 2012. This review also responds to the policy and guidance set out in the NPPF (Revised July 2021) and by Historic England’s 2019 guidance on Conservation Area Designation, Appraisal and Management. The Newbury Town Centre boundary, as amended in 1990, is the latest version of the Conservation Area Boundary, which was reviewed as part of this boundary review process. Full details of the boundary review can be found in the separate Boundary Review Document. The mapping and all associated assessments conducted as part of this CAAMP document will utilise the updated Newbury Town Centre boundary (2021).

Document Preparation and Public Consultation

- 1.8 This character appraisal has been prepared by Heritage Architecture & GL Hearn in close liaison with West Berkshire Council.
- 1.9 The surveys conducted as part of this assessment were carried out between 2020-2021. As such, all images, maps, planning policy and guidance are correct as of that time.
- 1.10 The process of producing this CAAMP document included public consultation of a draft version of the document in 2023. This process invited the public, local amenity societies, statutory bodies and other stakeholders to review and comment on the draft document. Following receipt of consultation comments, a series of additional consultation meetings were held with key stakeholders, including the Newbury Society, Newbury Town Council, and Historic England. All feedback and comments received as part of this process have been carefully considered and addressed where applicable as part of the latest version of this CAAMP document. The Council has provided feedback to all comments received as part of this process.

- 1.11 The process of consultation is designed to bring public understanding of the character of the conservation area and encourage public debate in a discussion about the issues facing it and how these issues might be addressed.

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2. Planning Policy Context

National Legislation, National Policy and Guidance

Planning (Listed Buildings and Conservation Areas) Act 1990

- 2.1 Under Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990, local planning authorities have a duty to designate as conservation areas any 'areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance'. This special interest must derive from the character of the townscape as a whole, as well as its individual buildings. It is formed by the inter-relationship of many elements: topography, the layout of roads and plots, the buildings, the materials, public and private spaces, the greenery of gardens, parks and street trees and the predominant uses within the area.
- 2.2 Designation is intended to raise awareness of an area's special attributes and foster civic pride in the locality and to ensure that built development and other changes are managed in such a way that the character or appearance of the area is not harmed.

National Planning Policy Framework (NPPF)

- 2.3 The National Planning Policy Framework (NPPF) (Revised July 2021) sets out government policy for the historic environment. Local policies must be consistent with the national framework. The over-arching principle of NPPF is that the planning system should contribute to the 'achievement of sustainable development' (para. 7). Where development affects heritage assets, they should be conserved 'in a manner appropriate to their significance' (para. 194). To this end, their heritage significance must be fully understood (paras. 195-196), and any harm to that significance arising from the proposals should be weighed against their potential public benefits (paras. 201 - 208). When considering the potential impacts of a proposed development of a designated

heritage asset, great weight should be given to the asset's conservation (para 199) and local planning authorities should refuse consent where a proposed development will lead to substantial harm to a designated heritage asset, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss (para. 201).

- 2.4 Paragraph 206 seeks to ensure that local planning authorities look for opportunities for new development within Conservation Areas, and within the setting of heritage assets, to enhance or better reveal their significance, and proposals that positively contribute to these assets should be treated favourably.

Historic England Advice Note 1: Conservation Area Designation, Appraisal and Management (2nd Edition Feb 2019)

- 2.5 'Historic England Advice Note 1: Conservation Area Designation, Appraisal and Management' is the principal guidance on the contents and form of conservation area appraisals and management plans (although it is not a rigid template) and assists with the implementation of historic environment legislation.
- 2.6 The advice emphasises that evidence required to inform decisions affecting a conservation area, including both its designation and management, should be proportionate to the importance of the asset, and follows the government's recommended approach to conserving and enhancing heritage assets, as outlined in the NPPF.

Local Policy and Guidance

- 2.7 The West Berkshire Local Plan is a set of planning documents and maps setting out the strategic vision, policies and site allocations for development in West Berkshire. The Council's planning policies for the historic environment are set out in the West Berkshire Core Strategy (2006 – 2026), adopted in July 2012, which seeks to ensure that development to 2026 is planned, designed and managed in a way that ensures the protection and enhancement of the local distinctive character and identity of the built, historic and natural environment. The plan's vision for Newbury also aims to retain its traditional market town heritage. Policies CS14 and CS19 are relevant and are detailed below:

2.8 Policy CS14: Design Principles, seeks to ensure that development proposals demonstrate high quality and sustainable design that conserves and enhances the historic and cultural assets of West Berkshire.

2.9 Policy CS19: Historic Environment and Landscape Character, seeks to protect the historic environment, stating that:

In order to ensure that the diversity and local distinctiveness of the landscape character of the District is conserved and enhanced, the natural, cultural, and functional components of its character will be considered as a whole. In adopting this holistic approach, particular regard will be given to:

- a) The sensitivity of the area to change.
- b) Ensuring that new development is appropriate in terms of location, scale and design in the context of the existing settlement form, pattern and character.
- c) The conservation and, where appropriate, enhancement of heritage assets and their settings (including those designations identified in Box 1).
- d) Accessibility to and participation in the historic environment by the local community.

Proposals for development should be informed by and respond to:

- a) The distinctive character areas and key characteristics identified in relevant landscape character assessments including Historic Landscape Characterisation for West Berkshire and Historic Environment Character Zoning for West Berkshire.
- b) Features identified in various settlement character studies including Quality Design – West Berkshire Supplementary Planning Document, the Newbury Historic Character Study, Conservation Area Appraisals and community planning documents which have been adopted by the Council such as Parish Plans and Town and Village Design Statements.
- c) The nature of and the potential for heritage assets identified through the Historic Environment Record for West Berkshire and the extent of their significance.

2.10 West Berkshire Council's Supplementary Planning Guidance on shopfront design "Shopfronts and Signs, Supplementary Planning Guidance" (2003) is also of relevance and should be considered in conjunction with the advice and guidance set out in the conservation management plan in chapter 12 in this document.

Additional statutory controls within conservation areas

2.11 Within conservation areas, in addition to the planning controls that apply to all development, the local planning authority has additional controls over demolition, minor development, works to trees and display of advertisements. The aim in exercising these controls is to ensure that what makes the area special is not harmed by proposed changes and that development in conservation areas should be of an appropriately high standard in its design, detailing and materials.

Planning permission

2.12 Planning applications, which in the opinion of the Authority would affect the character or appearance of a conservation area, must be advertised, and opportunity must be given for public comment. This may include proposals outside a conservation area which nevertheless affect its setting. Planning permission is normally needed to demolish all or the very substantial majority of any building with a total cubic content exceeding 115 cubic metres within a conservation area. Consent is also needed for the entire removal of any gate, wall, fence or railing more than 1 metre high abutting a highway, public footpath or open space, or more than 2 metres high elsewhere in a conservation area.

Works to trees

2.13 Within a conservation area there are restrictions to the work that may be carried out on trees. Under section 211 of the 1990 Planning Act anyone proposing to cut down, top or lop a tree in a conservation area (with the exception of trees under a certain size, or those that are dead, dying or dangerous) is required to give 6 weeks' notice to the district planning authority. The purpose of this requirement is to give the authority the opportunity to make a tree preservation order which then brings any works permanently under control.

Article 4 Directions

2.14 The Local Authority may also decide to adopt extra planning controls within conservation areas by the use of an Article 4(2) Direction. Article 4 Directions are not automatically applied when a conservation area is designated. An Article 4 Direction removes the normal Permitted Development Rights from a building, group of buildings or piece of land, meaning that planning permission is required for all works which would otherwise benefit from permitted development rights.

- 2.15 Article 4 Directions can be used selectively, for example to remove permitted development rights relating to fenestration while leaving the remainder of permitted development rights intact.
- 2.16 However, the test for the use of Article 4 directions has been amended within paragraph 53 of the revised NPPF (July 2021), which has imposed a much more stringent test for the use of Article 4 directions where the development relates to a change from non-residential to residential. In this scenario, their use should be limited to situations where it 'is necessary to avoid wholly unacceptable adverse impacts.' Additionally, in all cases, Article 4 directions should be 'based on robust evidence and apply to the smallest geographical area possible.' Consequently, these amendments limit the ability for local planning authorities to use Article 4 directions unless they have real justification and evidence for their use.

Setting of the Conservation Area

- 2.17 As set out in Historic England Advice Note 1 (Conservation Area Designation, Appraisal and Management 2019) and Historic Environment Good Practice Advice in Planning Note 3 (The Setting of Heritage Assets 2017), the setting of heritage assets is an important material consideration.
- 2.18 Heritage assets (including conservation areas) can gain significance from their relationship with their setting. Furthermore, views from within or outside an area form an important way in which its significance is experienced and appreciated, thus highlighting the importance of setting and its potential impact on the conservation area's significance and overall experience. As such, this CAAMP includes, where relevant, references to buildings, places, views and other features that are outside of the conservation area boundaries, but that form a part of the conservation area's setting.
- 2.19 Proposed development outside the conservation area boundaries may have the potential to impact the conservation area's setting, and thus the conservation area's significance and special interest. As such, this potential impact on setting should be a material consideration as part of the planning application process. Whether or not future proposals are considered to have an impact on the setting of the conservation area will be considered on a case-by-case basis, taking into account the location of the development, its proximity and visibility from the conservation area, its potential impact on public views, its scale, appearance and function. Equally, future development should be mindful that existing features and buildings within the setting of the conservation area

that could benefit from enhancement do not set a suitable precedent for development (e.g. Telephone Exchange Tower).

3. Summary of Special Interest

- 3.1 Newbury Town Centre Conservation Area is the historic settlement core that grew up around a crossing point of the river Kennet and the medieval marketplace. The main streets form an inverted Y, with the later addition of the east-west London to Bath road in Speenhamland at the northern end.
- 3.2 The town's success as a market town during the later medieval period derived from the cloth trade, bolstered by the town's location between intersecting transport routes. Newbury's location midway between London and Bath had importance in reviving the fortunes of the town centre in the Georgian period.
- 3.3 Whilst not within the Newbury Town Centre Conservation Area, the River Kennet Navigation (opened 1723) and the Kennet and Avon Canal (opened throughout in 1810) and associated areas, buildings and structures are acknowledged as making a strong contribution to the history and development of Newbury and its economy; they form an important feature within the setting of the Newbury Town Centre Conservation Area and benefit from their own separate conservation area status. The economic and trade benefits of the navigation and canal led to the creation of several high-status Georgian houses, which survive in this conservation area, and contribute significantly to its character.
- 3.4 The burgage plots laid out on Mansion House Street, Market Place, Cheap Street and the adjacent part of Bartholomew Street date from earlier in the medieval period, likely 13th century. The burgage plots laid-out on Northbrook Street date from slightly later, possibly the 15th century. The narrow footprint of the buildings in all of these areas means that the burgage plots are still legible today. Many of the buildings that sit on these plots were altered, re-faced or rebuilt in the 18th century when the town experienced a period of revived prosperity when it became the primary overnight coaching stop on the route to Bath. This also saw a proliferation of coaching inns, particularly north of the town in Speenhamland, then part of Speen parish. Many of these Georgian inns survive, offering a characterful and distinctive building typology. Associated with the prevalence of coaching inns and public houses are breweries, which form another significant building typology in Newbury.
- 3.5 Northbrook Street and Bartholomew Street are intersected by narrow passageways between buildings, several of which have rear courtyards. Whilst many such courts and

yards have been subject to extensions and infill development, they remain an important characteristic feature of Newbury.

- 3.6 A significant contribution to the character of the conservation area derives from the historic St Bartholomew's Hospital and nearby almshouses, which sit to the south of the railway. Founded before 1215 when it was granted the right to hold a fair by King John, St Bartholomew's Hospital was originally on the edge of the urban area but was subsumed by the expansion of the town in the 18th century. The oldest surviving remnants of St Bartholomew's Hospital date from the 16th century and they shaped the development of this pocket of Newbury, with other almshouses being developed in the area at a later date.
- 3.7 Buildings associated with notable local builders and architects provide additional historic and architectural interest. This includes James Clarke, master builder (active in the early-mid 18th century). His work includes Phoenix House, St Nicolas House, The Chestnuts and Newbury Bridge (1769-72). James H. Money, architect (active in the mid-late 19th century) was also associated with numerous buildings in the Newbury area, with some of his most notable works including (but not limited to) Newbury Town Hall (1876-81) and Oddfellows Hall (1866).
- 3.8 The key characteristics of the conservation area are summarised below.

Key building typologies of interest:

- Churches and chapels
- Almshouses
- Historic Coaching Inns and Public Houses (stables and associated back-land development is also of importance)
- Breweries
- 18th century and 19th century commercial buildings
- Civic buildings, such as the Town Hall

Materials:

- Handmade brick (orange-red in colour) is the most prominent material in the town, especially for post 17th-century buildings and frontages.
- Flint with red brick dressings is occasionally seen but is far less common.

- Examples of burned/blue brick headers with red brick dressings are seen, but this is rather distinctive and more often associated with high-status houses as opposed to widespread building material.
- There are few stone buildings, yet some examples exist (rubble, ashlar and coursed).
- Plain clay tiles are the most common roof covering, although there are instances of Welsh slates, particularly in the later 19th and 20th-century developments.
- Many of the older buildings are timber-framed, with a small number expressing the timber frame externally. Most others have their timber frame concealed behind later (often Georgian) frontages or are otherwise concealed.
- There are many examples of rendered or stuccoed buildings, particularly from the late Georgian or Regency periods.

4. Location, General Character, and Landscape Setting

Boundary and Location

- 4.1 In line with the boundary review, the updated Newbury Town Centre Conservation Area, shown in Figure 1 in red, is bounded to the north by the buildings fronting Oxford Road, Pelican Lane and Angel Court (Westbourne Terrace), before returning to Pelican Lane and capturing the buildings fronting Oxford Street and London Road, ending at no. 44. This boundary then runs along Parkway before continuing eastward to include Park Terrace and Victoria Park, including the green strip next to the A339.
- 4.2 The conservation area's eastern boundary then follows the A339 to the River Kennet, which it follows until the Bridge Street river crossing at Newbury Bridge. On the southern side of the Kennet, the boundary again follows the river, capturing the buildings on Mansion House and Wharf Street, but excluding The Wharf area. The eastern boundary then runs along Wharf Road, to include Market Place, the Corn Exchange, part of Bear Lane and the Sorting Office site, The Old Library Building and Carnegie Road. The boundary continues southward along the former Winchcombe Road (A339).
- 4.3 The conservation area's southern boundary turns west from the A339 to include the Newbury train station building on the southern side of the tracks. Southwest of the station, the conservation area boundary captures the buildings along the northern part of Newtown Road, including Lower Raymond Almshouses, Madeira Place, and St John's Church up to St John's roundabout. The boundary then continues northwest along Derby Road, capturing the terraces at the junction with Hampton Road, continuing westward to include the Red Lion Public House before turning northward.
- 4.4 The conservation area's western boundary incorporates the Argyles Nursing Home and buildings on Pound Street before running along the railway, crossing the railway at the railway bridge on Bartholomew Street. The boundary includes the properties that front onto Bartholomew Street, following the piecemeal rear plot boundaries northward, including the Phoenix Brewery site. It then turns westward to include the historic houses along the eastern part of Craven Road. The boundary then runs along Oddfellows Road and West Mills, to include St Nicolas Church, the Kennet Centre and Market Street, before reaching Bridge Street. Here the boundary follows a short section of the River Kennet and part of Northcroft Lane before running largely parallel to Northbrook Street, utilising the piecemeal plot boundaries to the rear and excluding larger scale, modern

development where possible (e.g. Hillview Place and Bayer House). The conservation area's western boundary then extends northwest to capture the buildings on the south side of Oxford Street and the adjoining section of Old Bath Road, before cutting back to Oxford Road, meeting the northern boundary at the roundabout.

- 4.5 The A339 is a prominent townscape feature at the conservation area's eastern boundary and connects the town with Oxford to the north, Winchester and Southampton to the south, and Basingstoke to the southeast. The A343 connects to St John's roundabout with the A339 at the conservation area's southern boundary and Oxford Road and London Road to the north provide access onto the A339.
- 4.6 Within the wider area, Newbury Racecourse is situated approximately 920m east of the conservation area. Northcroft Park is also situated to the west of the conservation area, off Northcroft Lane. Additionally, Newbury's Industrial area is situated to the east of the conservation area, from the railway and Hambridge Lane to the south to London Road and Newbury Business Park to the north. The residential area of Wash Common is situated to the southwest of the conservation area, straddling both sides of the A343 Andover Road and the area of Greenham is situated to the southwest. The area of Shaw is situated to the northeast with the residential area of Brummell Road in Speen parish situated to the northwest of the conservation area.

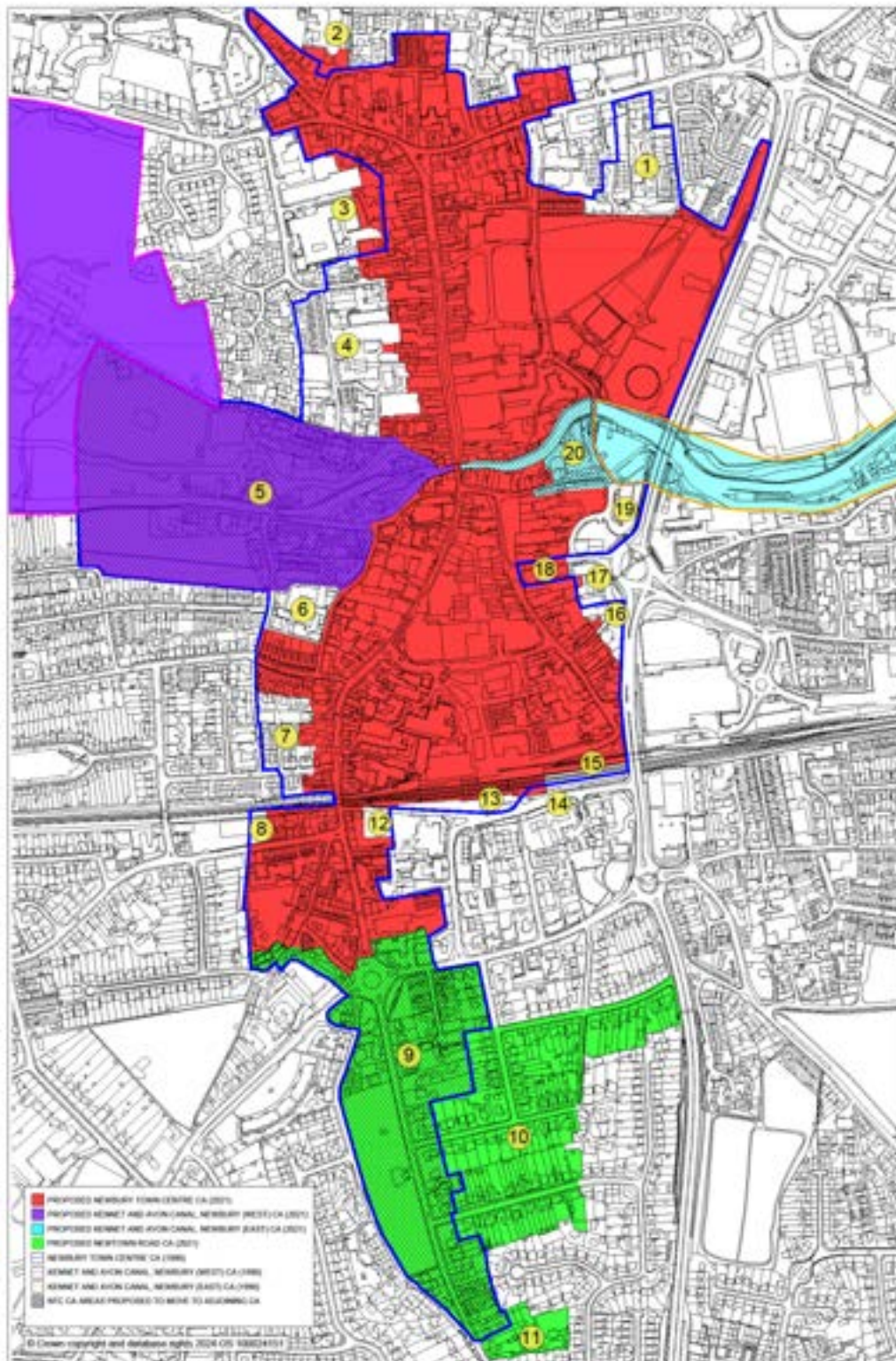


Figure 1: Newbury Town Centre Conservation Area Boundary

Use, Population and Activities

- 4.7 Newbury has a population of 42,109, based on 2019 population estimates published by the Office of National Statistics.
- 4.8 The conservation area's main uses are predominantly commercial, with retail, food and beverage units situated along the main routes, particularly Northbrook Street, Bartholomew Street and Market Place. Newbury Bridge, which is traditionally regarded as the centre of the town, splits the two main shopping streets: Northbrook Street to the north and Bartholomew Street to the south. Two shopping centres are situated within the conservation area, specifically the Kennet Centre and Parkway. The Park Way area of the town has been transformed following the delivery of retail and residential development, comprising 147 apartments and 37 affordable units, which was completed in 2011.
- 4.9 In addition to retail and commercial uses, the conservation area also contains residential uses, often utilising space above ground-floor retail units. Separate terraced, detached and semi-detached houses and more recent purpose-built blocks and flats are also found. Office uses are included within the conservation area, often representing larger buildings, such as the Council offices. Victoria Park is situated in the northeast of the conservation area; this is a traditional park offering leisure facilities including tennis courts, the Bowls Club, playground equipment and a boating pond.
- 4.10 The conservation area's main heritage public buildings comprise St. Nicolas Church, the Town Hall, and the Corn Exchange. Other notable public buildings include the Cloth Hall and Corn Stores (now West Berkshire Museum), included as part of the neighbouring conservation area and within the setting of the Newbury Town Centre Conservation Area.
- 4.11 The Market Street redevelopment or Weavers Yard, comprising 232 homes and 10,200 square feet of commercial space, is situated adjacent to Newbury Train Station and will deliver a new multi-storey car park to serve the station and Council offices.

Topography and Geology

- 4.12 The town of Newbury is built on both sides of the valley of the River Kennet, where the urban area has expanded onto the fairly level plateau north and south of the river. The

River Kennet (canalised here) flows from west to east through the conservation area, with the urban areas to the north and south of the river joined by Newbury Bridge. Other nearby crossings exist outside the conservation area boundary, including the modern Park Way and the A339 bridges.

- 4.13 North of the conservation area, the River Lambourn runs from west-northwest to east-southeast, joining the River Kennet approximately 1.7 km east of the town centre. The conservation area is mainly within the alluvial floodplain and gravel terraces associated with these rivers. The solid geology underlying Newbury is chalk, overlain by Reading Beds with Valley Gravel, Plateau Gravel, Bagshot Beds and London Clay. Excavations have revealed waterlogged peat deposits associated with the Kennet floodplain.¹
- 4.14 The conservation area's topography is relatively flat. The River Kennet valley lies at approximately 70m OD, and the ridge between this river valley and that of the Lambourn raises to approximately 90m OD, resulting in a gentle incline to the north of the conservation area around Speenhamland.
- 4.15 Newbury Town Centre Conservation Area lies within an Urban Landscape Character Area, however, the boundary is close to the Kennet Lower River Valley Character Area, situated to the east, as well as the Kennet Upper Valley Floor, situated to the west.

Relationship of the Conservation Area to its Surroundings

- 4.16 Due to the conservation area's town centre location, the immediate surrounding area is largely urban. However, beyond Northcroft Park to the west of the conservation area, the wider area is predominantly rural up to and beyond the A34 Newbury Bypass, including the parish of Speen.
- 4.17 Several nearby heritage assets that fall outside of the Town Centre Conservation Area are situated within close proximity to the boundary and make an important contribution to the setting of the conservation area. This includes the Grade II and Grade II* listed buildings along West Mills and Newbury Lock to the west of the boundary (included within the neighbouring conservation area). North of Victoria Park, the conservation area is situated in close proximity to several Grade II listed buildings at St Mary's Place, 1-4 Lime View, as well 75 and 77 London Road and 69 and 71 London Road. To the east, the conservation area boundary is close to the Grade I Cloth Hall and Grade II* Corn Stores (together now West Berkshire Museum) and the Grade II Stone Building (all

¹ West Berkshire Landscape Character Assessment (August 2019)

included in the neighbouring conservation area). To the southwest of the conservation area, falling outside of the boundary, are the Grade II listed former St Nicolas School and Grade II listed Rockingham Road Bridge. South of the conservation area next to St Johns Roundabout is the Grade II listed Wellington Arms (included within the neighbouring conservation area), and southeast of Newbury Station is the Grade II listed Greenham House.

- 4.18 Other unlisted yet historic buildings also make a contribution to the setting of the Newbury Town Centre Conservation Area. This includes West Street Terrace (formally Carnarvon Terrace), Camp Hopson Funeral Directors on West Street, Speenhamland Primary School, 73 and 79-83 and the Masonic Hall on London Road, to name but a few.

Biodiversity

- 4.19 Due to the conservation area's largely urban character, no Ancient Woodland, Biodiversity Opportunity Areas or wetlands are situated within or close to the conservation area. However, the River Kennet is designated as a Site of Special Scientific Interest (SSSI). Although the river does not fall within the conservation area boundary, the conservation area comprises Newbury Bridge, which joins the north of the town centre with the south, with the river running under the bridge. The setting of the conservation area, which includes the River Kennet and the neighbouring associated conservation areas ("Kennet and Avon Canal, Newbury (East) and Kennet and Avon Canal, Newbury (West)) is acknowledged as an important source of local wildlife and biodiversity close to the boundary of Newbury Town Centre Conservation Area.
- 4.20 Trees, vegetation and green space greatly enhance the character of the conservation areas, as well as provide an important source of biodiversity and habitat for wildlife. The majority of trees and wildlife within the conservation area boundaries are concentrated within Victoria Park, situated in the northeast of the conservation area. Street trees and vegetation in gardens also make an important contribution to the area's character, wildlife and biodiversity.

5. Historic Development and Archaeology

Summary of Newbury's Historic Development

Development of the Medieval Town, 11th – 13th Century

- 5.1 There is no entry for Newbury in the Domesday Book of 1086, although a manor called 'Ulvritone' near the Newbury area is listed, but this is not documented again later and has never been discovered. However, the first mention of the town's name 'Neoburiae' (meaning 'new market town'²), derives from a land grant in 1079.³ At the start of the 13th century Newbury was owned by Thomas, Earl of Perche but in 1204 the land was seized by King John and forcibly put under the guardianship of his representative, Robert Fitz-Roger.⁴
- 5.2 There was a historic crossing of the River Kennet (possibly originally a ford) here, and Newbury is located at this point at the intersection of roads from the south (leading to Andover, Winchester and ultimately Southampton) and south-east (Kingsclere and Basingstoke). The orientation of the settlement at this junction is believed to be key to the development of the town in this location. It is thought that the original settlement of Newbury was located near the river around St Nicolas' Church, which was founded in the Norman period (but rebuilt in the 16th century). Northbrook Street was set out north of the river as a planned extension to the town (due to narrow burgage plots and reclamation work that was carried out there in the 12th century). However, Newbury's boundaries only extended to the North Brook, a small stream flowing from west to east, also called the Speenhamland Water. North of this was the large parish of Speen, and Speenhamland was a separate settlement, probably with a chapel of ease in the Broadway, its parish church of St Mary's of Saxon origin being about 1.5 km to the west.
- 5.3 The medieval common fields of Newbury included the East Field (between Bartholomew Street and Cheap Street, across both sides of the modern St John's Road) and West Field (west of Bartholomew Street and stretching out to the south of part of the Enborne Road). The common pasture was Northcroft and The Marsh, which remained so for many centuries. By the late 19th century, more formal recreational activities were taking place in this location and avenues of trees were planted, thus evolving the land's use

² Astill, 'Historic Towns in Berkshire: an archaeological appraisal', 1978

³ Newbury Characterisation Report, Oxford Archaeology, October 2005

⁴ Money, Walter, '*The history of the ancient town and borough of Newbury in the county of Berks*', Parker and Co. (Oxford), 1836

from common pasture to public park. The area formally acquired the name Victoria Park to commemorate the Queen's death in 1901.

St Bartholomew's Hospital

- 5.4 Originally sitting outside of Newbury to the south is St Bartholomew's Hospital; Bartholomew Street was so named because it led there. The hospital was founded prior to 1215, and though the precise origins are unknown it is thought that it may have been a leper hospital linked to the Benedictine Abbeys of Abingdon or Reading. Indeed, the Hospital of St Mary Magdalene, Newbury, is known to have been a leper hospital for women⁵. As leprosy began to dissipate in the later 13th century, St Bartholomew's Hospital continued to care for the poor and needy.
- 5.5 St Bartholomew's Hospital was instrumental in Newbury's development in the medieval period, as King John (who owned Newbury at this point), granted the hospital the right to hold fairs in the early 13th century.

Trade and Industry

- 5.6 Most traffic along these roads came to regular markets and fairs in the town. Markets were very well attended and became important points for trade. Fairs were less frequent but larger markets offered a wider range of goods drawing traders from an even larger area and were a mark of a town's prosperity.⁶
- 5.7 Between the 13th and 16th centuries, Newbury's prosperity faltered, possibly due to poor road conditions or because it was not on the River Thames, a major river transport route. Whilst cloth production had always taken place in Newbury, it expanded through the 15th century, becoming nationally significant in the 16th century with a recognised place in national exports, thus enhancing the town's prosperity. Newbury's location on the Southampton Road gave it good access to the continental market⁷, but it also had excellent trade connections with London. In this period, a merchants' guild and weavers' company existed⁸ and by the end of the 16th century the governing body of the town was comprised of various clothiers. John Winchcombe II (known as Jack of Newbury)

⁵ Ditchfield, P.H and Page, William, 'A History of the County of Berkshire: Volume 2', London (1907)

⁶ Phillips, Daphne, 'Berkshire County History', Countryside Books, Berkshire (1993)

⁷ Phillips, Daphne, 'Berkshire County History', Countryside Books, Berkshire (1993)

⁸ Astill, 'Historic Towns in Berkshire: an archaeological appraisal', 1978

was a prolific Tudor clothier in Newbury, producing popular dyed woollen cloths for trade and export.

- 5.8 An important local business established in Newbury at the end of the 18th century was the engineering firm Plenty Ltd which came to occupy the Eagle Iron Works between Bartholomew Street and Cheap Street. It produced agricultural machinery but also marine engines and boilers, as well as lifeboats.
- 5.9 By the 19th century corn and malt were the principal sources of wealth in Newbury and its corn market was one of the largest in south England.⁹ Despite that, Newbury's general pattern of development was slow to increase, which contrasts with other towns and cities which expanded considerably during the 1870s – 1890s (refer to OS Maps 1880 - 1881 1-25000 and refer to OS Map 1933-34, 1-25000).
- 5.10 Newbury remained a centre for agricultural trading with a Cattle Market opened in 1873 on the south side of the recently created Market Street. It operated until 1969.
- 5.11 A late 19th century factory at the northern end of the town centre was the Albert Steam Joinery and Moulding Mills, later renamed Elliott's after its founder. Along with Plenty's at the southern end of Newbury it gave the town a manufacturing air according to local historian Walter Money. Elliott's later switched to making furniture but played a role in both World Wars, notably making gliders used in the D Day landings.

17th – 18th Century Newbury

- 5.12 The Newbury area formed the site of two key battles during the English Civil War. Although most of the fighting took place outside the built-up area of Newbury, the urban areas were closely associated with both battles. On both occasions, King Charles I was present and stayed in Newbury. The first battle was on 20th September 1643 when the Royalist army led personally by Charles I was unable to defeat the Parliamentarian army led by the Earl of Essex, ending in stalemate. The area of conflict was to the west and south of Newbury. The Second Battle of Newbury, which took place on land between Speen and Clay Hill under a year later on 27th October 1644, was a missed opportunity for Parliamentary victory and ended with the Royalists escaping from their stronghold at Donnington Castle. Although both battles were fought outside of Newbury itself, there

⁹ Phillips, Daphne, '*Berkshire County History*', Countryside Books, Berkshire (1993)

were secondary impacts on the town with some destruction of property and loss of business.

5.13 A particular feature of Newbury is the large number of almshouses. The first St Bartholomew's Hospital Almshouses (just 4) were built in the mid-16th century, and later rebuilt. Almshouse construction increased in the 17th century, perhaps partly in response to economic depression from the decline of the cloth trade:

- St Bartholomew's Hospital Almshouses, Argyle Road, c1550, rebuilt and expanded in 1618, rebuilt again 1698
- Jemmet's Almshouses, Argyle Road, c 1670
- Pearce's Almshouses, West Mills, 1671 *
- Raymond's Almshouses of Newtown Road, 1676
- St Mary's Almshouses, Cheap Street, 17th century
- Coxedd's Almshouses, West Mills, 1690 *
- Hunt's Almshouses, West Mills, 1729, rebuilt in 1817 *
- Robinson's Almshouses, Northcroft Lane, 1754
- Kimbers Almshouses on Cheap Street, 1795 (building demolished in 1960s, almshouses moved to a new location in 1939)
- Lower Raymonds Almshouses, 1796
- St Bartholomew's Hospital Almshouses, Newtown Road, 1814 (demolished following WWII bomb damage)
- Child's Almshouses, Northcroft Lane, 1824 *
- Upper Raymonds Almshouses, 1826
- Andrew's Almshouses, London Road, 1858
- Church Almshouses, south side of St Nicholas Church, 17th century (demolished), later merged with Childs' Almshouses to create the Church and Childs' Almshouses, Newtown Road, 1879 *
- Coxedd & Pearce's Almshouses, Enborne Road, 1883 *
- Mabel Luke's Almshouses, 1928 *

(* outside the Town Centre Conservation Area)

5.14 Another characteristic of Newbury in the post-medieval period was its flourishing Non-Conformism, leading to the construction of several non-conformist chapels, some with associated burial grounds. Support for non-conformity was particularly strong in the town in the 17th century.

