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Matthew Shepherd
Planning Department
West Berkshire
Council Market
Street Newbury
Berkshire
RG14 5LD

25 October 2024

Dear Matthew

Planning Application: 23/02094/FULMAJ
Eagle Quarter II, Kennet Centre, The Mall, The Kennet Centre, Newbury, RG14 5EN

I am writing in response to the report prepared by Cllr Martin Colston.

Having reviewed its content, we are extremely disappointed that we have to respond to what is plainly an inaccurate document, that does not reflect the scheme. We are also disappointed that this document was published on the Council's website ahead of the hearing.

As you know, producing 3D images requires accurate information and skill. We instruct professionals to produce all of our images, at great expense, to ensure accuracy and reliability – they would of course have to stand up to an Inspector's scrutiny in a worst case scenario. To put something together based on supposition and make it publicly available is unfair and prejudicial.

As requested, following 3rd October committee, we are preparing additional Accurate Visual Representations, as requested by members, of most of the views included in the document. As you know, the proposals will look nothing like the amateur images produced to date. The AVRs already submitted demonstrate this, and we expect to have the additional AVRs ready shortly.

In the meantime, we have asked Collado Collins to prepare a response, using correct data, and this is attached for your information.

On a more technical note, this is how the Collado Collins composite views have been prepared. None of this will have been possible in the alternative views prepared:

- The base model is sourced from z-mapping. This base data provides terrain mapping and shows the forms of the existing buildings and also the canopies of any existing trees. As such it provides an accurate context within which to view any new proposals. We are told that z-mapping is accurate to c300mm – so very accurate for this type of work.
- It would appear that the alternative model simply extrudes plan shapes upwards – making no allowance for form or levels. As such the views are wholly unhelpful as they are wholly unrepresentative of the proposals.

- Our own proposals for the new buildings are modelled in a combination of Revit and Sketch up. The proposals are 100% accurate.
- The alternative illustration simply extrudes plan forms and so gives a totally false impression of the buildings.
- The z-map model allows for the buildings to be viewed in context and from actual pre agreed positions. This is clearly the most helpful way of viewing and considering the proposals. It is this process that has allowed for a detailed engagement with officers and Historic England and the careful and considered refinement and reduction and alteration of the design proposals over the last 4 years.
- The alternative massing diagrams are viewed from wholly unhelpful locations clearly intended to provoke.
- The modelling approach allows us to undertake daylight testing and the modelling of roofs and forms etc. has a significant beneficial impact on daylight penetration. This is completely missed with the 'shoe box' model prepared.
- Some of the viewing points chosen are very close to buildings and so their impact is bound to be greater– if one stands close enough to a single story building it looms.

The entire point of the modelling process is to allow for thoughtful decision making. The work provided offers no assistance whatsoever to this process as the material is visually irrelevant because it is totally inaccurate and (deliberately) misleading.

The shadowing exercise is also entirely inaccurate as it does not take account of podium levels and differing heights and building shapes.

I trust the attached is helpful in demonstrating an accurate representation of the views, and the fully rendered AVRs will be submitted to you shortly.

Yours sincerely



Sarah Ballantyne-Way
Planning Director

Enc: Comparative Views (Collado Collins) 23 October 2024

EAGLE QUARTER NEWBURY

COMPARATIVE SKETCHUP VIEWS
PREPARED IN RESPONSE TO CLLR MARTIN COLSTON'S
DOCUMENT DATED 17TH OCTOBER 2024

23RD OCTOBER 2024



Cllr Martin Colston's massing model: podiums and roofs not shown as proposed.

- Taking massing height up to the ridge as a single square block increases height above what's proposed
- Not showing podiums creates deep courtyards and increases shadow on ground level



