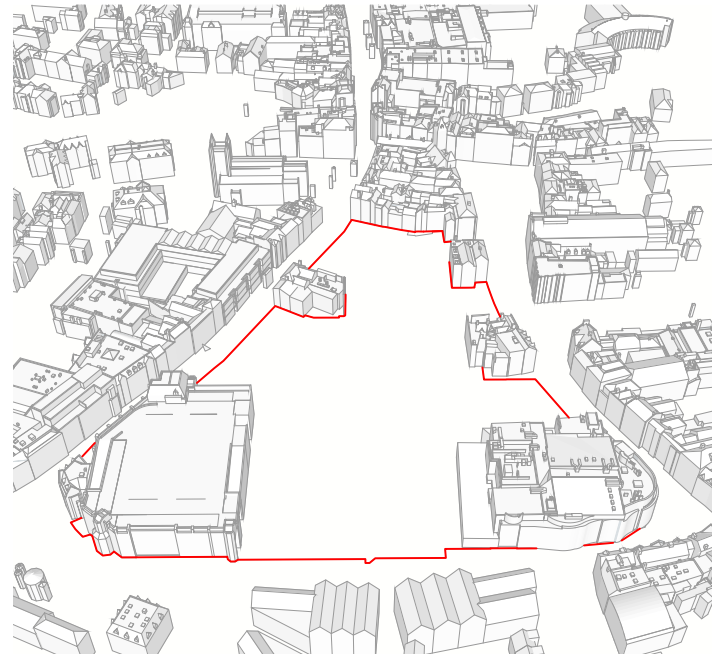


## 4.1. MASSING DEVELOPMENT

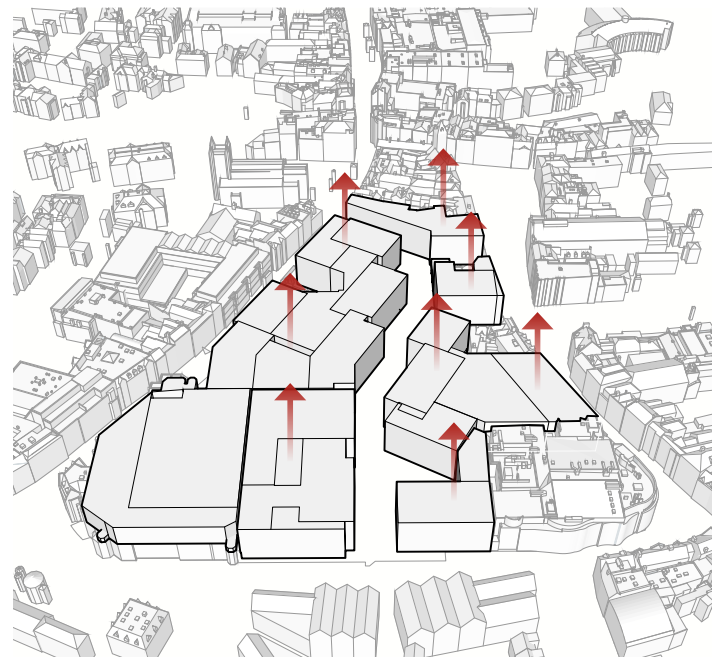
### 1. The Site

The site has a number of existing buildings within the site, which need to be considered and maintained. It's proximity to neighbouring sites also need to be taken into account.



### 2. Optimising Potential Massing

The massing exercise starts with the guidelines set within the sites constraints in order to satisfy the site's potential for development.



### 3. Optimum Form and Sunlight

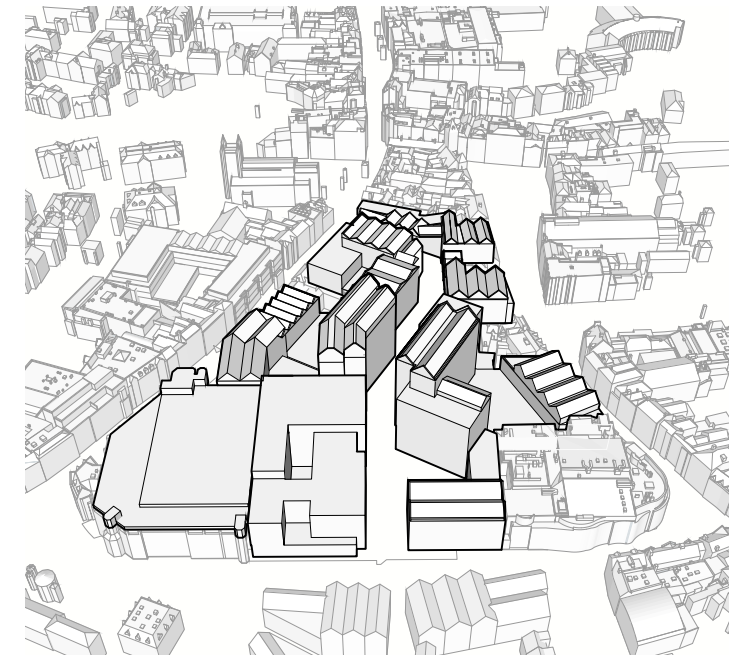
Further design development takes place to incorporate residential requirements regarding sunlight/daylight provisions for the proposed amenity spaces.



### 4. Architecture and Roofscape

The massing is divided into smaller volumes with the design of each volume unique to create a very distinct sense of place full of character, charm and quirk.

There are repeating elements but applied differently, mixing more traditional and contemporary language and detailing to create layers, visual interest and varied character.





4.2. ELEVATION TREATMENT

VICTORIAN AND INDUSTRIAL INFLUENCE

With an industrial history, as home to Plenty's Eagle Iron Works, precedence can be drawn from contextual and existing victorian industrial architecture. Through these precedents, various design cues can be picked up, such as, varieties in forms, façade articulation and a low key muted classicism (the use of arches, an implied order and hierarchy in the buildings).

In addition, by looking at the sites history, the design can reflect the historic plot pattern in the manner and roofscape. The façade articulation can also reflect the historic burgage plot pattern of the site and the prevailing character as a whole. At the north end of Bartholomew Street, there is a

lot of variety in the buildings, colour, fenestration design and alignment, some gables, some pitched roofs and dormers.

Both in Newbury and in industrial buildings, there is often detailing around the windows, and horizontal banding. In industrial architecture, there is also a prevalence of the use of logos and names on the buildings, this principle can be employed and used to establish the new branding of a site such as Eagle Quarter bringing a contemporary interpretation of historic industrial forms, whilst still reflecting the new intended residential use.



Entrance to Plenty's Eagle Iron Works, Cheap Street



1970'S Aerial view of site



Pymore Mill, Dorset



Long Shop Museum, Leiston



Simpson's Brewery, Hertfordshire (1956)



Avon Silk Mills, Wiltshire (1956)



Pymore Mill , Dorset



The Old Whitbreads Brewery Faversham, Kent 1990



CONTEMPORARY PRECEDENTS

Using the industrial history of the site as a key design influence, we can start to combine this with the more contemporary nature of the current times and produce a design which references the past whilst building for the present.

Market Place Mews

A precedent project which illustrates restoration of vibrancy is Market Place Mews. Situated in the centre of Henley-on-Thames, this mixed use scheme comprises of retail around an existing mews and proposed new public space. Above the retail units are 14 new apartments planned around

landscaped courtyard gardens. The buildings restore the lost urban grain of the old burgage plots with a series of clay tiled roofs running perpendicular to the High Street, and present an urban edge to the existing car park.

A new public open space is created in the heart of the scheme. The facade treatment gives expression to the individual apartments which are clad in black, ship-lap timber similar to the adjacent Grade I listed barn, with cantilevered glass boxes containing the living areas. The planning negotiations involved a close and successful working relationship with English Heritage.