5.15 Around 1772 a stone bridge was constructed over the Kennet, replacing a previous timber one; an enlarged town hall had also been completed by 1742. This increased the town's function beyond market trading and saw the start of some service industries with a bank surveyor's offices, lawyers and land agents in 1780s.¹⁰ During this period, many older buildings were re-built or re-fronted. The economic prosperity of the town grew in the late 18th century again.

Transport and Infrastructure

5.16 The main route structure of the town dates back to the market centre days of the medieval period, pre-dating the establishment of canal-orientated industries. The inverted 'Y' shape plan still remains today, formed of Northbrook Street, Bartholomew Street and Cheap Street. Mapping evidence from the 18th century shows the narrow burgage plots (one plot deep) extended along the route network, with the densest area of development found on the east side of Northbrook Street. Behind was Newbury Marsh (now Victoria Park).

5.17 Waterways provided an essential historic transport route for Newbury. In 1723 the Kennet was made navigable from Reading to Newbury, and in 1810 the Kennet and Avon Canal opened creating a waterway link between Newbury and Bath. Newbury Wharf also had economic significance, servicing both the town and the wider rural area. Newbury Wharf included a large 18th-century basin in front of (what is now) West Berkshire Museum, and a narrower 19th-century basin immediately east. Although there was not much demonstrable expansion of the town until the 20th century, the demand for coal, materials to build houses, and more luxurious foods demonstrates that there was a rise in living standards in area at the time.¹¹ These goods were often transported by the waterway network.

5.18 In 1752 'Flying Coaches' between London and Bath were introduced and Speenhamland, now part of Newbury, became the ideal overnight stopping location. This introduced a new kind of revenue, and a number of coaching inns were located around the town. The majority of these coaching inns were to be found in Speenhamland, for example the former George and Pelican in the Broadway, the Bacon Arms and Chequer's Hotel on Oxford Street, but there was also the White Hart Inn in the Market Place.

¹⁰ Phillips, Daphne, '*Berkshire County History*', Countryside Books, Berkshire (1993)

¹¹ Phillips, Daphne, '*Berkshire County History*', Countryside Books, Berkshire (1993)

5.19 In 1847 Newbury Railway Station opened as part of the Great Western Berks and Hants branch line, but the town suffered from being unable to properly establish itself as a railway through-route and the Newbury route remained subsidiary. However, in the 1880s a line passing through Newbury was constructed from Didcot to Southampton and in 1898 the creation of the Lambourn Valley railway line improved travelling times from Lambourn to Newbury.

20th and 21st century changes

5.20 The buildings of Newbury's town centre escaped relatively unscathed from the Second World War, with the exception of those bombed in 1943 by a lone German plane. Fifteen people died and the Victorian St John's Church, St Bartholomew's Almshouses on Newtown Road and the Council School in Station Road were all hit. Following the end of the war, Newbury Town Centre saw considerable growth with the in-fill of pockets of residential areas (refer to OS Map 1967, 1-25000). The mid- 20th century also brought some minor deterioration of the burgage patterns with plots combined to form larger areas of space, particularly further south on Northbrook Street towards Bridge Street.

5.21 Increasing car ownership meant congestion due to the town's location at a crossroads of southern England, and Newbury was one of the places included in the 1963 Buchanan report, 'Traffic in Towns'. Outside the Conservation Area, Western Avenue was built to take east-west traffic away from Speenhamland, and a north-south dual carriageway provided an alternative to driving down Northbrook Street and Bartholomew Street by 1965. This relief road was numbered as the A34 until its role was superseded by the Newbury Bypass just over 30 years later, when it relinquished this label and became the A339.

5.22 Newbury's former industries of production and manufacturing declined with the relocation of Plenty's outside the historic core in 1965 and the closure of Elliott's in 1974, but the M4 (opened in 1971) and improved A34 (now the A339 within the town) brought economic prosperity making Newbury an ideal location for business expansion and easy connectivity to Heathrow (refer to OS Map 1982, 1-1000).¹² New service industries increased in the 1980s, accounting for much of the commercial development in and around the town centre.¹³ The growth of these service industries required office provision, which favoured larger buildings with sizeable footprints and accompanying carparks. These are mostly set-back from the main route network, concentrated on the

¹² Phillips, Daphne, '*Berkshire County History*', Countryside Books, Berkshire (1993)

¹³ Phillips, Daphne, '*Berkshire County History*', Countryside Books, Berkshire (1993)

west of Northbrook Street at its northern end and between Bartholomew Street and Cheap Street, where the Council offices stand.

5.23 The biggest single change to Newbury Town Centre came from the redevelopment of much of the triangle of land between Bartholomew Street, Cheap Street and Market Street. Work started on the Kennet shopping centre in the late 1960s, utilising the space where Plenty's Works had been as well as the backyards of former burgage plots; many historic buildings were also demolished to create a mall which opened in 1972. A second phase in 1985 expanded the shops further to the north and Phase III created a supermarket over part of a bus station, and a department store which stretched to Bartholomew Street. The Kennet Centre is considered to make a negative contribution to the conservation area.

5.24 A further major shopping and residential development of a different character was constructed at Parkway in the early 21st century, largely filling in what had been open-air car parks, though also removing some historic buildings and rear ranges of properties along the east side of Northbrook Street.

Historic Landscape Characterisation

5.25 The Historic Landscape Characterisation (HLC) Project was carried out between 2004 and 2007 by the Archaeology team at West Berkshire Council, in partnership with English Heritage (now known as Historic England), the North Wessex Downs AONB Office, Hampshire County Council, Wiltshire County Council, Swindon Borough Council and Oxfordshire County Council. It is a useful tool which identifies landscape character areas based on the historic use and development of the area, as well as its archaeology. The below map (Figure 2) illustrates the identified historic landscape characterisation sub-areas within the boundaries of the Newbury Town Centre Conservation Area.

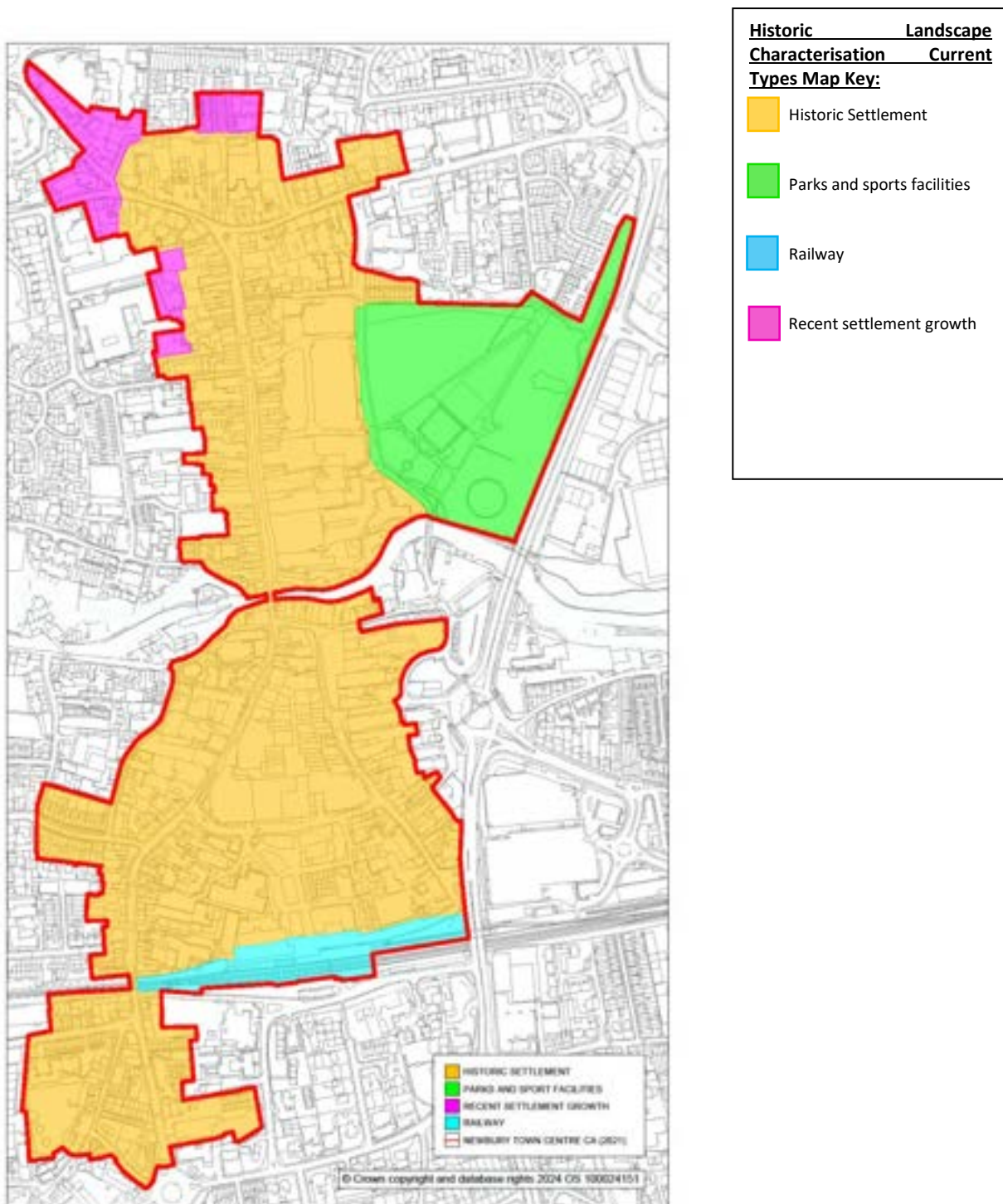


Figure 2: Historic Landscape Characterisation Map of Current Types, as defined by West Berkshire Council’s Historic Landscape Characterisation (HLC) Project

Historic Maps of the Newbury Town Centre Conservation Area

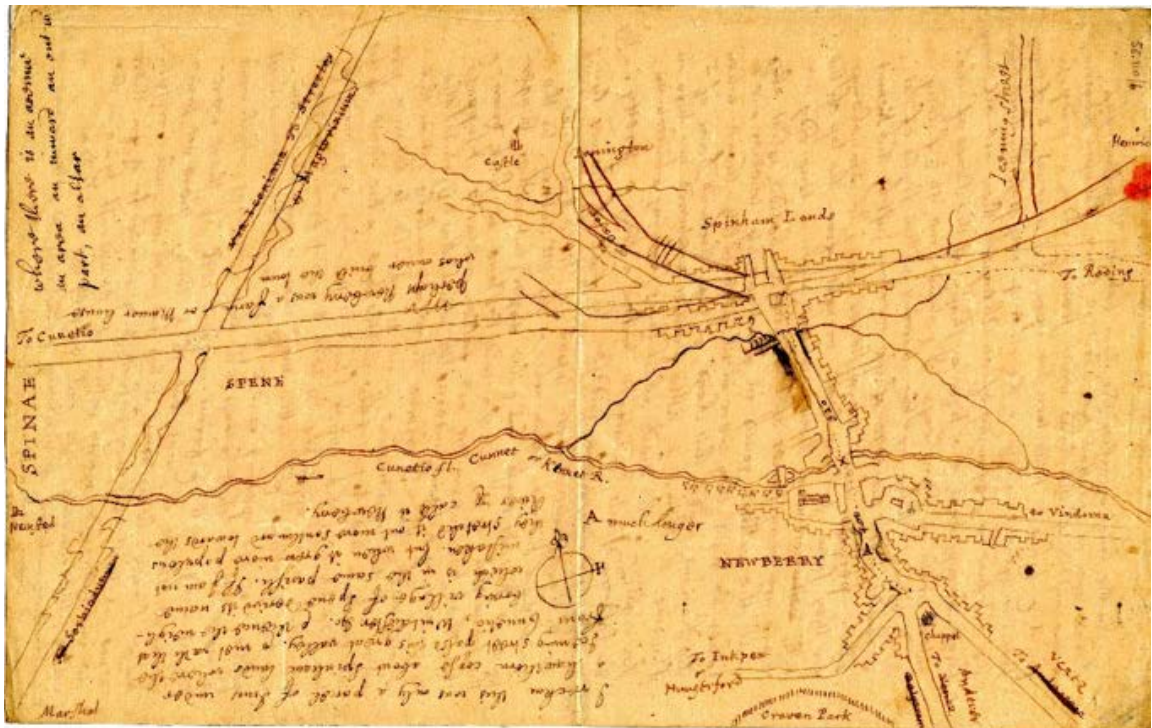


Figure 3a: 1723 Map of Newbury and Speen by William Stukeley (Image Courtesy of West Berkshire Museum)

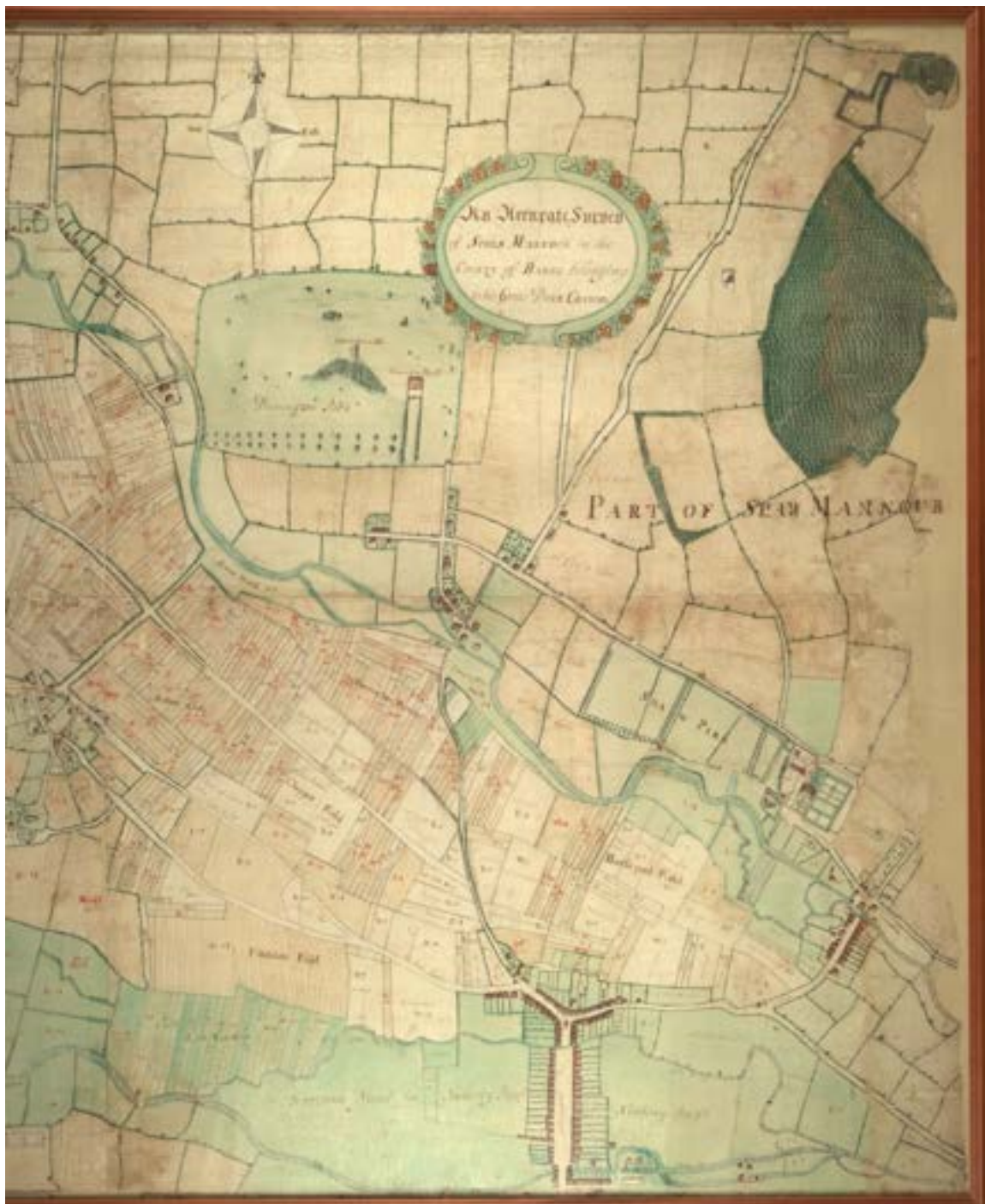


Figure 3b: 1729 Plan showing the tenancies of Speen Manor when the estate belonged to James, Duke of Chandos (Image Courtesy of West Berkshire Museum)



Figure 4: 1761, John Rocque's Map of Berkshire, 1761, with historic parish boundaries annotated. Speen was a very large, separate, parish which formerly extended to the east of the town of Newbury



Figure 4: 1768 Map by John Willis: A Plan of the Town of Newbury and Speenhamland, extracted from “A Map of the Country Ten Miles Round Newbury in Berkshire”



Figure 5: 1837 Map by Robert Dawson from the collection "Proposed Division of Counties and Boundaries of Boroughs"

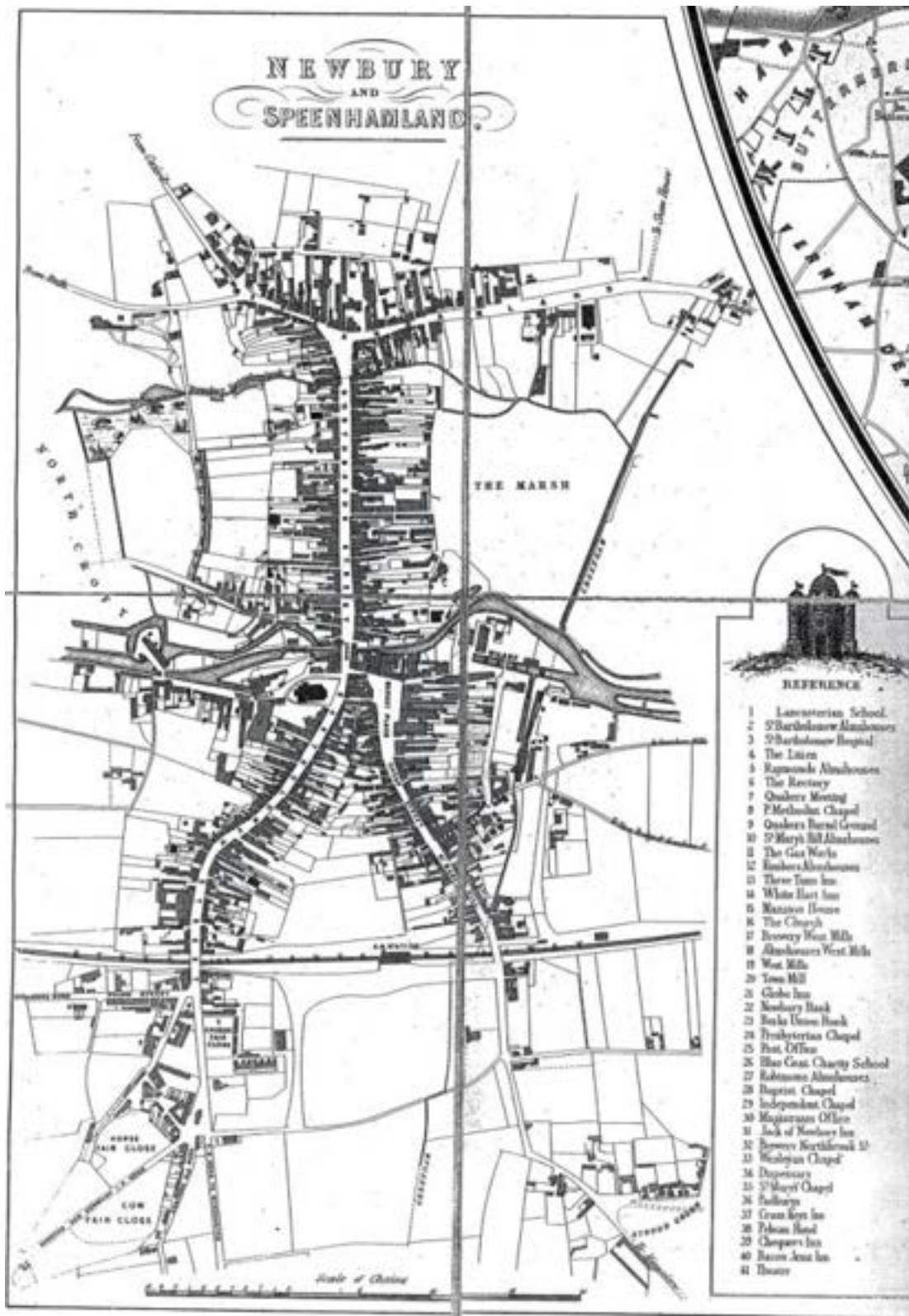


Figure 6: 1849 Davis 10 Miles Round Map of Newbury and Speenhamland (Image Courtesy of West Berkshire Museum)



Figure 7: OS Map, 1880 – 1881



Figure 8: OS Map, 1900



Figure 9: OS Maps 1933 – 1934, 1:25000

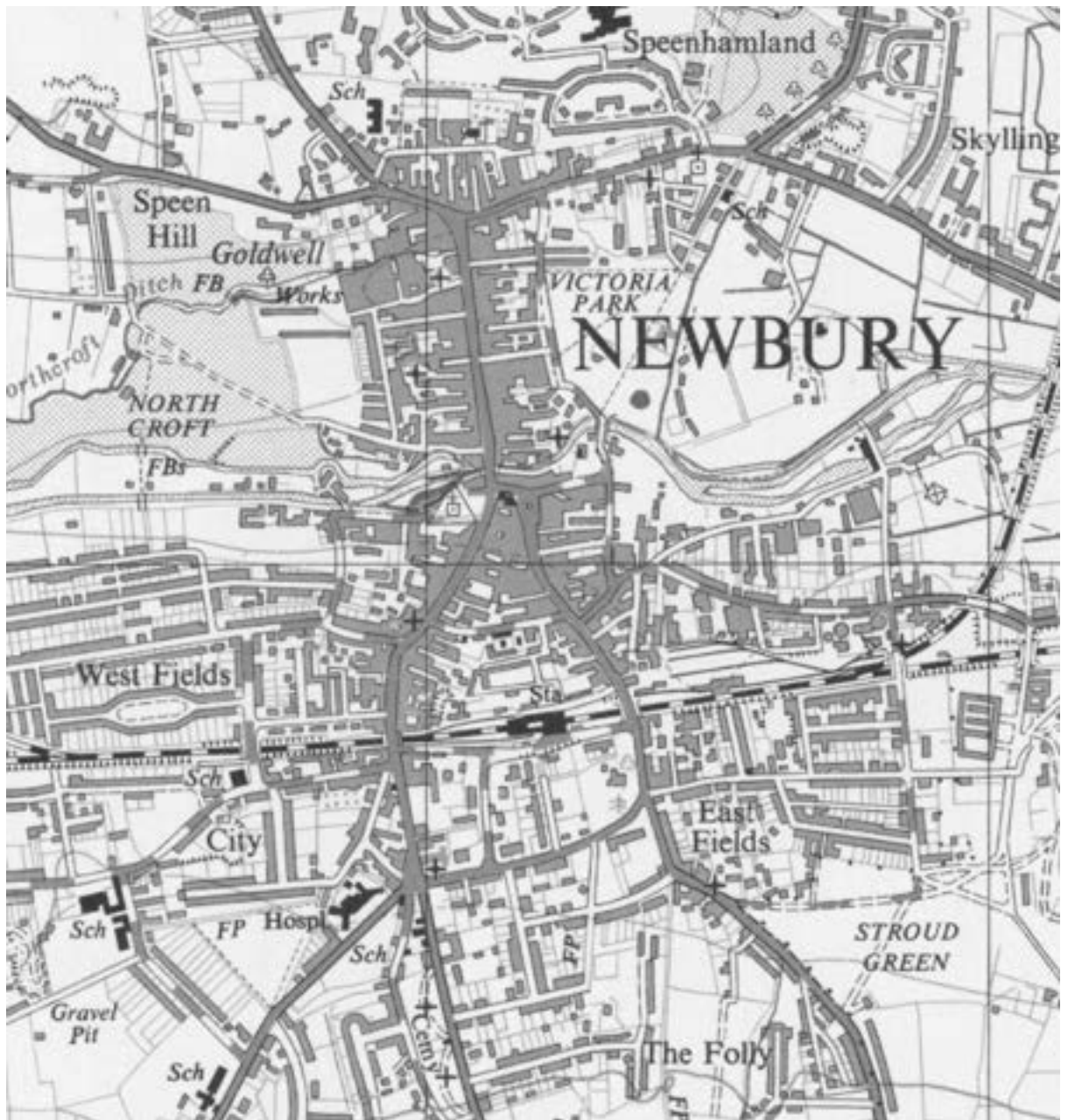


Figure 10: OS Map 1961



Figure 11: OS Map 1982

Overview of Newbury's Archaeology

5.26 This part of the Kennet Valley was utilised for temporary camps during the Mesolithic period and there have been discoveries of flint tools and animal bone in the area around Victoria Park and in the Town Centre, with some organic material surviving thanks to the waterlogged ground at lower archaeological levels.¹⁴ There have not been many other finds from later prehistoric periods, apart from some possible remnants of Iron Age timber piles found below Northbrook, Bartholomew and Cheap Streets. Outside of the

¹⁴ Astill, 'Historic Towns in Berkshire: an archaeological appraisal', 1978

Newbury Town Centre boundary to the west is an Iron Age farming settlement, which also appears to have been in use during the early Roman period.

- 5.27 The Roman period exhibits a high number of significant archaeological finds, which indicate a settlement(s) present in this area. However, Newbury does not seem to have been a town during the Roman period despite the possibility of a river crossing¹⁵. Several archaeological finds of cemeteries have been found nearby, including the Newbury Goods Yard Cemetery to the east of the town centre (outside of the conservation area boundary). This was uncovered in the 19th century, finding an estimated 200 burials, with approximately 100 inhumations supported by contemporary evidence, and a less robust matching figure for cremations¹⁶. The exact location of the Roman Road (Ermin Street, running from Silchester to Cirencester) is disputed; it may have run to the north of the town centre along what is now the B4000. Roman coins and pottery have been found near Market Place and in other locations across the Newbury area.
- 5.28 The medieval and Tudor archaeology of Newbury Town Centre has been subject to more investigation and is better understood, illustrating the town's past people, structures and industries in these periods. Limited excavation work at plots on Bartholomew Street and Market Place in the 1970s showed several phases of development with pits and postholes from the 11th-13th centuries, foundations of late 13th and 15th century buildings and the remnants of timber-framed buildings from the 16th-17th centuries. It is understood that both sites were in domestic use with the possibility of some industrial activity at the rear.^{17 18}
- 5.29 Investigation of the Kennet Centre Cinema site revealed a number of tenement boundaries, with 12th-13th century finds, some later wooden-framed buildings and subsequent 19th century brick-built structures.¹⁹
- 5.30 Excavations on the east side of Northbrook Street at Park Way in 2009²⁰ found ditches and pits of the 12th-13th centuries, barrel-lined wells and evidence of hide-preparation and leather-working. A combination of flooding and dumping from the late 13th century onwards raised the ground level in several plots. The backyard activity was fairly small

¹⁵ Oxford Archaeology, Newbury Characterisation Report, 2006

¹⁶ David Peacock Newbury Roman Cemetery, Countryside Books, Newbury 2018

¹⁷ Astill, 'Historic Towns in Berkshire: an archaeological appraisal', 1978

¹⁸ Wessex Archaeology, 'Excavations in Newbury, Berkshire 1979-1990', 1997

¹⁹ Wessex Archaeology, 'A Quietly Active Community - The History of the Kennet Centre, Newbury', 2011

²⁰ Oxford Archaeology, 'Park Way, Newbury, Berkshire - Report on the Archaeological Excavations, Further Evaluation and Watching Brief, 2008-9', 2014

scale until the later medieval period and was most dense in Tudor times, but continued until the present day. Environmental samples included fuller's teasel, used in cloth production, and some suggestions of dyeing or other industrial processes. Post-medieval rectangular pits might have been used for tanning or resulted from peat-cutting. Brewing was documented and represented by several upstanding buildings.

5.31 In 2004 human remains were uncovered beneath the pavements of Pound Street and Newtown Road just outside The Litten (a Grade II listed building with attached chapel, which is Grade II* and a Scheduled Ancient Monument). Fifty-nine inter-cutting graves and a quantity of charnel bones were revealed to be part of the cemetery of the Hospital of St Bartholomew. This discovery enabled a rare sample of a medieval population to be scientifically analysed, showing evidence of malnutrition, genetic abnormalities and diseases.

5.32 Many sites in and around Newbury, in addition to those mentioned within this assessment, possess high potential for archaeological interest from a range of periods. The areas of known and potential Mesolithic, Roman and medieval activity have been set out in the three archaeology maps (Figure 13); this work has made reference to the data compiled by Oxford Archaeology in 2006.

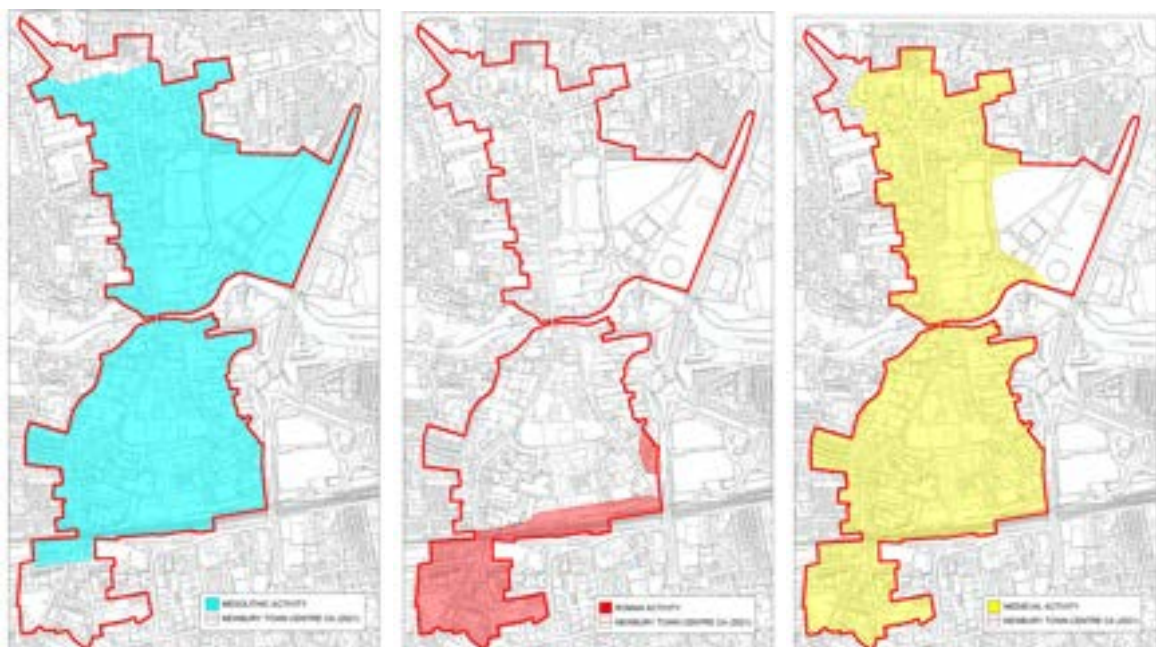


Figure 12: Areas of Archaeological Potential: left, Mesolithic activity; centre, Roman activity; and right, medieval activity.

6. Spaces, Layout and Street Pattern

- 6.1 This section provides a spatial analysis of the conservation area. A spatial analysis provides an understanding of the complex inter-relationships between buildings, streets, trees and open spaces, landscape and the public realm and examines the way in which these elements all combine to contribute to the 'special' character of a conservation area.

Layout and street pattern

- 6.2 As outlined in chapter 5 (Historic Development and Archaeology), the street pattern of Newbury retains its basic medieval route structure. The main arterial flow of traffic is the primary route, marked in blue on the Layout and Street Pattern Map (Figure 14). 'Secondary routes' (marked in green) connect primary routes (marked blue), and tertiary routes (marked in yellow) provide a connection between secondary routes or are side streets that do not typically contribute to the flow of traffic other than to provide access. Cul-de-sacs, or no-through routes (marked in brown), are where vehicular traffic is permitted, but the route is access-only. Pedestrianised routes (marked in purple) allow for free passage only for pedestrians or cycles, with no vehicular traffic allowed.
- 6.3 Much of Newbury's primary route, including Northbrook Street, Bartholomew Street, Bridge Street, Mansion House Street and Market Place, is subject to timed traffic restrictions, meaning that traffic is only permissible on these routes before 10am and after 5pm. During the day, these areas are closed to traffic and are fully pedestrianised. This variability is indicated by being hatched on the map. Roads which have constant vehicular access are marked in a solid colour.