Proposed massing model

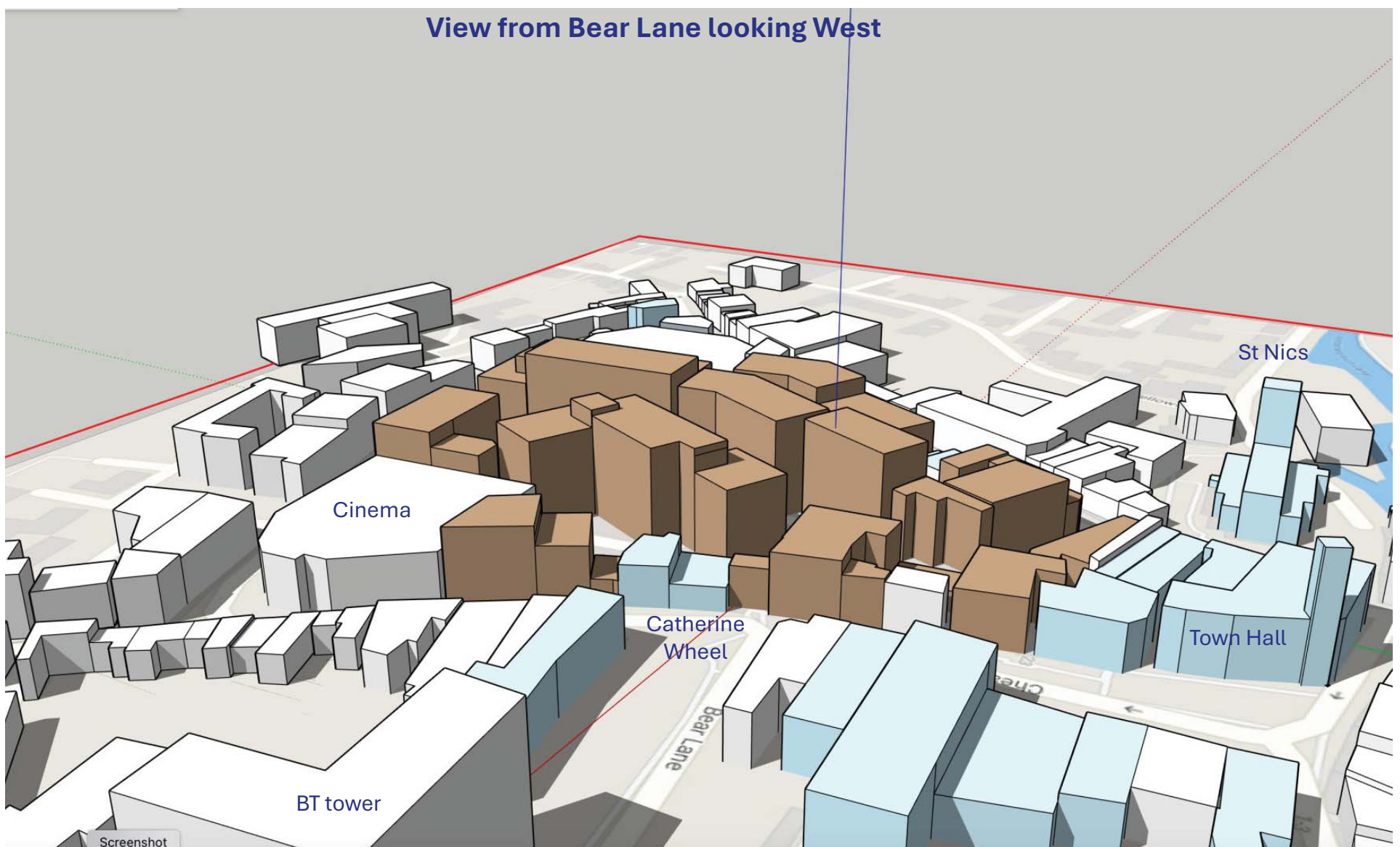


Cllr Martin Colston's massing model: View West from Bear Lane Showing Catherine Wheel

- Pitched roofs and set back floor on Block G are not shown increasing height and overall massing
- Significant facade detail such as arch and floor set back on Block G are not shown, instead, buildings are presented as large square blocks not reflective of the actual submitted proposals.

