

WELCOME

EAGLE  
QUARTER.

Thank you for taking time to visit our exhibition of our proposals for the redevelopment of the Kennet Centre.

Lochailort is a specialist regeneration developer that has acquired this site in order to work with the community and the local authority to revitalise the heart of Newbury.

These boards endeavour to explain how, through redevelopment, the site will benefit both the immediate and wider area.



Aerial view of existing site looking East



Aerial view of local context



# NEWBURY'S INDUSTRIAL HISTORY

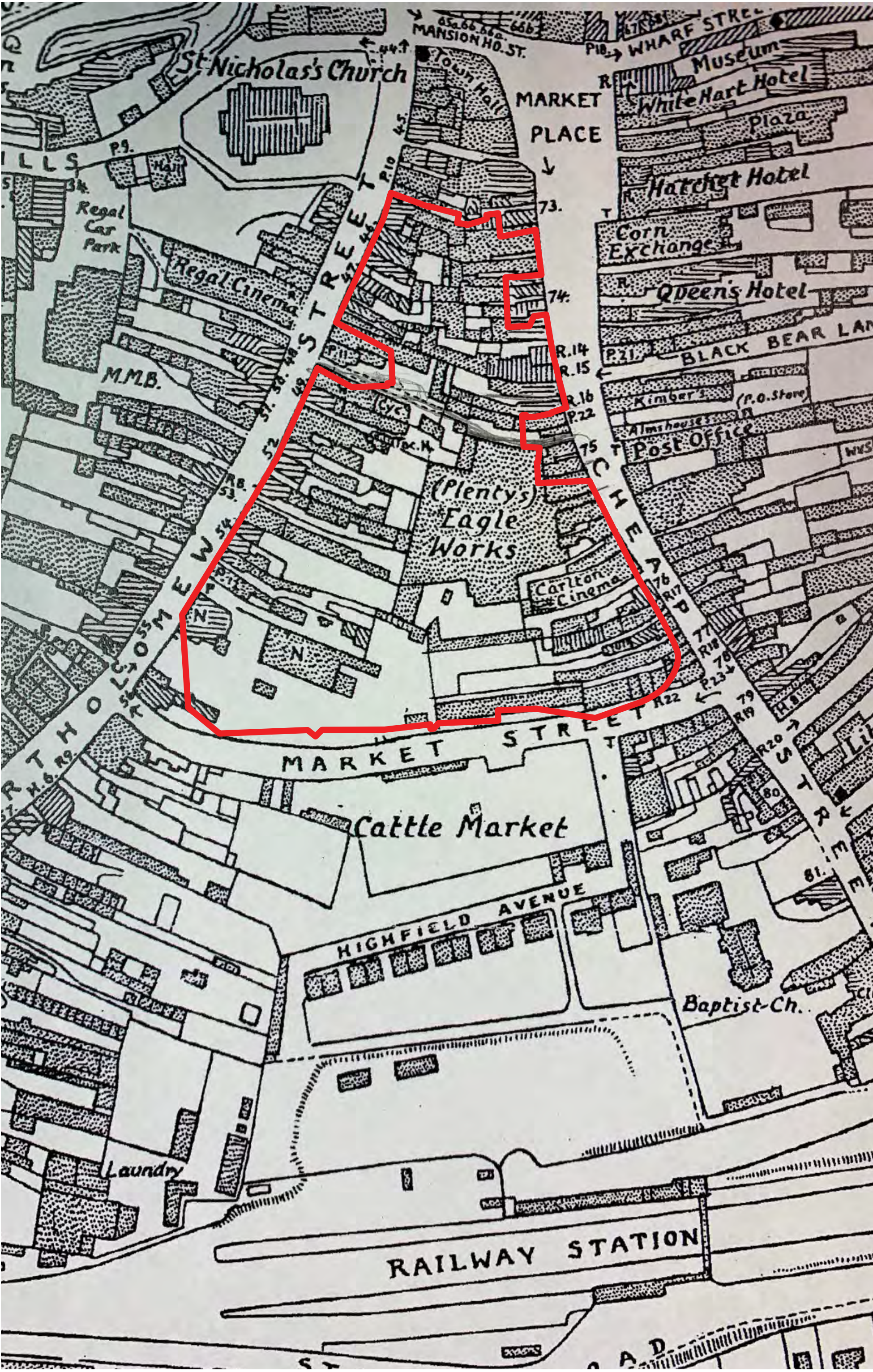
# EAGLE QUARTER.

Historically the site has been home to small and large scale industries extending over at least 600 years and including cloth and marine iron works.