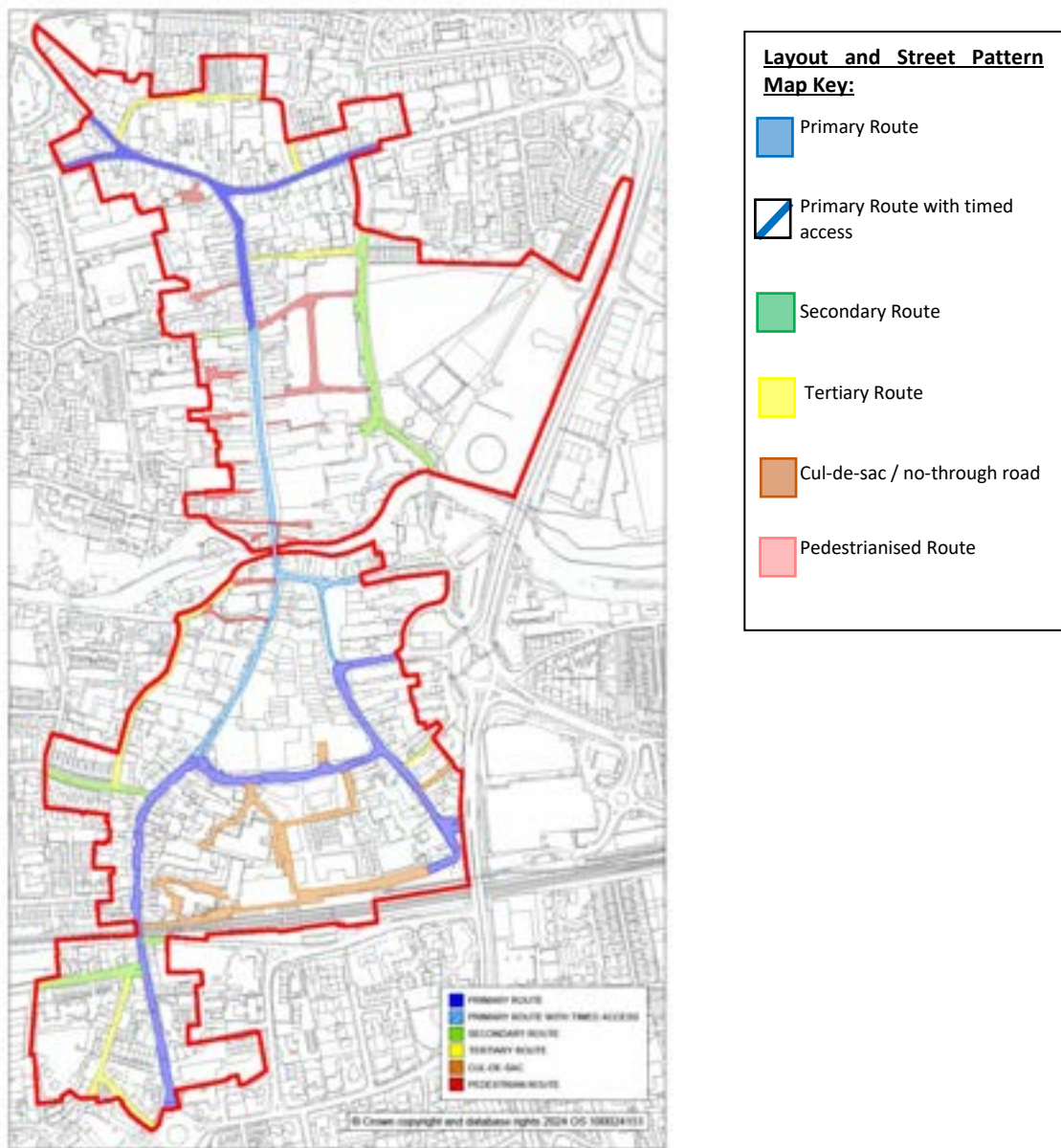


Figure 13: Layout and Street Pattern Map

6.4 The layout of Newbury reflects the town's historic function as a place of mercantile trade. The wide streets and open spaces that once held markets, Northbrook Street and Market Place, remain the main shopping routes today (Figure 15). Their openness has been maintained, and they continue to have a retail function today. The typology of historic shops, alongside some examples of modern infill and replacement retail developments, also continues along the other parts of this historic route network, on Bartholomew Street and in the approach to the town centre on Cheap Street.



Figure 14: Historic buildings with modern shop fronts at ground floor level on Northbrook Street. The pavement and thoroughfares with level surfaces and separated only by a line of stone between the brick sets.

- 6.5 Streets are discernibly quieter off the main routes and, as is to be expected of side streets, they tend to have narrower pavements and buildings have a less direct engagement with the street (Figure 16).

Plot Pattern

- 6.6 As shown in the maps in Chapter 5: Historic Development and Archaeology, the plot pattern around the main routes, which make up the majority of the Town Centre Conservation Area, retain their historic form, with narrow burgage plots extending back from the main thoroughfare. The narrowness of the plots is discernible from the streetscape, where buildings of a variety of styles and ages abut one another. The depth of the plots is only perceptible in some instances, where there are gaps between buildings in the form of narrow alleyways or small streets leading away from the main streets (Figure 17 and Figure 18). Modern buildings which utilise the carriageway motif as vehicular access to the spaces behind (Figure 18) offer similar gaps that expose the depth of the plots. Glimpsed views down winding passageways are a charming and distinctive characteristic of the Newbury Town Centre Conservation Area and provide a strong connection with the past.



Figure 15: Narrow pavements, and austere, faceless facades of modern buildings on West Street, looking towards Northbrook Street.



Figure 16: Glimpsed views off Bartholomew Street of the Eight Bells Yard (left) and brick and stone entrance to the former Trafalgar Place (right) – now demolished



Figure 17: A modern building referencing the carriageway motif at 90 Bartholomew Street, offering a visual break in the streetscape through to the courtyard beyond.



Figure 18: View down the winding passageway west of Northcroft Lane looking towards Northbrook Street.

- 6.7 The plot pattern in the areas to the north and south of the main section of the town centre (such as Speenhamland and around Argyle Road) is rather different, reflecting the fact that both of these areas sat outside of the historic town of Newbury. In both these areas, the plot pattern is larger, and the buildings relate less directly to the street, with the industrial buildings in Speenhamland set within larger plots with space around, and with the almshouses and buildings associated with St Bartholomew's hospital following suit. The almshouses are designed in such a way that they are set back from the route network with small gardens or courtyard areas in front.
- 6.8 The pattern of burgage plots to the north and south of where North Brook crosses Northbrook Street is also of a notably different layout, demonstrating the separate phases of development.
- 6.9 In several places, historic plot patterns have been lost through modern larger-scale development, such as that at Parkway retail development and the Kennett Centre.

Open Spaces, Public Realm, Car Parks and Voids

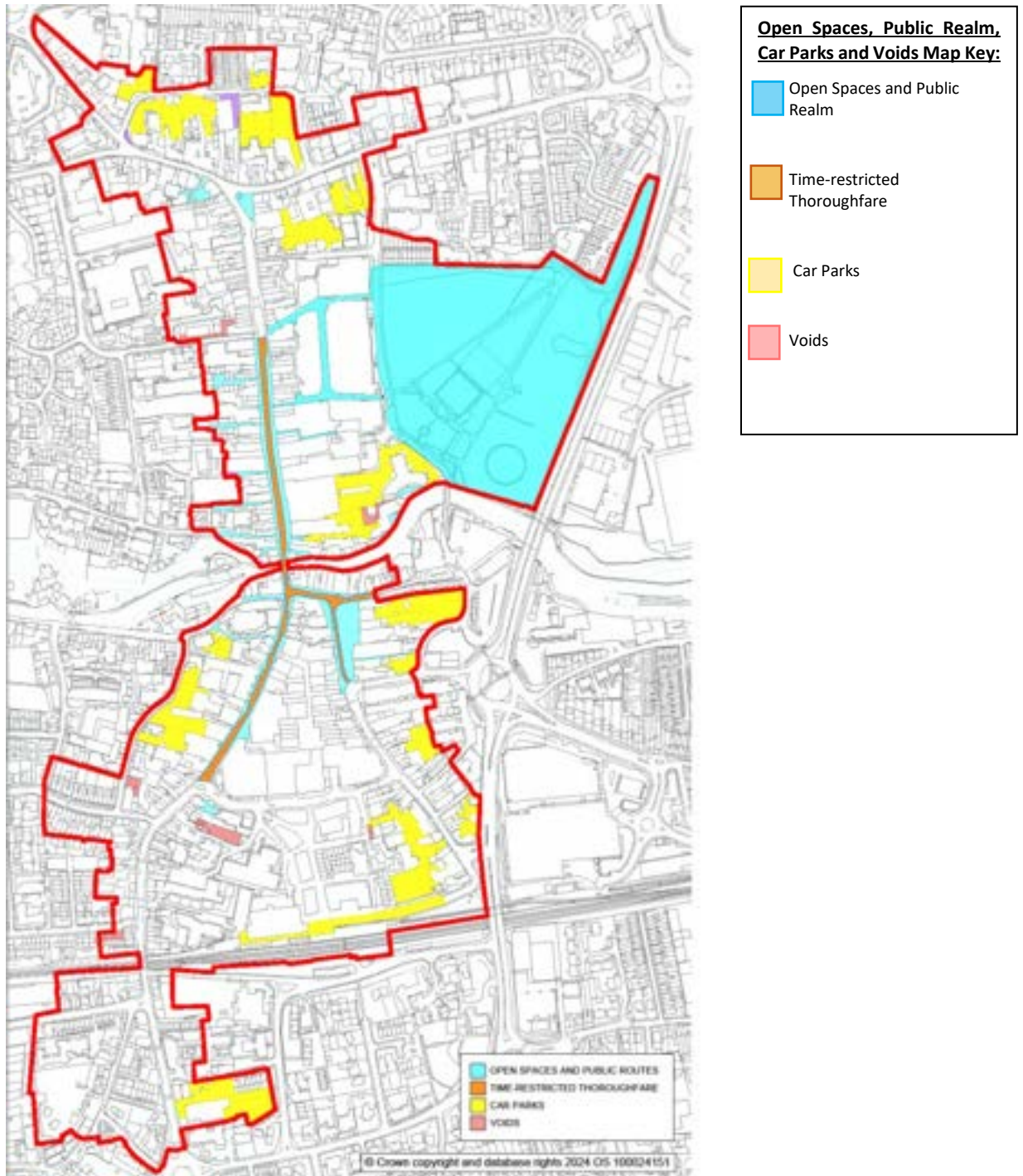


Figure 19: Open Spaces, Public Realm, Car Parks and Voids Map

Open Spaces and Public Realm

- 6.10 There are only a few locations within the town centre where a sense of openness is experienced. The biggest by far is Victoria Park, a large open green space to the east of the town centre. The second main open space is Market Place, where the large square flanked by shops and municipal buildings encloses an area of public realm. Northcroft Park, outside the conservation area boundaries to the west of the town centre, is also an important green space within the wider setting of the conservation area (Figure 20).
- 6.11 Newbury has a varied offering of public realm. 'Public Realm' is a flexible term, but for the purposes of this conservation area appraisal, it is considered to mean publicly accessible space that is free of traffic and can include squares, parks and open spaces. Public Realm can include green spaces such as parks, but for the purposes of this conservation area appraisal, Victoria Park is discussed within the 'Green Spaces' section of this chapter. The Public Realm section of this chapter addresses pedestrianised areas and hard landscaping, such as the town square or pedestrian-only passageways.
- 6.12 Newbury's historic market spaces have been retained and now provide important areas of public realm for the town. Market Place, which still hosts a farmer's market to this day is a wide, open area. The fan-shaped cobbled setts in the square reference the history of Market Place (Figure 21). Street furniture in Market Place is somewhat basic, with some benches interspersed between early mature street trees (Figure 22). The square is utilised at times by the businesses on the square, particularly restaurants and bars that spill out onto the street allowing for alfresco dining, which creates a positive atmosphere.
- 6.13 As previously mentioned, Market Place, Bartholomew Street, Bridge Street, Mansion House Street and Northbrook Street all have traffic calming measures in place, with traffic only permissible outside of daytime hours (before 10am and after 5pm). These measures are bolstered by pedestrian-friendly design for the public realm, with level surfaces across the road and pavement, a practice design to encourage space sharing in thoroughfares. This is enhanced by the use of red brick as a road surface and widened pavements.
- 6.14 The traffic calming measures in these areas have a very positive effect with a calm and quiet atmosphere prevailing during the restrictions. The positive impact of the pedestrianisation is particularly felt on Northbrook Street where the long, wide

thoroughfare offers longer views north and south on the shopping street, and on Bridge Street, where the road narrows and the presence of vehicular traffic is very dominant outside of the restricted hours. This flexible space is marked in orange on the Open Spaces, Public Realm, Car Parks and Voids Map (Figure 20).

- 6.15 The wider and more flexible streets allow for more street furniture, with benches and cycle parking provisions found on Northbrook Street and Bartholomew Street (Figure 23 and Figure 24). The nature of the historic route network means that in places where vehicular traffic is permitted, such as Cheap Street, the pavements are quite cramped with little available space for street furniture. Whilst there is plenty of space for street furniture in Market Place, the offering could be improved, and the café seating has been allowed to dominate the public provision in some places (Figure 28 and Figure 29).



Figure 20: Traffic on Market Place outside of traffic-restricted hours, the walkway is demarcated by stone laid to differentiate between the cobbled setts and the mixed stone of the pavement.



Figure 21: Market Place looking north showing street trees (winter view), bins and cycle parking loops as well as streetlights.



Figure 22: Southern end of Northbrook Street – pedestrians using the thoroughfare during traffic-restricted hours.



Figure 23: Southern end of Northbrook Street outside of traffic-restricted hours.



Figure 24: Bartholomew Street looking south during traffic-restricted hours. Again, the pavement and thoroughfare are demarcated only by a change in surface material and some bollards.



Figure 25: Northbrook Street pavement which has larger setts of a different material than the main thoroughfare and is demarcated by a line of cobbles and bollards.



Figure 26: Raising bollards on Wharf Street (in the Kennet and Avon Canal (East) Conservation Area), preventing vehicular access into Market Place during traffic restricted hours.



Figure 27: Public realm, street furniture and early mature trees on Market Place.



Figure 28: Commercial café seating on Market Place has been allowed to take precedence over public seating in some places.



Figure 29: Public realm and street furniture, outside main entrance to the Kennet Centre on Bartholomew Street.



Figure 30: Street furniture in the traffic restricted area on Bartholomew Street includes benches, a high offering of cycle parking provision and bins.

6.16 Other examples of areas with positive public realm include Inch's Yard, where the small-scale historic industrial buildings are set-back from the street, and the space is complemented by Victorian-style lampposts, and a café with outdoor seating (Figure 32

and Figure 33). The area is also demarcated by raised beds separating it from Market Street

- 6.17 At the north of Northbrook Street, at the junction with London Road, is a small area of public realm (The Broadway) which incorporates the Clock Tower (also referred to as the Clock House). This is a small, but positive space which encourages the use of the clock tower and its benches. Proximity to the busy junction diminishes the experience somewhat (Figure 35).



Figure 31: Inch's Yard south of Market Street and to the east of Bartholomew Street.



Figure 32: Public realm at Inch's Yard, with historic-style street furniture including lampposts and bollards, and café seating spilling out onto the courtyard.



Figure 33: Bollards separate the pedestrianised area at Inch's Yard with the part of the street that allows vehicular access.



Figure 34: The Clock Tower and area of public realm in The Broadway at the north of Northbrook Street at the junction with London Road and Oxford Street.

6.18 Newbury has numerous passageways, which vary in townscape quality. Some passages have very positive public realm, such as Weavers Walk, which has outdoor planting, seating, and street furniture (Figure 36 and Figure 37). Similarly, Saddler's Court is also of high townscape quality with its York Stone paving, greenery and attractive cottage entrances. Passages without such a strong public realm offering include part of the passage connecting Pembroke Road and Northbrook Street (Figure 38) and Bolton Place (Figure 39). These both ought to be considered 'public realm' but they are of lesser townscape quality, devoid of any street furniture, have poor-quality street facing and both have been co-opted by other uses (bin storage and car parking). As such, they presently represent void spaces rather than areas of public realm and are marked so on the map.



Figure 36: Positive public realm on Weavers Walk.



Figure 35: Weavers Walk – café seating (right) is combined with established public seating (left) around the trees and raised beds.



Figure 37: Passageway connecting Pembroke Road with Northbrook Street, which has been co-opted for bin storage.



Figure 38: Bolton Place, a passage on the west of Northbrook Street, which is of low townscape quality and is used for ad-hoc parking.

- 6.19 There is a distinct lack of public realm on Market Street and the lower part of Cheap Street. The pavements in these areas are very narrow and are dominated by traffic. Similarly, Speenhamland and the southern end of the conservation area around Argyle Road lack public realm and associated amenities. Speenhamland is predominantly made up of commercial office blocks, residential housing and car parks (as shall be expanded on in the next section). The Argyle Road area (or 'Almshouses Character Area') is predominantly residential, including many of the almshouses themselves, which are now flats or maisonettes. The land uses in these two areas mean that the people using the area are typically residents or employees, so public amenity has not been prioritised.
- 6.20 By contrast, the new area within the Parkway development to the east of Northbrook Street provides large shopping streets which are entirely pedestrianised, bolstering Newbury's overall offering of public realm. This is moderately successful. The public realm is somewhat dominated by the building heights, meaning the space is less open, and the hard landscaping makes it a less enjoyable place to stop and linger (Figure 40). Whilst there is space for flexible seating, or pop-up events (Figure 41), there is a lack of good quality, permanent street furniture with more space being given over to customers of commercial businesses
- 6.21 There are several pieces of public art within the Newbury Town Centre Conservation Area. Two of these are long-standing pieces – the statue of Queen Victoria and the Lions in Victoria Park, and the plaques on the southern elevation wall of the Kennet Centre on Market Street. There are also two newer pieces of public art: the Symphony of Trees in Victoria Park and Two Rivers near Newbury Station. Also of note is Paul Forsey's mosaic embedded in the paving outside Newbury Library.



Figure 39: Middle Road in the Parkway shopping development. There is a lack of openness in this area of public realm due to the height of the buildings and there is a lack of permanent street furniture.



Figure 40: A node in Parkway development intended for pop-up seating. This has not been well managed and is a generally inhospitable place to stop and linger.

Car parks

6.22 There are numerous car parks in and around the town centre in Newbury. Some of these are owned by the Council - these tend to be larger Pay and Display car parks such as the one on Pelican Lane in Speenhamland (Figure 42). There are also many other privately owned car parks that also have an impact on the character of the conservation area. Sometimes these are intended for public use, such as the Bacon Arms car park in Speenhamland, which is for patrons of the pub. Other car parks, such as the large one between Camp Hopson, Victoria Park and north of the canal, are intended for employees but are publicly accessible with a major entrance to the department store opening onto the car park (Figure 43). There are some smaller ones still, intended to serve individual offices. In all instances, these car parks have a detrimental impact on the character of the conservation area. Despite their relative openness, they are devoid of amenity value, without any street furniture or greenery. For the purposes of the Open Spaces, Public Realm, Car Parks and Voids Map (Figure 20), not every car park has been marked. Car parks over 30m in length or width, or those that can accommodate upwards of 10 cars are shown, as they make a notable impact on the character of the conservation area. Small spaces, including car parking spaces behind buildings, which are not visible from the streetscape are not included in this map as they do not impact the experience of the conservation area from the public realm. Smaller car parks that accommodate only a few cars have been left blank. The few ad-hoc or informal parking spaces have been marked as voids.



Figure 41: The Pelican Lane Pay and Display Car Park (Council owned) in Speenhamland.



Figure 42: Camp Hopson car park, privately owned but intended for the use of employees of Camp Hopson.



Figure 43: The Bacon Arms pub car park in Speenhamland (privately owned, for patrons of the pub).

Voids

6.23 Void spaces are typically small spaces between other pieces of urban fabric. They can be gaps in front of, or to the side of buildings, or spaces that appear when buildings are

altered or extended as towns evolve. They often have no defined function and are co-opted for temporary or informal uses such as bin storage or ad-hoc parking spaces. Due to the dense nature of Newbury Town Centre's development, the number of voids within the conservation area is quite limited, but there are inevitably some, typically found on side streets where the built environment has been subject to change. Such examples can be found at the rear of Inch's Yard (Figure 45) and in front of and around buildings on West Street (Figure 46). Here the ad-hoc uses and lack of maintenance detract from the character of the conservation area, and make the environment appear unkempt or simply neglected or disused.

- 6.24 As previously mentioned, some of the passageways which have been neglected; part of the passageway to the east of Pembroke Road and Bolton Place, (Figure 38 and Figure 39) are marked as voids on the Opens Spaces, Public Realm, Car Parks and Voids Map (Figure 20).
- 6.25 Overall guidance on how these could be improved is provided in Chapter 12: Conservation Management Plan.



Figure 44: Void space behind the buildings on Inch's Yard. The space has been partially used for pub seating by the Dolphin Pub on Bartholomew Street, and partially used for parking.



Figure 45: Void space in front of a dance school on the south side of West Street.

Trees and Greenery

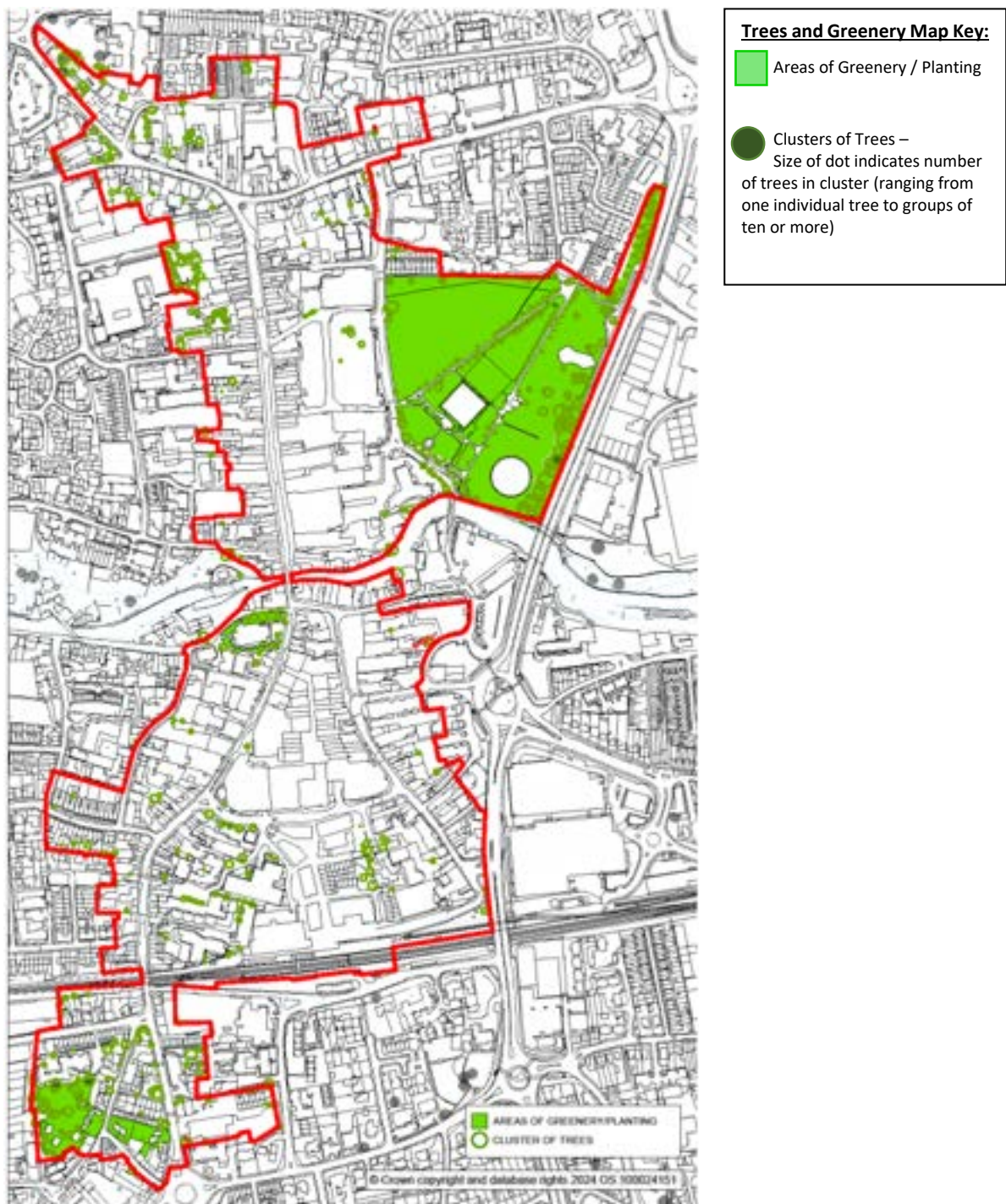


Figure 46: Trees and Greenery Map.

6.26 Victoria Park provides the main offering of greenery, with different areas for various recreational uses including playing fields, tennis courts, a bowling green and a skate park. There are some mature trees and numerous early mature trees which line the

walkways and are interspersed amongst flowerbeds. It is a welcome area of greenery in what is otherwise a built-up urban area (Figure 48 to Figure 51).

- 6.27 The town centre does not have extensive greenery, a consequence of the tightly knit historic urban fabric and route network. There are areas where trees have been introduced into the streetscape such as the early mature street trees in Market Place, which have a positive impact when in full bloom, similarly mature trees by Inch's Yard have a positive effect on Market Street (Figure 53). There are some street trees on Northbrook Street, but these appear quite constrained by the hard materials that contain them and do not make a strong impression on the street scene (Figure 56). There is no historical precedent for trees along Bartholomew Street or on Northbrook Street, so their diminutive presence in the street scene is not wholly inappropriate. On Bartholomew Street, the pocket of greenery in St Nicolas' Church Yard provides a flourish amidst what is otherwise overwhelmingly hard landscaping (Figure 55).
- 6.28 Due to the town centre's commercial function, other greenery such as hedgerows or grass verges, which are often found lining boundaries, are only present outside of the conservation area in residential areas, such as those on Pelican Lane in Speenhamland (Figure 57). Similarly, in the south of the conservation area around Argyle Road in the Almshouses Character Area, larger mature trees are visible above the garden walls of the residential properties. There are almost no landmark trees in the conservation area, although the plane tree in Feltre Place, visible on the approach to the town centre on Newtown Road, is a rare exception (Figure 54). Another such exception is the mature Horse-Chestnut tree near the Friends Meeting House on Mayor's Lane.



Figure 47: View looking north into Victoria Park from Wharf Street Bridge.



Figure 48: Southern extent of Victoria Park – view across the canal eastwards and towards the Wharf area.



Figure 49: Avenues of mature trees in Victoria Park with frequently placed benches.



Figure 50: Decorative planting in Victoria Park.



Figure 51: Raised beds at Inch's Yard.



Figure 52: Mature street trees on Market Street near Inch's Yard.



Figure 53: Mature, landmark Plane tree on Feltre Place near to the rear of St Bartholomew's Hospital Almshouses.



Figure 54: Greenery in St Nicolas' Church Yard has a positive impact on Bartholomew Street.



Figure 55: Occasional street tree on Northbrook Street fails to make a strong overall impression on the streetscape, although they do partially obscure views to upper storeys of historic buildings along Northbrook Street.

Boundaries

- 6.29 Property boundaries are seldom seen around the main thoroughfares (Northbrook Street, Bartholomew Street, Market Place, Cheap Street and Market Street), as the facades of the street facing buildings tend to abut one another, creating a consistent wall.
- 6.30 Off the main route network, in areas such as Speenhamland and to the south of the town centre around Newtown Road, boundaries tend to be low brick walls, which sometimes have hedging foliage. In other, out of town areas higher brick walls delineate the gardens or courtyards of residential houses, cul-de-sacs or care homes.



Figure 56: A hedge-lined boundary on Pelican Lane.



Figure 57: Hedge-lined boundary at the Litten on Argyle Road, a Yew tree on the right within the garden of Bartholomew Close is a rare example of a mature tree, it is contained within a private garden but still has a positive impact on the streetscape.

7. Building Audit

Designated heritage assets

7.1 Newbury Town Centre Conservation Area has a wealth of well-preserved historic buildings, in a range of architectural styles, materials and periods. Many of the buildings throughout the town centre are designated heritage assets. The distribution of these designated heritage assets is shown on the map in Figure 59, and they have also been listed in the schedule of heritage assets in the appendix.

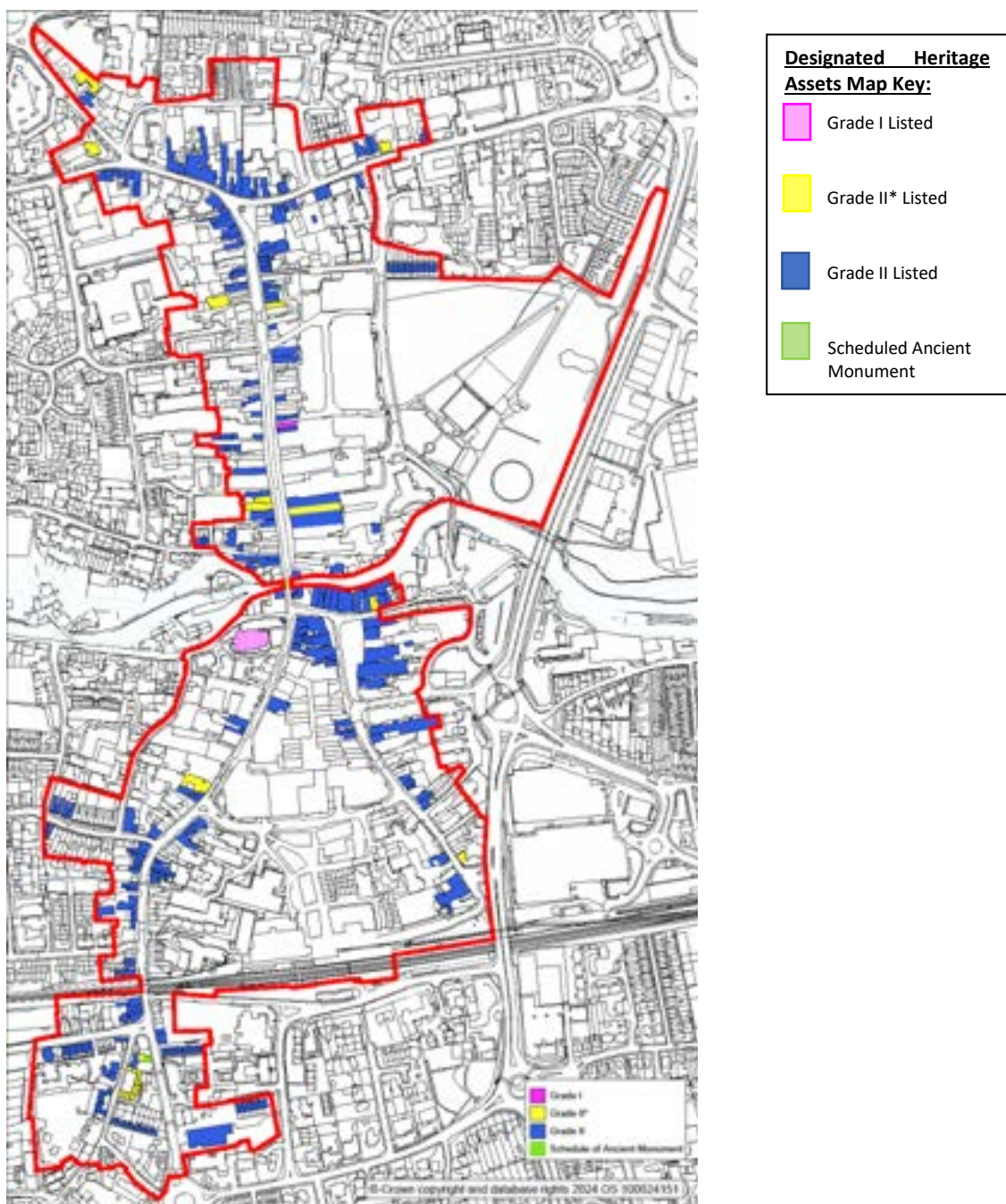


Figure 58: Designated Heritage Assets Map.

Assessment of Unlisted Buildings

- 7.2 Paragraph 196 of the NPPF sets out the requirement for Local Authorities to provide a positive strategy for the conservation and enjoyment of the historic environment. In doing so, it is recognised that heritage assets are an irreplaceable resource and that they should be conserved in a manner appropriate to their significance. Paragraph 197 further states that when considering the designation of a conservation area, Local Authorities should ensure that an area justifies such status because of its special architectural or historic interest.
- 7.3 Each non-designated building has therefore been assessed using guidance set out within Historic England's Conservation Area Designation, Appraisal and Management Advice Note 1 (2019) and the NPPF. WBC has already added several buildings within the conservation area to the "Local List of Heritage Assets". Locally listed heritage assets are identified as having special local architectural, archaeological or historic interest. These buildings are not on Historic England's National Heritage List for England. The heritage assets included in the local list are considered to be of significance to the local community and to contribute to the environmental and cultural heritage of the district.
- 7.4 During the assessment of the conservation area, each building not already included in Historic England's National Heritage List or WBC's Local List has been considered against the tests for a "positive contributor" and/or "negative contributor". A framework for this assessment has been set out in the following sections.
- 7.5 The map in Figure 60 identifies buildings that have a positive or negative impact on the conservation area. It is important to understand how the statuses of "positive contributor" and "negative contributor" have been assigned and the impact this may have on future development, maintenance, conservation or alteration. The definition of a "positive contributor" is broadly defined as a building that makes an active, positive contribution to the character and appearance of the conservation area as a whole, thus contributing to the significance of the area. This may be through its architectural or historic interest, and/or through the use of in keeping materials and details that are reflective of the development of Newbury. On the other hand, a "negative contributor" detracts from the area's character and appearance through a lack of quality, through incongruous design or materials, inappropriate scale or details or other such features. Such buildings do not enhance the area's overall significance.