Images by ColladCollins Ltd



Precedent Images



R7, Kings Cross - Duggan + Morris



Key Bridge House, Vauxhall - Allies and Morrison



Great Suffolk Street - Hawkins Brown Architects



Guildford Plaza - Morris + Company



Key Bridge House, Vauxhall - Allies and Morrison



Goodluck Hope, Leamouth - HAL Architects



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EAGLE QUARTER, NEWBURY  
PRE-APPLICATION DOCUMENT

## 5. DESIGN PROPOSAL

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## 5.1. OVERVIEW

The following illustrative scheme has evolved and been developed through a process following a thorough context analysis and brief development. Responding to the site analysis and key planning policy context, particularly the aspirations of the West Berkshire Core Strategy Development Plan Document (DPD).

The proposal is a mix use scheme consisting of retail, amenity, work space and residential. The key design features, using the sites industrial history and existing Newbury character, presents a collection of buildings, each unique and with its own character.

### Masterplan and Red Line

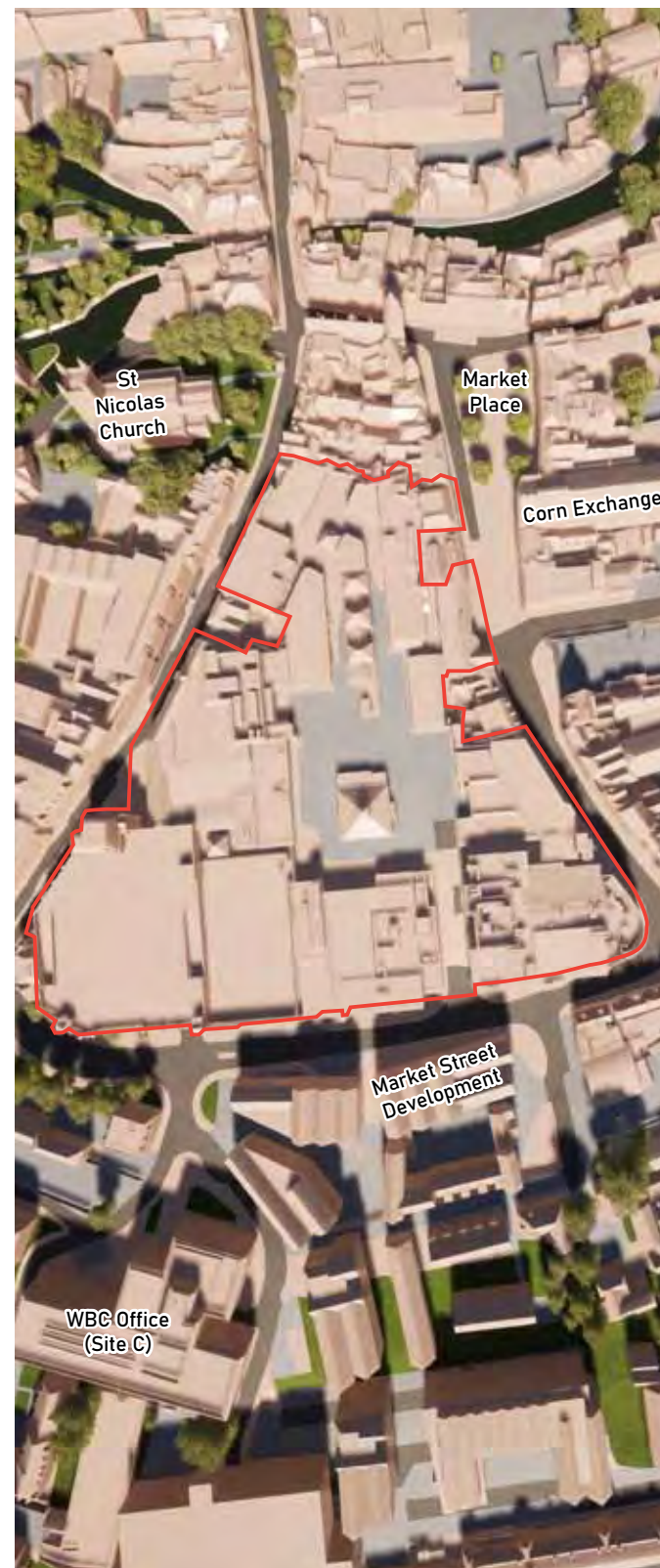
The scheme is make up of 7 residential blocks, a 60,000sqft NIA office, a workplace hub and a two storey car park extension. Furthermore, the proposal is tied together by a new landscaped pedestrian route named Eagle Walk, connecting Market Street to Bartholomew Street and Cheap Street. A new public square, Eagle Square, is additionally created enhancing the public realm and further connecting the proposal to the emerging Market Street Development.

Party wall relationships have been considered, with the special consideration been given to red line boundaries adjacent to grade II listed buildings, The Catherine Wheel and The Newbury.

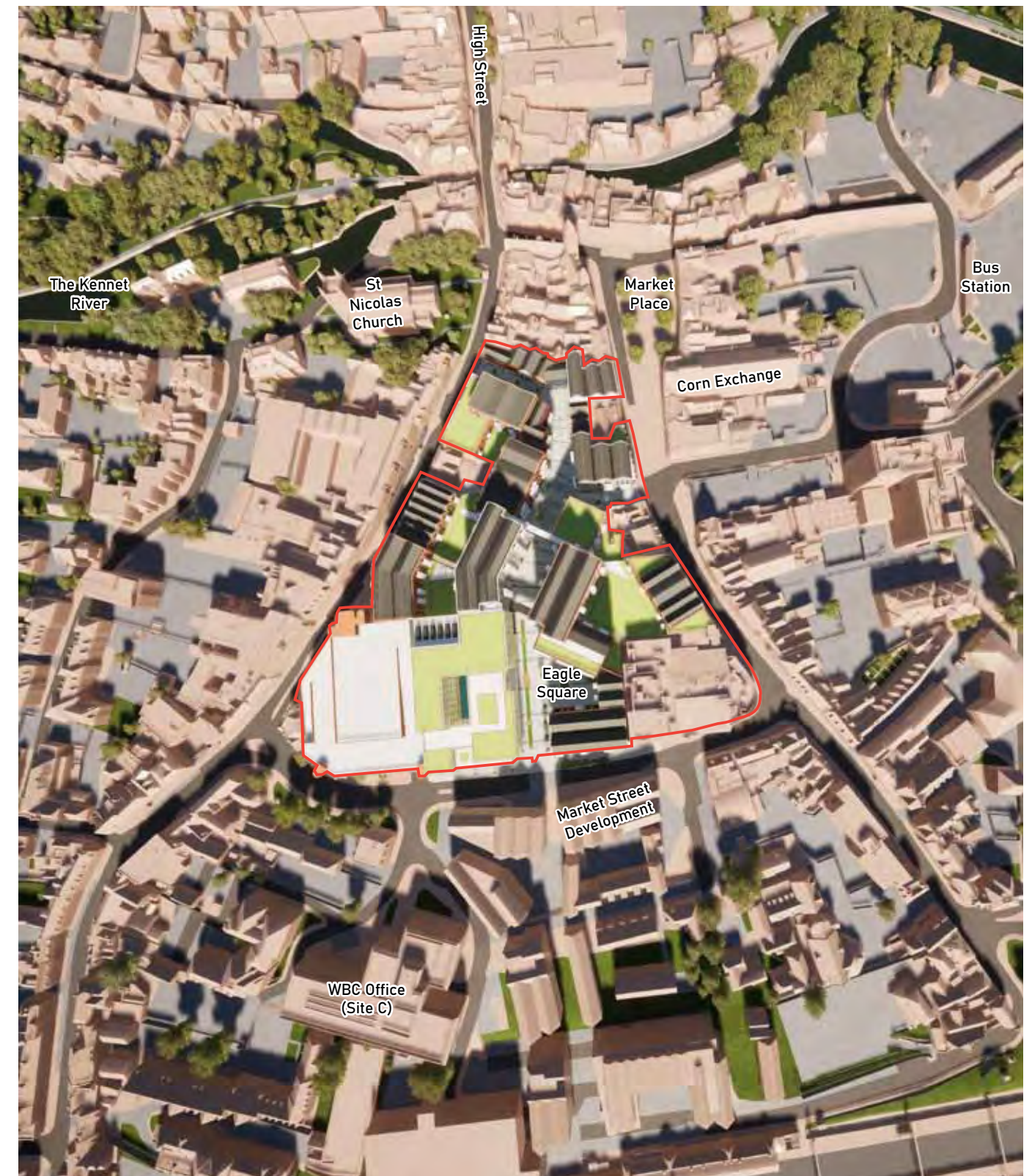
### Architecture

The scheme comprises 7 blocks with the massing divided into smaller volumes. The idea is to design each volume as unique and create a very distinct sense of place full of character, charm and quirk.

