

# Quality Design - West Berkshire Supplementary Planning Document



## Area Design Focus Andover Road, Newbury



## Contents

### Area Design Focus - Andover Road Newbury

1.	Introduction	5
2.	Andover Road Context	6
3.	Protecting established neighbourhoods	6
4.	Protecting key frontages	7
5.	Semi-rural gateway	8
6.	Protecting landmark buildings	8
7.	Reinforcing the northern gateway	8
8.	Enhanced pedestrian environment	9
9.	Enhanced local centre	9





Andover Road, Newbury



Speen Lane, Newbury



Salisbury Road / Atherton Road / Crescent Way / Church Way, Hungerford



Halls Road / The Meadway / New Lane Hill, Tilehurst

## 1. Introduction

1.1 This document comprises part of several publications which form the West Berkshire Council (WBC) design guide series "Quality Design - West Berkshire". Together the series forms a Supplementary Planning Document (SPD) which supports the policies in the West Berkshire District Local Plan 1991 - 2006 and the Berkshire Structure Plan 2001 – 2016. **As such, it is a material consideration in determining planning applications and if not followed, may lead to the refusal of planning permission.** It is intended that in the future this SPD series will also support relevant policies in West Berkshire Council's Development Plan Documents. It also complements other existing Supplementary Planning Guidance (SPGs) and SPDs, including any site specific development briefs which may be produced in the future.

1.2 This section, Area Design Focus - Andover Road, Newbury, is one of a series of Area Design Focus documents which aim to ensure that the cumulative effects of infill development do not harm the quality of residential neighbourhoods. To achieve this, the Council has identified the key elements that define the character of particular areas that could be susceptible to infill development. These include main arterial routes into towns, which make infill sites particularly attractive to developers or areas with particular characteristics that need to be preserved.

1.3 Key characteristics are included on the plans on the following pages and include important tree groups, landmark buildings and important frontages. In addition, the plans also identify sites where development schemes could enhance the character of the corridor or area.

1.4 The Area Design Focus documents examine in detail the key elements that define the character of these areas, such as;

- Important frontages, building line and set backs;
- Gateways and landmarks;
- Tree groups, landscaping, public open space, amenity space and garden characteristics;
- Vehicular, pedestrian and cyclist movement and connections, parking and bus stops;
- Materials, roof line, architectural detailing.

1.5 In addition, each Strategy provides an initial indication of what is important to protect or enhance in the consideration of new infill development.

- 1.6 The potential enhancements (see *text in italics*) are suggestions as to how the physical environment of the area **could** be improved. Therefore, they do not represent specific commitments of the Council and do not override any existing strategies or plans. If it is considered that the suggested improvements are desirable they could be secured and funded in a number of ways including direct involvement of the local councils, action by landowners and through developer contributions associated with developments. When development proposals are considered their possible contribution to securing potential enhancements should be assessed.



**Bath Road, Thatcham**

- 1.7 The Council will produce Area Design Focus Statements for other key areas requiring a more detailed approach, as appropriate.

## 2. Andover Road context

- 2.1 Andover Road is one of Newbury's key arterial routes and as such is an important gateway and approach to Newbury from the south west. The road links a number of neighbourhoods each with its own distinctive characteristics. The proximity of these neighbourhoods to a main route such as Andover Road now make infill sites particularly attractive to developers. West Berkshire Council wishes to ensure that along this corridor, infill development does not harm neighbourhood quality.
- 2.2 This Area Design Focus should be read in conjunction with the **Newbury Town Design Statement** which provides important guidance about the approach to this area.
- 2.3 The following text relates to the summary plans located on the following pages. The plans show six key design areas. These are identified on the plans and are described in detail below.

## 3. Protecting established neighbourhoods

- 3.1 The Newbury Town Design Statement describes the lower density 'garden suburbs' of Tydehams and Woodridge, which characterise the central sections of the Andover Road area;
- 3.2 "The South Area encompasses the 'garden suburbs' of that part of the Andover Road between the St. John's and Falkland Roundabout, where large detached properties set in very spacious gardens were built in the 1930s. The road and most pavements are wide, and there are many mature trees. Set well back from the road, the houses are of individual, high quality design, giving the Andover Road a great deal of style and charm. Coupled with the steep rise up to Wash Common, the road presents a well wooded and prosperous image, appropriate for a main route into the Town.