- 7.6 In addition to desk-based research, site visits have been undertaken (publicly visible exterior only) to view each property within the conservation area, and subsequent consultations with the Local Authority, public and stakeholders have further contributed to the categorisation of these buildings. Previous research (such as that completed by the Georgian Group and Oxford Archaeology) has also been taken into consideration.
- 7.7 The categorisations shown on the following map are intended to aid both the Local Authority and those who may be submitting proposals for alteration of these buildings, to assess and understand the significance of the building in question. It is also intended to advise on the level of protection which should be afforded to the asset in order to conserve or enhance the special character of that building.
- 7.8 The assessment does not take into account whether or not the building provides an important communal amenity. It should be understood that if a building is to be redeveloped (regardless of the outcome of this building's audit, heritage designations or lack of), then the potential loss of a locally important amenity or resource may require mitigation as per National and Local Authority guidance and planning policy.

Assessment Framework for “Positive Contributors”

- 7.9 Contributing factors considered when assessing the significance of an unlisted building for identification as a “positive contributor” to the conservation area include:
- Historic and geographical location and setting, including relationship to any important landscape features
 - Historic interests and associations, including historic involvement of notable architects, or other notable personage through ownership and historic events
 - Archaeological interest
 - Artistic and aesthetic interest
 - Architectural quality, built form, representative or rare architectural and/or decorative features
 - Use of traditional materials, methods and technologies, whether representative or rare
 - Good and clear example of key periods and uses in Newbury's development
 - Surviving or former uses of historic interest, particularly where related to Newbury's key historic industries and trades
 - Interest as an individual building or as an intended, coherent group

- 7.10 The amount to which each category contributes to the significance of a building will vary. These considerations are applicable to listed and unlisted buildings alike.
- 7.11 “Positive contributors” are typically defined as traditional buildings that are not statutorily designated²¹ that make a clear contribution to the overall significance of Newbury Town Centre Conservation Area. A positive contributor generally has a form, scale, features and characteristics that define the period from which it dates (as detailed in other chapters in this document). The materials used, components such as windows, doors and chimneys, and the form and shape of the building including roofs, gables and bays, account for a major part of the consideration. In addition, the appropriateness of the setting, landscape and boundary treatments associated with these properties is an important consideration. A positive contributor may be a rare or a representative example of its form, use, materiality or design.
- 7.12 Buildings that comply with these criteria are also notable for possessing an essential quality in design as well as materials used. These features require careful preservation, and the loss or inappropriate alteration of these elements or their setting will be resisted in accordance with the Local Authority policies, national legislation and relevant government guidance.
- 7.13 Buildings identified as “positive contributors” may also present a candidate for future inclusion on WBC’s Local List of Heritage Assets, particularly where the building’s attributes are particularly prominent, well preserved or characteristic of the conservation area and wider Newbury. Such candidates, alongside a suggested prioritisation for local listing, have been included in the appendix of this document.

Assessment Framework for “Negative Contributors”

These have been defined as those buildings which actively detract from the character or appearance of the conservation area. This may be through inappropriate design (e.g. height, scale, materials, form, quality, etc) that is clearly odds with the established character of the conservation area. In these cases, there may be the opportunity to enhance the conservation area by appropriate alterations or sensitive redevelopment. It is expected that a replacement building would actively enhance the conservation area,

²¹ It should be noted that designated heritage assets (such as Listed buildings) have been separately identified and also make a positive contribution to the CA by virtue of their designation and inherent historic and architectural interest. Locally listed heritage assets are also considered to make a positive contribution.

presenting an appropriate form of development and a well-considered response to the character of the wider conservation area and the individual site's unique environs.

Neutral Contributors

Several buildings in the audit map (Figure 60) have not been colour coded or identified in any way. These buildings are neutral contributors. They are of a more generic character and quality which can neither be considered as actively enhancing the character and appearance of the conservation area, nor are they a detracting feature. These buildings are often unassuming and sit quietly within the townscape. They may lack the historic interest or architectural quality to be considered a positive contributor, and yet they remain appropriate to the established character.

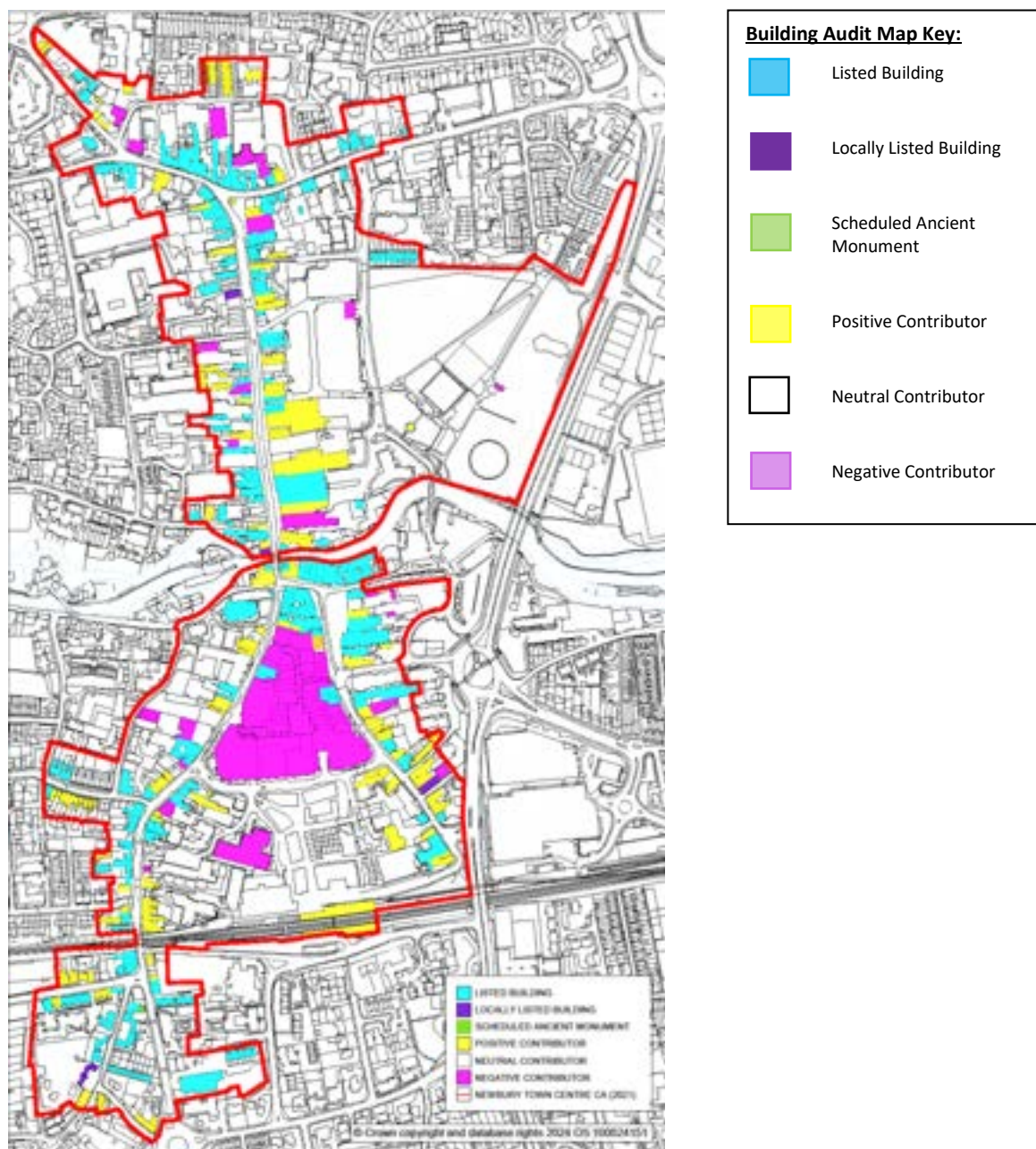


Figure 59: Building Audit Map

- 7.14 A schedule of buildings identified as positive and negative contributors to the Newbury Town Centre Conservation Area has been appended to this document, alongside a schedule of identified heritage assets.

8. Setting and Views

Setting

- 8.1 Setting is defined in the National Planning Policy Framework (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 the asset, may affect the ability to appreciate that significance or may be neutral." The Setting of the Newbury Town Centre Conservation Area is formed by the residential areas of Newbury, the Kennet and Avon Canal, and the landscape further afield. More detail on the relevant and planning implications of setting can be found in Chapter 2 of this document.
- 8.2 The setting itself is not designated. Every heritage asset, whether designated or not has a setting. Its importance, and therefore the degree of protection it is offered in planning decisions, depends entirely on the contribution it makes to the significance of the heritage asset or its appreciation.
- 8.3 As already outlined in Chapter 4 (Location, General Character, and Landscape Setting), Newbury lies on the River Kennet flood plain which is relatively flat. The land gradually slopes up away from the town at its southern extent, up Newtown Road. From the Newbury Town Centre Conservation Area, however, there is little sense of the landscape beyond, and the immediate impact on the town's setting is derived from the other urban and suburban neighbourhoods that encircle the town centre.
- 8.4 Of these, some are residential and with a historic character, such as West Fields and Newtown Road South and the area around St Mary's Road in the northeast of the conservation area. In these areas, the smaller secondary routes of the town centre further disperse into smaller streets and quiet cul-de-sacs which demonstrate the waves of development the town experienced throughout the 20th century as it expanded. The

transition from the town centre, with its densely developed plot patterns and fine urban grain, to the residential areas where housing is more widely distributed with more spacious plots, has a naturally relaxed and de-intensifying experience, which feels appropriate when moving from the centre towards the outskirts of the town.

- 8.5 The modern transport network has had a considerable and detrimental impact on the setting of the conservation area. In particular, traffic and noise from the A339 can be felt and heard from various points within the conservation area, most notably Victoria Park which the road borders at its eastern edge, and Cheap Street, which is the main route off the A339 leading into the town centre. From Victoria Park, the traffic on the elevated dual carriageway is clearly visible, and the noise, smells and vibrations have a detrimental impact on the park and the area's setting, particularly the eastern edge. On Cheap Street, the traffic from the A339 can be heard and felt due to its proximity behind only one row of buildings. As Cheap Street is the main distributary off the road, vehicles exit the dual carriageway at high speed, with delayed deceleration as they enter the town centre.
- 8.6 A prominent building in the Newbury Town Centre Conservation Area's setting is the mid-20th century Newbury Telephone Exchange. It stands at the corner of Bear Lane and with its six storeys and blocky mass it overshadows the two-storey buildings around it. This is a large building by Newbury's standards and is contrary to the established pattern, scale, character and quality of the local townscape. This site is a clear detracting feature in the conservation area's setting.
- 8.7 St John's Road (the A343), which marks the Town Centre Conservation Area's southern boundary also experiences heavy traffic, which had a detrimental impact on the conservation area, particularly Argyle Road and Derby Road, which are otherwise of a quiet and intimate character. However, the traffic noise from the roundabout is clearly discernible, even from the sheltered, narrow streets.
- 8.8 The Kennet and Avon Canal and its adjacent land (the majority of which is captured within the two neighbouring Kennet and Avon Canal Conservation Areas) have a particularly positive impact on the setting of the Newbury Town Centre Conservation Area. The canal passes directly under Bridge Street, with characterful views attainable from Newbury Bridge. On the western reaches of the canal, there are attractive historic buildings dating from the 17th century, some with a quaint pre-industrial commercial typology but with plenty of greenery from Northcroft Park. This, in combination with the

canal lock and historic buildings, hints at an English pastoral, bucolic scene and this area has a very positive impact on the setting of the town centre.

- 8.9 To the east, the experience of the canal is more industrial and built-up; the Wharf area with the bus stop, car parks and the Wharf Road bridge over the canal has a less positive impact (it is noted that improvement could be made via appropriate tree planting). Yet, the historic buildings such as the West Berkshire Museum (consisting of the early 18th century former warehouse and granary, Grade II* listed, and the 1627 Cloth Hall, Grade I listed), the 19th century stone granary building (Grade II listed, now a café), and the industrial artefacts such as the historic cranes, all contribute to an attractive and legible historic industrial area and make a positive impact on the setting of the Conservation Area. This also has a profound impact on the town centre, framed to the east and west with its industrial heritage helping to demonstrate the town's evolution and create an understanding of its developmental narrative. As with the previously mentioned western stretch of the canal and associated land, this area to the east of Newbury Bridge is largely captured within the neighbouring conservation area.

Views

- 8.10 The below maps identify the key views identified within the Newbury Town Centre Conservation Area, as well as views of the Conservation Area taken from important viewpoints in its wider setting, or else important views out of the conservation area. These views should be considered as a part of future development schemes, with a clear comparison between "as existing" and "as proposed". Where appropriate, the Council may request that more complex, prominent, contentious or extensive future development schemes be assessed through the use of verified views and Accurate Visual Representations. Assessment of unverified views (visualisations, CGI, photomontage, etc) may also be useful where verified views are not required. More guidance on views assessment methodologies is provided by the Landscape Institute (GLVIA) and Historic England.
- 8.11 Relevant views within the Newbury Town Centre Conservation Area are largely defined by the historic route network, which allows for numerous channelled views to unfold as the viewer moves along the street. Glimpsed views and short, intimate views are other view types, representing the finer-grained historic street pattern and pockets created by yards, streets, passages
- 8.12 Long views and wider vistas are limited within the conservation area itself, although there are several such views from viewpoints outside of the conservation area,

observing the town in its wider context. These views take in Newbury's surroundings, typically viewing Newbury from elevated vantage points due to the town's flat topography set as it is in the valley of the River Kennet.

Landmarks

- 8.13 The flat topography and overall low-rise nature of most buildings in Newbury Town Centre mean that buildings or structures that are even slightly taller stand above the roofscape and are important landmarks. Such landmarks within the conservation area include the tower of the Parish Church of St Nicolas, which can be seen in longer views from the south from Chesterfield Road, and The Town Hall clocktower, which acts as a focal point from views within the town centre. Newbury Bridge also has landmark quality as a key historic crossing point that subdivides the town centre, highly visible from the canal and towpaths in the setting of the Conservation Area. All views towards these landmarks should be protected.
- 8.14 Due to the undulating nature of Newbury's route network, there are not many other buildings or structures that terminate views, rather the views are kinetic, and evolve as the viewer moves along the street. An exception to this is the Clock Tower, located north of Northbrook Street at the junction with London Road (The Broadway), which sits in the centre of the view and stands apart from other built forms, giving it landmark qualities.

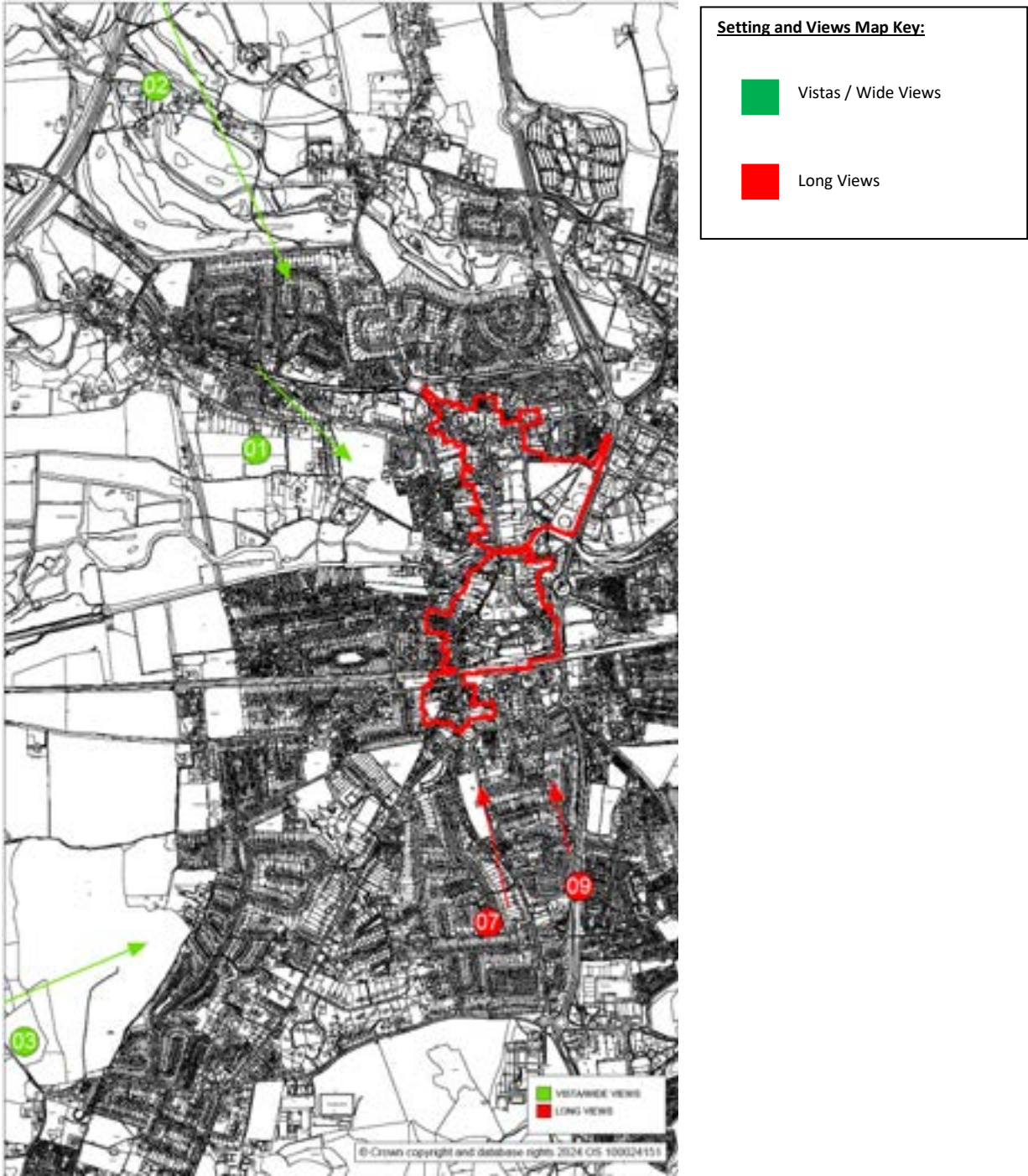


Figure 60: Long distance views from outside of the conservation area.

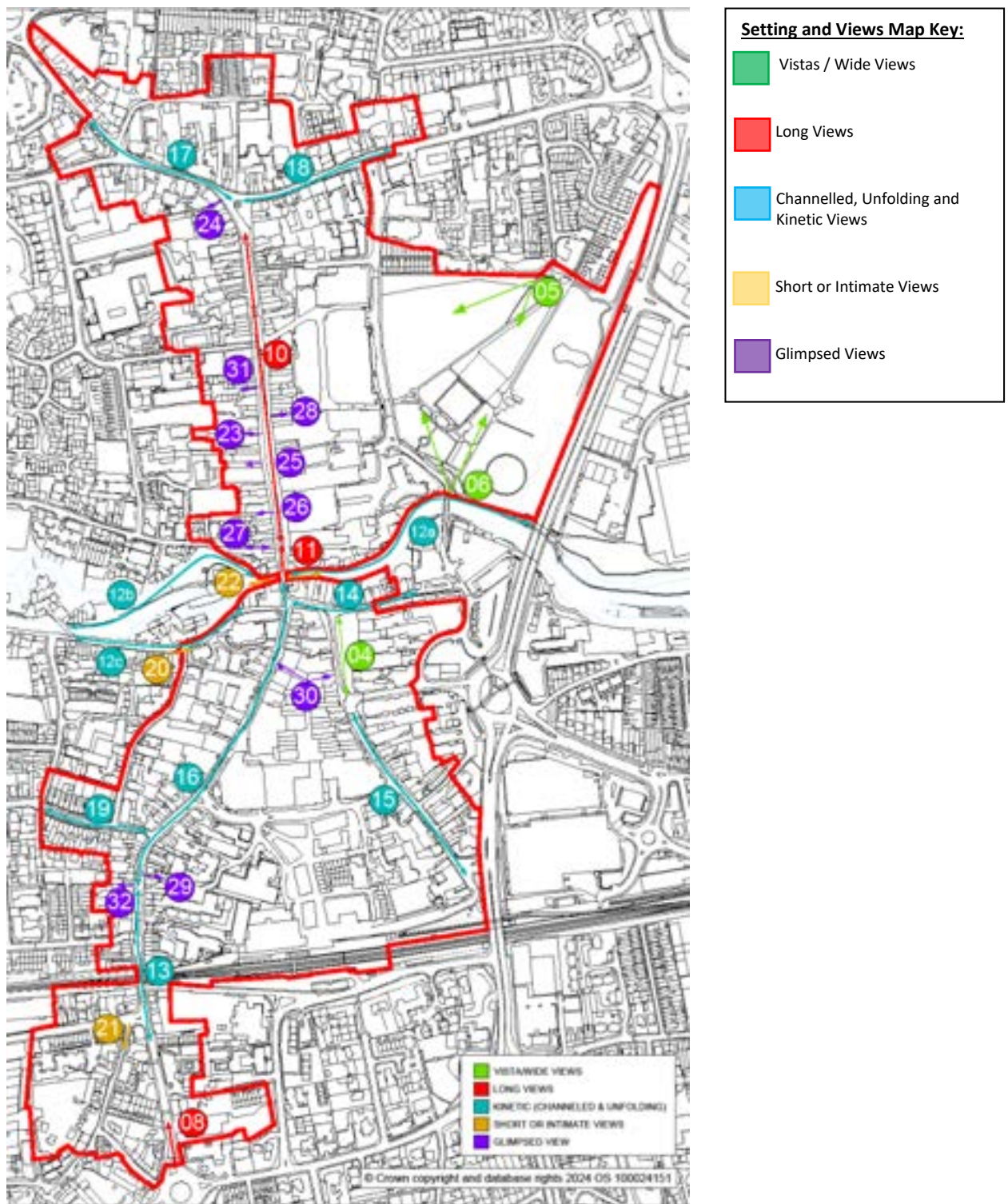


Figure 61: Near-distance views from inside of the conservation area.

Vistas / Wide Views

- 8.15 Due to the tight route network in the centre of Newbury, wide views and vistas are limited within the conservation area. The only ones within the conservation area are across the open spaces of Victoria Park and Market Place.

- 8.16 Long-distance views from outside of the conservation area looking towards the centre of the town tend to be from some way away and from elevated viewpoints and capture Newbury at some distance. In these views, such as from Donnington Castle, and Cope Hall Lane, Newbury Town Centre is viewed within its context providing a profound understanding of its rural setting and the flat topography of the town.

View 01: Goldwell Park / Northcroft Park



Figure 62: Outside of Conservation Area. Tower of the Parish Church of St Nicolas is visible in the centre of view.

View 02: Donnington Castle



Figure 63: Outside of Conservation Area. Buildings visible in the dip, marked by cranes constructing the Weavers Yard development on Market Street.

View 03: Cope Hall Lane



Figure 64: At the top of Round Hill in Enborne to the south-west. Buildings of Newbury visible nestled at low-level amongst the landscape. Outside of Conservation Area.

View 04: North and South on Market Place



Figure 65: Looking southwest. Relatively open view with fan-shaped cobbles in the foreground. Buildings on the west of Market Place have low, undulated rooflines with open sky above. Inside of Conservation Area.



Figure 66: Looking north on Market Place towards the Town Hall. Clock Tower landmark feature stands proud of low rooflines of neighbouring buildings. Fan-shaped cobbles in foreground. Inside of Conservation Area.

View 05: Victoria Park South



Figure 67: Northern boundary looking south, towards the town centre. Inside of Conservation Area.

View 06: Victoria Park North



Figure 68: Inside of Conservation Area. Looking northwest, Park Terrace visible at the terminus of the view.



Figure 69: Inside of Conservation Area. Looking northwest.

Long Views

8.17 Long views of Newbury Town Centre Conservation Area can be experienced on the longer, straighter streets. Some of these, such as Newtown Road which sit outside of the conservation area, and looks towards the town centre from the south, are part of the historic route network (Figures 71 and 72). The view north to the town centre from Chesterfield Road (which also sits outside of the conservation area) is taken from a slightly elevated viewpoint and looks along the more formalised route network that was developed to the south of Newbury during the early 20th century (Figure 73). The only long view within the conservation area looks north and south on Northbrook Street (Figures 74 and 75). Running from Bridge Street in the south all the way to the junction with Oxford Street and London Road at the northern end, the view takes-in the Newbury's main commercial thoroughfare. The relatively wide street allows for longer views that provide a sense of the scale of the historic commercial street.

View 07: North on Newtown Road



Figure 70: Outside of Conservation Area looking north towards the town centre.

View 08: North on Newtown Road



Figure 71: Inside the conservation area looking north, capturing the transition between the suburban pattern in the foreground and the fine grain of the town centre, in the distance, shown by the low-rise buildings that are visible on Bartholomew Street. The curve of the town centre's route network is also visible. Low-rise buildings create an overall consistently declining roofline that descends towards the vanishing point of the view.

View 09: Chesterfield Road



Figure 72: Outside of the Conservation Area, looking towards the town centre from the suburban residential streets, the tower of the Parish Church of St Nicolas is visible.

View 10: Northbrook Street



Figure 73: Looking south from the Clock Tower in the Broadway, provides an understanding of the extent of historic commercial street and the fine grain and regular rhythm of built form. Low-rise buildings create an overall consistently declining roofline that descends towards the vanishing point of the view. Inside of Conservation Area.



Figure 74: Looking north, provides an understanding of the extent of the historic commercial street and the fine grain and regular rhythm of built form. Low-rise

buildings create an overall consistently declining roofline that descends towards the vanishing point of the view. Inside of Conservation Area.

View 11: Bridge Street (North)



Figure 75: Looking north from Bridge Street. This view provides an understanding of the extent of the historic commercial street and the fine grain and regular rhythm of built form from a slightly elevated position. Low-rise buildings create an overall consistently declining roofline that descends towards the vanishing point of the view. Inside of Conservation Area.

Kinetic Views (Channelled and Unfolding)

- 8.18 The majority of the views within the conservation area tend to be along thoroughfares. Due to the organic nature of the route network, these views are typically channelled and tend to unfold as the viewer moves along the street, continuing around curving corners. These channelled, unfolding views are an important and defining characteristic of the Newbury Town Centre Conservation Area. The most notable of these views exist along the main route network, around Bartholomew Street in both directions, and Cheap Street looking North towards Market Place. Even the routes that appear straighter, such as Oxford Street and London Road, have a gentle curve that reveals more of the buildings and townscape as the viewer passes along the street.

- 8.19 The following views (indicated by the blue arrows on the associated map) are all bidirectional and kinetic. This means that the view may move along the arrow in both directions.
- 8.20 For the purposes of assessing impact on kinetic views, representative still images may be taken from a relevant point along the identified view arrows (as demonstrated by the following representative view images in this document). Often, a development may be visible from multiple points along a kinetic view. In these cases, a series or sequence of view images should be tested to demonstrate the unfolding nature of the townscape as the viewer moves along the view.

View 12a: Canal Views – Towpath East of Newbury Bridge

- 8.21 Kinetic views along this route make an important contribution to the setting of the Newbury Town Centre Conservation Area.



Figure 76: Representative kinetic viewpoint from outside of Newbury Town Centre Conservation Area looking into the Conservation Area towards Newbury Bridge, which is a focal point of this view and a local landmark. The rear of historic buildings in the town centre provides a sense of dense urban development. Newbury Bridge forms a key focal point and landmark.



Figure 77: Representative kinetic viewpoint outside of the Conservation Area looking towards Town Hall Clock Tower. The clock tower stands proud of the roofscape and acts as a landmark. The Tower of the Parish Church of St Nicolas is also visible. The rear of historic buildings in the town centre provides a sense of dense urban development.

View 12b: Canal Views - West of Newbury Bridge including Newbury Lock

8.22 Kinetic views along this route make an important contribution to the setting of the Newbury Town Centre Conservation Area.



Figure 78: Representative kinetic viewpoint outside of the Conservation Area looking towards Newbury Bridge from Newbury Lock



Figure 79: Representative kinetic viewpoint outside of the Conservation Area looking towards West Mills with local landmarks within the Town Centre

Conservation Area visible (Town Hall Clock Tower and the Tower of the Parish Church of St Nicolas), as experienced from the canal and towpath.



Figure 80: Representative kinetic viewpoint towards Newbury Lock.

View 12c: Canal Views - West of Newbury Bridge including West Mills

8.23 Kinetic views along this route make an important contribution to the setting of the Newbury Town Centre Conservation Area.



Figure 81: Representative kinetic viewpoint of St Nicholas' Church looking east on West Mills.



Figure 82: Representative kinetic viewpoint outside the Conservation Area looking east along West Mills from the bridge with St Nicholas' Church Tower a visible landmark, experienced in the context of the canal and its associated land and infrastructure.

View 13: Bartholomew Street Railway Bridge (North and South)



Figure 83: Representative kinetic viewpoint inside the Conservation Area, looking north up Bartholomew Street showing fine urban grain and regular rhythm. The consistent roofline and curve of the road are also notable features.



Figure 84: Representative kinetic viewpoint inside the Conservation Area, looking south down Bartholomew Street, showing the transition from fine urban grain and regular rhythm of the town centre to a more spacious suburban pattern.

View 14: Wharf Street through to Mansion House Street



Figure 85: Representative kinetic viewpoint looking west on Wharf Street from outside the conservation area towards the Town Hall (a local landmark), which is framed in this channelled view, experienced in the context of Grade I listed Museum.

View 15: Cheap Street



Figure 86: Representative kinetic viewpoint inside of the conservation area, looking north towards Market Place showing the curve of the historic route and the fine grain and regular rhythm of historic buildings. The quality and character of this view are adversely impacted by the scale and alien materials of the cinema building and the Kennet Centre beyond.

View 16: Bartholomew Street up to Bridge Street



Figure 87: Representative kinetic viewpoint near the Kennet Centre (on the right), looking north, inside the Conservation Area. Low-rise buildings create an overall consistently declining roofline that descends towards the vanishing point of the view. The fine grain and regular rhythm of historic buildings are notable, with the modern building on the left providing a contemporary response to this rhythm.

The brickwork and fenestration of the Kennet Centre lack quality of character, and its elevations do not represent historic plot patterns or the finely-grained rhythm of the historic context. However, its height is noted as appropriate to its context.



Figure 88: Representative kinetic viewpoint inside the Conservation Area, looking north near the Craven Road roundabout, showing the curve of the historic route and the fine grain, regular rhythm and low building height of historic buildings. The bulk of the Kennet Centre flat-topped mansard roofs are visible in the distance and do not make a positive contribution to this view, being an additional storey above its neighbouring context and of no great quality of character.



Figure 89: Representative kinetic viewpoint inside the Conservation Area, looking south towards Bartholomew Street, taking in Bridge Street. Showing the curve of the historic route and fine grain and regular rhythm of historic buildings.



Figure 90: Representative kinetic viewpoint inside the Conservation Area, looking south down Bartholomew Street, from the crest of Newbury Bridge, showing the curve of the historic route and the fine grain and regular rhythm of historic buildings.

View 17: Oxford Street (Broadway)



Figure 91: Representative kinetic viewpoint looking east into the roundabout at the Broadway, inside the Conservation Area. Showing the curve of the historic route and the fine grain and regular rhythm of buildings both historic and modern.

View 18: London Road



Figure 92: Representative kinetic viewpoint inside the Conservation Area, looking west towards the roundabout at the Broadway, showing the curve of the historic route and the regular rhythm of buildings (both historic and modern) with reasonably consistent building heights.

View 19: Craven Road



Figure 93: Representative kinetic viewpoint inside the Conservation Area looking west along Craven Road, showing the fine-grained residential terraces and listed building in the foreground.



Figure 94: Representative kinetic viewpoint looking into the Conservation Area, eastwards along Craven Road, showing the fine-grained residential terraces and listed building in the foreground.

Short or Intimate Views

- 8.24 There are some short or intimate views of note, which take in important buildings or particularly characterful townscapes. These include the relatively close-range view eastwards towards the tower of St Nicolas church from West Mills. Some of these views have been taken from outside the conservation area looking in, or vice versa, looking outside the conservation area to notable features within its setting (such as the canal). Another such view looks diagonally southwest on Argyle Road which takes in some of the least-spoiled historic townscape in the whole conservation area as well as numerous listed buildings associated with Bartholomew's Hospital on both sides of the street.

View 20: West Mills



Figure 95: Looking East from West Mills, the view takes in the Parish Church of St Nicolas, from outside the conservation area looking in. This view is also captured within the kinetic view 12c, but has also been included as its own fixed viewpoint due to its high level of significance.

View 21: Argyle Road (South)



Figure 96: Looking south, inside the conservation area. Showing historic urban fabric and low-rise built form.

View 22: Bridge Street



Figure 97: Inside of Conservation Area looking out. Looking West, into the River Kennet and Avon Canal Conservation Area, providing an understanding of the rural setting of the conservation area.



Figure 98: Looking East, outside of the conservation area into the River Kennet and Avon Canal Conservation Area and towards the Wharf, providing an understanding of the canal and the towpath which make up the setting of the conservation area.

Glimpsed Views

8.25 There are numerous opportunities for glances into intimate passageways which run off the main route network in the narrow spaces between buildings or passing underneath archways or over carriageways. These lead into courtyards behind the main thoroughfares or link up with other routes, such as the passageway running east from 1 Northbrook Street and linking with the canal towpath. Some of the passageways are charming and characterful, such as the passageway linking Northcroft Lane to the west of Northbrook Street, but many others represent an opportunity for improvement, such as Cromwell Place, which runs westwards between 80 and 81 Northbrook Street.