There are repeating elements throughout the scheme but applied differently, mixing more traditional and contemporary language and detailing to create layers, visual interest and varied character. The inspiration is loosely industrial and detailing such as diamond brick patterns found locally are reinterpreted and used throughout.



Aerial view of existing site



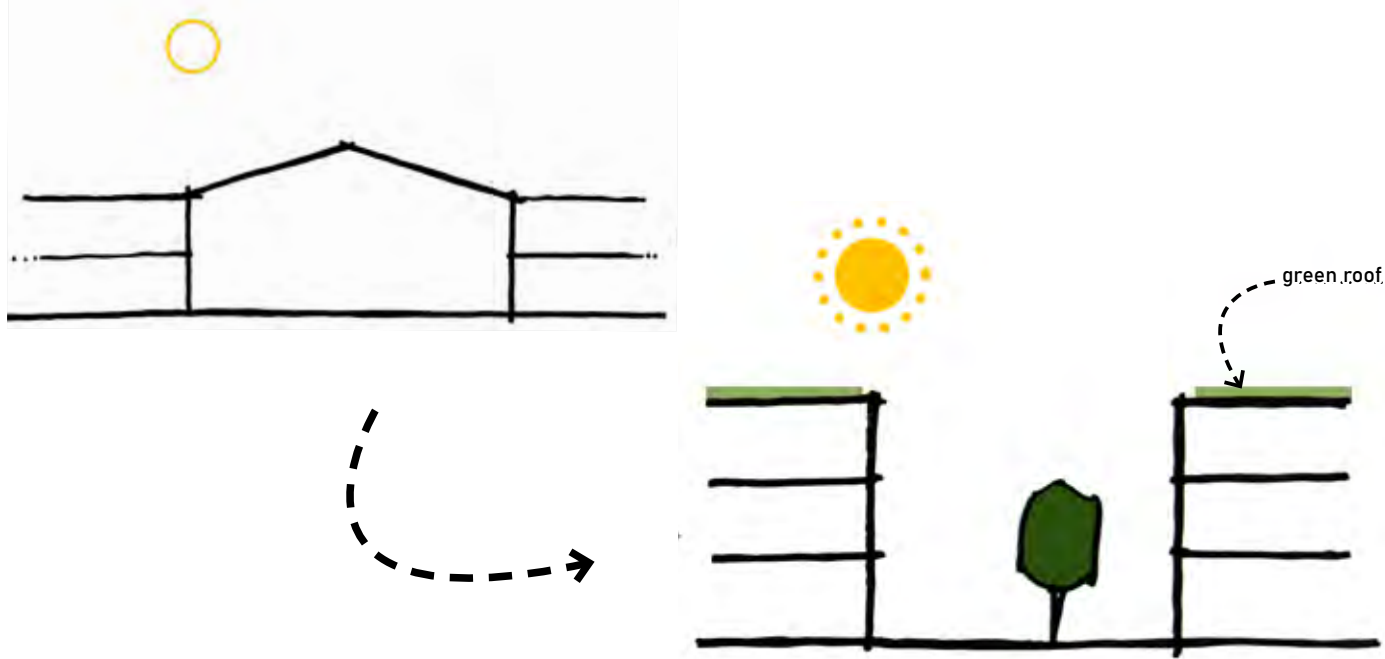
Aerial view of proposed scheme



5.2. LANDSCAPE STRATEGY

The following pages illustrate a landscape strategy put together by Fabrik.

OPENING THE SITE TO THE SKY



OPENING-UP OF THE EXISTING BUILT FORM



Existing grain



Building of the Kennet Centre

CONNECTING THE SITE



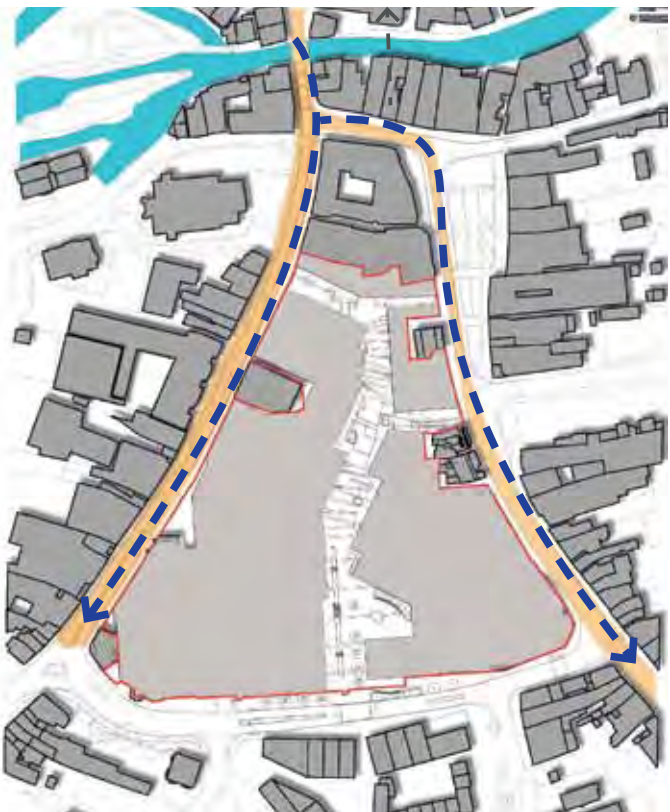
SPATIAL CONTEXT

Key civic open spaces have a direct relationship to the site - Market Place, St Nicholas' Churchyard and the River.

To the south, the Railway Station also has a strategic location relative to the site. The development site on the south of Market Street may strengthen this axis.

BARTHOLOMEW STREET AND CHEAP STREET, CONVERGING AT THE RIVER CROSSING

The two streets - Bartholomew and Cheap Street - have shaped the site's urban form, which is the historic heart of Newbury. Active frontages and the communal focus of Market Place and Market Street to the south have created a rich and lively urban quarter.





CONNECTING THE SITE

SPATIAL CONNECTIVITY

Permeability with the context - both streets and open spaces - will be a key opportunity for the project.