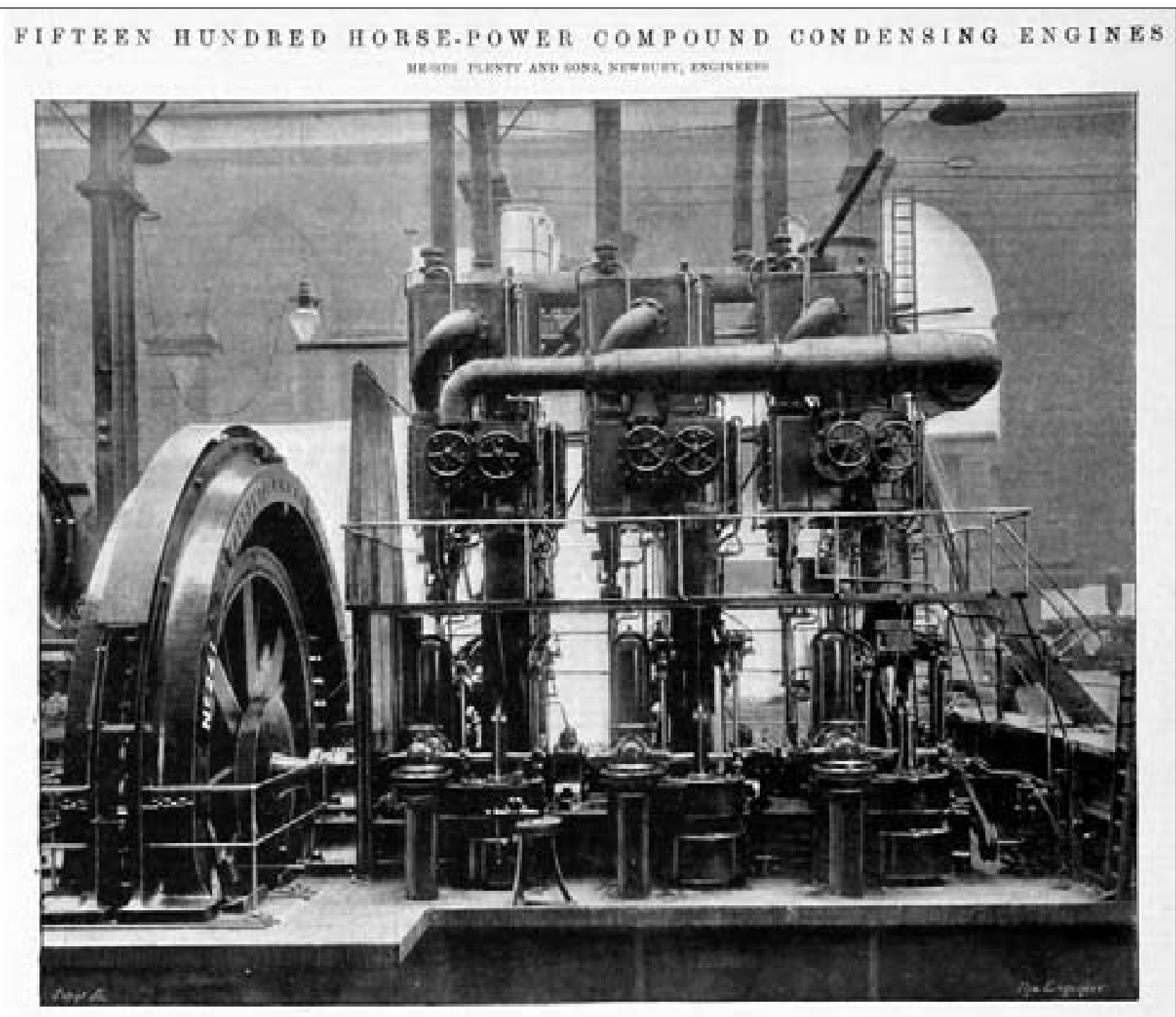
The site currently occupied by the Kennet Shopping Centre (since 1974) and has always been an important part of the history of Newbury. As early as the 15th century this site was renowned across Europe for the production and manufacture of high quality twill-backed cloths. The Winchcombe family from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

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

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



Historical site map



Eagle Iron Works advertising poster



Kersey twill cloth



Entrance to Plenty's Eagle Iron Works, Cheap Street



Woad seeds



Dyeing cloth on cheap street



# THE KENNET CENTRE HISTORY

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The area between Bartholomew Street, Cheap Street and Market Place was one of the earliest occupied areas of the medieval town of Newbury.

## 1960 – 1985 BUILDING THE KENNET CENTRE

In the 1960s, an initial scheme to construct a new shopping centre on the area between Bartholomew Street, Cheap Street and Market Place in Newbury town centre was proposed, to be completed in several phases. By 1974 the first stage of the work to create a supermarket, bank and around 20 other shops was complete. In 1982, work on phase II of the scheme began. This aimed to double the size of the existing shopping centre (renamed the Kennet Centre) and to create covered walking areas.