View 23: Weavers Walk



Figure 99: From Northbrook Street looking west, inside the Conservation Area.

View 24: Sadler's Court



Figure 100: Inside the Conservation Area. From Northbrook Street looking west, rich historic fabric is visible.

View 25: Cromwell Place



Figure 101: Inside the Conservation Area. From Northbrook Street looking west, provides a sense of the deep plot pattern.

View 26: Passageway to east of Pembroke Road



Figure 102: Inside the Conservation Area. From Northbrook Street looking west, provides a sense of the deep plot pattern.

View 27: Northcroft Lane



Figure 103: Inside the Conservation Area. From Northbrook Street looking west, provides a sense of the deep plot pattern, undulating route network, with historic fabric is visible.



Figure 104: Inside the Conservation Area. Looking east towards Northbrook Street west, provides a sense of the deep plot pattern, undulating route network, historic fabric is visible.



Figure 105: From Northbrook Street looking east, inside the Conservation Area. Provides an understanding of the conservation area setting.

View 28: Marsh Lane



Figure 106: Inside the Conservation Area. Marsh Lane from Northbrook Street looking east, provides a sense of the deep plot pattern. Historic fabric is visible, giving public access to the historic fabric along the side of 24 Northbrook St (“Jack of Newbury’s House”)

View 29: Eight Bells Arcade



Figure 107: Inside the Conservation Area. From Bartholomew Street looking east, provides a sense of the deep plot pattern, undulating route network. Historic fabric visible beyond.

View 30: The Arcade



Figure 108: From Market Place looking West, inside the Conservation Area. Provides a sense of the deep plot pattern and undulating route network. Historic fabric visible beyond.

View 31: Albert Road



Figure 109: Inside the Conservation Area. From Northbrook Street looking west, taking in Newbury Methodist Church. Provides a sense of the deep plot pattern and undulating route network. Greenery is visible beyond.

View 32: Former Phoenix Brewery



Figure 110: Inside the Conservation Area. From Bartholomew Street looking west, with former brewery buildings glimpsed through the gap with decorative metal arch with Phoenix crest.

9. Activity and Ambience

- 9.1 Traffic has an adverse impact on the ambience of the Town Centre. To reduce this, part of Newbury Town Centre (including Bartholomew Street, Northbrook Street and Bridge Street) is pedestrianised between the hours of 10am and 5pm, whilst Newbury's retail core is open to general traffic outside of these hours. Through traffic using the route through the town centre, when open, is believed to be relatively local.
- 9.2 However, the A339, situated to the east of the conservation area boundary, contains the majority of both local and strategic traffic, with the busiest section of the road for both the AM and PM peak periods being the southbound A339 on the approach to the Robin Hood roundabout, located to the northeast of the conservation area, as it must accommodate both north-south A339 traffic as well as east-west A4 traffic.
- 9.3 Except for the A339, Newbury lacks other north-south routes, largely as a result of the lack of crossings over the Kennet. However, the main north-south routes comprise Bartholomew Street, Bridge Street and Northbrook Street, which are all situated within the conservation area boundary.
- 9.4 Levels of activity are typically higher during the daytime, particularly along Northbrook Street and Parkway, when the retail premises within the town centre are open. Once these units have closed, activity drops considerably, with the main reason for people being in the town centre in the evening to eat and drink within Newbury's food and beverage offer. Activity levels are typically highest on market days (Thursdays and Saturdays), which bring largely independent stalls into Market Place, as well as at the weekends, including the last Sunday of each month, when Newbury's Artisan Market is held on Northbrook Street.
- 9.5 The feel of the Conservation Area is largely light and airy, particularly within Victoria Park, situated in the northeast of the boundary. The entrances to the lanes off Northbrook Street are darker and shadier than the open streets and spaces within the town centre, including Bartholomew Street and Market Place, however, these lanes often open out to provide outside seating for existing restaurant and café premises.

10. Assessment of Condition

Detracting elements

10.1 Whilst Newbury has many features and attributes to be celebrated and conserved, there are a number of detracting features that do not adhere to, or detract from, the established character of the conservation area. These negative features have informed the identification of negative contributors to the conservation area in Chapter 7: Building Audit, as well as opportunities for enhancement, in Chapter 12: Conservation Management Plan. The Georgian Group's 1990 report on Newbury stated that "...the two primary threats to Newbury's historic character are the erosion of architectural detail and unsympathetic or unimaginative new development"²². The below analysis explores and disaggregates this in more detail.

Sense of Arrival

10.2 The quality of the gateways into Newbury fail to provide a strong sense of identity for the town. This is exacerbated by some prominent examples of poor-quality, recent and later 20th century redevelopment (such as the Telephone Exchange), which compromise views into and out of the conservation area, and present an unrepresentative impression of the town's character and identity (Figure 112 and Figure 113).

²² Georgian Group 1990 p. 25.



Figure 111: View into the conservation area along Bear Lane.



Figure 112: Newbury Telephone Exchange is a detracting feature on the boundary of the conservation area, highly visible from the A339 roundabout and to the east

of Newbury, and dominates existing built form. Note that part of the brick-built former Telephone Exchange nestles in the angle of its over-sized successor.

Modern Development

- 10.3 There is a clear lack of identity in some recent residential, retail and commercial developments, which do not demonstrate a sense of place. Many such developments do not exhibit a strong response to local detailing, forms and materials. They can appear oversized and lack a sense of responsive articulation and materiality that would have helped them to relate better to the surrounding historic environment (Figure 114 and Figure 115). The Kennet Centre is one such example of modern development on a larger scale that has heavily eroded historic plot boundaries and local character.



Figure 113: Ill-conceived design and lack of responsive detailing and articulation on Bartholomew Street.



Figure 114: The Vue Cinema, part of the Kennet Centre. The form, features and materiality have made no reference to the historic context.

Urban grain, plot sizes and street pattern

- 10.4 Late-20th century redevelopment has exploited the large plot sizes (often by amalgamating smaller plots) to increase density at the expense of historic properties and key views. The demolition of small-scale buildings to accommodate multi-storey buildings has eroded the town's character in places, having a detrimental impact on the setting of nearby heritage assets. For example, the Kennet Centre, the West Berkshire Council offices, and the Debenhams development.
- 10.5 Behind the primary high streets, the extension of properties and the merging of original plots to create oversized buildings often in contrasting architectural styles has resulted in buildings that are visually overwhelming and do not respect the surrounding character of the area. These back streets sometimes relate poorly to the historic street pattern and make no contribution to the setting of heritage assets, such as the area west of Northbrook Street.



Figure 115: Kennet Centre multi-storey car park, a large footprint building that covers numerous historic plots.

Alterations and extensions

10.6 Inappropriate alterations to buildings that erode the historic character and appearance of the conservation area include:

- Loss of traditional features on unlisted buildings, such as timber windows, chimneys and ironmongery (Figure 117)
- Use of modern materials which are not complementary or appropriate to the existing palette of materials, for example artificial roofing slates or tiles, composite stone, concrete, or modern cladding, modern balustrades and railings, uPVC rainwater goods and windows, etc.
- The need for services/plant to commercial and retail premises (such as roof-mounted condensing units for air-conditioning) can result in noisy, visible additions that erode the character of the area. This issue is more prominent in the back streets.
- Inappropriate or oversized roof extensions
- Merging smaller plots to create larger plots
- Poor quality residential extensions and outbuildings
- New inappropriate shopfronts and signage



Figure 116: Modern windows and a loss of original features on a historic building on Bartholomew Street.

Car Parking

- 10.7 Void space within the townscape is often dominated by unattractive car parking without adequate provision of soft landscaping or creation of high-quality public realm or amenity space. This is seen, for example, in the area to the west of Northbrook Street and Speenhamland (Figure 118). Additionally, there are some examples of front boundaries and front gardens being removed or repurposed to provide off-street parking, such as on West Street.



Figure 117: The Bacon Arms Pub Car Park in Speenhamland

Public realm features, materials and infrastructure

10.8 Inappropriate signage, wayfinding, street materials, furniture, lighting and other infrastructure that erode the historic character and appearance of the Conservation Area include:

- In some areas, traffic-related infrastructure and markings add to a sense of street clutter, which is at odds with the town's historic character. In a few instances, telegraph poles and overhead wires detract from the area's appearance, however, this tends to be focused around the Conservation Area's extremities and residential streets.
- Whilst the primary high streets have appropriate traditionally styled street lighting, this is not consistent with some streets having poor quality modern lighting, particularly at the conservation area's extremities.
- Signage and advertisements are sometimes overly dominant, with the provision of signs of inappropriate size, height, number, design, placement or illumination. This adversely affects the character and appearance of shopfronts and buildings (Figure 119).

- The town centre wayfinding is contemporary and does not successfully reflect the town's traditional character (Figure 120).
- The pavement surfaces in the north and south of the Conservation Area are poor quality and uncharacterful. They do not match those in the majority of the Conservation Area.
- Waste bins are a detracting element. They tend to be located on back streets and side streets, within small pockets such as courtyards, car parks, yards and other leftover spaces.
- There are some instances of clutter on buildings throughout, including on primary streets. This includes alarms, wiring, alarms, CCTV cameras, poorly placed RWGs, security lighting, satellite dishes, etc.
- There are some instances of poor-quality street furniture, such as modern BT telephone booths, modern safety railings, modern bollards, and modern bus stops.



Figure 118: Modern signage on the corner of Bartholomew Street and Market Street.



Figure 119: Cluttered and disorganised wayfinding.

Shopfronts

- 10.9 Not all shopfronts are well designed and sympathetic to the Conservation Area, such examples of overlarge fascias, a lack of consideration of the design of the upper floors or plot divisions (e.g. loss of bays at ground floor or inappropriate merges or subdivision), loss of stall risers, large sections of modern glass causing a two-dimensional appearance, inappropriate modern materials and one-size-fits-all-branding (Figure 121). Future changes should respond to the guidance set out in West Berkshire's "Shopfronts and Signs, Supplementary Planning Guidance" (2003).



Figure 120: Shopfronts, such as this one on Cheap Street, are overly dominant and detract from the historic character of the buildings.

Boundary Treatments

10.10 There are examples of poor quality or uncharacterful boundary treatments, such as close boarded fences, as seen on West Street, Prospect Place and Derby Road (Figure 122). There are some instances of unsightly metal railings enclosing plant, such as on Prospect Place.



Figure 121: Poor quality boundary treatment on Derby Road. The building has unattractive satellite dishes and boiler flues.

Positive elements

10.11 Newbury Town Centre has numerous positive elements that make up its overall character, justifying its designation as a conservation area. The following positive elements have informed the identification of positive contributors to the conservation area, set out in Chapter 7: Building Audit.

Quality and Quantity of Heritage Assets

10.12 The town centre is attractive with its own identity and a rich history spanning many centuries. As such, it features a wealth of historical and archaeological features.

10.13 There is a high concentration of designated and non-designated heritage assets dating from multiple eras, adding to the area's distinct and rich cultural heritage and special historic and architectural interest. There are several prominent heritage assets and townscape features that help to form the identity of the town, such as Newbury Bridge, The Parish Church of St Nicolas, The Town Hall (Figure 123), and various other prominent houses, churches and almshouses. Its high concentration of quality heritage assets (both designated and non-designated) allows Newbury to play a key role as the

cultural centre of the district, and the Newbury Town Centre Conservation Area is at the heart of this.



Figure 122: Newbury Town Hall

Built Form and Townscape

10.14 Although no single architectural style dominates in Newbury, the generally high-quality stock of traditional buildings creates a coherent atmosphere, helped by the narrow plots and fine urban grain with generally low-level buildings. There remains variety in styles, materials, heights and plot widths to add visual interest. The town has retained its historic route network and many of the narrow burgage plots, resulting in a fine, dense urban grain, concentrated around historic routes. As such, Newbury's built form presents a clear representation of its past and archaeological context.

Public Space and Landscape

10.15 Newbury Town Centre includes important public amenity green space, such as Victoria Park. There is a strong relationship with the Kennet and Avon Canal, which has a particularly positive influence on the quality of the public realm and views within the

conservation area, linking the built form of Newbury to its wider landscape and natural features.



Figure 123: Victoria Park, viewed from Wharf Street Bridge.

Previous and Ongoing Enhancements

10.16 The town has already taken steps to enhance its streets and public realm, including the provision of traditional street lighting along many of the primary streets, and the provision of enhanced pavement surfaces. A conscious effort has been made to reduce clutter from traffic infrastructure in many places. Some part-pedestrianised streets create a more positive character and ambience that is less dominated by cars and traffic.

11. Character Areas and Zones

Introduction

- 11.1 The Newbury Town Centre Conservation Area covers a large area spanning approximately 1.3km from north to south and spanning approximately half a kilometre at its widest point from the rear of the Methodist Chapel on Northbrook Street in the west, to the A339 in the east. The area has a typical town centre function and includes a commercial centre with a large retail area, leisure facilities and numerous public services. It also encompasses a variety of buildings with differing uses, styles, ages, and typologies. As such, the conservation area has been broken down into eight different character areas, as seen on the Character Areas Map (Figure 125).
- 11.2 The character areas identified here have some similarities to those identified in previous documents, such as those identified in the Oxford Archaeology 'Newbury Characterisation Report' from 2005. The character areas identified in this Conservation Area Appraisal do not directly supersede those defined in other documents, namely, 'Newbury Historic Character Study' (Oxford Archaeology, 2006). This is because the Oxford Archaeology report is not a material consideration in planning terms, whereas the Newbury Town Centre Conservation Area Appraisal will be, once adopted. Furthermore, the study area for the Newbury Historic Character Study was much larger, and not confined to the boundaries of the Newbury Town Centre Conservation Area.
- 11.3 There are overlaps in the basic methodology for identifying the character areas with that of the 'Newbury Historic Character Study', namely, conducting desk-based historical research to understand the historic development of the areas, and the undertaking of site walks to understand the existing character of the built form. Yet, the character areas identified in this document have derived more weight from the existing built form than the historic development, historic land uses and the Historic Characterisation study. The understanding of the historic development and historic land uses has been used to inform the understanding of the existing character, but due to its use as a material consideration in planning terms, the Newbury Town Centre Conservation Area Appraisal pays due attention to newer development and the important role that this plays when considering the character of the area.

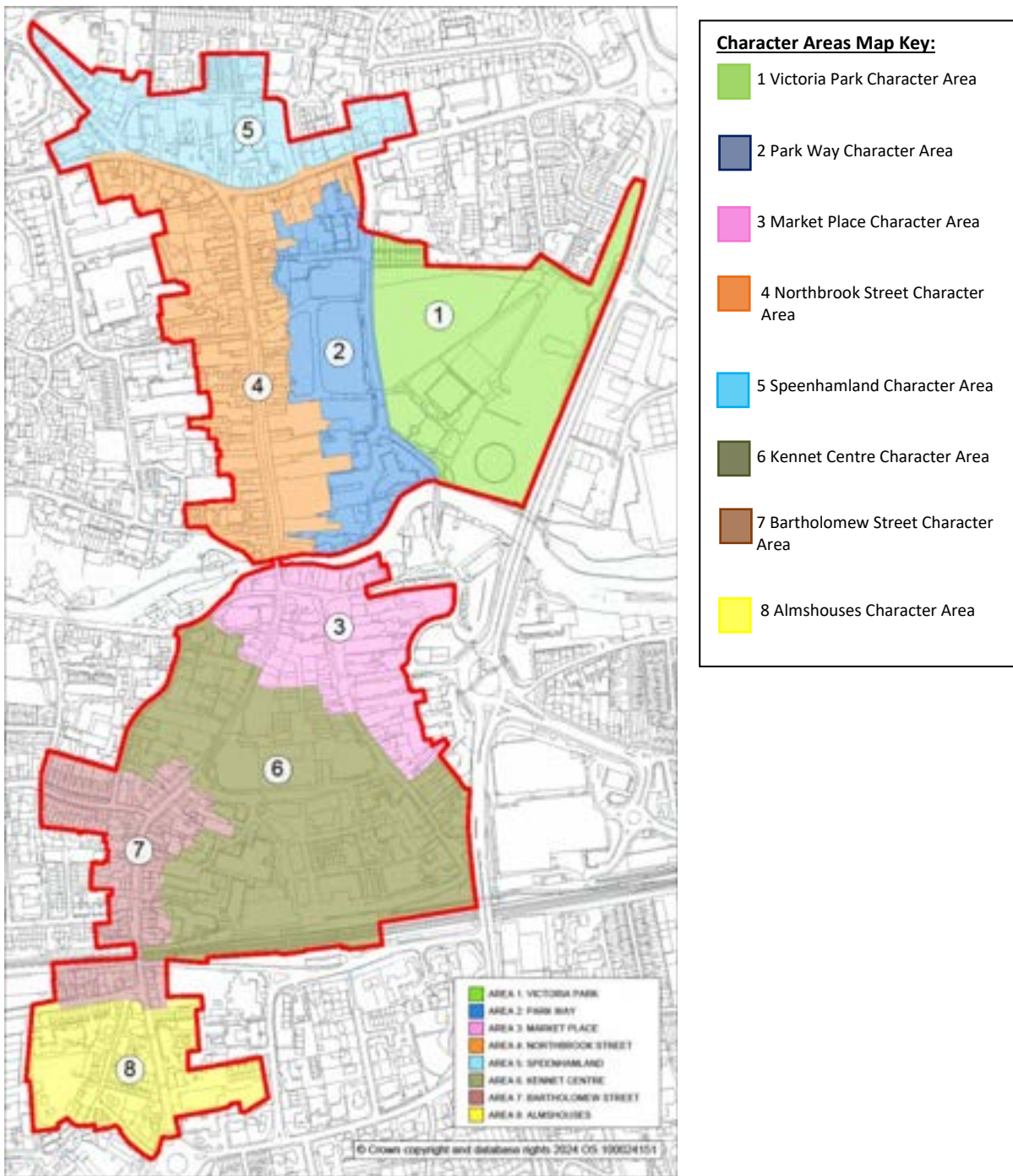


Figure 124: Character Areas Map.

Character Area 1: Victoria Park and Park Terrace



Figure 125: Victoria Park Character Area Map.

Character and Landscape

- 11.4 The Victoria Park and Park Terrace Character Area occupies the easternmost area of the conservation area, making up the eastern boundary on the northern half of the conservation area, and extending to Park Way at its eastern end. To the south it borders the River Kennet, and the northern boundary stops at the northern edge of Victoria Park and incorporates Park Terrace, a set of small residential houses, in its northeast corner.
- 11.5 The character of the Victoria Park and Park Terrace area is defined by the open, green space of the park. The landscape is flat as the park was built on marshland that had historically bordered the River Kennet and which had remained open land as Newbury expanded. There are some mature avenues of trees which have been planted as part of the design of the park. The open vistas across the park are framed by the A339 to

the east, which is slightly elevated as it passes the park, and the larger residential and retail buildings along Parkway to the west.



Figure 126: Skate Park on the eastern side of Victoria Park.



Figure 127: Flat, open space in Victoria Park looking southwest towards the residential buildings on Park Way and the town centre.

Townscape, Architectural Quality, Built Form and Use

Townscape

- 11.6 Despite the varying condition and quality of the built form, the Victoria Park Character Area is of high townscape quality - the hard and soft landscaping within the park area is well-maintained and makes a positive contribution to the conservation area.

Built Form

Park Terrace

- 11.7 Park Terrace is an attractive set of 19th century terraced houses which open onto the park which helps them to take on a slightly more rural, cottage-feel rather than row of urban terraces.

Victoria Park

- 11.8 The only other buildings within the character area itself are the bowling pavilion in the centre of Victoria Park, some ancillary buildings near the children's playground, and a statue of Queen Victoria moved from its original location in Market Place. There is also an historic ornate bandstand (Figure 129). The functional buildings in the park all date from the late 20th century and are horizontal in profile. The pavilion by the bowling green (Figure 130) is in good condition whilst the other ancillary buildings are closed and in a dilapidated state (Figure 134).

Building height

- 11.9 The buildings on Park Terrace are just one storey over the ground floor (i.e. two storeys in total), with an attic storey (as demonstrated by a dormer in one of the properties, which is anomalous and inauthentic) (Figure 131). The buildings in Victoria Park itself are single-storey.



Figure 128: Bandstand on the south western corner of Victoria Park.



Figure 129: Bowling green and pavilion in Victoria Park, demarcated by metal railings.



Figure 130: Listed Buildings of Park Terrace which overlook Victoria Park on its northern edge.

Use

11.10 Apart from the green open space, the land use is residential, and buildings for recreational leisure use, such as the pavilion.

Materials and Features

11.11 The buildings on Park Terrace have rendered façades in pale colours and the pavilion building is brick with timber cladding. Timber exists also on the numerous benches which line the paths. The roofs of the terraces are slate, the roof of the pavilion is red clay tile whilst the bandstand has a rolled lead roof.

11.12 There are elements of ironwork and metal in the structures and furniture within the park. This includes ornate ironwork on the bandstand and modern, rib-like railings on Wharf Road Bridge which crosses the River Kennet and Avon Canal to the south of the park and in various areas of fencing which enclose the tennis courts.

11.13 There is also concrete and tarmac hard landscaping in the park. This includes the pathways and areas around structures and features such as the pond, the bandstand, along the canal, the skate park and the play area.



Figure 131: Example of ornate park bench in Victoria Park. This kind of street furniture is provided throughout the park.



Figure 132: Wharf Road bridge, which runs over the canal towpath towards the southwest corner of Victoria Park.



Figure 133: Poor quality structures on the western side of Victoria Park near the play area. The smaller building on the left (due for demolition), was a Second World War air raid shelter that served the nearby nursery.

Character Area 2: Park Way



Figure 134: Park Way Character Area Map.

Character and Landscape

11.14 This character area follows the road 'Park Way' which runs north to south along the western edge of Victoria Park and meets the Speenhamland Character Area in the north, and the Kennet and Avon Canal Conservation Area in the south. On its western edge it meets the Northbrook Street Character Area. Here the modern buildings of the Parkway shopping area abut historic buildings with a fine urban grain. The route network leads onto Northbrook Street via West Street, Park Street and Marsh Lane.

11.15 Almost all the buildings in this character area are modern, with the exception of one Grade II listed building, Marsh Cottage, and some smaller historic buildings on the canal towpath. This character area holds the highest proportion of contemporary architecture, with almost all buildings dating from the late 20th century and early 21st century. These buildings are large in footprint and taller in height than the majority of the conservation area, with the tallest residential building standing on the northwest corner of Marsh Lane. Parkway also includes new areas of public realm on Middle Street, which runs north to south within the shopping area.

Townscape, Architectural Quality, Built Form and Use

Townscape

11.16 The Townscape is characterised by larger plot buildings that form a modern 'city block', particularly within the shopping area on Marsh Lane and Middle Street (Figure 136). This includes large windows which have a certain degree of engagement with the streetscape. Hard materials and hard landscaping are very prominent, with some areas of raised public realm demarcated with balustrades and a wide street with modern setts rather than tarmac (Figure 137).

Large-plot buildings and Parkway development

The building form in this character area is anomalous in the conservation area, the large buildings of the Parkway development have enlarged windows intended to engage at ground level, but this only adds to the sense of the buildings being monolithic blocks with, bulky horizontal forms. The buildings lack the fine grain that is found in the historic buildings in the area (Figure 137). Some residential buildings such as one further north on Park Way serve to mediate between the large plot modern buildings of the Parkway development and the smaller more historic built form (Figure 138), but this is still overly tall and large in mass.

Marsh Cottage and smaller buildings

11.17 The few smaller, red brick buildings near the canal towpath include modern and historic buildings (and include the Grade II listed Marsh Cottage, (Figure 139). These stand in contrast to the large footprint buildings of Park Way and, in the case of Marsh Cottage, have been all but enveloped by the Camp Hopson buildings and car park. Some are in residential use, and all are respectful of this typology. They serve an important function, helping the built form to transition from the large-scale buildings to the smaller, more historic buildings with a finer urban grain that stand across the canal in the Wharf area (within the Kennet and Avon Canal, Newbury East Conservation Area), and in the Market Place / Cheap Street Character Area.

Building height

11.18 Marsh Cottage is two storeys high, as is the Waterside Community Centre building. Other modern residential buildings at the south of the character area which abut the canal are three storeys. With regards to the modern Parkway development, building

heights are four to five storeys on the 'city block' buildings and extend up to eight storeys on the tallest tower of the residential buildings.

Use

11.19 The building use is primarily commercial at ground level, offering a more modern shopping experience than elsewhere in the Newbury Town Centre Conservation Area. Department stores and larger outlets can be found here, including John Lewis, Camp Hopson, House of Fraser and Marks and Spencer. Debenhams had recently closed at time of writing. Many buildings have a modern residential function on the storeys above. Whilst the arrangement of having residential flats above shops has historic precedent in the conservation area, the larger residential blocks which overlook Victoria Park are unique to this character area.

Materials and Features

11.20 Materials in the character area are notably modern and differ quite substantially from those in other areas. They include metal on balconies, balustrades in the public realm openings such as windows and doorways and cladding, and glass.

11.21 Colours tend to be pale - white and cream or grey, with white cladding predominating in the Parkway shopping area, and some bright coloured cladding, such as that on the residential tower of the Parkway development. The 20th century buildings such as Camp Hopson 'Home' have timber cladding and some of the 20th century residential buildings have red brick.

11.22 Features tend to be much larger and don't tend to reference historic precedent elsewhere in the conservation area. Most notably, the double-storey glass openings and large windows on the upper storeys of buildings on Middle Lane are articulated with dark coloured cladding and are decidedly modern, marking quite a departure in style.



Figure 135: Middle Street, which runs north to south in the Parkway shopping centre.



Figure 136: Parkway development showing the former John Lewis 'Home' department store and the modern setts on the southern part of Park Way.



Figure 137: Late 20th century residential building on the northern corner of Park Street and Park Way.



Figure 138: Grade II listed Marsh Cottage



Figure 139: View towards the modern residential development on Park Way including the tallest element on the northwest corner of Marsh Lane.



Figure 140: Corner building on West Street within the Parkway shopping area.



Figure 141: Camp Hopson 'Home' building in the southern part of the character area, which backs onto the canal towpath to the south.

Character Area 3: Market Place

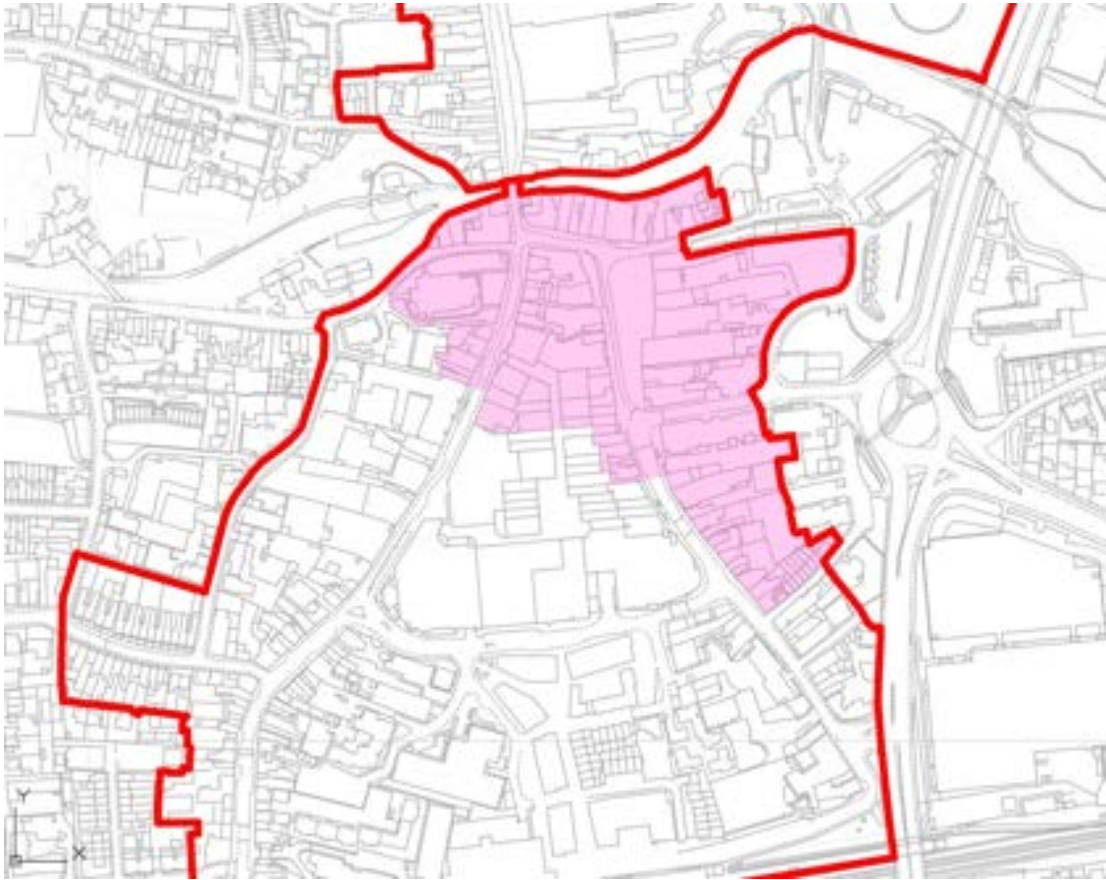


Figure 142: Market Place Character Area Map.

Character and Landscape

11.23 The Market Place Character Area occupies the centre-eastern portion of the conservation area covering the historic market area of Market Place and Cheap Street. It borders the River Kennet to the north and bisects the conservation area diagonally south from the northwest, incorporating St Nicholas Church and passing to the north of the Kennet Shopping Centre and terminating at Kings Road West, just off Cheap Street at its southeastern edge. The eastern edge of the character area also makes up the eastern edge of the conservation area.

11.24 The Market Place Character Area is characterised by the juxtaposition of tightly arranged buildings which open-out onto spacious squares or busy, open thoroughfares. This area is the heart of historic Newbury standing between the Wharf and Newbury Bridge, which crosses up to Northbrook Street. The visible facades of the buildings generally date from the Victorian, and in some instances, Georgian period, although the buildings they replaced (or that are hidden behind), are much older. This can be observed in the varied roof forms, the tight-knit arrangement of the buildings and their

heights and widths which demonstrate how the plots were developed in a piecemeal fashion, in an organic and distinctly medieval way, pre-dating the age of strategic town planning (Figure 144).

11.25 The topography is flat, due to proximity with the river, and the only greenery is offered by a few recently planted street trees in Market Place and older ones, including yews, in the churchyard. The character is overwhelmingly urban, and evidently that of an historic town centre. The historic character is re-enforced by the winding roads and the rich palette of materials.



Figure 143: Historic buildings (all Grade II listed) on the north side of Market Place and on Mansion House Street. Many retain their historic shopfronts, although in some cases branding colourations can be quite dominant. The different building styles, roof forms and building heights are clearly visible here.



Figure 144: Market Place looking southwest. The fan shaped cobbles are clearly visible.



Figure 145: 21-25 Market Place (Grade II listed), 21 Market Place ('Sushi Maki') retains an historic shopfront, whilst 23 ('Crepe O'Clock') has a modern replacement.



Figure 146: View south from the northern end of Bartholomew Street, near Bridge Street, demonstrating the organic curve of the road and the historic buildings of different designs with individual roof forms.



Figure 147: Tower of St Nicolas' Church (Grade I), looking east.

Townscape, Architectural Quality, Built Form and Use

Townscape

11.26 The Townscape varies in the Market Place Character Area, with higher quality townscape centralised around Market Place, Mansion House Street and Bartholomew Street and lesser townscape quality to be found on Cheap Street. This is partly due to unsympathetic shop fronts. In the Market Place, the shopfronts retain their historic appearance. They have not been heavily altered and tend not to be overshadowed by modern signage (Figure 145 and Figure 146). Unfortunately, this is less true on Cheap Street which has numerous unsympathetic and dominant shop fronts, and fascias have been installed onto historic buildings, undermining the character of the buildings such as on Grade II listed 33 and 34 Cheap Street (Figure 149).

11.27 As with Northbrook Street Character Area, Market Place and Mansion House Street become completely free of traffic during controlled traffic hours, which improves the public realm and pedestrian experience. By contrast, Cheap Street is forever predominated by traffic which diminishes the experience of the pavements and has a knock-on effect making this part of the street less desirable for visitors, something which is then reflected in the quality and success of the businesses likely to take up tenancies in the buildings in this area.



Figure 148: 33 and 34 Cheap Street, a 17th century building (Grade II listed) which marks the southernmost part of the character area.

Market Place

11.28 The historic functional heart of Newbury is Market Place, as demonstrated by the presence of historic civic buildings, the Corn Exchange and the Town Hall, both mid-late 19th century and Grade II listed (Figure 150 and Figure 151). The status of these two buildings is conveyed in their design as they are the only two buildings which stand notably taller than the other buildings around Market Place. This is particularly relevant in the case of the Town Hall where the clock tower provides an important, orientating landmark feature which can be seen from numerous points around Newbury.

11.29 Other slightly larger plot buildings on the east of the square have smart Georgian facades, such as the Queen's Hotel and the Hatchet Public House (both Grade II listed) and both contribute to a dignified character in this part of the character area (Figure 152). This relative grandeur is added to by the longer views towards these buildings which open proudly onto the square.

11.30 Modern buildings in the area respond to the material and colour palette, and urban grain of the historic buildings such as 6 Market Place, the architectural language of which is somewhat anomalous in the character area, but which is appropriate in size, scale and grain is appropriate, and the building makes an interesting contribution (Figure 154).