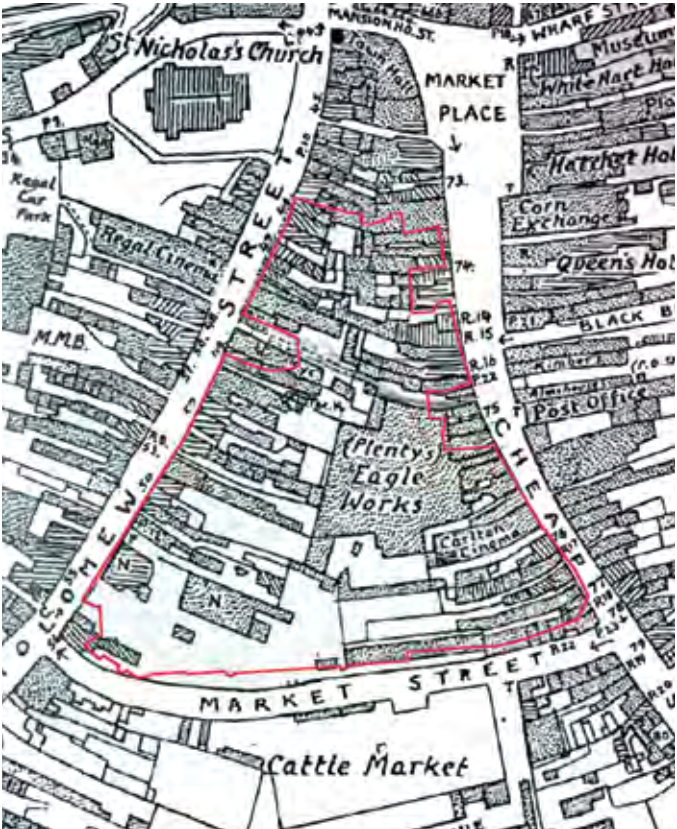
A new sequence of spaces, with a variety of scales and characters, will offer connectivity with the existing context. Hierarchy in scale could include potential for a new civic open space at the south of the site.



NEW PUBLIC SPACE

REFLECTING HISTORY

RESTORING THE URBAN GRAIN



Ordnance Survey map c. 1880 and the application boundary



Aerial photo c. 1970



Burgage plots and the eagle works overlaid



REFLECTING HISTORY

NEWBURYS INDUSTRIAL HERITAGE

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

Cloth-Making

John Winchcombe (1465-1519) and his son John Winchcombe (1509-1533) were clothiers par excellence. Trade records show that their cloths were reknowned across Europe including Antwerp, France, Germany and Italy. They funded the rebuilding at St Nicholas Church and are buried there. Their coat of arms can be seen on the trusses inside the church.

They manufactured twill-backed cloths called KERSEYS, which had a precise dimension of 1 yard x 16 yards and were dyed in rich tones using woad. Their records show vast orders of 25-30 tons of woad. There was a woad dyehouse on Cheape Street. The number of cloths traded by them is estimated to require approximately 30-50 looms, which is on a factory



Woad seeds



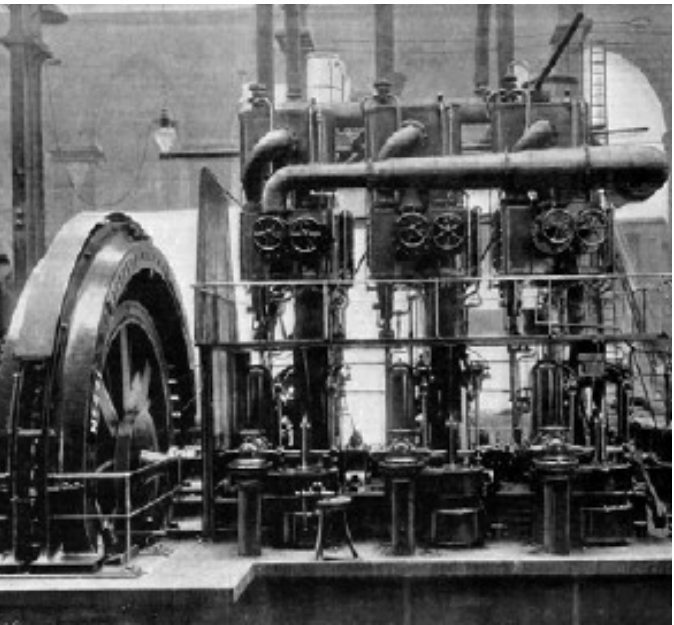
Dying cloth on cheap street



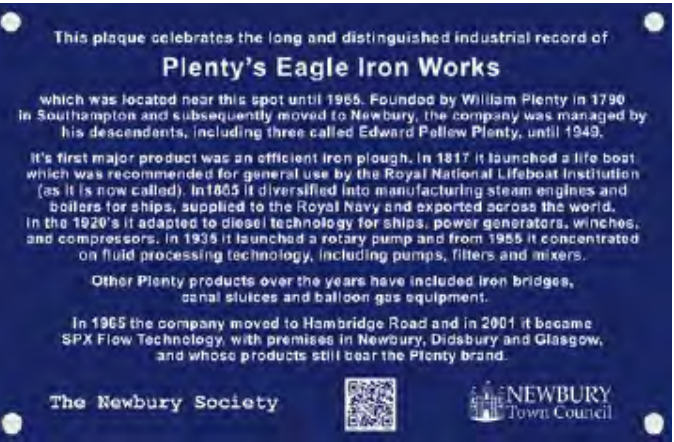
Kersey twill cloth

Ironworks And Marine Engineering

William Plenty's engineering company Eagle Ironworks, established 1800, was in operation on the site until 1928. Specialised in marine engineering, the works moved to Kings Road Newbury and subsequently to other divisions in Manchester and Glasgow.



Mechanisation of local industry



Eagle Iron Works



Eagle Iron Works

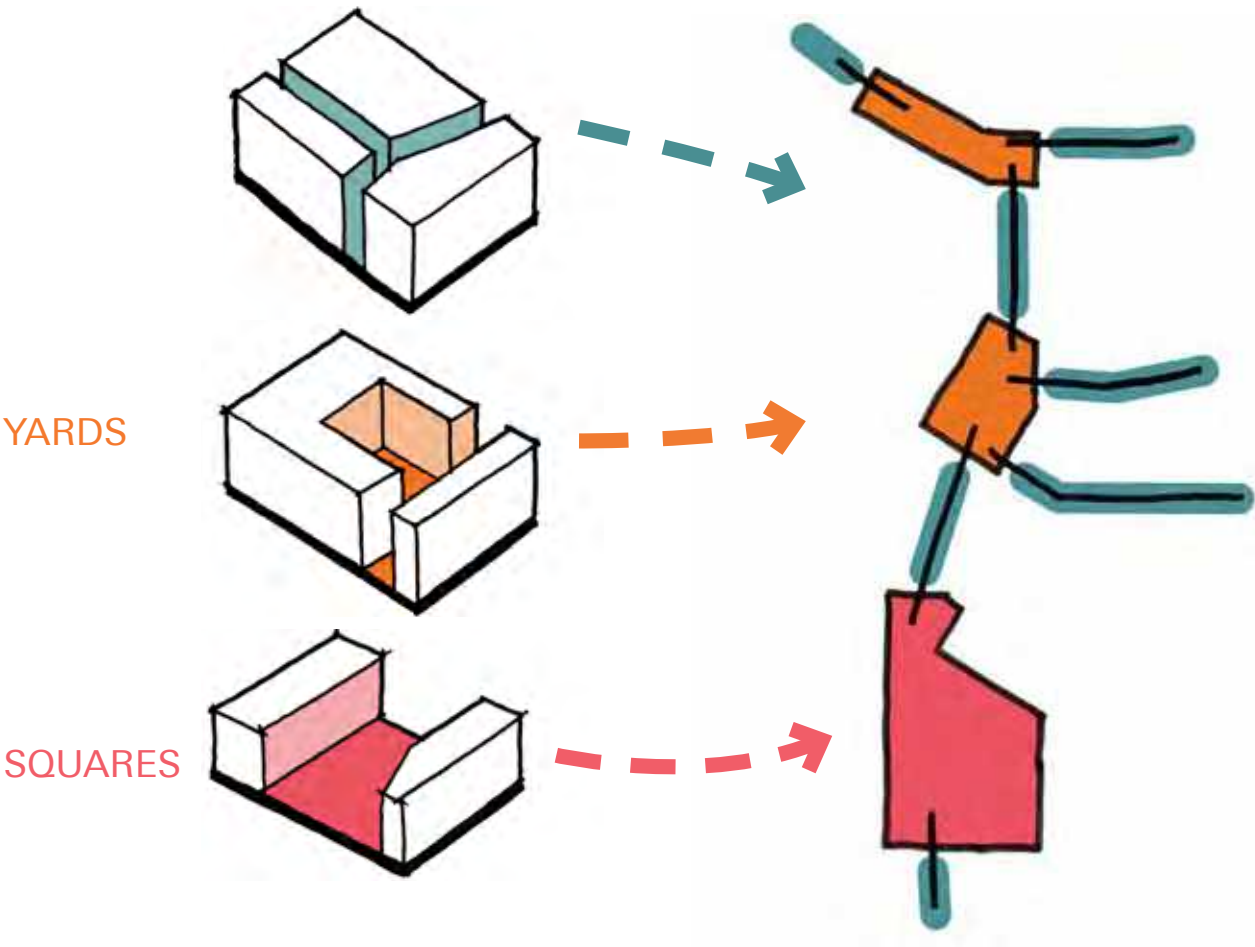


CELEBRATING THE ROUTES

'CREATING A SERIES OF LINKED SPACES THAT WELCOME VISITORS AND INVITE EXPLORATION...'