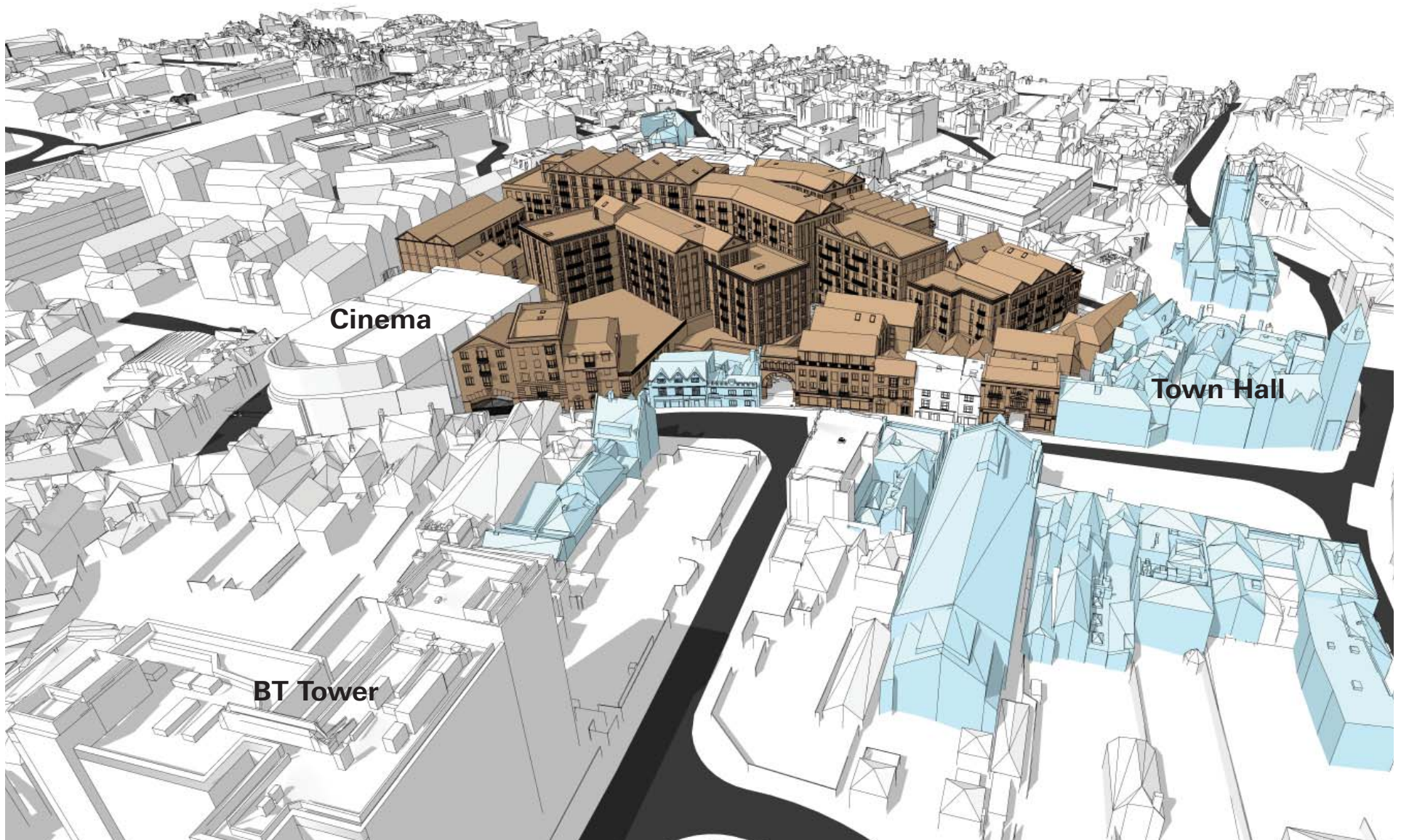


Proposed View West from Bear Lane Showing Catherine Wheel

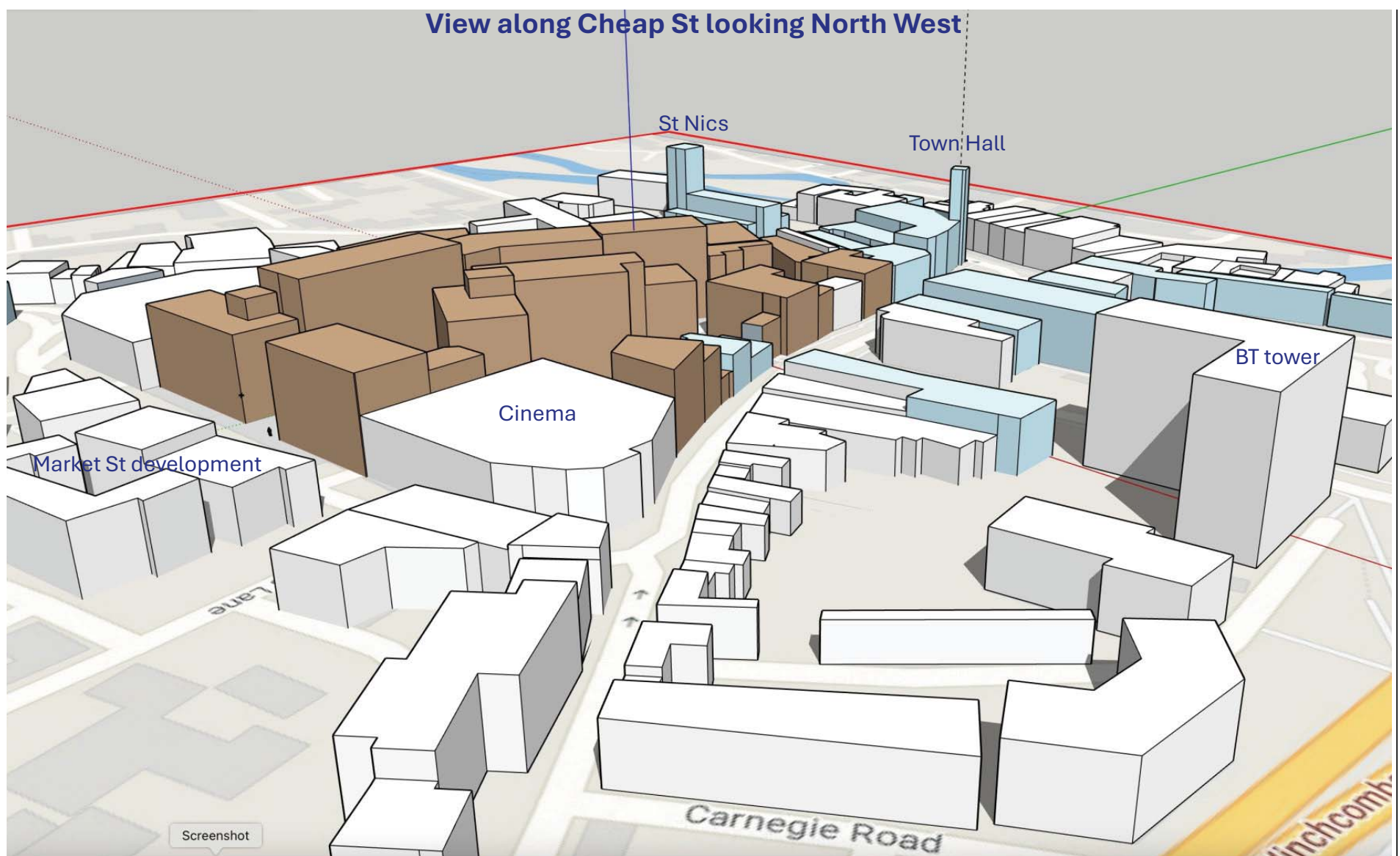


Cllr Martin Colston's massing model: Aerial View from Bear Lane Looking West

- Roofs and podiums are not shown as proposed
- Height of the proposed blocks is not representative of what's been submitted by the Applicant
- Height of the existing context does not match 3D survey model used by the Applicant