Building height

11.31 Building heights display slight variations due to the differing designs, but almost all the buildings have three storeys, with the occasional attic floor with dormers. The exception to this, as mentioned previously, are the Corn Exchange and Town Hall which intentionally protrude above the roofline of the surrounding buildings and form key landmarks within the area. The prominence of these important historic buildings should be maintained.

Use

11.32 Land uses in this character area comprise of retail and commercial, restaurants and cafes, and some civic and non-residential institution, such as the Corn Exchange which is an arts centre.



Figure 149: Corn Exchange, Market Place.



Figure 150: Town Hall, Market Place.



Figure 151: The Hatchet Public House, on the east of Market Place.



Figure 152: Buildings on the west side of Market Place, including some modern ones, which are of little architectural merit but do correspond to the form, grain and low building height of their historic neighbours.



Figure 153: 6 Market Place, a 20th century building on the corner of Market Place and Bear Lane.

Materials and Features

11.33 Materials include red and 'blue' bricks, timber in the form of window frames, typically painted white on the historic buildings, and typically slate roofs. Brick is the predominant material used for modern buildings in the area also, and this is typically red or brown. Some buildings, such as 32 – 34 Cheap Street and 148 Bartholomew Street have red clay tiles as a building material. Market Place retains its historic, fan shaped cobbles.

11.34 The modern buildings in the area are broadly sympathetic in size, scale and choice of materials, although some are devoid of detail and detract from the character of the area. Others are more neutral in their offering. As already stated, shopfronts are often historic, or, if modern, they have broadly the same proportions of solid-void and fascia sizes of the historic ones, although with slightly less detailing.

11.35 The Victorian Gothic style Town Hall is notable not only for its larger size and polychromatic brick work but also for its tall arched window reveals.

Character Area 4: Northbrook Street



Figure 154: Northbrook Street Character Area Map.

Character and Landscape

11.36 The Northbrook Street Character Area starts from the River Kennet at its southern end, extending northwards, encompassing the Broadway and terminating at the junction with Oxford Street and London Road, where it borders the Speenhamland Character Area (Figure 155). The western boundary of the Northbrook Street Character Area is also the western edge of the conservation area, following rear boundaries of the plots that open onto Northbrook Street. Similarly, the boundary follows the rear plots of fine grain buildings to the east, opening onto the main shopping thoroughfare, but the boundary stops short of the larger shopping and residential buildings beyond which form the Park Way Character Area.

11.37 The Northbrook Street Character Area is an open thoroughfare with long views to the north and south. Overall, the built form has a fine urban grain, with the precedent set by the historic buildings, although there are buildings of varying styles and ages which face out onto Northbrook Street. This character area does not have quite the quantum of historic buildings as the Market Place Character Area, but the fine grain is still of great importance as it makes a positive distinction within the character area and enables the historic origins of the street to be better understood. Interspersed amongst the historic

buildings, with narrow frontages, are some buildings with a larger footprint that house larger shops. These larger-plot buildings typically date from the early 20th century (Figure 156).



Figure 155: 13 – 15 Northbrook Street, built 1959-60. The red branding of the fascia and modern shopfront at ground level is overly prominent even on this large building, which is seven bays wide.



Figure 156: Looking North along Northbrook Street during traffic restricted hours.



Figure 157: Looking North towards Northbrook Street from Bridge Street during commuter hours.

Townscape, Architectural Quality, Built Form and Use

Townscape

- 11.38 The southern part of the street, from the junction of Albert Street (near the Grade II* listed Methodist Chapel), is subject to timed traffic calming measures and is pedestrian-only from 10am – 5pm. During these times, the experience of the street is transformed, from being a busy street intersected with noisy traffic and cramped pavements, to a calm, quiet open area of the town with a positive atmosphere and sense of openness. As already inferred, land use is predominantly retail, with some cafes. Residential and commercial units exist above the ground-level shops, and in some cases commercial offices exist behind the main thoroughfare.
- 11.39 When considering Northbrook Street and the Broadway together, the street is almost half a kilometre long, running from Bridge Street to the junction with Oxford Street and London Road. The street has a near-constant façade, with only a couple of full-height breaks in the buildings on the east and west. On the west of the street, these are three: the passageway at the end of Northcroft Lane, West Street and Albert Road. On the east there are five: the connecting passageways to the tow path and to Park Way at the south of the street and West Street, Marsh Lane and Park Street (Figure 159).
- 11.40 In addition to these full-height breaks are narrow passages which run off Northbrook Street to the east and west, beneath over-carriageways. These small routes offer glimpsed views and give an impression of permeability, diffusing the tightly knit facades of the historic buildings, and are a defining feature of the Newbury Town Centre Conservation Area, and of the Northbrook Street Character Area, in particular (Figures 150 and 152).
- 11.41 Modern fascias and shop signage on buildings of all ages tend to dominate the streetscape which detracts from the historic character of the street quite considerably.



Figure 158: Marsh Lane on the east of Northbrook Street and the timber studwork of the Grade II* listed 24 Northbrook Street, the former home of John Winchcombe (Tudor clothier).



Figure 159: Saddlers Court on the west of Northbrook Street.



Figure 160: Cromwell Place, on the west of Northbrook Street and 81 Northbrook Street, a modern building which roughly follows the rhythm of its historic neighbours.



Figure 161: Weavers Walk on the west of Northbrook Street.

Built Form and Shops on Northbrook Street

11.42 The historic buildings on Northbrook Street are built on burgage plots. At ground level they have street facing shopfronts with one or two storeys above and range from one to three bays wide. The 20th century modern buildings which are interspersed between them are typically wider, ranging up to six or seven bays (85 Northbrook Street Figure 163, and 75 Northbrook Street Figure 164).



Figure 162: 85 Northbrook Street, a 20th century building of three bays with a contemporary shopfront.



Figure 163: 75 Northbrook Street, a modern building set between two historic buildings, 73 and 77 Northbrook Street.



Figure 164: 16 Northbrook Street, an early 20th century Art Deco building, somewhat anomalous in style but reflecting the varying ages of the frontages in this character area.



Figure 165: Grade II* listed Methodist Chapel is unusual in that it is set-back from the street offering a pronounced break in the constant façade running from Bridge Street to the junction of Oxford Street and London Road.

11.43 The character area covers the area behind the buildings on either side of Northbrook Street which form a meandering line reflecting the rear boundaries of the historic burgage plots. Today, some new development has in-filled the gaps or replaced parts of historic buildings behind the old facades.



Figure 166: 12 Northbrook Street dating from the 18th century (Grade II listed).

11.44 There are differing arrangements of built form behind the front facades. Properties, such as 68 Northbrook Street, have Victorian façades, with modern buildings connected at the rear. Others, such as the Grade II listed 70 Northbrook Street, retain their historic buildings to the rear of the site. There are also some voids behind the buildings which open onto Northbrook Street.

The Broadway

11.45 At the northern end of the Northbrook Street Character Area, the character begins to change, and the road comes to meet Speenhamland around the junction between the Broadway, Oxford Street and London Road. In this area the buildings cease to function as retail at ground level (although there are still some cafes), and instead house other commercial businesses in properties that were previously residential terraces. An historic example of this can be found in 21, 23, 23a and 25 London Road (Figure 168) and St Luke's House to the east of the junction, to offer a modern example (Figure 169). St Luke's House is also a typical example of how 20th century buildings have incorporated the carriageway motif into their design, responding to the feature which is common in Speenhamland and which exists on the buildings opposite.

Building Height

11.46 Buildings are typically two or three storeys throughout this character area.



Figure 167: 21, 23, 23a and 25 London Road, Grade II listed former terrace of houses.



Figure 168: St Luke's House, which features a modern interpretation of a carriageway, which is a common element in Speenhamland and appears on the historic buildings opposite.

Use

11.47 Land use is predominantly retail at ground level, with some cafes and commercial businesses of other use classes found on the Broadway. Above ground level use includes residential, commercial and retail.

Materials and Features

11.48 Materials vary quite considerably in the Northbrook Street character area. This reflects the varying ages of the buildings, modern and historic, and the fact that many of the older buildings were re-fronted during the Georgian period and later in the Victorian period in differing styles. The facing materials of buildings include light and dark brown brick, red brick and stone (such as on the Grade II* listed Methodist Chapel just north of Albert Street). Red brick and stone are found as dressings, particularly around windows at first and second floor level. Windows on the older buildings tend to be white painted timber sashes and on modern buildings these vary and include some Crittal-style aluminium windows (such as on 16 Northbrook Street), and some uPVC, such as on 85 Northbrook Street. Other materials include the cast brick setts of the pavement and carriageway, slate and tile roofs, and timber, such as the timber framing with brick in-fill panels visible on the side of Grade II* listed 24 Northbrook Street (Figure 159).

Character Area 5: Speenhamland

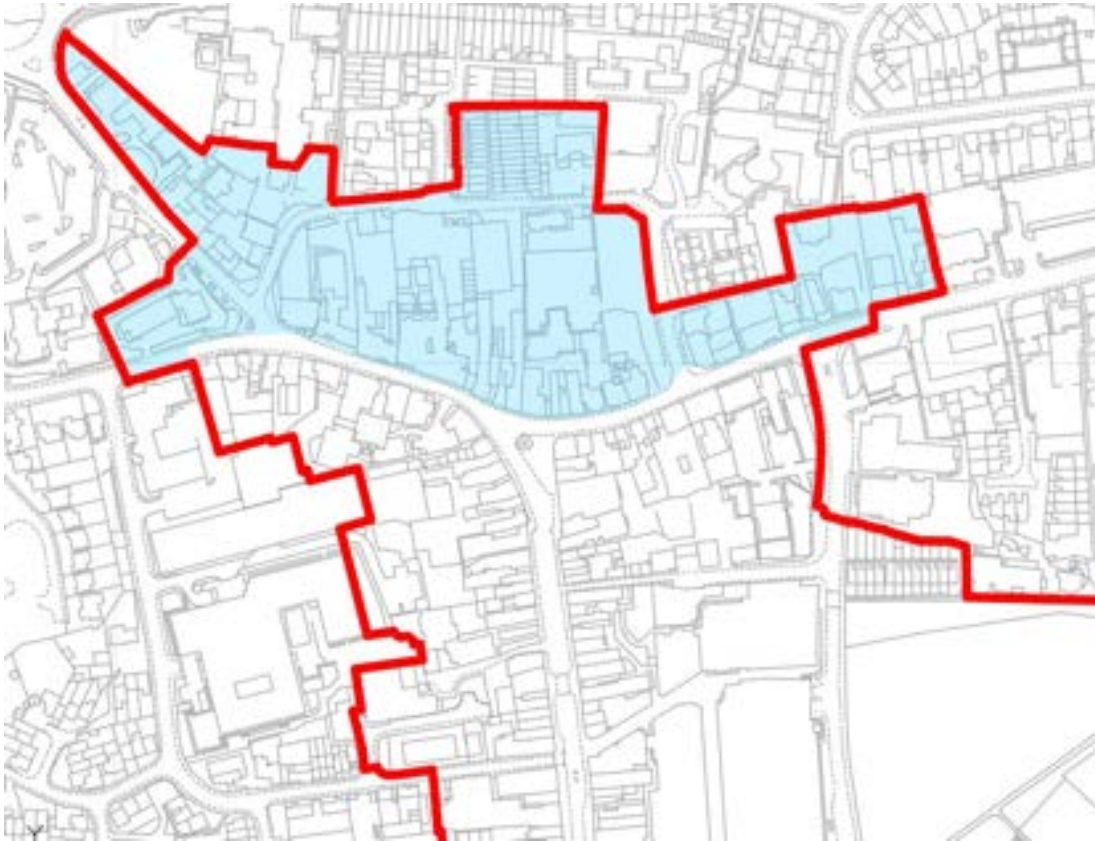


Figure 169: Speenhamland Character Area Map.

Character and Landscape

11.49 The Speenhamland Character Area meets Oxford Street and London Road at its southern boundary (Figure 170). The character area incorporates the Grade II* listed St Mary's House in the east and the Grade II* listed 'The Chestnuts' in the west, and roughly follows Pelican Lane to the north. At the north, east and west, the boundaries match that of the conservation area. The eastern part of this character area includes Oxford Street, representing a key vehicular entrance to the conservation area from the roundabout. This outshot of the conservation area contains several listed buildings (including Grade II* listed Wessex Home) and positive contributors.

11.50 The fact that Speenhamland was officially separate until relatively recently is evident in its character and the boundary of this character area. Speenhamland is generally characterised by the more open, spacious plots, with much of the former Speen Manor land remaining undeveloped and in use for the purposes of the manor. These plots contain low-rise light industrial units from 19th and 20th centuries and some terraced

houses on Westbourne Terrace (Figure 184). There are also several car parks and car parking areas which serve to maintain a sense of openness.

11.51 The buildings which face onto the Northbrook Street character area, along Oxford Street and London Road, respond much more to the 'town centre' character. These buildings have a consistent façade and abut against one another, they follow the plot pattern as was shown in the 1881 map, when long narrow burgage plots predominated (Figure 173). Some also have a retail function, with shopfronts at the ground floor, and there are numerous former inns (now pubs, hotels or restaurants) (Figure 171 and Figure 174). These evidence Speenhamland's function during the Georgian period as a coaching stop between London and Bath. These buildings make up only a small proportion of the buildings in Speenhamland and only remain along the southern boundary of the character area.

Townscape, Architectural Quality, Built Form and Use

11.52 The townscape in Speenhamland varies in quality, with some built fabric in a good condition, such as the tightly arranged plots and fine urban grain along Oxford Street and London Road (Figures 161 and 162). Behind the main thoroughfare, off Pelican Lane, the townscape is of a lesser quality with a plethora of car parks, voids and unused spaces which detract from the character area. Deterioration of built form, such as corrugated roofs of industrial buildings, and boundary walls in a state of disrepair (Figure 181 and Figure 182), also diminish the quality of the townscape, although the red brick found in the boundary walls does offer a flavour of historic materiality.



Figure 170: Buildings on the north side of the Broadway at the junction of Oxford Street and London Road with shopfronts at ground level with Georgian façades.



Figure 171: View looking west along Oxford Street from the Broadway junction. Numerous buildings have large carriageway openings indicating their former use as coaching inns.



Figure 172: Speenhamland in the 1881 Ordnance Survey Map showing burgage plots opening onto Oxford Street and London Road, and open areas of land which had once been associated with Speenhamland Manor. The dark dotted line near the bottom of the image shows the historic boundary of Speenhamland. It is noted that there are also more residential terraced houses in this map, with some extending south of Pelican Road into the area that is now the Pelican Lane Pay & Display Car Park.

Townscape

Coaching Inns

11.53 Speenhamland has an eclectic mix of architecture, and this is reflected within the townscape character. The historic coaching inns on London Road and Oxford Street relate stylistically to the town centre towards which they face, and the buildings in this area are in good condition and of good townscape quality. The enlarged archways or over carriageways which were to accommodate horses and coaches into the stables of former coaching inns (Figures 162 and 164) are an important feature in Speenhamland. This feature has been picked-up and imitated in modern buildings in the character area, such as on 12-20 Oxford Street, which has a double-width entranceway designed to imitate the carriageway of the neighbouring Bacon Arms (Figure 175).

Industrial Buildings

11.54 Behind the main thoroughfare, off Pelican Lane, there are 19th and 20th century industrial units which are of little architectural merit and contribute far less to the streetscape. These plots with a light industrial function make a negative contribution to the conservation area. Whilst not positive, they are small in size and contained within plots often bordered by red brick walls, modern and historic, which run through the area. The rear elevations of many of the buildings that face onto Oxford Street / London Road are visible in the more open streets behind resulting in an untidy appearance.



Figure 173: The Bacon Arms with its large carriageway is still in use as a public house.



Figure 174: 12 – 20 Oxford Street, a modern building that references the carriageway motif in its design.



Figure 175: 34, 36a, 38 London Road. 34 (furthest left with white render) was the 18th, or possibly 17th century Manor House of Speenhamland (Grade II listed)

which formerly had elaborate formal gardens at the rear, as shown in the Willis Map from 1768.



Figure 176: St Mary's House (Grade II* listed)



Figure 177: The Chestnuts (Grade II* listed), an 18th century house situated at the north west corner of Speenhamland Character Area.



Figure 178: 2 Old Bath Road, a modernist building adjoining The Chestnuts.



Figure 179: Historic wall, possibly the boundary or remnants of a Malt House at the rear of Speenhamland Brewery, associated with Adnams Brewery.



Figure 180: Historic wall acts as a boundary. Unattractive, low-rise light industrial buildings stand beyond.



Figure 181: Rear of buildings visible in the open spaces in Speenhamland, resulting in an untidy appearance.

Westbourne Terrace and Speenhamland Primary School

11.55 Westbourne Terrace and Speenhamland Primary School exhibit some relatively attractive Victorian buildings, these add to the eclecticism of the area, are of good townscape quality and make a positive contribution to the overall character of the area. Westbourne Terrace in particular exhibits a fine urban grain that feels relatively dense given the spacious plots which surround it. It is a 19th century remnant of a wider Speenhamland street pattern that would have read coherently with Pelican Lane, and the former Eastbourne Terrace and Pelican Terrace. The terrace's construction in red brick (albeit with some later alterations) allows it to sit well within the wider context. The Infant school opened 1874, designed by Newbury architect James H. Money, and described at the time as "of a picturesque Gothic character"²³.



²³ Newbury Weekly News, Dec. 17, 1874

Figure 182: An unlisted building, formerly St Mary's Infant School, within Speenhamland Primary School standing amid parking and playground area.



Figure 183: Victorian terraced houses on Westbourne Terrace

20th Century Development

11.56 There are also some 20th century buildings on the west of the character area which are much larger in size and scale, and generally detract from the character of the area (Figures 175 and 176).



Figure 184: Taller commercial building on northwest corner of Pelican Lane.



Figure 185: Larger commercial buildings on the southwest corner of Pelican Lane.

Car Parks and Voids

11.57 The car parking provision varies from Pay and Display car parks for public use (such as Pelican Lane Car Park Figure 187) to smaller car parking areas which are intended only for use by residents of flats (such as the Old Police Station Figure 188), employees of relevant office blocks (such as the Regus building 12 – 20 Oxford Street Figure 189), or patrons and employees of particular pub (Bacon Arms Car Park Figure 190). All of these car parking areas are of rather poor townscape quality. Together these elements give the area an incoherent and disjointed feel.



Figure 186: Pelican Lane Pay and Display Car Park.



Figure 187: Car parking area in front of the 19th century Old Police Station, now converted into flats.



Figure 188: Car parking area at the rear of 12-20 Oxford Street.



Figure 189: Historic industrial building on Pelican Lane, a sign marks the entrance to the Bacon Arms car park.

Building height

11.58 Building heights range from a single storey on the Speenhamland Primary School building and former light industrial buildings, to four storeys on the modern commercial buildings. The residential buildings on Angel Court are two storeys, and buildings on Oxford Street and London Road are typically three storeys.

Use

11.59 Land uses in this character area vary more considerably. On Oxford Street and London Road there are retail shops (at times with residential accommodation above), restaurants, pubs and hotels. On Pelican Lane the land use includes offices, residential, and commercial / light industrial.

Materials and Features

- 11.60 Red brick is the unifying material in Speenhamland. The visible fragments of the historic wall of Speen Manor runs throughout the area appearing at various plot boundaries. Red brick has been utilised in varying forms by the modern residential buildings and it is the main material used for the Victorian terraced houses on Westbourne Terrace. The area features several brick walls with heritage interest, such as that which separates the rear of Westbourne Terrace from the Police House. Other building and facing materials have been used for the modern buildings including pale brick and render, resulting in an overall incoherent aesthetic.
- 11.61 Architectural features such as windows vary quite considerably in the character area across the age and type of building, although the size and scale of features is broadly consistent following the precedent set by the historic buildings. On the historic residential buildings and the upper storeys of the buildings opening onto Oxford Street and London Road, windows typically comprise white painted timber sashes of a varying design. On the modern residential buildings and office blocks, such as the one on Pelican Lane, windows tend to be opening casement, whilst on the industrial buildings these vary further still with some Critall style windows visible.
- 11.62 Some attractive and interesting features can be found on the historic buildings, such as raised parapets, including one instance which has crenelations (40 London Road or St Mary's House Figure 177), and ironwork such as on balconies and bay windows on 38 London Road (Figure 176).

Character Area 6: Kennet Centre

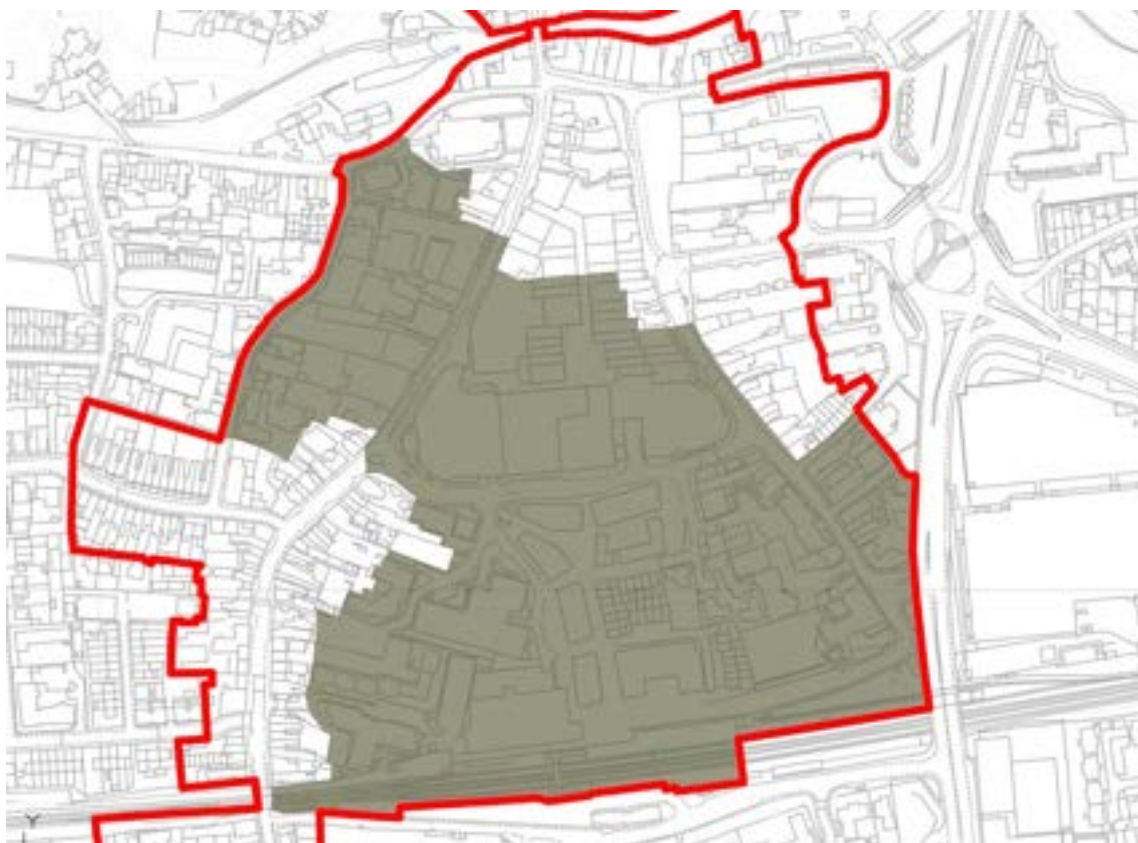


Figure 190: Kennet Centre Character Area Map.

Character and Landscape

11.63 The Kennet Centre itself has been identified as a negative contributor to the conservation area as part of this document's Building Audit analysis. This Character Area extends from just north of the Kennet Centre in the north, to the Newbury Town Centre Conservation Area's boundary in the east and west, incorporating part of Cheap Street (Figure 191). Its southern boundary extends to the south of railway station, incorporating part of the railway within it.

11.64 The Kennet Centre Character Area is the largest character area in Newbury and is the area that has experienced the most amount of change during the course of the 20th century. At the time of writing, it is subject to ongoing change with the construction of the Weavers Yard residential development underway (the name given to the Market Street scheme). There are three main typologies or building types within the Kennet Centre Character Area, these are late 20th century developments including: The Kennet

Centre and associated car parks, the Council Offices and some larger-plot buildings including residential and commercial buildings; contemporary development, including Weavers Yard, and fine grain historic buildings along Cheap Street.

11.65 The character of this area is defined by the winding historic route network which meanders around this part of the town centre and the Kennet Centre which forms something of an island site, enclosed as it is within the triangular route network.

11.66 The shopping centre's position in the centre of this island, where all nearby buildings look onto it, makes it a focal point or central hub, which was likely to have been central to its original design. As high street trends have changed, and shopping centres have gradually lost their attraction, the Kennet Centre has been rendered an inappropriate occupant of such a prominent location and represents more of an obstacle that needs to be navigated around or through in order to reach the more active parts of the town centre, such as Northbrook Street or Market Place. This is particularly the case on its southern façade, where the Kennet Centre presents an impermeable brick wall to the streetscape. The Vue Cinema in the southeastern corner is particularly harmful, displaying materials, a form and scale that is entirely incongruous with the rest of the conservation area.

11.67 Some listed buildings have been retained on the Kennet Centre "island" site, and integrated into the new block and frontage of the Kennet Centre. These include the Bricklayers Arms on Bartholomew Street, the Catherine Wheel Inn and 33 & 34, Cheap Street. Whilst the Kennet Centre Development has eroded the settings of these listed buildings, they are considered to be important survivors that make a clear contribution to the streetscape and conservation area as a whole.



Figure 191: Market Street as it meets Cheap Street at the curve around the south-eastern corner of the Vue Cinema.



Figure 192: View looking north on Bartholomew Street, the Kennet Centre and multi-storey car park are visible on the right of the street in the middle distance.

Townscape, Architectural Quality, Built Form and Use

Townscape

11.68 Whilst much of the townscape in this area is quite new, some of it is in a varying condition. The Kennet Centre's Bartholomew Street elevation (Figure 193 and Figure 195) and Market Street elevation (Figure 196) are both prominent and do not engage well with the streetscape, presenting as an impermeable and faceless facade. This detracts from the experience of the townscape. The loss of finely grained historic plots caused by the Kennet Centre development has further eroded the historic townscape legibility in this area. Notwithstanding this, the street furniture by the entrance to the Kennet Centre on Bartholomew Street coupled with the controlled traffic in this area makes for a more positive experience of the townscape.

11.69 As with the area of Cheap Street which falls within Market Place Character Area, the traffic experience dominates and has led to a deterioration in the quality of the built form, which diminishes the experience of the streetscape (Figure 197).

Late 20th century development

11.70 Of the three main types of buildings, the most prominent in the area is the Kennet Centre and late-20th century buildings associated with it, such as the Kennet Centre Multi-storey Car Park. This larger footprint building (or group of buildings) is not of any architectural merit and contributes negatively to the conservation area. It is noted, however, that in in-filling the space in the centre of the route network 'island', it does not dominate the experience of the town centre. The Kennet Centre is low-lying and sits behind the more sensitive and characterful parts of Newbury, such as Market Place, allowing the special character of these areas to be maintained and understood without attempting to compete. Winchcombe House, which adjoins the Kennet Centre and faces southwards onto Bartholomew Street is similarly prominent in terms of scale and size, but has been more sensitively designed to have a landmark gable marking the apex of its corner plot and acting as an appropriate terminus to channelled views from the south (Figure 199).



Figure 193: Main entrance to the Kennet Centre on Bartholomew Street with some street furniture and benches, which improve the townscape experience. Otherwise, this corner lacks quality or character.



Figure 194: Kennet Centre, Bartholomew Street Elevation – a particularly poor elevation of the Kennet Centre that detracts from the street scene.



Figure 195: Kennet Centre Market Street Elevation, the panels represent Bath, Salisbury, Newbury, Oxford, Reading and London



Figure 196: Kennet Centre multi-storey car park.



Figure 197: Southern elevation of the Kennet Centre from Mayor's Lane – the character, scale and quality of this elevation is entirely alien to Newbury and detracts from its character as a whole.



Figure 198: Winchcombe House on the corner of Bartholomew Street and Market Street.

11.71 The West Berkshire Council offices to the south of Market Street were built in the 1980s for Newbury District Council (Figure 190). This building is set-back from the main thoroughfare which helps to limit its impact. The offices are imposing nonetheless due to their larger footprint and use of darker materials. The Council offices have a small parking area in front, a diminished parking area in comparison to the larger one which formerly adjoined the building in mid-late 20th century in Newbury.



Figure 199: West Berkshire Council offices to the south of Market Street.



Figure 200: Car Park adjoining West Berkshire Council offices and Bartholomew Court residential buildings are visible beyond.

Contemporary Development

11.72 The Weavers Yard development will see 232 dwellings constructed to the south of Market Street and the north of the railway. It will bring a different typology of buildings to the area in the form of large footprint residential blocks. There has been an attempt to diminish the impression of the monolithic blocks by introducing pitched roofs and front-facing gables to give a more vertical articulation. Whilst the front facing gable motif exists in the area (such as Winchcombe House), as a domestic feature this is alien to Newbury Town Centre Conservation Area. These new buildings are taller in height than the existing buildings reaching three storeys above ground plus a steeply-pitched roof (Figure 202 and Figure 203).



Figure 201: Weavers Yard residential development (under construction).



Figure 202: Weavers Yard residential development (right of the street) viewed in relation to the Kennet Centre (left of the street).

11.73 Other contemporary development includes a residential block, 25 Southbrook House on Bartholomew Street, with a carriageway motif (Figure 205). When viewed from the south, the stepped-up mansard roofs are a notable and unattractive feature, as they demonstrably encroach above the roofline of the Grade II* listed building at 1 Bartholomew Street, subsequently detracting from its setting and the character of the conservation area.

11.74 The Eden retirement apartments, further north on Bartholomew Street, convey a bolder contemporary approach. The use of oversized openings and cuboid mass is more imposing, and not appropriate to the historic urban form which characterises the wider area. Yet, the street elevation is of relatively good townscape quality and the choice of materials finds harmony with both the modern and historic built environment (Figure 206).



Figure 203: Contemporary residential block on Bartholomew Street, the design seems to respond more to the modern commercial buildings in the area than to the fine grain historic buildings.



Figure 204: Raised mansard rooves of 25 Southbrook House, which stand at a much taller height than the front facing elevation, which detracts from its feature.



Figure 205: Eden retirement apartments further north on Bartholomew Street, opposite the Kennet Centre.

Fine Grain Buildings

11.75 Fine grain buildings can be found along Cheap Street - most of these are historic, and some are listed. The shop fronts have been insensitively altered so that the modern signage dominates and detracts from the character of the historic buildings above, much like the buildings on Cheap Street which fall within the Market Place Character Area (Figure 207).

11.76 In the most south easterly corner of the character area (and of the conservation area) there are a small collection of grander historic buildings, indicating the former status of this thoroughfare and its function as an entranceway into the town (Figure 208). Historically this part of Cheap Street was called St Mary's Hill due to the presence of almshouses of this name. Today, this corner of the town is now much ignored and dominated by traffic meaning that these fine buildings are overlooked.



Figure 206: Fine grain, historic buildings on Cheap Street.



Figure 207: Historic buildings on the south eastern side of Cheap Street, south of Kings Road West, these are an example of 'ghost signs' – old painted advertisements on brick walls.



Figure 208: Locally listed building on Cheap Street dating from the early 20th century, formerly the Carnegie Library, 1905, in an Arts and Crafts style.



Figure 209: The rear of the Grade II listed 6 Cheap Street, a moderately grand early 19th century town house which opens onto Cheap Street.

Railway

11.77 The character area also includes the railway which cuts east to west across the south of the conservation area and also offers an area of open space above the railway lines. The station, which opened in 1847 and was rebuilt in 1908-10 on the site of the earlier station, is somewhat anomalous in style (Figure 211).



Figure 210: Newbury Station, viewed from the north on Station Road.

Building height

11.78 The maximum building height is brought by the Weavers Yard development, at the equivalent of five storeys. Most buildings on Bartholomew Street (including the Kennet Centre and other modern buildings) comprise two or three storeys. Some of the residential blocks hidden behind the West Berkshire Council offices are four storeys.

Use

11.79 Land use in the Kennet Centre Character Area is predominantly retail, comprising both individual shops and the larger shopping centres, commercial and includes other offices, such as the Council offices to the south of Market Street. There are also some restaurants and cafes, and residential use. As mentioned previously, the area also includes Newbury Railway Station.

Materials and Features

- 11.80 Modern buildings are predominantly built in either brown or red brick. The 20th century buildings in the area including the Kennet Centre have heavily utilised this material, as have the contemporary developments, meaning that it is almost ubiquitous in the area. The more historic buildings are the main exception to this, with render or stucco in pale colours evident in certain places.
- 11.81 Other materials found in places include cladding, pale coloured or light metallic, such as on the Kennet Centre, or dark coloured such as on the West Berkshire Council office, and the mansard roofs of 25 Southbrook House. Glazing is generally kept to a minimum, only for necessary fenestration, the exception to this is West Berkshire Council office which relies more heavily on dark brown glazing as design feature.
- 11.82 Roof materials tend to be red clay tile or slate on the historic buildings, with some interesting features such as hung clay tiles on dormers.
- 11.83 As previously mentioned, shopfronts on the historic, fine grain buildings are eclectic and often insensitive.

Character Area 7: Bartholomew Street



Figure 211: Bartholomew Street Character Area Map.