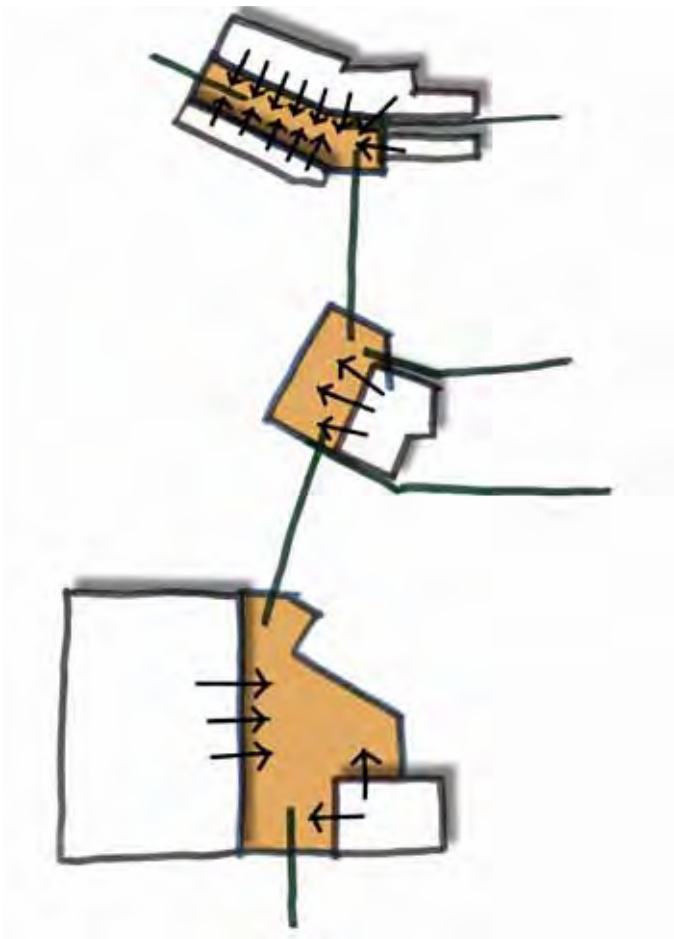


EXISTING AND PROPOSED CIVIC SPACES



SPATIAL HIERARCHY

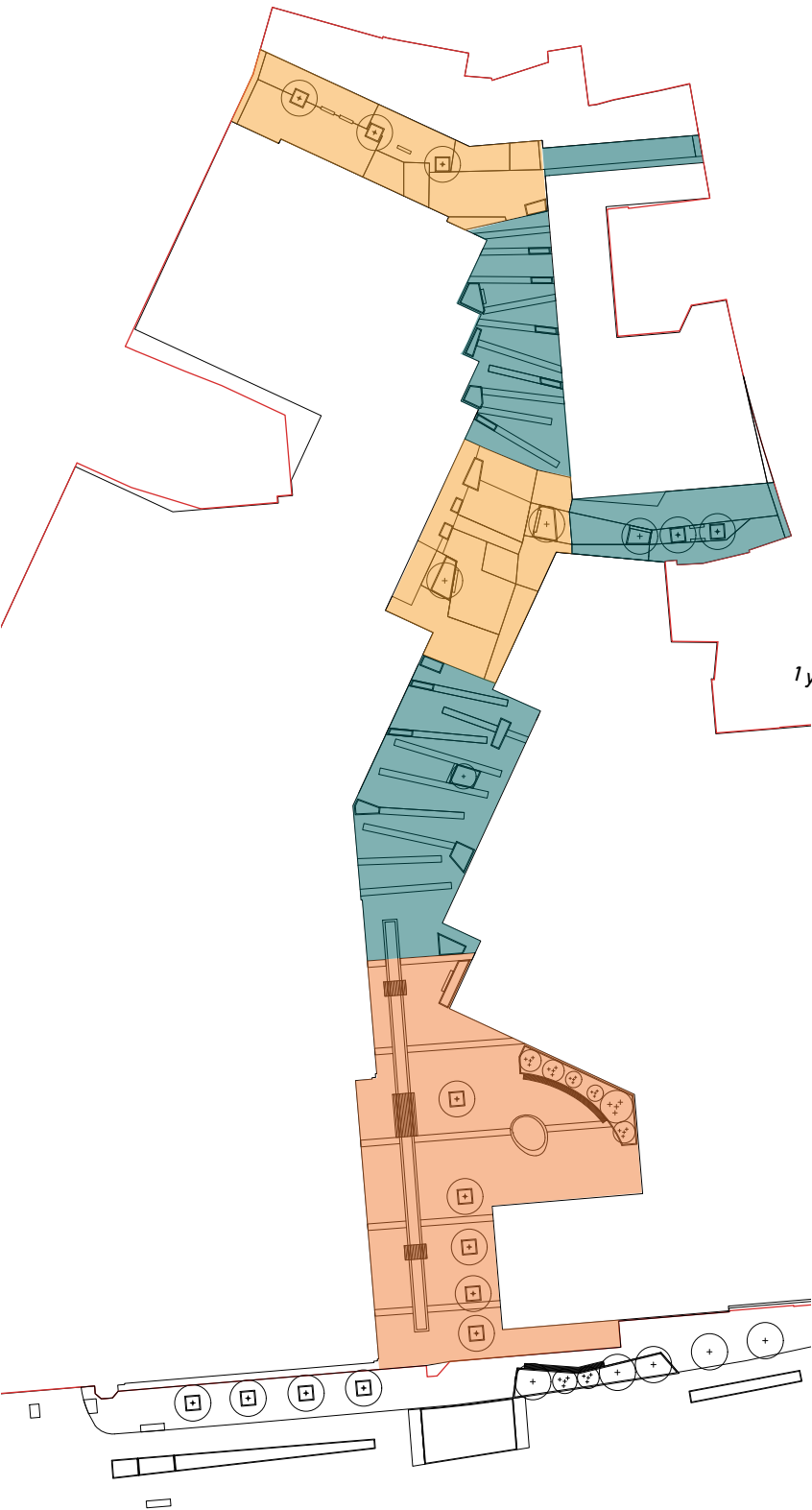
A SEQUENCE OF LINKED SPACES



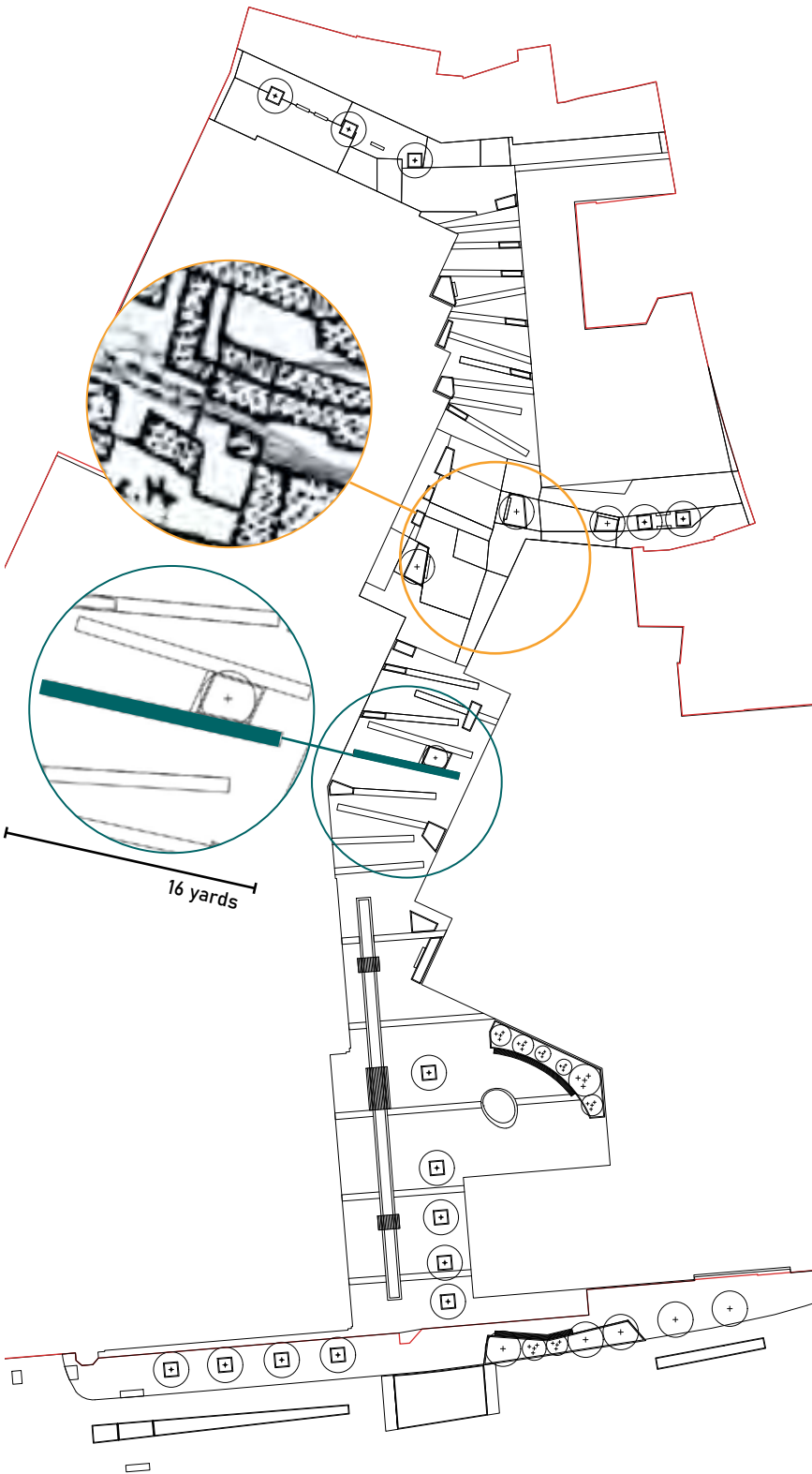
ACTIVITY AND CONNECTIVITY



EMERGING MASTERPLAN - LAYERS



YARDS, PASSAGES AND SQUARE



GROUNDPLANE INSPIRED BY HISTORICAL PLOTS AND THE KERSEY



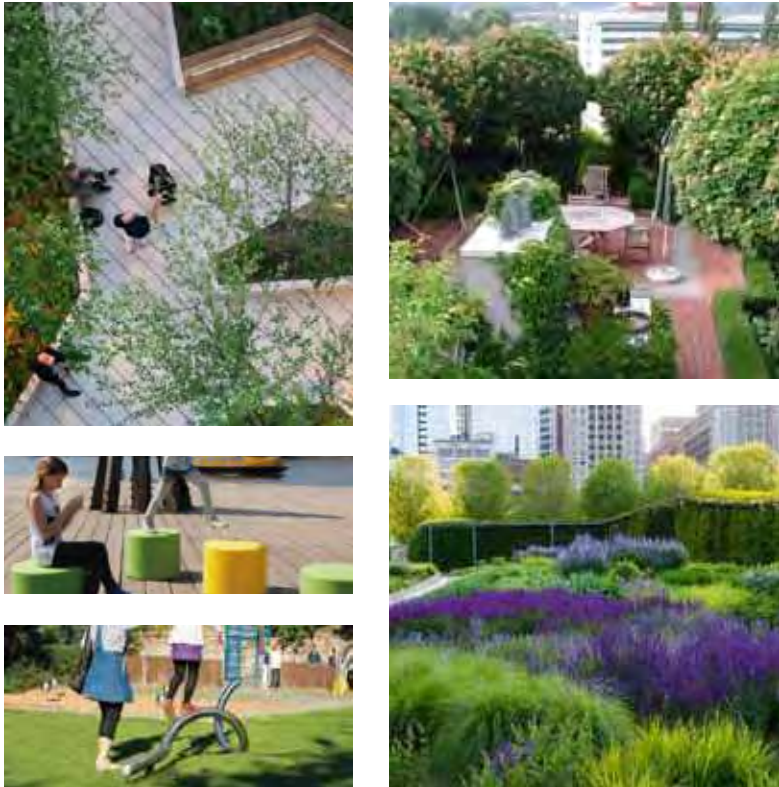
PLANTING DESIGN BRINGS RICH COLOURS, SEASONALITY AND BIODIVERSITY INTO THE SITE



EMERGING MASTERPLAN - UPPER LEVELS