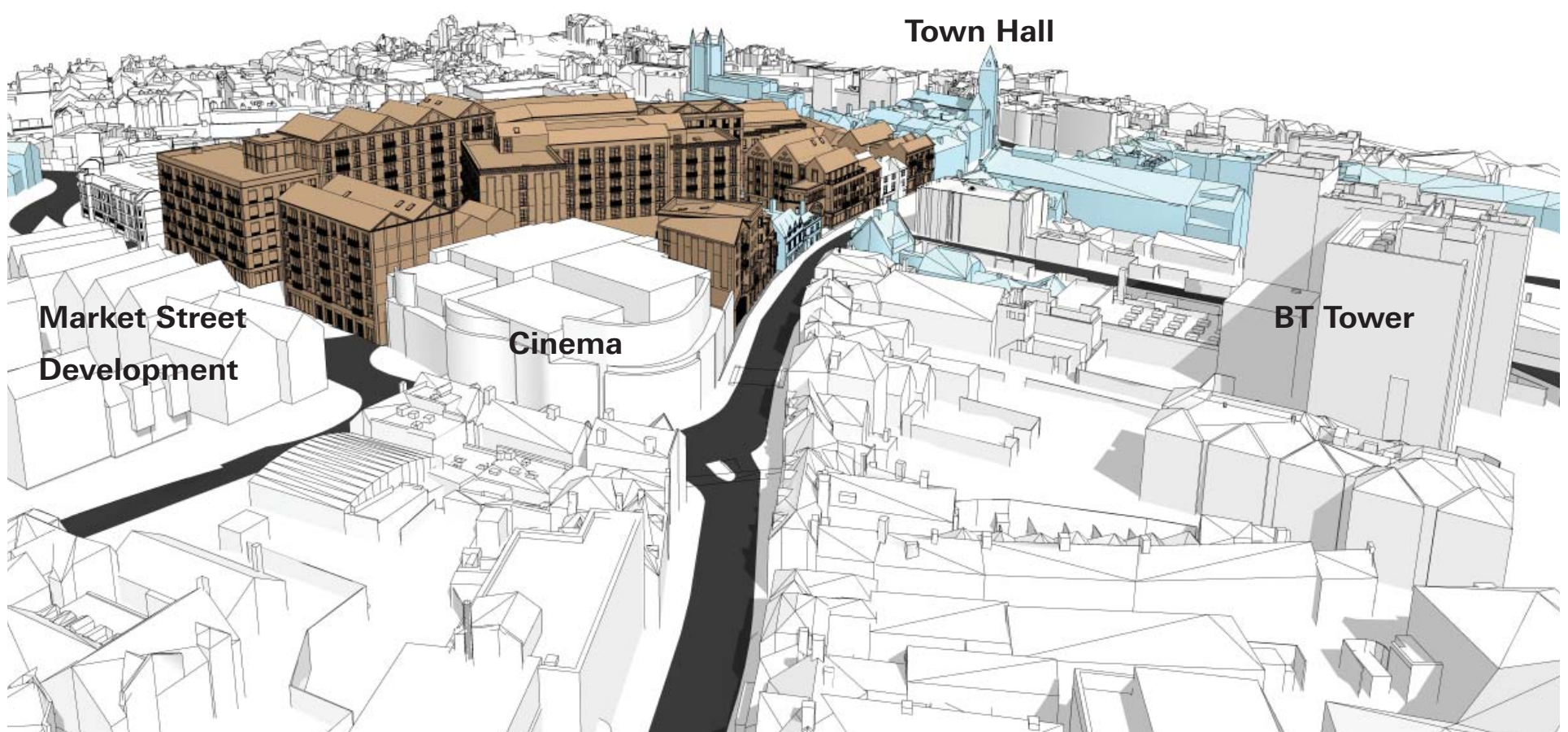


Proposed Aerial View from Bear Lane Looking West

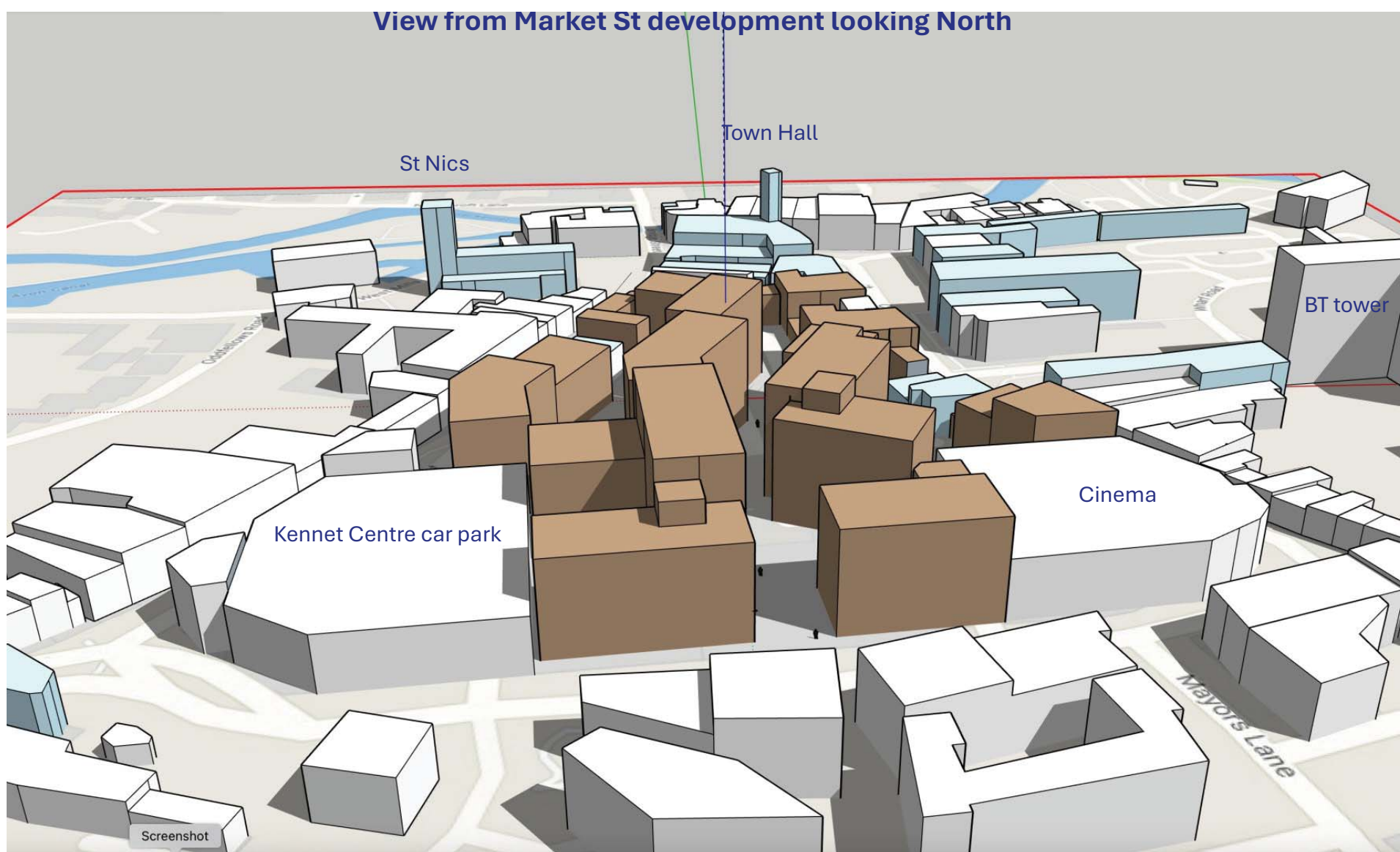


Cllr Martin Colston's massing model: Aerial View Along Cheap St looking North West

- Roofs and podiums are not shown as proposed
- Height of the proposed blocks is not representative of what's been submitted by the Applicant
- Height of the existing context does not match 3D survey model used by the Applicant