Character and Landscape

11.84 The Bartholomew Street Character Area is a small character area sitting between the larger plot buildings of the Kennet Centre Character Area to the north and east, and the larger plots of the Almshouses Character Area to the south (Figure 212). The Bartholomew Street Character Area comprises of the southern part of Bartholomew Street, terminating near the junction with Market Street at the north, and incorporating Inch's Yard. To the west, the character area forms the western boundary of the conservation area, and to the east the boundary follows the rear plot lines of the historic buildings opening onto Bartholomew Street. The character area crosses the railway and terminates at 74 – 75 Bartholomew Street, incorporating the last of the historic shops on Newtown Road and taking-in the north side of Pound Street. By this point, the retail function of the town has ended, and the character begins to be more residential (Figure 204). Beyond this, the Almshouses Character Area has larger plots and residential buildings that are more typical of the outskirts of a town.

11.85 Unlike the Kennet Centre Character Area, which the Bartholomew Street Character Area borders, the plot pattern and built form is comprised of fine grain development and is for the most part, historic. The unfolding view along Bartholomew Street to the north and south contributes to the character of the area, where the thoroughfare curves gently past the historic retail buildings in an organic way.

11.86 Craven Road is an outshot of this character area, representing the town centre's transition into finer-grained Victorian residential terraced housing. It terminates at its western boundary with listed buildings on either side of the road: Nos. 26-32 and 29-31 Craven Road, the latter of which features attractive diaper patterned brickwork. The street includes a row of attractive red and grey brick terraces (positive contributors).



Figure 212: View north on Bartholomew Street near the junction with St Michael's Road showing the gentle curve of the street and the fine grain of the built form.



Figure 213: View South from the railway bridge showing the last of the shops before the character area terminates, at which point the townscape changes.

Townscape, Architectural Quality, Built Form and Use

Townscape

11.87 The townscape character here is relatively intimate. The buildings are small-scale, historic commercial buildings which have been developed on small plots and present a relatively fine urban grain. The buildings are typically of one or two storeys over ground.

Pre-19th century development

11.88 Along Bartholomew Street there are also some buildings which date from the 17th century and possibly 16th century, and include the Eight Bells Public House (Figure 215), 102 and 103 Bartholomew Street (Figure 216), and 104 - 106 Bartholomew Street, all Grade II listed. These buildings offer a strong and characterful contribution with red and burned brick facades (in the case of 102 – 103 Bartholomew Street), front facing gables

and timber fenestration with small arches and a front porch, in the case of the Eight Bells Pub.

19th century development

11.89 Generally speaking, the historic shops on the west side of the street are much more uniform than those found in other character areas. Many of these buildings have been constructed in groups, including a set of buildings which have clearly been built (or re-built) in 19th century concurrently with one another, as they share the same building heights and approximate scale and size and a consistent, unified roofline (Figure 219 - Figure 221).

11.90 A small collection of buildings around Inch's Yard stand to the east of the main thoroughfare, accessible from Market Street to the north. These buildings are of a different historic land use, previously in use as warehouse or small-scale industrial buildings (rather than as shops or inns - the main historic land use along Bartholomew Street). They are likely to have had some relationship to the former Cattle Market that stood on the site of the West Berkshire Council Offices nearby. The buildings now house small independent businesses, and the provision of a small area of public realm has a very positive impact on this part of the character area (Figure 217).

11.91 The land use at the southernmost point of the character area blends into the residential 'out-of-town' character of the Almshouses Character Area which lies to the south. More historic buildings that were built for residential use begin to be interspersed between those with historic shop fronts at ground floor, as seen along Pound Street (Figure 223 and Figure 224).



Figure 214: The Eight Bells, former public house (Grade II listed) with front facing gables and an over carriageway above Eight Bells passageway.



Figure 215: 102 – 103 Bartholomew Street (Grade II listed).



Figure 216: Unlisted historic buildings at Inch's Yard formerly a storehouse and today housing a hairdressers and tattoo parlour.



Figure 217: The Nag's Head, an unlisted 19th century public house.



Figure 218: 40 – 45 Bartholomew Street, a 19th century building under a unified pitched roof.



Figure 219: A set of listed buildings on the corner of Bartholomew Street and Market Street under a single hipped roof (listed as 114 and 115 Bartholomew Street (left, Jonas Robinson Estate Agents) and 118 and 119 Bartholomew Street (right, three shops, one set within a former carriageway)).



Figure 220: 100 – 102 Bartholomew Street, three shopfronts and buildings above, unified under a single hipped roof.



Figure 221: 72 – 74 Bartholomew Street, currently Maughan's Chartered Accountants, the southernmost building in the Bartholomew Street character area.



Figure 222: 19th century buildings on the north of Pound Street, some purely residential in function, others with original shopfronts.



Figure 223: Grade II listed The Garden House on north side of Pound Street, a residential building with an historic shop attached.

20th and 21st century development

11.92 Modern buildings on Bartholomew Street have not taken cues from the unified roofline found on the street. They referenced the carriageway motif found in this part of the conservation area (Figure 225), including an overtly trivial and unsuccessful attempt at Bartholomew Court (Figure 226).



Figure 224: Modern entranceway to 90 Bartholomew Street housing development, which sits behind the main thoroughfare, the carriageway entrance is oversized representing a stable entrance for which there is no precedent, but is not entirely unsuccessful all the same.



Figure 225: An odd and unsuccessful interpretation of carriageway entrance motif on this modern building at the entrance to Bartholomew Court.



Figure 226: 87 and 88 Bartholomew Street comprise early 20th century buildings of poorer quality, with dominating shop fronts and crudely executed alterations such as dormers and modern windows.



Figure 227: A modern shop front on a residential building on the north of Pound Street, which is over sized, dominant and detracts from the character of the historic building.

Building height

11.93 All buildings in this character area are either two or three storeys.

Use

11.94 Land use is predominantly retail and commercial but also includes restaurants, cafes and pubs. These take the form of small, individual shops and businesses along Bartholomew Street and on Pound Street. Also on Pound Street and south on Newtown Road are terraces of residential houses.

Materials and Features

11.95 Materials and features include red and burnt brick on the historic buildings. Timber is found in the form of fenestration and timber framing, both historic, such as the glimpse on 102 Bartholomew Street and early 20th century 'Mock Tudor', such as on 87 Bartholomew Street (Figure 227). Many historic buildings have white render on the facades and roofing materials are predominantly red clay tile, with some slate to be found. There are also some metal and uPVC windows to be found on the modern buildings.

Character Area 8: St Bartholomew's and The City

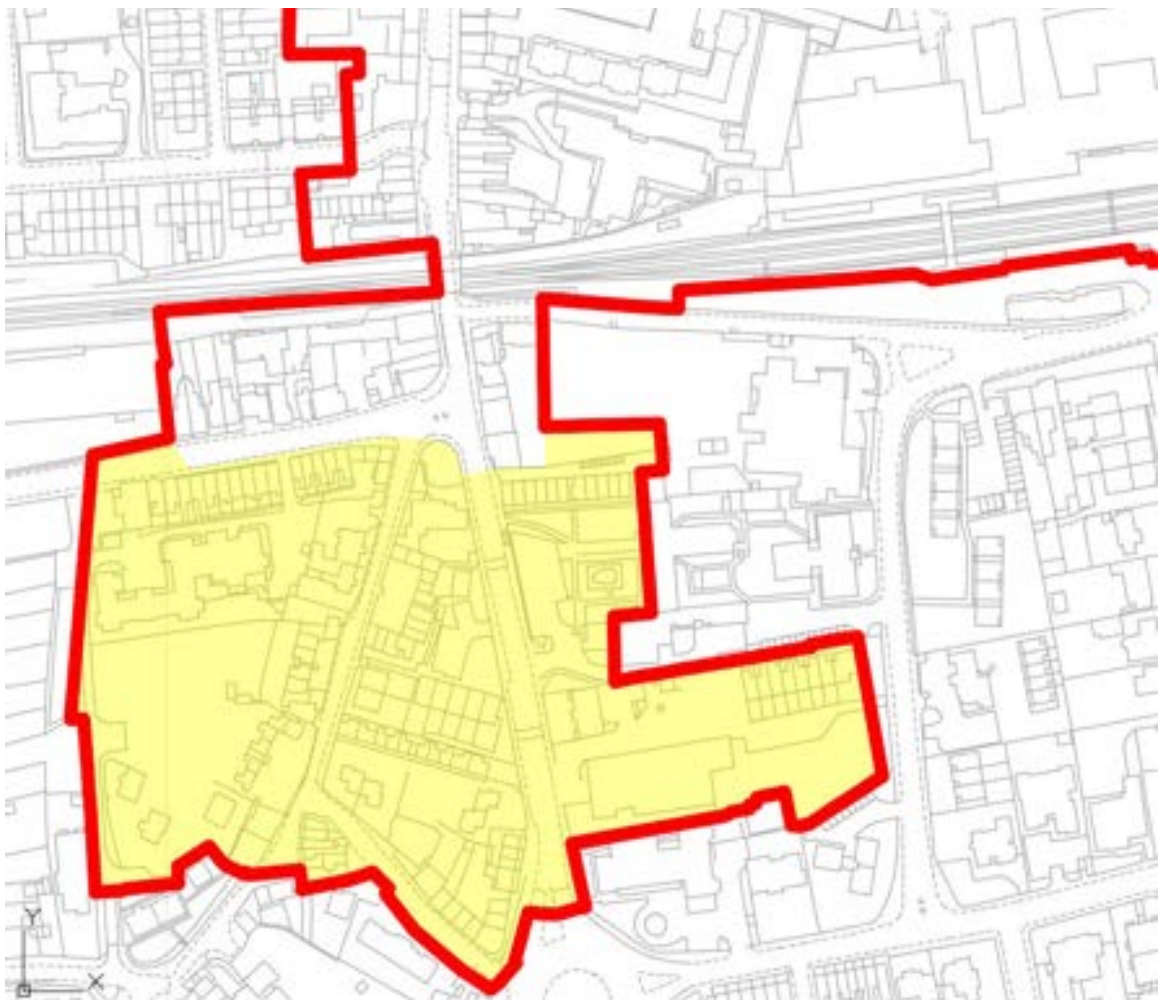


Figure 228: St Bartholomew's and The City Character Area Map.

Character and Landscape

11.96 The Almshouses Character Area commences at the north of Newtown Road, comprising of all of the rest of the southern part of the conservation area, terminating at the A343 roundabout (Figure 229).

- 11.97 This part of Newbury contains some of the town's oldest buildings, including the remnant of the chapel of St Bartholomew's Hospital, and also a former medieval hall and solar at Bartholomew Manor and Cottage.
- 11.98 The almshouse typology shapes the character of the area, with horse-shoe shaped built form with main entrance ways characteristically set-back from the road. The historic materials also make a strong contribution, with red brick and clay tiles having a distinctive patina of age.
- 11.99 There is a very high concentration of listed buildings in the area, and the newer development has been largely respectful of the prevailing character, resulting in an authentically historic feel. The proliferation of greenery in this area, in the way of hedges marking boundaries, and some trees within the private gardens, contributes to the sense of calm. The building stock is predominantly low-rise, typically two storeys plus an attic in some cases. This, and the horizontal profile of the buildings and the gardens which surround them give the area a sense of openness.
- 11.100 There are also some residential buildings from the 19th century and 20th century. The vast majority of the buildings are in residential use and the character is accordingly quite quiet. The buildings that did house other activity such as The Red House pub, have mostly been converted to residential. A chapel and funeral director survive but there are few public amenities, services or shops to draw non-residents to the area.



Figure 229: View south on Argyle Road, showing small scale of buildings, fine urban grain and historic materials.

Townscape, Architectural Quality, Built Form and Use

Townscape

11.101 The townscape character area is very intimate, particularly on Argyle Road, where the narrow street contributes greatly to the understanding of the past and character of the place. With the exception of Newtown Road, which runs north to south through the character area and was which was widened in c.1825, the streets are small, without much provision for parking. This is a positive attribute, and the lack of car parking areas (although there is street parking and some voids that have been co-opted for ad-hoc parking use), means that parked cars are not a dominant or detrimental feature in the area.

Almshouses

11.102 The Almshouses shape the area's character. They, along with the Litten Chapel (Figure 232) and other listed structures such as the Gateway and Wall of St Bartholomew's Hospital (Figure 231), provide an indirect link to Newbury's medieval

origins and are a unique feature with a strong historical narrative. The Almshouses date from various periods in Newbury's history, most of the surviving ones were built in the 19th century, but the character was derived by the hospital origins of the area. The existing Almshouses were constructed due to various benefactors each with their own part to play in Newbury's life. The fact that they are grouped into a relatively small area and all still remain in residential use today re-enforces the special character of the area. Sadly, one block suffered bomb damage in the bombing of Newbury and was demolished and rebuilt. Some of the land now belongs to care homes which has seen modern, almshouse-style development added to the area which contributes positively to the character of the area.

11.103 The Almshouses which remain in this area include:

- 12-26 Argyle Road, formerly St Faith St Hilda, St Joan and St Monica Almshouses (Grade II) (Figures 223 and 224)
- Upper Raymond's Almshouses (Grade II) (Figure 225)
- Lower Raymond's Almshouses (Grade II) (Figure 226)
- St Bartholomew's Almshouses (Grade II*) (Figure 227)

11.104 Further historical information can be found in Chapter 5: Historic Development and Archaeology.



Figure 230: Gateway and wall of St Bartholomew's Hospital (Grade II).



Figure 231: Grade II* listed Litten Chapel (also a Scheduled Ancient Monument), and 'The Litten', also Grade II listed, behind, both used as part of St Bartholomew's Grammar School until 1885.



Figure 232: Central front-facing gable of 12-26 Argyle Road on the West of Argyle Road (Grade II listed).



Figure 233: Two protruding gables of 17th century 12-26 Argyle Road Almshouses on the West of Argyle Road (Grade II listed).



Figure 234: Upper Raymond Almshouses (Grade II).



Figure 235: Lower Raymond's Almshouses on the east of Newtown Road.



Figure 236: St Bartholomew's Hospital Almshouses (Grade II* listed).



Figure 237: 4 Argyle Road 'Bartholomew Manor' Grade II listed, originally a hall and solar, dendrodated to 1436.

19th century development

11.105 As most of the built form in this area pre-dates the 19th century, it could be said that there was a certain degree of in-filling in the 19th century. Buildings on Hampton Road appeared (including commercial buildings), today housing a funeral director, and a chapel (Figure 239 and Figure 240). This commercial building is small in scale and of a fine urban grain. It is likely to have originally been constructed as a trio of residential properties, yet the lack the repetitive rhythm or symmetry provides it more with a rural, cottage-feel than a set of terraces that might be found in the town centre.

11.106 Presenting a somewhat different character are two sets of listed terraces on the southern side of Pound Street (Figure 242) and Madeira Place (Figure 243). They have a fine urban grain more akin to that of the town centre, although their purely residential function (as opposed to residential above retail) associates them with some of the few residential terraces in the conservation area.



Figure 238: Unlisted buildings 15-17 Hampton Road.



Figure 239: Unlisted building, former Wesleyan Methodist Chapel in burned brick on Hampton Road.



Figure 240: Grade II listed villas in burned brick (right, 22 and 24 Newtown Road) and adjoining early 19th century addition (left, unlisted).



Figure 241: Grade II listed residential terraces on the south side of Pound Street featuring burnt brick as a facing material.



Figure 242: Grade II listed terraced houses on Madeira Place.

20th century housing

11.107 20th century housing is situated on Feltre Place and on Derby Road, Hampton Road and Rectory Close.



Figure 243: 30-14 Argyle Road - Locally listed mid-20th century building, which references the almshouses nearby, designed as a retirement home for nurses and constructed in the 1920s.



Figure 244: 20th century bungalows between Rectory Close and Hampton Road in the south western corner of the conservation area.



Figure 245: Modern building that is part of the Argyles Care House that takes cues from the architectural language of 12-26 Argyle Road



Figure 246: Unattractive and intrusive intervention into historic windows at the rear of St Bartholomew's Hospital Almshouses.

Building Height

11.108 The tallest building in this character area is The Litten which is three storeys. The residential buildings on Feltre Place are a similar height. All other buildings are smaller, just one or two storeys.

Use

11.109 The use of this area is almost entirely residential, with some commercial businesses on Newtown Road and the funeral directors on Hampton Road.

Materials and Features

11.110 The Almshouses Character Area has a high concentration of historic materials, featuring exposed timber framing, such as on 12-26 Argyle Road Almshouses, although the exposed timbers may be the result of alterations in 1920s (Figure 233, Figure 234 and Figure 246).

11.111 Rich red brick is the dominant building material in the character area and is found on many of the pre-19th century historic buildings, including the Almshouses and buildings around the Litten Chapel. Modern residential buildings, such as those on Feltre Place and on the southern end of Hampton Road use a pale brown brick. In this character area there is a high use of burnt brick. In some cases, such as the residential buildings on Pound Street (Figure 242) and 22 and 24 Newtown Road (Figure 243), the burned brick is used as a facing material across the whole façade. In other instances, it is used as a decorative course or sporadically, such as on Bartholomew Manor (Figure 238).

11.112 Other 19th century buildings are stuccoed or rendered, such as those on Madeira Place and 72 – 73 Newtown Road.

11.113 There are also some metal and uPVC windows to be found on the residential buildings on Pound Street and some poor-quality plastic sheeting installed on St Bartholomew's Hospital building, which is a detracting feature (Figure 247).

12. Conservation Management Plan

12.1 This chapter sets out the guidance and recommendations for the Newbury Town Centre Conservation Area. Guidance (GUI) are items that all development, no matter how large or small, should strive to achieve where applicable and possible. Recommendations (REC) are items that West Berkshire Council should strive to achieve in the future, during and following adoption of this Conservation Area Appraisal document.

Conservation Area Boundary and Future Reviews

12.2 **REC1:** It is recommended that the Council conduct further boundary reviews periodically in the future to ensure the ongoing preservation of the integrity and quality of the Newbury Town Centre Conservation Area.

12.3 **REC2:** This Conservation Area Appraisal and the associated maps should be reviewed every 10 years to ensure it is up to date and reflective of presents constraints, opportunities, sensitivities, policy and legislation.

Alterations and repair

12.4 **GUI1:** It is suggested that steps should be taken to enhance the existing public realm. This applies to alterations, repairs and improvements to private as well as publicly owned sites, buildings and areas. Public realm enhancements through alterations, repairs and improvements include the following:

a) The town centre wayfinding could be improved to better reflect the town's traditional character.

b) Upgrades to street lighting to provide traditional style street lighting throughout the conservation area, as well as on the primary high streets.

c) Improvements to pavement surfaces in the north and south of the conservation area, including like-for-like repairs of traditional characterful surfaces (such as cobbles, sets, stone pavers) and replacement of modern un-characterful surfaces (such as concrete, tarmac) with traditional and appropriate alternatives.

d) Removal and replacement of modern telephone booths with traditional versions.

e) Reduction and removal of any publicly visible electrical and mechanical plant, wiring, conduits, and other services. Where this is not possible, better concealment of any publicly visible electrical and mechanical plant and services using vegetation, considerate boundary treatments and/or discrete screening options would be preferable.

f) Retaining any surviving historic boundary treatments and undertaking repairs on a like-for-like basis would be encouraged. Replacement and new boundary treatments should endeavour to use a local material palette.

g) Similarly, replacement handrails, railings, street furniture and street signage should endeavour to use an appropriate palette of materials and like-for-like repairs are encouraged.

12.5 **GUI2:** Extensions to existing buildings within the conservation area that are sympathetic, subservient, and complementary to the character and special interest of the conservation area, will help to maintain its character and special interest. Where applicable, extensions to existing buildings should consider the following guidance points:

a) New extensions should preferably have regard to the character and appearance of the host building, their respective character area (as defined in Chapter 12: Character Areas and Zones, in this document) and the wider conservation area. Appropriate extensions are clearly subservient to the host building, whilst remaining complementary and striving for high quality design, materials and workmanship.

b) Extensions should strive to minimise loss of vegetation and trees in private gardens that contributes positively to the character of the conservation area.

c) It is advised that historic traditional roofscapes are retained, especially where they are publicly visible. This includes the retention of chimneys, the avoidance of new dormers on plain uncluttered roof slopes, the avoidance of overly large or dominant dormers generally, the use of conservation style flush fitting rooflights, and the retention of original and characterful roof forms, details and materials.

d) There should be a presumption against loft extensions and other upwards extensions unless it can be demonstrated that the extension would not have an adverse impact on the established building heights, character and significance of the

existing building and its setting, including neighbouring buildings and that they would not interrupt or notably alter any of the views set out in Chapter 8: Setting and Views.

All extensions to existing buildings should also refer to the West Berkshire SPD on Quality Design (June 2006).

GUI3: Alterations to existing buildings within the conservation area are advised to be sympathetic, high quality, appropriate and complementary to the character and special interest of the conservation area, as set out in this document. Where applicable, alterations to existing buildings should consider the following guidance points:

a) All alterations are encouraged to utilise like-for-like or traditional repairs and materials, where appropriate, using the correct finishes, proportions and methods to ensure a good match to the host dwelling.

b) Retention and sensitive repair of traditional features is advised as part of extensions and alterations, such as traditional windows, doors, ironmongery, and finishes. Where traditional features have been lost, it is encouraged that these be reinstated using appropriate materials and high-quality workmanship.

c) It is advised that opportunities to enhance buildings marked as negative contributors in the Building Audit map in this document (Chapter 7: Building Audit) are taken, through sensitive and appropriate alterations and enhancements (e.g., new appropriate traditional windows, removal of unattractive modern cladding and replacement with traditional alternatives, etc).

d) Retention or repair (on a like-for-like basis) of original timber doors and windows is encouraged.

e) It is advised that unpainted external walls, such as brick or stone, are not painted or rendered unless it can be demonstrated that the building in question had this kind of treatment originally.

f) It is advised that any unnecessary or unused modern clutter and paraphernalia (such as alarm boxes, satellite dishes, external lighting, etc) to building frontages are removed. Solar panels, satellite dishes, TV aerials and other modern accretions should be located on rear elevations and roof slopes, or where they are not publicly visible.

g) Alterations should consider how waste storage facilities could be discreetly located, so that they appear neat and in keeping.

h) Upgrades to any existing poor-quality boundary treatments, such as close boarded fences and modern railings, are encouraged to use traditional higher quality versions or traditional alternatives. New gate piers and boundary treatments should endeavour to be of appropriate scale, design and materials palette.

i) In the instance where front gardens have been paved over for parking, owners are encouraged to reinstate front gardens and domestic planting, where possible.

All alterations to existing buildings should also refer to the West Berkshire SPD on Quality Design (June 2006).

12.6 **GUI4:** It is advised that replacement windows use like-for-like materials, replicating existing opening styles, frame dimensions, glazing divisions and other associated detailing. Where replacement windows do not match the existing, planning permission may be required. In these instances, the Council will favour glazing materials, types and patterns that are appropriate, traditional and of good quality. Changing a building's fenestration style, material or pattern will require sound justification. Slim-profile double glazing should be prioritised over standard double glazing. Double glazing and/or uPVC will not normally be accepted in listed buildings. However, there may be special circumstances where slim-profile double glazing maybe considered appropriate in listed buildings. This will depend on the significance of the windows in question. Listed building Consent will be required for all proposals to replace existing windows or glazing.

Design of new development

12.7 **GUI5:** Within a conservation area, demolition is controlled and is likely to require planning permission. The NPPF sets out tests that are intended to assess quantum of demolition in conservation areas for all buildings (not only designated and non-designated heritage assets), which all schemes will need to comply with.

12.8 **GUI6:** New development schemes are encouraged to follow the below criteria:

a) Height, mass and bulk should avoid an adverse impact on key views and loss of character. Assessment of views (not necessarily limited to the key views set out in this document) through CGIs and verified views may need to be provided as part of any

application to the local planning authority in order to allow for the full assessment of impacts.

b) It is advised that building heights for each character area respect the established building heights in the immediate area, as set out for each character area in Chapter 11: Character Areas and Zones in this document. New development should not be excessively tall or dominant but should present a clear and logical continuation of the existing townscape. New development should not interrupt the overall roofline in the key views set out in Chapter 8: Setting and Views of this document. Existing negative contributors in the conservation area, and detracting development in the wider setting of the conservation area (such as the Telephone Exchange) are not usually considered to be appropriate precedents on which to base proposed building heights, scales or massing.

c) New development schemes are encouraged to enhance buildings identified as negative contributors in the Buildings Audit map in this document. Designated heritage assets and positive contributors should be preserved, and new developments should be carefully designed to respect their scale, height, character, setting and significance.

d) Applicants coming forward with new schemes are encouraged to re-establish historic plot sizes, rhythm and scale in their applications, in favour of larger homogenous blocks that do not respect plots. The merging or subdivisions of surviving historic plots is likely to be resisted.

e) New developments are encouraged to use materiality, articulation and architectural forms/features that respond to local traditional forms, detailing, character and pattern of development.

f) Consideration should be given to green space, street trees and vegetation in new developments, as an integral part of new development in a way that positively impacts the public realm and is appropriate. New trees would be best located where there is a precedent for a tree in that location, however, the introduction of new trees will be encouraged in any location where there would be an overall positive impact on character and no impact on existing heritage assets.

g) It is advised that new developments attempt to avoid the creation of dead spaces for bins, parking and clutter, and instead, attempt to prioritise any leftover space as part of the public realm instead. Schemes that provide parking, cycle storage, bins, etc, as an

integral part of their design will be likely to be welcomed, provided that they avoid any adverse impact on the character and appearance of the conservation area.

h) Exemplary modern design is encouraged, where appropriate in scale and well-detailed using good quality appropriate materials and carefully considered to respond to the historic setting.

i) It is advised that new developments avoid enclosing existing townscape voids, gaps and public spaces, where such voids/gaps/spaces make an important contribution to the conservation area in terms of spaciousness and breathing space between existing and new built form.

12.9 **REC2:** It is recommended that the Council considers the designation of new archaeological priority areas, or archaeological notification areas, to help inform new development where archaeological investigations could be required.

Shopfronts

12.10 **GUI7:** Building owners are encouraged to retain historic and traditional shopfronts and to carry out repairs in an appropriate style, wherever possible.

12.11 **GUI8:** New shopfronts and improvements to existing shop fronts are advised to consider the character of the individual building, the relationship to neighbouring properties and the character of the street as a whole. New shop fronts are encouraged to follow the below guidance points where possible:

a) When carrying out improvements, poor and mediocre modern frontages are advised to be replaced with more sympathetic, high-quality alternatives.

b) Owners/occupiers are encouraged to consider the materiality and detailing of new shopfronts and to use traditional (painted timber, glass ironmongery), with traditionally proportioned windows, stall risers, fascias and entrances, wherever possible. Attention should be paid to details such as pilasters, mouldings, consoles, cornices, brackets, the flooring of recessed entrances, etc.

c) It is advised that shopfronts should reflect the structural logic of the building above and support for the upper floors should be expressed in the design. Where an existing retail unit spans over two or more buildings or historic 'plots', the shop front should be respectful of these traditional boundary divisions externally, even if they are not

realised internally. For example, plot boundaries could be marked with structural columns and pilasters and associated joinery/window divisions; the character and identity of each individual elevation could be respected by a change in fascia detail, a setback or separate shopfronts.

d) Conversely, where there are a number of shops within the same terrace or building, then the most appropriate design would have the individual units relating to each other to maintain a coherence of design.

e) A heavy upper structure poised on a flimsy sheet of glass below can result in an uncomfortable impression. It is advised that large expanses of glazing or other modern materials are avoided, especially where they would cross plot boundaries.

f) It is recommended that the colours used in shopfronts do not clash with, nor be unsympathetic to, adjacent shopfronts.

g) The use of roller security shutters is discouraged, particularly where these are mounted externally. If required, open lattice type security shutters can be added, concealed within the shopfront structure, and ideally behind the glass.

h) Care needs to be taken to remove clutter from shopfronts, such as old or obsolete alarms, CCTV, wiring, and other modern equipment.

i) It is advised that external signage and fascias avoid external illumination, unless any such lighting is characterful, traditional and minimal.

j) New shop fronts, or alterations to existing shopfront, should be accessible in accordance with Building Regulations Approved Document M.

All new shop fronts and alterations to existing shop fronts should also refer to the West Berkshire SPG on Shopfronts and Signs (2003).

Traffic and parking

12.12 **GUI9:** Creative reuse or aesthetic enhancement of current urban voids and gap sites currently used as parking is encouraged. Gap sites can make a positive contribution through providing a visual break and a sense of spaciousness and openness, which is preferred. Reuse and/or enhancements are encouraged to consider the provision of public amenity space, green space and planting. All developments are encouraged to

preserve or enhance the character and appearance of the conservation area. Due attention should be paid to the security and safety of parking areas. It is important that any enhancement or reuse of these gap/void sites will not have an adverse impact on overall parking provision to meet local demand and support local shops and businesses.

12.13 **GUI10:** New parking would be best located so that it does not unduly interrupt historic street patterns and plot boundaries and so that the design is sympathetic to the character of the conservation area. This includes giving consideration for planting, soft landscaping and screening, whilst remaining a safe and welcoming space.

12.14 **GUI11:** Boundary treatments and soft landscaping are important to retain and substituting these for hard-landscaping, such as additional car parking or driveways is discouraged.

12.15 **GUI12:** Traffic infrastructure and signage (including road marking) is advised to be kept to the minimum necessary to meet safety standards, in order to avoid unnecessary clutter. The settings of heritage assets need to be considered when siting and designing traffic infrastructure.

Development within the setting of the conservation area

12.16 **GUI13:** It is important that forthcoming development strives to preserve or enhance the identified key views, as set out in Chapter 8 Setting and Views of this document. Development within or outside of the conservation area which would negatively affect these views will not be welcomed. This includes having respect for the established building heights, roof forms, architectural hierarchy and materiality, as set out in Chapter 11 Character Areas and Zones of this document.

12.17 **GUI14:** All new development immediately outside the conservation area and further afield has the potential to impact the setting of the conservation area. Where impact on setting is likely through tall or larger scale development schemes, developers must assess the potential impact of the proposed development on the setting of the conservation area. Developers may be required to provide verified views to allow for the proper assessment of impact on the conservation area's setting and views. Impact assessments of proposed developments should include consideration of views into, within and from the conservation area.

Landscape, trees and ecology

- 12.18 **GUI15:** The NPPF sets out policies that restrict the removal of trees within conservation areas. In addition to these, it is encouraged that new developments strive to retain existing trees and landscaping, including vegetative boundary treatments and that they incorporate new planting and green space, wherever possible (be they private or public).
- 12.19 **GUI16:** Public realm enhancements through soft landscaping and planting will be positively received by the Council. Some of the back streets and streets along busier highways would benefit from street planting (where possible) to help soften some of the less characterful areas. Placement of any new trees, tree species, and future tree growth should be carefully considered to avoid future damage to buildings, structures and surfaces (e.g. as a result of tree roots and branches).
- 12.20 **GUI17:** It is advised that improvements to Victoria Park be sought to provide enhanced planting, trees and public spaces.
- 12.21 **GUI18:** Some existing urban voids and gap sites (e.g. those currently used for parking) would benefit from new soft landscaping and planting to enhance their character and appearance. It is recommended that opportunities be taken to repurpose such spaces as public realm. Infilling gap sites and voids with built form is not advised, especially where the gap or void provides essential 'breathing space' between buildings and a sense of openness. Where such sites are to be redeveloped, it will be important that proposals retain a sense of openness and spaciousness, and make adequate provision for public realm, planting or soft landscaping where appropriate.
- 12.22 **GUI19:** The NPPF sets out policies which protect habitats and biodiversity in the instance of forthcoming development. However, it is recommended that particular care be given when designing lighting schemes in new developments due to the potential detrimental effect that lighting can have on bats that use the Kennet & Avon Canal corridor as valuable habitat.

Protection of Economic Vitality

- 12.23 Structural shifts in the wider economic climate and the 'head-winds' faced by town centres across the country over recent years have had their impacts on Newbury town centre. Increases in vacancy rates and the change of use of former retail units to other uses have both had an impact on the town centre and may continue to do so if left unchecked. In particular, recent changes to the Use Classes Order and the General

Permitted Development Order have served to accelerate the shift away from retail towards other uses including residential. As highlighted in the Conservation Area Appraisal, the shopping functions, shop fronts and the activity that goes with such uses are an important element in the future health of the town centre.

12.24 The policy context for protection of the town centre's vitality is contained within the Saved Policies of the Local Plan as well as the Core Strategy. Saved Policy SHOP1 refers to the primary retail frontage as defined on Inset Map 4 of the adopted Proposals Maps and summarised below as:

- Northbrook Street and Bridge Street (from the junction of Northbrook Street with West Street to the bridge crossing of the canal)
- Frontages along part of Bartholomew Street and within and around the Kennet Centre including the northern section of Cheap Street and Market Place.

12.25 Within that frontage, the Saved Policy indicates that planning applications for changes of use away from retail will be refused. However, due to the recent changes made to the Use Classes Order and General Permitted Development Order, the effect of the Saved Policy has been weakened. The last study of the town centre's health was undertaken in 2016 in the Retail and Commercial Leisure Assessment undertaken for the West Berkshire Authorities in 2016. It is the Council's intention to prepare an up-to-date analysis of the town centre's health. The intention is then to put in place suitable policies to protect the town centre's commercial and retail core and its special architectural and historic character through policies in future Development Plan documents as well as potentially through the use of Article 4 Directions.

12.26 **GUI20:** The Council will seek to retain premises in retail use wherever possible. Any proposals to change the use of retail units (Commercial Class E) to other uses including residential within Listed Buildings will require planning permission and listed building consent (if the proposed works affect its character as a building of special architectural or historic interest), and the Council will use its adopted policy together with policy guidance in the NPPF to seek to retain such units in retail use. Proposals for changes of use of part or all of the ground floor of premises from commercial (Class E) to residential or other use within un-listed buildings within the Conservation Area will require an assessment of the impact of the proposed change of use on the character or sustainability of the conservation area.