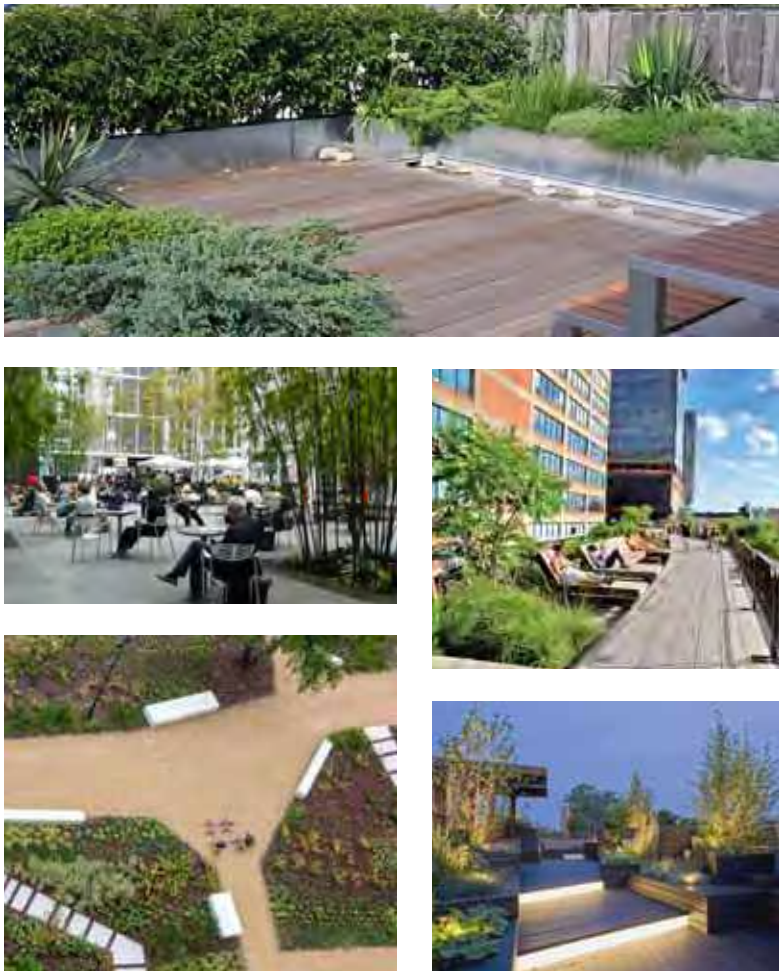
COMMUNAL GARDENS



PRIVATE TERRACES



AMENITY SPACES



BIODIVERSE ROOFS





EMERGING MASTERPLAN



Legend

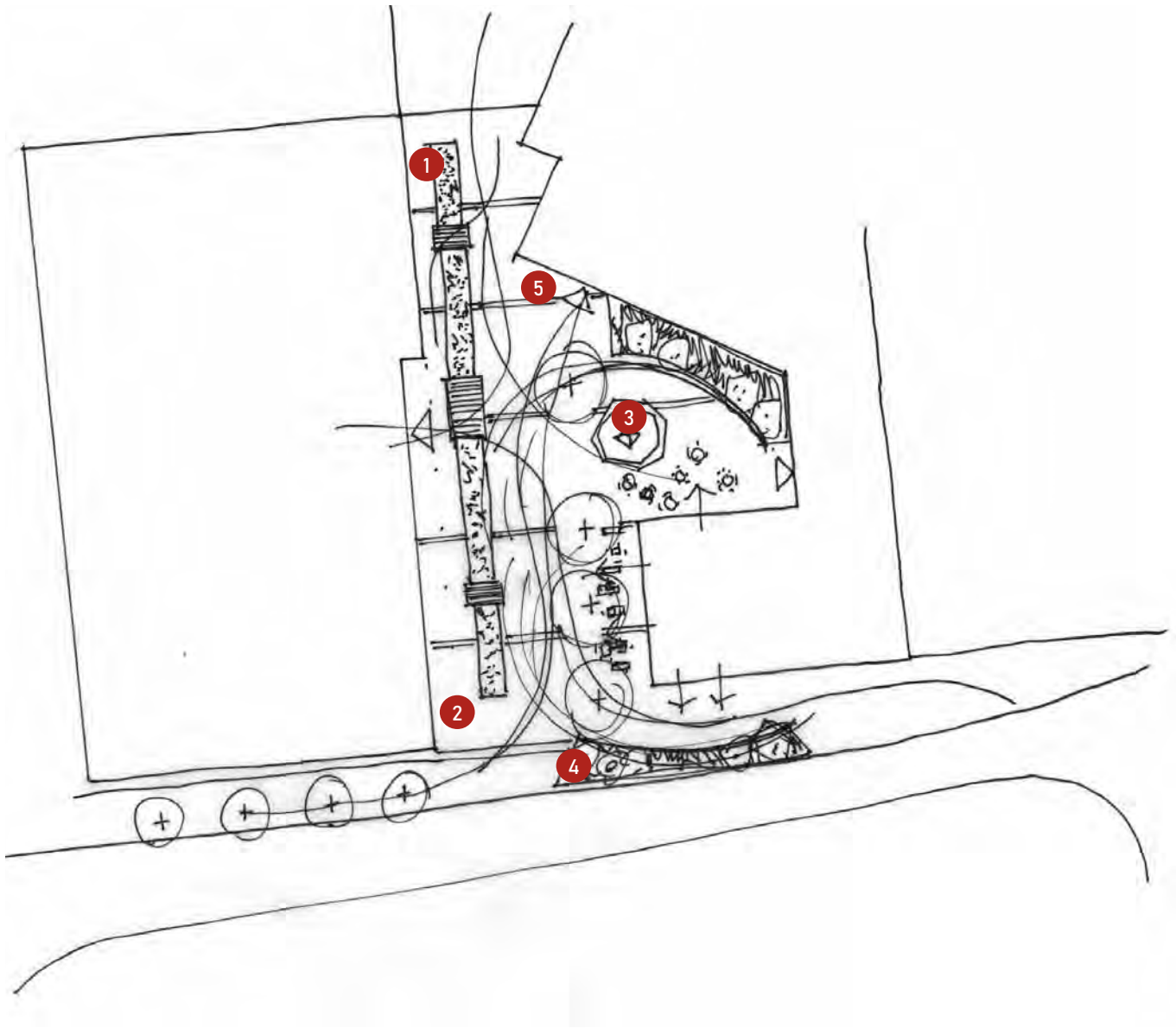
- 1 Plots thresholds and boundaries define the surface pattern in each yard
- 2 Kersey cloth lengths - 1 yard by 16 yards - define surface patterns in the passages
- 3 Clear thresholds to private spaces give privacy and opportunities for planting
- 4 Eagle square offers a new public space for newbury, with a civic scale and welcoming character.
- 5 Potential for public art to celebrate the site's history of innovation and creativity

EMERGING MASTERPLAN 1:500@A1





EMERGING MASTERPLAN - EAGLE SQUARE



Legend

- 1 Rain garden - indigo colours inspired by kersey colours
- 2 Wide footpaths connect entrances to new buildings
- 3 Potential for public art celebrating eagle works
- 4 Planting in large beds offers richness and seasonality, also defining a large open space
- 5 Paving and street furniture retain level access and permeability across the space