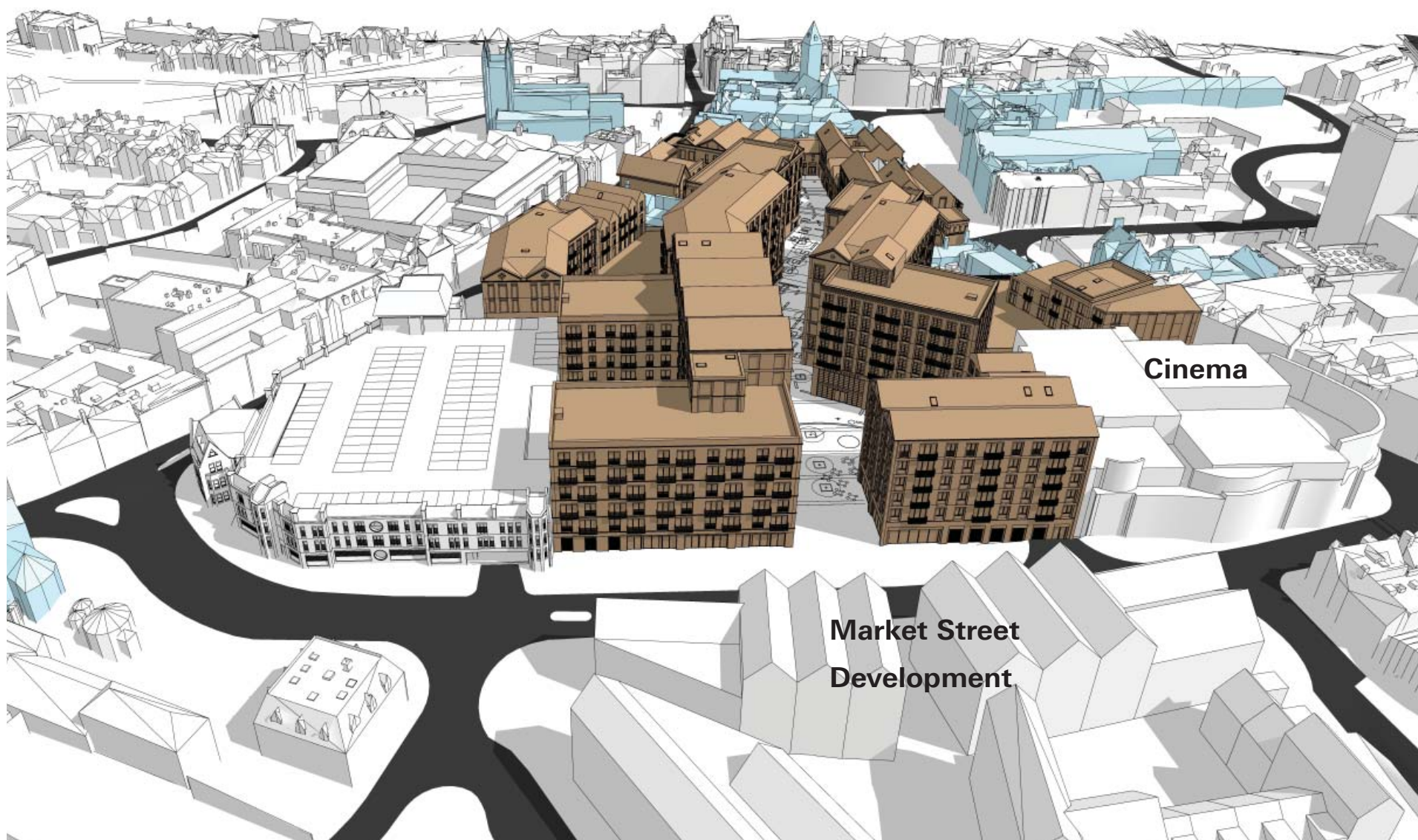


Proposed Aerial View Along Cheap St looking North West



Cllr Martin Colston's massing model: Aerial View from Market St Development Looking North

- Roofs and podiums are not shown as proposed
- Height of the proposed blocks is not representative of what's been submitted by the Applicant
- Height of the existing context does not match 3D survey model used by the Applicant

