

## Newbury - The Vision

**4.20** Newbury will retain its traditional market town heritage whilst undergoing infrastructure improvements and development and renewal of commercial uses and housing, to create a vibrant 21<sup>st</sup> century centre.

**4.21** Newbury will continue to fulfil its key role as the administrative centre and major town centre for the District, with a wide range of retail, employment, leisure and community services and facilities. It will be the main focus for housing growth over the period with new housing development well integrated into the town, supporting the vitality of the town centre and accompanied by enhanced services, facilities and infrastructure, as outlined in the Infrastructure Delivery Plan (IDP).<sup>(22)</sup>

**4.22** Newbury's accessibility in terms of access to rail and to the strategic road network will mean that it remains a key focus for business investment and development. Additional employment opportunities will reduce the need for out-commuting and provide job opportunities for existing and new residents.

**4.23** Newbury will build on its existing strengths and historic legacy to reinforce its distinct identity and differentiate its shopping centre from other town centres in the region. The Newbury 2025 Vision<sup>(23)</sup> will continue to be implemented, with its emphasis on enhancing the different 'Quarters' of the town centre. A great deal has already been achieved with the opening of the new cinema and the Parkway development which will increase the attraction of Newbury town centre for local residents and visitors.

**4.24** Tourism will play a bigger part in the town's economy. Improvements to the racecourse and the extended recreational role of the Kennet and Avon Canal, combined with the regeneration of the town centre and the established arts and cultural attractions, will raise the town's profile and help increase the vitality and vibrancy of the town centre.

**4.25** Open spaces will be better linked to improve access for pedestrians and cyclists within the town and to improve public access to countryside on the fringes of town which will continue to form an important recreational resource.

### Area Delivery Plan Policy 2

#### Newbury

#### Housing

- Newbury will accommodate approximately 5,400 new homes over the Core Strategy plan period, contributing to its role and function as the largest urban area in West Berkshire. There is significant development potential on previously developed land, particularly in the town centre and periphery. Urban extensions to the town to the east, on land at Newbury Racecourse and, later in the plan period, to the south at Sandleford, will provide new residential neighbourhoods with supporting facilities and green infrastructure, will be well designed and built to high environmental standards and integrated with the rest of the town through public transport and pedestrian/cycle links. Other development will come forward through the implementation of existing commitments together with infill development and the allocation of smaller extensions to the urban area in the Site Allocations and Delivery DPD. A number of sites which have future potential for development have been identified in the Strategic Housing Land Availability Assessment (SHLAA).<sup>(24)</sup>

22 [Infrastructure Delivery Plan](#) available to view at [www.westberks.gov.uk](http://www.westberks.gov.uk)

23 [Newbury 2025 - A Vision for Newbury Town Centre](#) available to view at [www.westberks.gov.uk](http://www.westberks.gov.uk)

24 [Strategic Housing Land Availability Assessment](#) available to view at [www.westberks.gov.uk](http://www.westberks.gov.uk)

## 4 The Spatial Strategy

### Town Centre

- The Parkway development provides 28,400 square metres of new retail floorspace in the town centre. This will meet the demand for retail provision during the Core Strategy period identified through the Retail Study 2010<sup>(25)</sup> and was opened in October 2011.
- The town centre commercial boundary and primary shopping frontage will be reviewed in the Site Allocations and Delivery DPD.
- Regeneration of the Faraday Road area immediately to the east of the town centre for mixed use and office developments will create additional jobs and improve the environment of this part of the town. Permission has been granted for an office building of over 7,000 sq.m, a restaurant and hotel.
- New office developments and changes of use/redevelopment of existing offices will be guided by Policy CS 9.
- Improvements to Victoria Park, together with improved linkages through to Northbrook Street, will enhance this important open space in the town centre.
- The Wharf area will be enhanced and developed as an extension to the cultural quarter of the Market Place, providing important new open space and potentially a canal basin, and becoming a focus for cultural activities and outdoor events.
- The Market Place will continue to be developed as a high quality café and leisure quarter in addition to its role as the location for the twice weekly market and the Farmers' Market.
- The Market Street area will be developed as an 'urban village', a mixed use, but predominantly residential area, with greatly improved pedestrian links from the railway station to the town centre.
- The landscape and recreational role of the Kennet and Avon Canal, which makes a positive contribution to the character and heritage of the town centre, will be strengthened. The canal towpath will be improved in partnership with British Waterways to enhance the quality of the route for walking and cycling and to promote it as a sustainable link both eastwards and westwards from Newbury town centre.

### Employment

- Newbury will be the main focus for business development over the plan period. Protected Employment Areas, especially those in more accessible locations, will play a vital role in meeting the existing and future economic demands of the District. The role, function and boundaries of these Protected Employment Areas will be reviewed through the Site Allocations and Delivery DPD.
- Business development within other existing employment areas, including New Greenham Park and the Vodafone HQ site at The Connection will be supported to ensure the vitality of the District's economy is maintained.

### Accessibility

- Demand for travel will be managed, and accessibility to sustainable transport opportunities increased through improving choice in transport modes, for example through enhancing the bus services in the Newbury area and ensuring their routing is effective. Rail travel will be actively encouraged and facilitated through improvements to Newbury rail station and Newbury Racecourse rail station in partnership with First Great Western.
- A range of transport measures, to minimise congestion, improve safety and enhance connectivity will be implemented. These will be informed by the Local Transport Plan and will include measures to reduce the need to travel and encourage a shift to more sustainable modes.

## The Spatial Strategy 4

- The impact on the Air Quality Management Area will be taken into account when developing transport solutions for the A339 and surrounding areas.
- Existing highway infrastructure will be improved to manage flows along the A339 and A4 corridors in particular. This will be achieved through upgrading junctions to improve turning movements, adjusting land arrangements to add capacity and enhancing the management of traffic signals.
- Opportunities for increasing capacity on the network through planning for additional infrastructure will be investigated and delivered where possible and where this can be balanced with other considerations within the Core Strategy.

### Environment

- Development will respect the historic environment of the town. Conservation Area Appraisals will be undertaken for Newbury Town Centre Conservation Area and for other conservation areas within the town.
- Opportunities will be taken to enhance the townscape. A number of buildings which are regarded as “eyesores” may provide redevelopment opportunities.
- The appearance of key gateways to the town will be improved providing an enhanced identity for the town.
- Improvements to pedestrian and cycle links to surrounding countryside will be implemented when opportunities arise.
- Opportunities will be taken to reduce flood risk, particularly in the town centre through flood alleviation schemes and redevelopment.

### Community Infrastructure and Services

- Community infrastructure will be provided to meet the growth in population. New school buildings at St. Bartholomew’s School were completed in 2010. Additional school provision in the south of Newbury will be provided to meet the requirements arising from urban extensions to the town, and capacity issues elsewhere in the town’s schools will be addressed. Infrastructure requirements are set out in the Infrastructure Delivery Plan<sup>(26)</sup>.
- Existing community facilities will be protected and, where appropriate, enhanced. These include leisure and cultural facilities, which contribute to the attraction of the town for both residents and visitors.