PRECEDENT IMAGES

CREATING A RICHLY TEXTURED GROUND PLANE THAT RESPECTS THE HISTORY OF THE SITE



EAGLE SQUARE



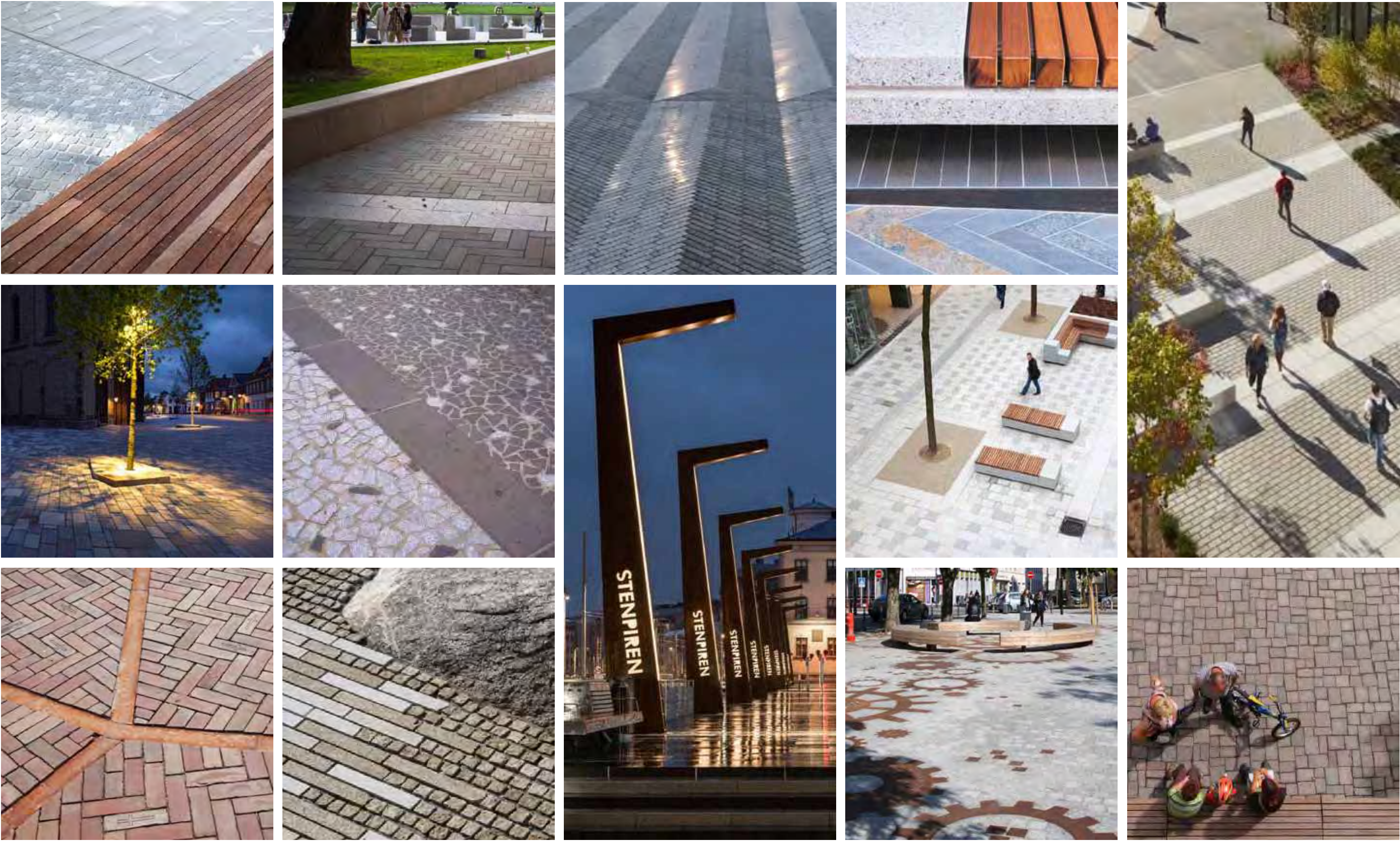
YARD



PASSAGE



MATERIALITY





EMERGING MASTERPLAN - NEIGHBOURING STREETS



BARTHOLOMEW STREET



1 View looking south from St Nicholas Church, showing flush surfaces and passage into the site.



2 View looking north showing one-way single lane vehicular route and traffic management.



Current Situation:

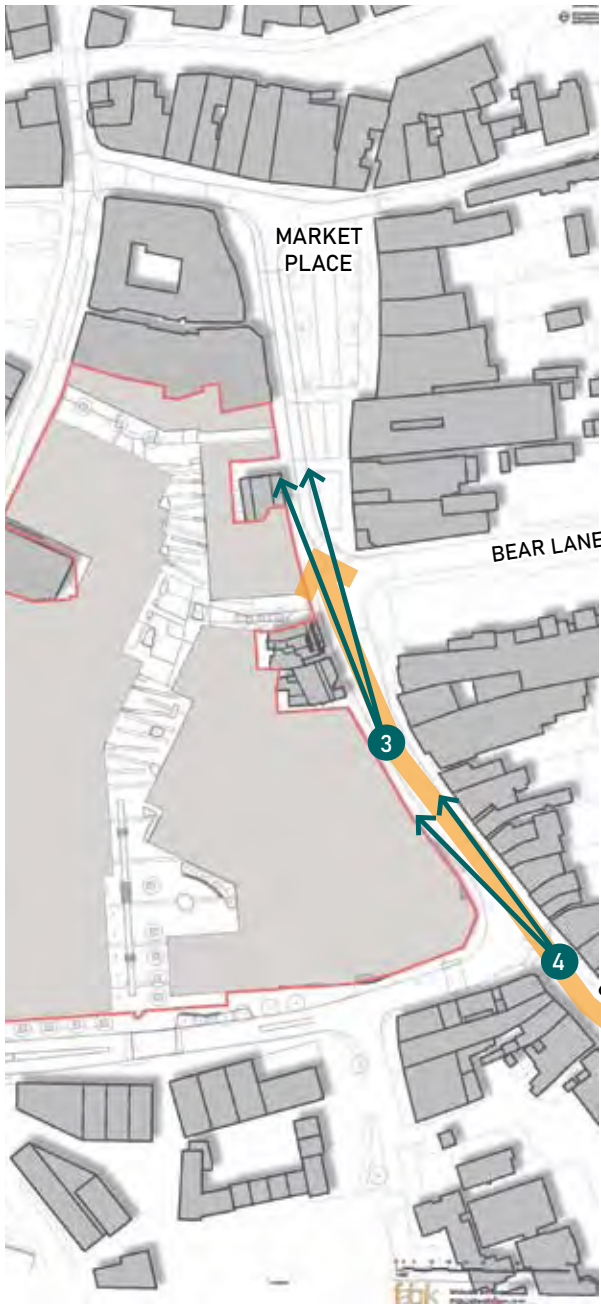
- Pedestrianised between 10am-5pm weekdays except for access
- Oneway (north) from carpark, up to Market Place
- Mostly shared surface with drop off bays (defined by flush kerbs) for deliveries.
- Vehicular movement restricted by drop-bollards, fixed bollards, seating, cyclestands
- Wide pavement, sett/block paving and benches promote a pedestrian character

Potential Improvements:

- Update road alignment to minimise vehicular area.
- Flush kerbs to improve pedestrian character.



CHEAP STREET



3 View looking north up Cheap Street to Market Place, showing two 'passage' ways into the site.

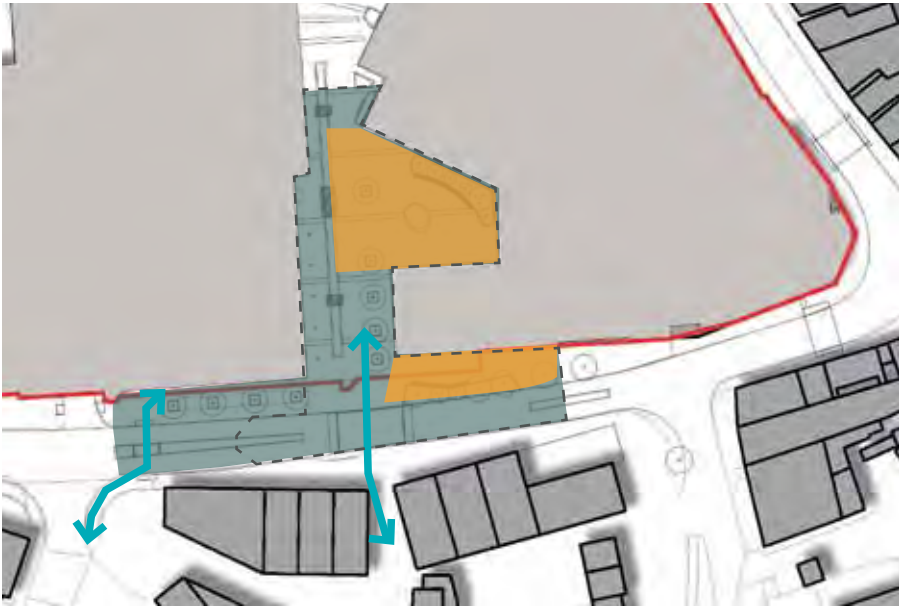


4 View looking north up Cheap Street, showing southbound traffic directed onto Market Street.

Current Situation:

- Two-way traffic up to Bear Lane, Market Place is pedestrian only (except deliveries/events)
- Southbound traffic is required to turn right along Market Street (except cycles)
- Standard pavements and crossings throughout
- **Potential Improvements:**
- New crossing treatment to Market Place

MARKET STREET



Current Situation:

- Market Street is a busy 2-way vehicular route because all vehicles approaching from Bartholomew Street have to turn right onto Market Street (unless for the carpark) between 10am-5pm. And all vehicles heading south along Cheap Street have to turn onto Market Street.
- Vehicles dominate due to the wide roadway and narrow pavements: This could be addressed with planting in existing hatched zone, crossings and improved public realm character.

Potential Improvements:

- Improve western crossing
- Omit taxi rank, add street trees
- Improve median strip
- Create connection to Market Street Development and Station
- Planting and street trees to improve Market Street



View looking east along Market St: The road width dominates. View line curves left towards the site.



View looking north to carpark exit: Vehicles dominate; exposed pedestrian environment



View looking east along Market St: Roadway width dominates, towards future Eagle Square



View looking north from Mayors Lane to Market Street: Likely to become well-used.



5.3. FLOOR PLANS

GROUND FLOOR PLAN