In 1984, plans were approved by the local authority for a new bus station, Sainsbury's supermarket, a new department store and a new car park, to create a total of 55 shops on a 5 acre site. The new shops were completed in the summer of 1985. A number of older buildings along the street frontages were retained, mainly towards the northern end.

## THE KENNET CENTRE TODAY

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



c.1985 Kennet Centre opening interior



c.1985 Kennet Centre entrance



c. 1985 Kennet Centre opening celebrations



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



Today's vacant night club, Market Street



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



c.1969-70 Cheap Street from Bear Lane



Today's car park and vacant large store, Market Street



Today's cinema and restaurants, Market Street junction



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



Inside today's Kennet Centre



Inside today's Kennet Centre



# SITE AND SURROUNDINGS

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## EXISTING SITE AND PEDESTRIAN ROUTES

### Access

Vehicular access/egress is located on the south side of the site, where vehicles enter from street level and access the first floor service deck via a ramp.

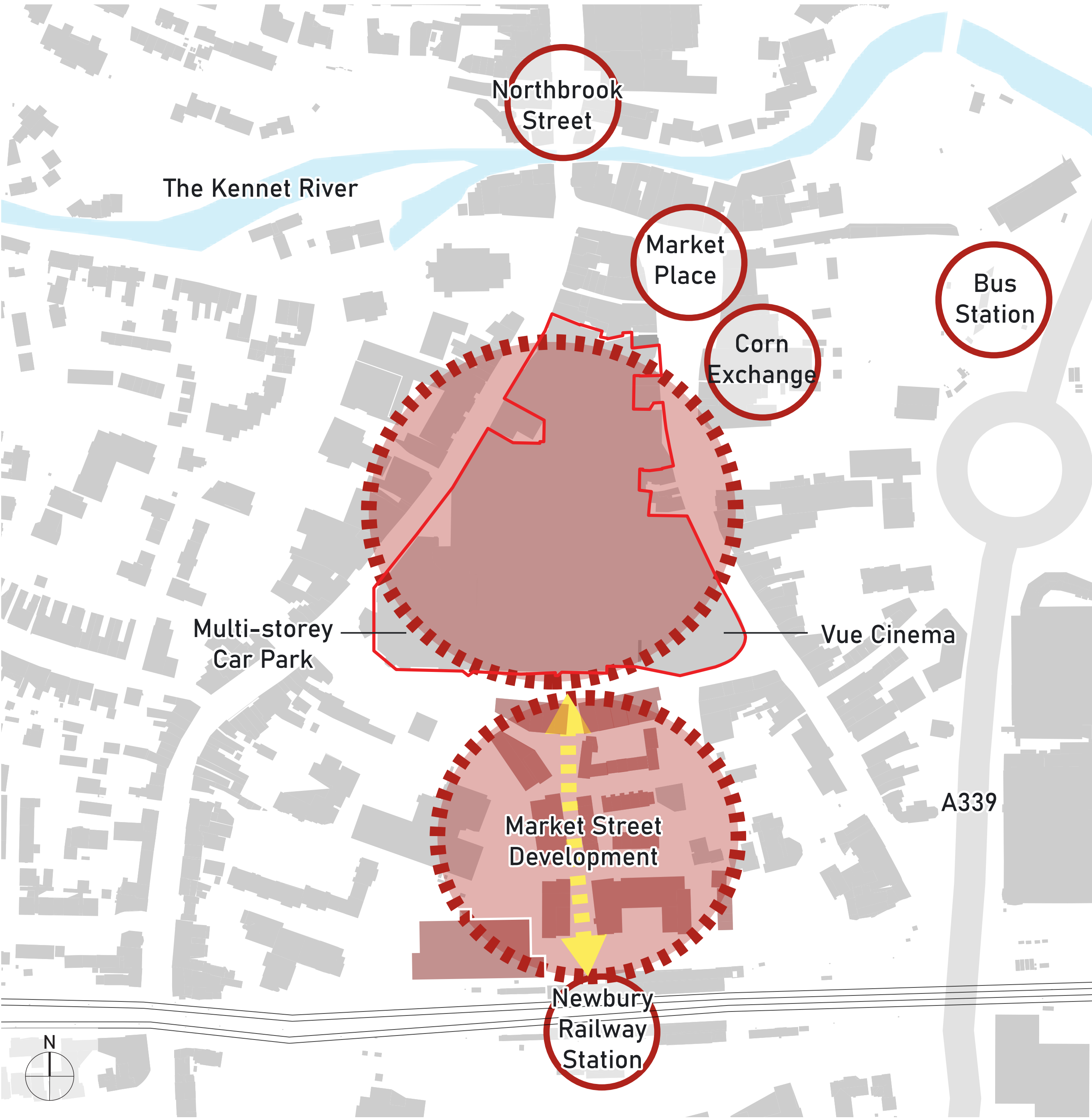
### Daylight, Sunlight, Overshadowing

The site is exposed to sunlight and little or no overshadowing from the south.