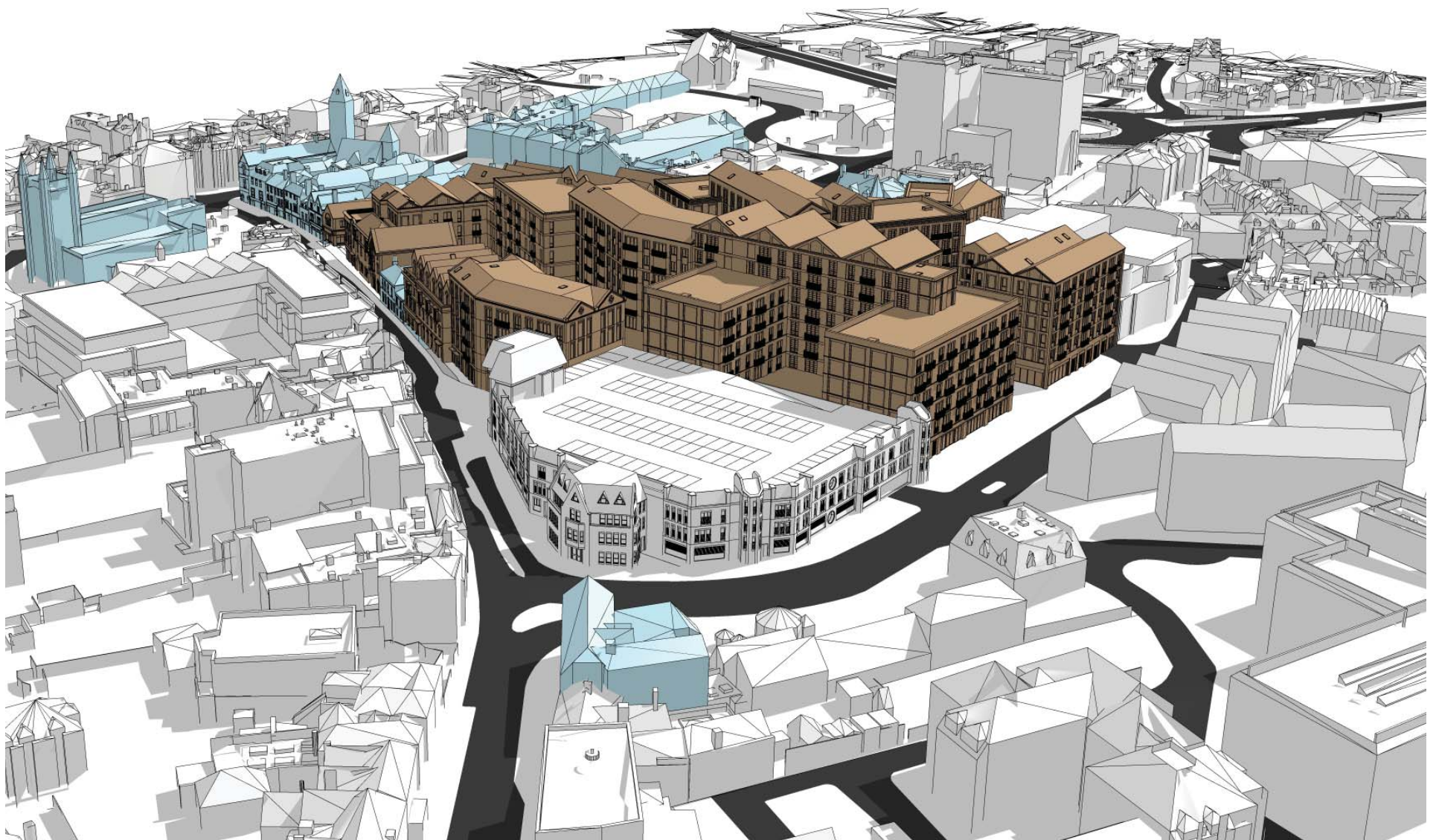


Proposed Aerial View from Market St Development Looking North

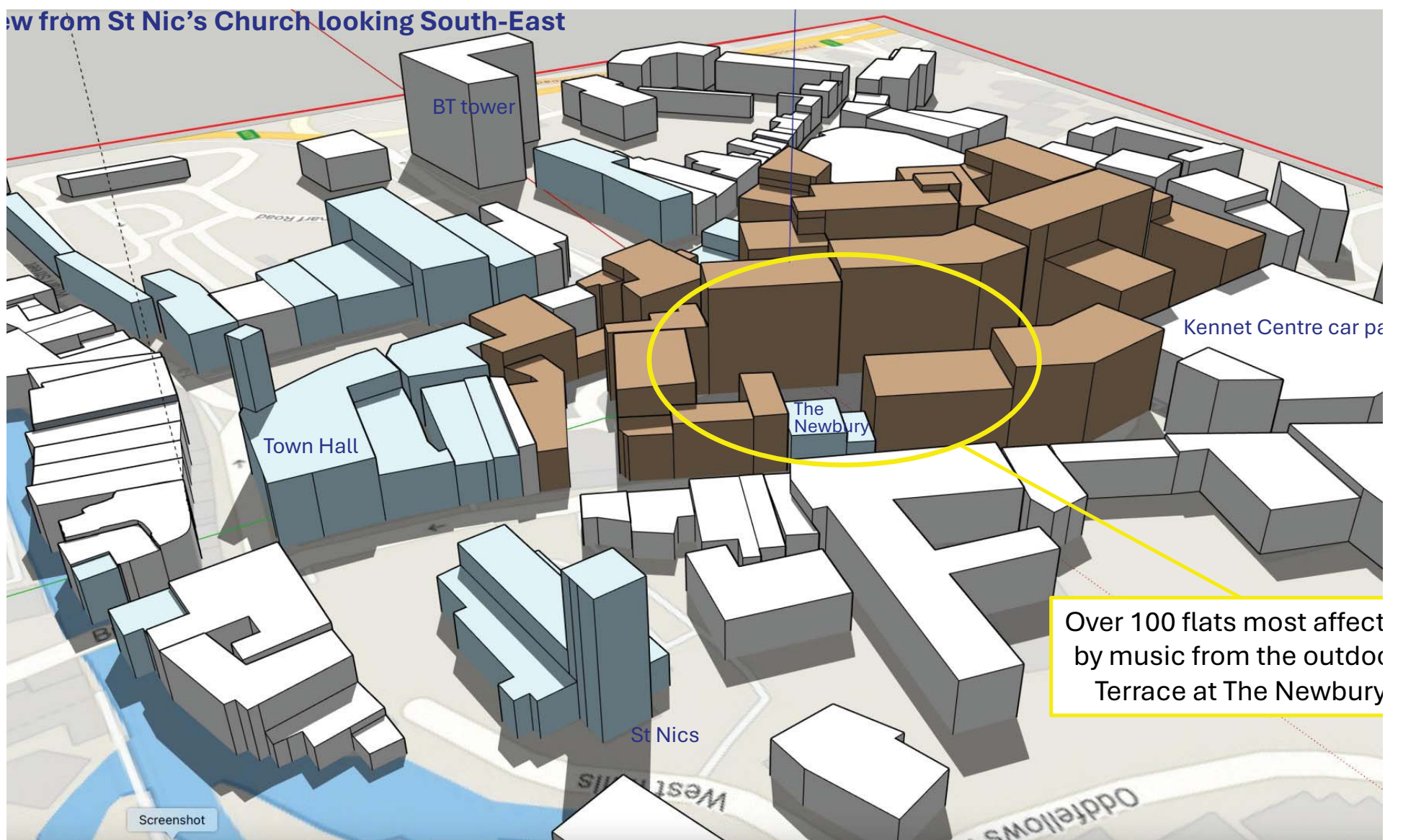


Cllr Martin Colston's massing model: Aerial View Along Bartholomew St Looking North East

- Roofs and podiums are not shown as proposed