Specific opportunity areas

- 12.27 **GUI21:** The railway bridge on Bartholomew Street and the immediate area would benefit from improvements to pedestrian protective measures, surfaces, signage, railings, etc.
- 12.28 **GUI22:** If the car parks to the west of Northbrook Street and Speenhamland are to be retained in these locations, they would benefit from infrastructure upgrades, planting and surface upgrades.
- 12.29 **GUI23:** Speenhamland presents several opportunities for improvement and sensitive redevelopment, particular with regards to parking and void spaces.
- 12.30 **GUI24:** The Kennet Centre and the Council Offices would benefit from reconsideration with sensitive redevelopment whilst maintaining the surviving historic street pattern and respecting the surrounding historic townscape.
- 12.31 **GUI25:** The entrance to Newbury on Bear Lane would benefit from upgrades and sensitive redevelopment and enhancement to improve the sense of arrival to Newbury Town Centre.
- 12.32 **GUI26:** The arrival to Newbury and the pedestrian experience when walking to the town centre from the station could be reconsidered and improved. The station area, in general, would benefit from improvement, with better provision of the public realm.
- 12.33 **GUI27:** In several instances, the rear of buildings along Northbrook Street and the Broadway may present opportunities for improvement and sensitive redevelopment.
- 12.34 **GUI28:** The town's interface with Victoria Park along Park Way would benefit from improvement and sensitive redevelopment, ideally allowing for better permeability and connectivity with the rest of the town centre. Any such improvements should retain the character and openness of Victorian Park. Proposals that result in a reduction of parkland and green space are unlikely to be acceptable.

Additional Protections

- 12.35 **REC3:** The Council may wish to consider implementing some Article 4 directions to serve as a potential management tool in the future.

12.36 **REC4:** The Council may wish to consider new TPO designations within the conservation area boundaries to further protect qualifying trees. Furthermore, the Council may wish to designate new TPOs for high-value trees outside of the conservation area boundaries, where those trees make a contribution to the setting of the conservation area.

12.37 **REC5:** The Council may review and update its Local List of Heritage Assets on a regular basis. The buildings identified as “positive contributors” in the appended schedule with priority for local listing should be considered as part of future local list reviews.

13. Contact Details

13.1 Conservation Team, West Berkshire District Council, Market Street, Newbury, RG14 5LD

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14. References

Books

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Oxford Archaeology, '*Newbury Historic Character Study*', 2006

The Georgian Group, '*Town Report: Newbury, Berkshire*', 1990

Further Reading

Geoffrey Tyack, Simon Bradley and Nikolaus Pevsner, *Berkshire* (Yale), 2010

The Borough Museum, *Newbury Buildings Past and Present*, 1973

Roy Tubb, *Newbury Road by Road*, 2011

Walter Money Popular History of Newbury, 1905

Hopson, Sue, *Newbury: A Photographic Record 1850-1935*, Countryside Books (Newbury) 1983

15. Appendix

Positive and Negative Contributors to the Conservation Area (with no existing heritage status)

- 15.1 The following list provides a tabulated record of positive and negative contributors to the Newbury Town Centre Conservation Area, as reflected in the building Audit Map. These buildings have been identified in line with the framework set out in the Build Audit Chapter.
- 15.2 The reasons and descriptions below have been informed by West Berkshire's Historic Environment Record and site observations. Further detail and information have been provided courtesy of the Newbury Society.
- 15.3 Positive contributors may be suitable candidates for local listing. Prioritisation for local listing has been indicated, based on an initial external assessment of historic and architectural interest, as well as the strength of the positive contribution in terms of character and appearance. The local listing priority level is only indicative and it is recommended that candidates for local listing undergo more detailed research on a case-by-case basis.

Local list Priority key:

n	No priority for local listing
y	Low priority for local listing
yy	Medium priority for local listing
yyy	High priority for local listing

Positive Contributors

Address	Reason	Priority for local listing
Bartholomew Street, 1	Traditional building, grey brick, red dressings	n
Bartholomew Street, 107-108	Late Victorian buildings (not a matching pair) in red brick	y
Bartholomew Street, 148 (The Globe)	Victorian pub	y
Bartholomew Street, 18-19	Possible 19th century three-storey brick building extensively altered in the 20th century	y
Bartholomew Street, 20	19th century two storey range with 19th and 20th century alterations and additions	n

Address	Reason	Priority for local listing
Bartholomew Street, 21	17th-18th century three-storey building extensively altered in the 20th century	n
Bartholomew Street, 38-35	Row of red & grey brick cottages (not matching) of similar size and proportions	y
Bartholomew Street, 4-10	Traditional buildings with ground floor shops, 9-10 with late Edwardian faux half timbering	n
Bartholomew Street, 50b	Simple brick brewery building associated with the former Phoenix Brewery	n
Bartholomew Street, 54	Early 20th C, quoins and decorative ridge tiles. Unfortunate modern windows	n
Bartholomew Street, 57-58	Pair of early 20th century cottages used as shops/residential, brick, slat roof, decorative ridge	y
Bartholomew Street, 75	Early 19th century cottage in brick	y
Bartholomew Street, 79 (Cloth & Scissors, former Empsons)	Historic shop and house, suspected to be timber framed (18th possible earlier origins). Has an entry in Newbury Buildings Past & Present 1973.	yyy
Bartholomew Street, 80	19th century shop and house, suspected to be timber framed	y
Bartholomew Street, 81-88	Mixed terrace of shops, some with residential use above. Mostly in brick with dates largely from the 19thC and early 20th C	n
Bartholomew Street, 92	Mid-late Victorian terrace (adjoining were replaced with modern buildings to the north) in header bond with red brick dressings	n
Bartholomew Street, 91, Nag's Head	Inn, dating back to at least the late 19th century. Although the frontage is Victorian, there are 18th-century references to a pub under this name. The bars have been altered into one, but otherwise the building is largely unchanged since the 19th-century.	yyy
Bridge Street, 3-5 Lloyds Bank	Victorian bank building, constructed on the site of the Globe Inn	y
Buildings in Weavers Walk	Collection of brick buildings in a traditional style with group value	n
Cheap St, 55 and 11 Kings Road West	Row of brick cottages	y
Cheap Street, 16	two storey house and shop with tile hung front and an 18th century core, previously listed at Grade III	y
Cheap Street, 17	18th to 19th century two storey house and shop with grey-red brick, formerly the Weaver's Arms public house, previously listed at Grade III	y
Cheap Street, 19 - The Empire Cafe (and on Mayors Lane)	17th to 19th century two storey timber framed house and shop, housing a long-standing bakery	y
Cheap Street, 20	Victorian corner building in red brick	y
Cheap Street, 3	Traditional brick building	n
Cheap Street, 4	18th century house, previously listed at Grade III when it was attached to The Pigeons public house which was subsequently demolished	n
Cheap Street, 42	18th to 19th century three storey house and shop, converted to a public house in the early 21st century, previously listed at Grade III	y
Cheap Street, 43	19th century shop in stucco	n
Cheap Street, 44	18th to 19th century grey and red brick three storey house and shop. A high-quality building designed by James H. Money (1880)	yyy
Cheap Street, 45	Grey brick in Flemish bond with red brick dressings	y

Address	Reason	Priority for local listing
Cheap Street, 46	18th to 19th century three storey building with stucco front, previously listed at Grade III	yy
Cheap Street, 47	White painted brick frontage with decorative panels	n
Cheap Street, 50	Edwardian house/shop	n
Cheap Street, 56-7a	Brick 19th century buildings form part of the street frontage	y
Cheap Street, 59-62	Brick 19th century and early 20th century buildings form part of the street frontage	y
Cheap Street, 7	19th century house possibly used as a corn store in the 19th century	y
Cheap Street, Newbury Baptist Church	Baptist church built in 1940 and extended in the late 20th century	y
Comfort House, Market Place	Unlisted mid-20th century concrete building, originally used as a bank	n
Craven Road, 9-27 (south side)	Victorian brick terrace	y
Hampton Road, 1-9	19th century simple red brick terrace of houses, previously listed at Grade III	y
Hampton Road, Methodist chapel	19th century Methodist chapel, also used as a mission hall. Grey brick with red dressings	yyy
Hampton Road, The Red House, 12	Probable 19th century buildings used as a public house, possible earlier origins	y
Kings Road West, 2-18	Row of stucco cottages, early 19th century	Y
London Road, 8, The Cross Keys	Late 19th century public house on the site of a significant London-Bath Road coaching inn of the same name, which Walter Money's Popular History of Newbury (1905) says has "recently been pulled down and rebuilt."	yyy
Mansion House Street, 1	Early 20th century bank building	yy
Market Place, 16-18 (Bills)	Modern building with a positive traditional character. Former location of a 18th to 19th century three storey building, previously listed but demolished in the 1980s; rear extension also used as a cinema in the early 20th century	n
Market Place, 17 (Pizza Express, Zinc)	White stucco building with traditional character that fits it context well	n
Market Place, outbuilding to the rear of 'Elephant at the Market', located adjacent to patrons' car park	Traditional brick outbuilding	yy
Market Place, small cottage to the rear of The Hatchett Inn, adjacent to car park	Small traditional cottage in brick and stucco	yy
Market Street, 17-19	Row of Victorian brick terraces	y
Market Street, Inches Yard	Traditional brick buildings	yy
Market Street, Octagonal pavilion in front of Inches Yard	Small characterful octagonal pavilion building	n
Newbury Station (south and north)	Unlisted early 20th century railway station on the site of 1847 station, on the Great Western Berks and Hants branch	yy
Newtown Road, 37-41 and Derby Road, 2-8	Late 19th century block, part of the old post office	y
Northbrook Street, 25A-26B	20th century shop, replaced a former Baptist Church	n
Northbrook Street, 30-31	Early 18th century three storey building, previously listed at Grade III, previously with numbers 28-29	n

Address	Reason	Priority for local listing
Northbrook Street, 64 (Metro Bank) - decorative relief panel	Mid-20th century shop, retaining an external decorative relief panel from the previous Victorian building on the site. extensively altered for Metro Bank. The Victorian panel from the former Joseph Hopson store faces into West Street.	n
Northbrook Street (HSBC UK), 6	Late Victorian shop building, used as a bank in the early 21st century. Note: glazed panel is not considered to Make a positive contribution	y
Northbrook Street, 101	Site of former early 19th century public house, though possibly part of an earlier inn, redeveloped in late 20th century and delisted from Grade II. Existing building, although modern, make an appropriate contribution to the local townscape	n
Northbrook Street, 105A (Holland & Barrett)	19th century shop	y
Northbrook Street, 13-14	20th century shop building in imitation of the Georgian style	n
Northbrook Street, 20 & 21	Pair of stucco shops built 1867-8. The first occupants previously occupied premises in front of Northbrook of the (Wesleyan) Methodist church on the other side of Northbrook Street, which were then demolished to open up the view of the church.	n
Northbrook Street, 22 (M&S)	Early 20th century shop building, formerly the site of the Jack of Newbury hotel	y
Northbrook Street, 2-3 (formerly 'The House of Toomer')	20th century shop connected with a prominent local family and rebuilt after a fire in 1961	n
Northbrook Street, 39-41	Early 20th C shop	n
Northbrook Street, 47 (Dogs Trust)	Late 19th century house and shop designed by James Money, built 1882-83 for Alphonse Cary's music warehouse.	yy
Northbrook Street, 78 (Crew Clothing)	Historic brick shop and house with decorative banding and cambered arched lintels	y
Northbrook Street, 83-84 (Robert Dyas)	Late Victorian shop with brick parapet and modest decoration. Windows & shopfront are modern	n
Northcroft Lane, 2 (The monkey Tree Café)	Traditional brick buildings and shopfront	y
Northcroft Lane, Salvation Army Hall	Unlisted late 19th century building with a façade of brick and flint with decorative tiles. By Newbury architect Walter Henry Bell, foundation stone laid 1893. Exceptional frontage.	yyy
Oxford Road, 6-10	White painted terrace of cottages	n
Oxford Road, 12	Grey and red brick house	y
Oxford Road, 24-26	19th century attached dwellings, constructed at different times, and partly sub-divided into flats in the 21st century	y
Oxford Street, St Catherine's House	Painted brick building with dentil course detail and oeil de boeuf window	n
Park Street, 1 & 2-4	Traditional brick buildings	n
Pelican Lane, Speenhamland School	Victorian infant school surviving in 21st century as detached building within Speenhamland School complex. Opened 1874, designed by Newbury architect James H. Money, and described at the time as "of a picturesque Gothic character" (see Newbury Weekly News, Dec. 17, 1874).	yy
Pelican Lane, The Old Police Station (also George House)	Former police station from the 19th to mid-20th centuries. From a time in the 19th-century when Newbury had two police stations, one for the	yyy

Address	Reason	Priority for local listing
	Borough and the other (the Berkshire Constabulary) for the rural police. Continued in use after the Borough police were absorbed into the Berkshire Constabulary. Converted to residential accommodation in the early 21st century.	
Pound Street, 12-14	Mid Victorian semi-detached pair of houses	y
Pound Street, 29-31	Late Victorian pair of houses with pronounced canted bays and decoration	n
Pound Street, 3-11	Terrace of late 19th century/early 20th century brick cottages with grey brick banding and stucco dressings	y
Pound Street, 4	Late/post Edwardian house	n
Pound Street, 6	Late/post Edwardian house	n
Pound Street, 8-10	Late/post Edwardian semi-detached pair of houses	y
Saddlers Court, 1-5	Unlisted group of buildings, probably of medieval origin, around a surviving courtyard off The Broadway	yy
St Michaels Road, 1-8 - Barnes Terrace,	Mixed Row of terraces cottages, 1-3 stuccoed, 4-8 in brick	y
The Broadway (Thai Golden Horse), 53-53A	Grey brick with red brick dressings	y
The Broadway, 10	House and shop with remains of 17th century two storey timber-framed house, previously listed at Grade II	y
The Broadway, 12	House with shop in stucco in the Italianate style	y
The Broadway, The Clock House (or Clock Tower)	Clock tower with hexagonal plan shelter, built in 1929 in the centre of the Broadway	yy
Victoria Park, Band stand	Unlisted open sided bandstand erected in Victoria Park after the Second World War	yy
Westbourne Terrace	Two parallel rows of Victorian terraced housing, one shorter than the other	yy

Negative Contributors

Address	Reason
Bartholomew Street, entrance to Bartholomew Court	Poor quality modern entrance way to modern development breaks up traditional shopping terrace, colour is wrong, details are odd
Bartholomew Street, 109-112	Oversized poor quality modern development with overhang and flat roof
Bartholomew Street, 26-27 - rear portion	Large, prominent modern development that does not relate well to the street or Newbury in terms of its bulk, details and materials
Bartholomew Street, 30	Poor quality 20th century development
Bartholomew Street, various parts of the Kennet Centre	Modern development that is oversized and not contextual in design or materials. This development has resulted in a loss of historic plot divisions and lacks architectural quality of a contextually responsive design
Carnegie Road, 1-9 - (The Old Library)	Building of limited quality with a form and details that do not relate well to the heritage context
Cheap Street, 42, rear extension of Walkabout	Overlarge modern extension of no context or quality

Address	Reason
Cheap Street, Kennet Centre	Modern development that is oversized and not contextual in design or materials. This development has resulted in a loss of historic plot divisions and lacks architectural quality of a contextually responsive design
London Road, 4, adjoining Speenhamland Carpark	Oversized modern development of no architectural merit or quality. Replates poorly to the detailing and forms of the CA, especially at the rear
Market Place, 24 - modern housing to the rear of listed building	Modern housing of poor architectural quality and no relation to its historic context
Market Street, Kennet Centre	Modern development that is oversized and not contextual in design or materials. This development has resulted in a loss of historic plot divisions and lacks architectural quality of a contextually responsive design
Market Street, West Berkshire Council Offices	Very large modern development of no quality or character
Northbrook Street, 4-5 (Boots)	Poor quality modern brick building that contrasts with local character and detailing. Sensitive location close to Newbury Bridge and several good buildings, at the heart of the town. Built 1979-80.
Northbrook Street, 75 (Nationwide)	Poor quality modern brick building with lead dormers and bay that contrasts with local character and detailing
Oddfellows Road, 1-15 Oddfellows Heights	Large, prominent modern development that does not relate well to the street or Newbury in terms of its bulk, details and materials
Oxford Street, 22 - Cromwell House (Jobcentre)	Bulky modern brick building of no architectural merit. Poor quality bricks
Park Way (assumed No. 94) Car Park entrance	Car park entrance is out of character with the conservation area and surrounding development
Pelican Lane, Taylors Court	Bulky modern brick building of no architectural merit
Pelican Lane, Warehouse	Modern single storey warehouse in corrugated metal and pitched concrete tiled roof of no architectural merit or quality
The Broadway, Broadway House	Modern development of no quality or character with a bland frontage, sensitive location near the Clock Tower
Victoria Park - small structure in centre	Small brick outhouse of no architectural merit or quality
West Street, 1-3	Single storey storage units and offices of no architectural merit or quality
West Street, building to the rear of 64 Northbrook Street	Plain modern brick building with high level windows of no architectural merit or quality
Wharf Street, Calco Construction office (behind Museum, adjacent to carpark)	Modern brick construction office of no architectural merit or character

Schedule of Heritage Assets (with previously existing heritage designations and identifications)

Type of Heritage Asset	Grade	Name of Asset	List Entry Number	Date Listed	Date Amended	Date Revoked
Listed Building	II	44, London Road	1210262	02/09/1983		

Type of Heritage Asset	Grade	Name of Asset	List Entry Number	Date Listed	Date Amended	Date Revoked
Listed Building	II	6-13, Madeira Place	1210274	02/09/1983		
Listed Building	II	5, Mansion House Street	1210277	02/09/1983		
Listed Building	II	21-25, Market Place	1210281	29/09/1950		
Listed Building	II	Town Hall And Municipal Buildings	1210586	14/05/1982		
Listed Building	II	Corn Exchange	1210588	10/06/1969		
Listed Building	II	The Hatchet	1210589	10/06/1969		
Listed Building	II	24, Market Place	1210602	29/09/1950		
Listed Building	II	Old Wagon And Horses	1210603	29/09/1950		
Listed Building	II	2 Bollards Adjacent To South Wall Of No 25 Northbrook Street	1210607	02/09/1983		
Listed Building	II*	Litten Chapel (Part Of The Newbury Commercial School) - Error In Name (No Longer Current)	1210610	29/09/1950		
Listed Building	II	Upper Raymond Almshouses	1210612	10/06/1969		
Listed Building	II	27, Market Place	1210663	02/09/1983		
Listed Building	DL	22 Market Place, Newbury - Demolished & Delisted	1210708	10/06/1969		09/12/2019
Listed Building	II	22 And 24, Newtown Road	1210823	10/06/1969		
Listed Building	II	1, Northbrook Street	1210830	10/06/1959		
Listed Building	II	7-11, Northbrook Street	1210831	29/09/1950		
Listed Building	II	26 And 26a, Northbrook Street	1210844	02/09/1983		
Listed Building	II	12, Northbrook Street	1211003	29/09/1950	23/04/2021	
Listed Building	II	39a, Northbrook Street	1211029	02/09/1983		
Listed Building	II*	42, Northbrook Street	1211030	29/09/1950		
Listed Building	II	46, Northbrook Street	1211032	02/09/1983		

Type of Heritage Asset	Grade	Name of Asset	List Entry Number	Date Listed	Date Amended	Date Revoked
Listed Building	II	38, Northbrook Street	1211163	02/09/1983		
Listed Building	II	45, Northbrook Street	1211190	02/09/1983		
Listed Building	II	50, Northbrook Street	1211196	02/09/1983		
Listed Building	II	55, Northbrook Street	1211200	02/09/1983		
Listed Building	II	The Monument	1211201	29/09/1950		
Listed Building	II*	Methodist Chapel	1211202	30/09/1977		
Listed Building	II	70, Northbrook Street	1211206	02/09/1983		
Listed Building	II	73, Northbrook Street	1211207	02/09/1983		
Listed Building	II	80, Northbrook Street	1211209	02/09/1983		
Listed Building	II	86, Northbrook Street	1211264	02/09/1983		
Listed Building	II*	91 and 92, Northbrook Street	1211267	02/09/1983		
Listed Building	II	93, 93A and 93B, Northbrook Street	1211268	02/09/1983		
Listed Building	II	94, Northbrook Street	1211269	29/09/1950		
Listed Building	II	90, Northbrook Street	1211270	02/09/1983		
Listed Building	II	102-103 Northbrook Street, and the former stables to 104 Northbrook Street	1211287	03/05/1973	21/08/2015	
Listed Building	II	4, Northcroft Lane	1211288	29/09/1950		
Listed Building	II	Newbury Arts Centre And The Temperance Hall (Now Used As Newbury Arts Centre) - Error In Name (Not Current)	1211375	02/09/1983		
Listed Building	II	14 And 16, Northcroft Lane	1211377	19/09/1978		
Listed Building	II	20, Oxford Road	1211379	29/09/1950		
Listed Building	II*	Wessex Home - Error In Name (Not Current)	1211380	10/06/1969		

Type of Heritage Asset	Grade	Name of Asset	List Entry Number	Date Listed	Date Amended	Date Revoked
Listed Building	II	29-33, Oxford Street	1211381	10/06/1969		
Listed Building	II	Northbrook House	1211383	19/11/1981		
Listed Building	II	Marsh Cottage	1211392	02/09/1983		
Listed Building	II	27, Oxford Street	1211445	10/06/1969		
Listed Building	II	The High House	1211465	10/06/1969		
Listed Building	II	4, Oxford Street	1211486	29/09/1950		
Listed Building	II	Bacon Arms Hotel	1211514	10/06/1969		
Listed Building	II*	5, Wharf Street	1211738	29/09/1950		
Listed Building	II	1 And 3, Wharf Street	1211901	02/09/1983		
Listed Building	II	7 And 9, Wharf Street	1211903	02/09/1983		
Listed Building	II*	Corn Stores	1211914	29/09/1950	01/01/1998	
Listed Building	II*	St Bartholomew's Hospital	1219550	10/06/1969		
Listed Building	II	Gateway And Wall Of St Bartholomew Hospital	1219551	02/09/1983		
Listed Building	II	Building At Rear Of Nos 13 And 15 St Bartholomew Hospital	1219552	02/09/1983		
Listed Building	II	Bartholomew Close	1219553	02/09/1983		
Listed Building	I	Parish Church Of St Nicholas (Error In Name)	1219556	29/09/1950		
Listed Building	II	16, Bartholomew Street	1219752	02/09/1983		
Listed Building	II	17, Bartholomew Street	1219754	02/09/1983		
Listed Building	II*	28, Bartholomew Street	1219756	02/09/1983		
Listed Building	II	28A, Bartholomew Street	1219801	02/09/1983		
Listed Building	II	29A and 29, Bartholomew Street	1219802	02/09/1983		

Type of Heritage Asset	Grade	Name of Asset	List Entry Number	Date Listed	Date Amended	Date Revoked
Listed Building	II	40-45, Bartholomew Street	1219804	02/09/1983		
Listed Building	II	51-53, Bartholomew Street	1219819	02/09/1983		
Listed Building	II	59 And 60, Bartholomew Street	1219820	02/09/1983		
Listed Building	II	61, Bartholomew Street	1219882	29/09/1950		
Listed Building	II	62, 63, 63a, 63b, 64, Bartholomew Street	1219883	02/09/1983		
Listed Building	II	The Eight Bells	1219887	29/09/1950		
Listed Building	II	102 And 103, Bartholomew Street	1219901	02/09/1983		
Listed Building	II	104-106, Bartholomew Street	1219902	29/09/1950		
Listed Building	II	118 And 119, Bartholomew Street	1219903	05/02/1981		
Listed Building	II	152 And 153, Bartholomew Street	1219906	31/07/1970		
Listed Building	II*	The Chestnuts	1219909	29/09/1950		
Listed Building	II	114 And 115, Bartholomew Street	1219983	05/02/1981		
Listed Building	II	Bricklayers Arms	1220000	31/07/1970		
Listed Building	II	150 and 151, Bartholomew Street	1220006	20/09/1950		
Listed Building	II	154, Bartholomew Street	1220029	31/07/1970		
Listed Building	II	1, Bridge Street	1220550	10/06/1969		
Listed Building	II	2, Bridge Street	1220551	02/09/1983		
Listed Building	II	4, Bridge Street	1220553	10/06/1969		
Listed Building	II	King's Coffee House	1220554	02/09/1983		
Listed Building	II	20 and 22, The Broadway	1220555	29/09/1950		
Listed Building	II	Outbuilding At Rear Of No 24	1220556	02/09/1983		
Listed Building	II	11 and 13, The Broadway	1220560	02/09/1983		

Type of Heritage Asset	Grade	Name of Asset	List Entry Number	Date Listed	Date Amended	Date Revoked
Listed Building	II	19, The Broadway	1220561	29/09/1950		
Listed Building	II	24, The Broadway	1220754	29/09/1950		
Listed Building	II	26, The Broadway	1220860	29/09/1950		
Listed Building	DL	7 And 9, The Broadway	1220890	02/09/1983		17/09/2021
Listed Building	II	17, The Broadway	1220911	02/09/1983		
Listed Building	II	No. 6 CHEAP STREET	1220923	02/09/1983		
Listed Building	II	8, Cheap Street	1220925	29/09/1950		
Listed Building	II	Catherine Wheel Inn	1220926	02/09/1983		
Listed Building	II	48, Cheap Street	1220927	29/09/1950		
Listed Building	II	No 2 And Former Oddfellows Hall	1220941	02/09/1983		
Listed Building	II	41, Cheap Street	1221007	02/09/1983		
Listed Building	II	2, 3 and 6, Cromwell Place	1221034	10/06/1969		
Listed Building	II	7-12, Cromwell Place	1221035	10/06/1969		
Listed Building	II	United Reformed Church Hall	1221036	10/06/1969		
Listed Building	II	3, London Road	1221157	02/09/1983		
Listed Building	II	5 and 7, London Road	1221158	02/09/1983		
Listed Building	II	9, London Road	1221159	02/09/1983		
Listed Building	II	21, 23, 23A and 25, London Road	1221161	02/09/1983		
Listed Building	II	2, London Road	1221169	02/09/1983		
Listed Building	II	36, 36A And 38, London Road	1221171	02/09/1983		
Listed Building	II*	St Mary's House	1221172	02/09/1983	11/01/2014	
Listed Building	II	4, Mansion House Street	1221175	02/09/1983		

Type of Heritage Asset	Grade	Name of Asset	List Entry Number	Date Listed	Date Amended	Date Revoked
Listed Building	I	Museum	1289770	29/09/1950		
Listed Building	II	The Garden House	1289946	10/06/1969		
Listed Building	II	13a-27, Pound Street	1289971	10/06/1969		
Listed Building	II	Old Drummer's Arms	1290040	19/09/1978		
Listed Building	II	35 and 35A, Oxford Street	1290043	29/09/1950		
Listed Building	II	Chequer's Hotel	1290045	02/09/1983		
Listed Building	II	1-12, Park Terrace	1290046	02/09/1983		
Listed Building	II	33, Pound Street	1290047	02/09/1983		
Listed Building	II	51, Northbrook Street - ERROR IN GIS (still present 2021)	1290111	02/09/1983		
Listed Building	II	54, Northbrook Street	1290112	02/09/1983		
Listed Building	II	77, Northbrook Street	1290113	02/09/1983		
Listed Building	II	43, Northbrook Street	1290140	02/09/1983		
Listed Building	II	49, Northbrook Street	1290147	02/09/1983		
Listed Building	II	33, 33A and 34, Northbrook Street	1290155	02/09/1983		
Listed Building	II*	24, Northbrook Street	1290211	29/09/1950		
Listed Building	DL	35, 35A, 36 AND 37, Northbrook Street - Error In Name And Description (Demolished Due To Parkway Changes) DELISTED	1290221	02/09/1983		17/01/2020
Listed Building	II	44, Northbrook Street	1290223	02/09/1983		
Listed Building	II	Lower Raymond Almshouses	1290288	02/09/1983		
Listed Building	II	The Old St Nicholas Rectory (Part Of Nos 2 And 3)	1290297	29/09/1950		
Listed Building	II*	7-11, Northbrook Street	1290298	29/09/1950	23/04/2021	

Type of Heritage Asset	Grade	Name of Asset	List Entry Number	Date Listed	Date Amended	Date Revoked
Listed Building	II	23, Northbrook Street	1290299	29/09/1950		
Listed Building	II	The Litten	1290308	02/09/1983	18/07/2022	
Listed Building	II	National Westminster Bank	1290381	02/09/1983		
Listed Building	II	32 And 34, Market Place	1290382	02/09/1983		
Listed Building	II	Queen's Hotel	1290412	02/09/1983		
Listed Building	II	Cottage At Rear Of No 12 (The Hatchet)	1290414	02/09/1983		
Listed Building	II	34, London Road	1290552	29/09/1950		
Listed Building	II	6, London Road	1290583	02/09/1983		
Listed Building	II	Elizabeth Cottage	1290639	02/09/1983		
Listed Building	II	39, London Road	1290640	02/09/1983		
Listed Building	II	29 and 31, Craven Road	1290687	02/09/1983		
Listed Building	II	26-32, Craven Road	1290693	02/09/1983		
Listed Building	II	49 and 50, Cheap Street	1290720	29/09/1950		
Listed Building	II	KING CHARLES TAVERN	1290723	02/09/1983		
Listed Building	II	21 and 23, The Broadway	1290755	02/09/1983		
Listed Building	II	33 and 34, Cheap Street	1290757	29/09/1950		
Listed Building	II	53, Cheap Street	1290758	02/09/1983		
Listed Building	II*	63, Cheap Street	1290759	29/09/1950		
Listed Building	II	18, The Broadway	1290876	02/09/1983		
Listed Building	II*	Bridge Over River Kennet	1290920	29/09/1950		
Listed Building	II	5, The Broadway	1290922	02/09/1983		
Listed Building	II	The Clock Tower Inn	1290923	02/09/1983		

Type of Heritage Asset	Grade	Name of Asset	List Entry Number	Date Listed	Date Amended	Date Revoked
Listed Building	II	Dolphin Inn	1291237	10/06/1969		
Listed Building	II	149, Bartholomew Street	1291238	08/04/1981		
Listed Building	II	72 and 73, Bartholomew Street	1291267	02/09/1983		
Listed Building	II	74, Bartholomew Street	1291268	02/09/1983		
Listed Building	II	COOPER'S ARMS	1291307	02/09/1983		
Listed Building	II	48, 48A and 49, Bartholomew Street	1291308	02/09/1983		
Listed Building	II	Phoenix House, Bartholomew Street	1291309	02/09/1983		
Listed Building	II*	North Gateway To Churchyard Of St Nicholas' Church Adjoining Bartholomew Street	1291318	10/06/1969		
Listed Building	II	Bartholomew Manor	1291421	02/09/1983		
Listed Building	II	St Faith, St Hilda, St Joan, St Monika	1291422	10/06/1969		
Listed Building	II*	South Gateway To Churchyard Of St Nicholas' Church Adjoining Bartholomew Street	1291423	10/06/1969		
Listed Building	II	The Castle Public House - ERROR IN NAME AND DESCRIPTION (Parkway Changes)	1365724	02/09/1983		
Listed Building	II	Newbury Post Office 39	1392756	11/09/2008		
Listed Building	DL	18 London Road - Demolished & Delisted	1398971	02/09/1983		20/12/1985
Listed Building	DL	11 And 13, Market Place - Demolished & Delisted	1398972	31/07/1970		04/03/2010
Listed Building	DL	15, Market Place - Demolished & Delisted	1398973	31/07/1970		04/03/2010
Listed Building	DL	63, Northbrook Street - Demolished & Delisted	1398986	29/09/1950		29/03/2010
Listed Building	DL	The Anchor Public House - Delisted	1398987	02/09/1983		11/04/1991
Listed Building	DL	4, West Street - Demolished & Delisted	1398992	02/09/1983		31/03/2010

Type of Heritage Asset	Grade	Name of Asset	List Entry Number	Date Listed	Date Amended	Date Revoked
Listed Building	II	Newbury Town War Memorial	1431903	11/05/2016		
Locally Listed Building	n/a	Prezzo, 58 Cheap Street, Newbury	16/00005/ LOCAL	11/04/2016		
Locally Listed Building	n/a	58-59 Northbrook Street, Newbury	16/00001/ LOCAL	02/03/2017		
Locally Listed Building	n/a	105b Northbrook Street aka 'Bridge House', Newbury	16/00009/ LOCAL	02/03/2017		
Locally Listed Building	n/a	Nurses Homes 30-40 Argyle Road, Newbury	19/00002/ LOCAL	28/08/2019		
Scheduled Monument	n/a	Litten Chapel	1005379			

List of Consultees

15.4 Residents and businesses within the existing NTC Conservation Area and a 10m buffer were contacted by letter.

The following consultees were contacted by email:

- Newbury Town Council
- Greenham Parish Council
- Shaw-cum-Donnington Parish Council
- Speen Parish Council
- Historic England
- The Newbury Society
- Historic Buildings and Places
- The Society for the Protection of Ancient Buildings

- The Victorian Society
- The Georgian Group
- The Twentieth Century Society
- Berkshire, Buckinghamshire and Oxfordshire Wildlife Trust
- Berkshire Gardens Trust
- The Canal and River Trust
- Environment Agency
- The Gardens Trust
- Kennet and Avon Canal Trust