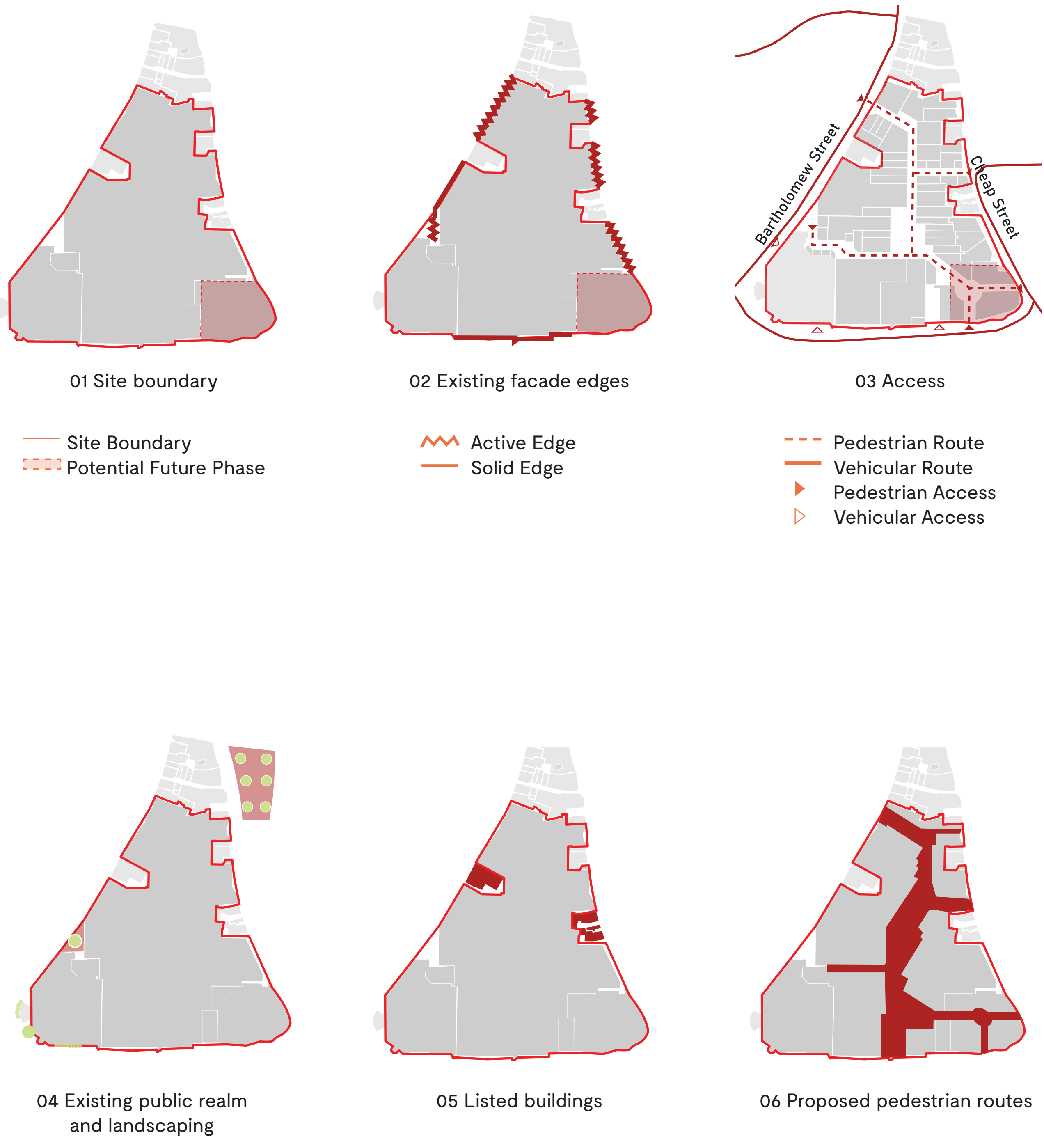
### Adjacent Properties

Adjacent to the site are grade II listed buildings at 33 & 34 Cheap Street; The Catherine Wheel public house; 21-25 Market Place; and The Newbury public house. The site boundary wraps around these listed buildings.

The Market Street development will provide 230 new homes and a new pedestrian link to the South side of the site.



Existing relationship with Market Street Development and Newbury Railway Station



## SURROUNDING CONTEXT



Marsh Lane



Newbury Clockhouse



Newbury Lock



The Kennet River



Northbrook Street



Market Street development



Newbury Town Hall and the Market Place