- Height of the proposed blocks is not representative of what's been submitted by the Applicant
- Height of the existing context does not match 3D survey model used by the Applicant



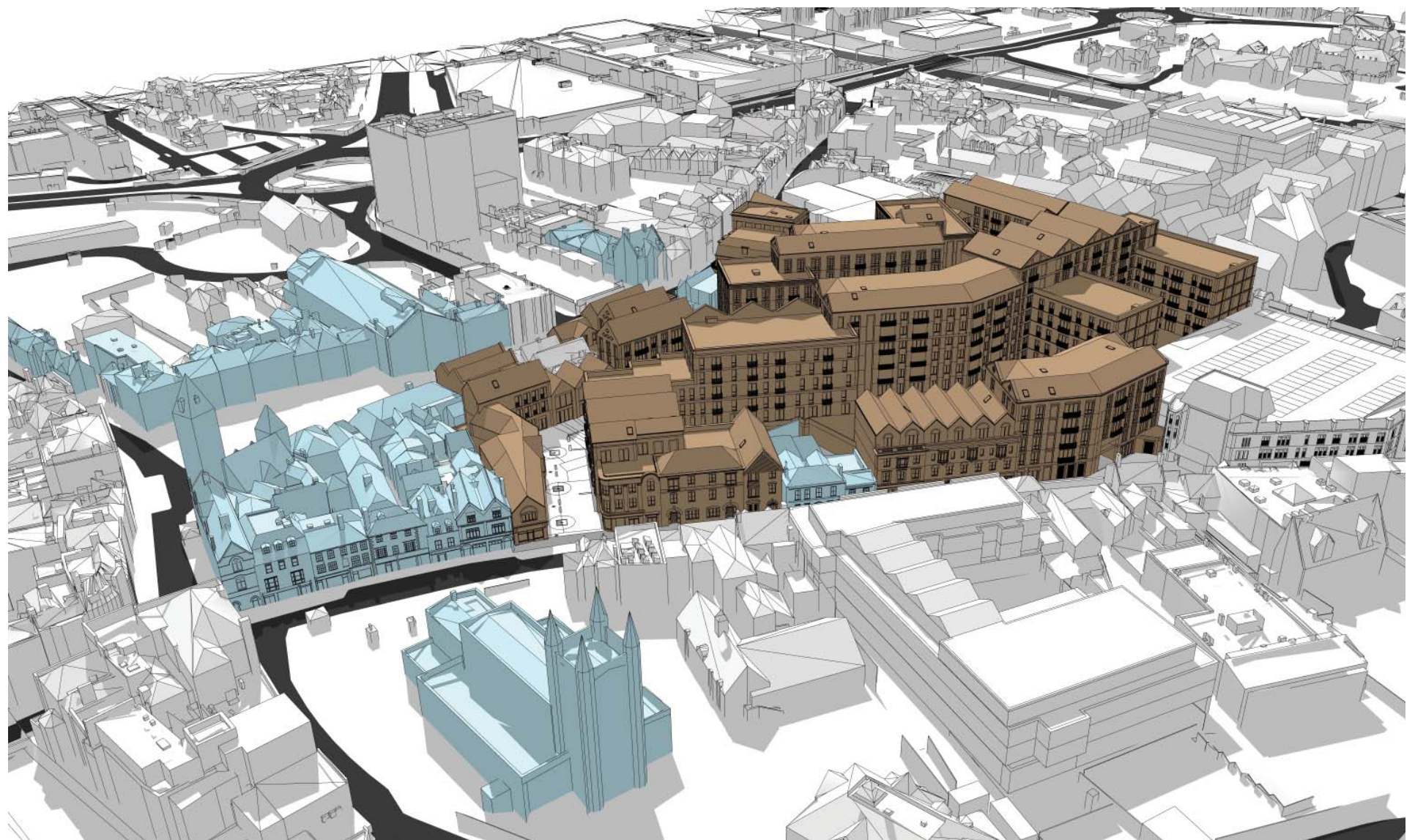
Proposed Aerial View Along Bartholomew St Looking North East



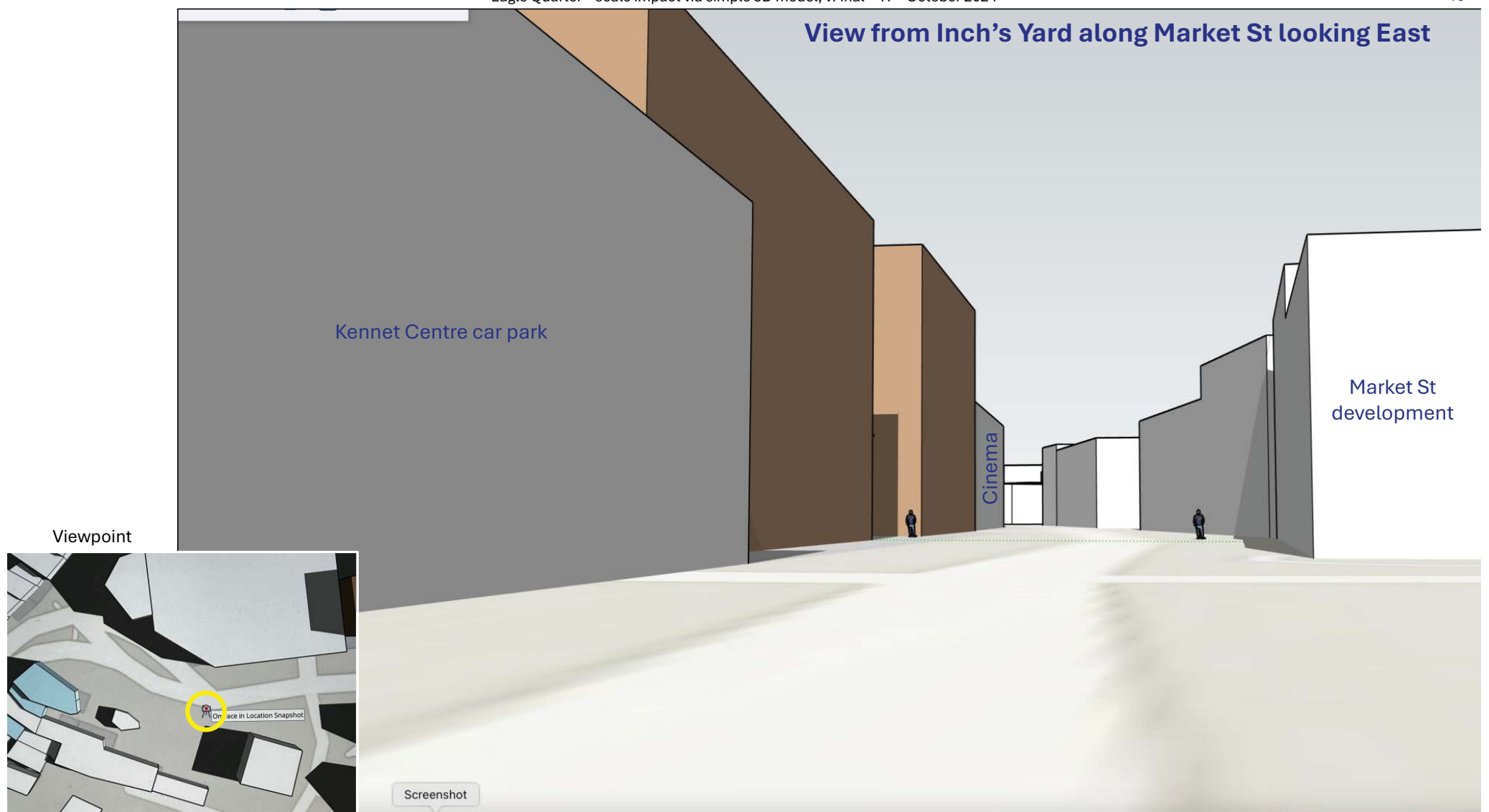
Cllr Martin Colston's massing model: Aerial View From St Nic's Church Looking South-East

- Roofs and podiums are not shown as proposed
- Height of the proposed blocks is not representative of what's been submitted by the Applicant
- Height of the existing context does not match 3D survey model used by the Applicant

NOTE: acoustic report and mitigation measures for the flats facing the rear of The Newbury have been submitted as part of the application pack



Proposed Aerial View From St Nic's Church Looking South-East



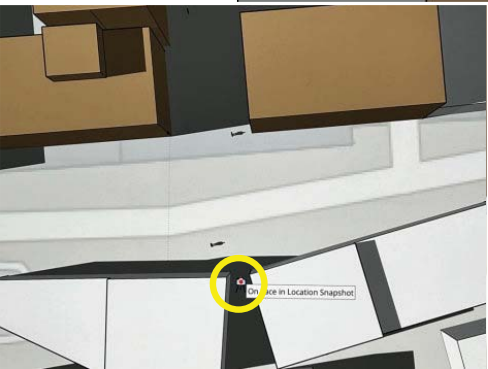
Cllr Martin Colston's massing model: View From Inch's Yard Along Market St looking East

- Surrounding context is not shown accurately



Proposed View From Inch's Yard Along Market St looking East

Viewpoint



Cllr Martin Colston’s massing model: View From Market Street Development looking North Across Market St



Proposed View From Market Street Development looking North Across Market St

View from corner of Mayors Lane & Market Street looking West along Market St



Cllr Martin Colston’s massing model: View From Corner of Mayors Lane & Market Street Looking West Along Market St



Proposed View From Corner of Mayors Lane & Market Street Looking West Along Market St