The Haven is a fine example of a large dwelling in the Internationale Moderne style and is one of many large properties located at Tydehams and Woodridge



Large property at Tydehams



Mature landscaping characterises the hillside portion of the road close to Tydehams and Wood Ridge



Key development sites such as the former hospital site will be brought forward in the near future and should be seen as an opportunity to enhance the character of the corridor

3.3 The residential side roads which 'feed' into Andover Road include Woodridge and Tydehams, with similarly large properties. There has been some more modern infilling – for instance, the back gardens of some of the houses in Tydehams were developed into Heather Gardens, off Monks Lane, the southern perimeter of the Area. The houses at Tydehams were built in the 1920s by local businessmen for their own residences - typically large detached houses standing in their own extensive wooded grounds. There is a range of styles with several surviving examples of period 'Art Deco' architecture rarely seen elsewhere in Newbury".

3.4 The area identified as **Area 2**, is characterised by the mature tree planting and landscaping within the large residential plots that line either side of the road. Any *infill development within these plots should seek to preserve these important natural features.*

3.5 *Future infill development should also protect the distinctive pattern of urban form along this section of the road. Detached dwellings are set well back from the edge of the footway and can only be glimpsed through the entrances to the driveways. The dwellings face onto the road and not at right angles as with some of the more recent infill examples which are less successful in urban design terms.*

3.6 *Incidental features such as the grass banks which lead up to the boundary hedgerows and retaining walls are also features which need to be protected and retained in future infill development proposals.*

3.7 Buildings are set well back from the road. Although this is an important part of the area's character, it means that there is very little natural surveillance over the footways. *Improvements to the physical infrastructure could be made to enhance the experience for pedestrians and cyclists. For example sensitive improvements in the street lighting for pedestrians could be made along this stretch of the road.*

## 4. Protecting Key Frontages

4.1 **Area 5** forms a straight line between Park House School and Garden Close Lane. One of the most important features of this area is the strong frontage that is created by housing located on either side of the road. Some recent infill developments have failed to respect this pattern of development by creating internal facing cul de sac with side boundaries facing the road. *The remaining frontage development should therefore be retained by any future infill development proposals.*

## 5. Semi-Rural Gateway

- 5.1 The most southerly section of Andover Road (**Area 6**) and Garden Close Lane is characterised by late 20th Century suburban development in large plots. The low density development gives way to views of the open countryside to the south and creates a gentle transition from urban to rural environments. *This spacious development pattern should be respected to ensure that a 'hard' edge to the settlement is not created.*



Existing approach to Andover Road

## 6. Protecting Landmark Buildings

- 6.1 The plans identify a number of Landmark Buildings located along the Andover Road corridor which should be protected. These are buildings that contribute to the townscape of the area. Some such as The Old Bell PH terminate vistas along the road and others such as St. Bartholomew's School are glimpsed through the mature landscaping along the route and are important buildings helping people orientate themselves within the area. Further south, Park House School, which developed around an imposing house dating back to the late 19th Century stands in impressive grounds.



Andover Road connects a number of different neighbourhoods along its length

## 7. Reinforcing the northern gateway

- 7.1 **Area 1** is located at the northern end of Andover Road close to the St. John's Road roundabout. This part of the road is flanked by two key development sites; the former hospital site and the smaller site off Old Newtown Road.
- 7.2 *Environmental improvements to the green space between Andover Road and Willow Close could make it a more usable space and enhance the immediate environment around the bus stops on both sides of the road and the pedestrian link to Malvern Court. Improvements could include the removal of the unused toilet block next to the bus stop and the creation of a seating area and sculpture feature marking the gateway role of the space. Additional environmental improvements could include the resurfacing of the footways.*
- 7.3 *In the longer term any redevelopment of housing in Malvern Court and Willow Close should take the opportunity to secure the reorientation of development to front Andover Road and the green space referred to above.*



St. Bartholomew's School is an important landmark building along the Andover Road corridor



Mature trees and boundary walls define much of the northern part of the corridor



## 8. Enhanced pedestrian environment



Victorian terraces with mature landscaping close to Gwyn Close

8.1 At the top of the hill, within **Area 3** the character changes and mature trees become less dominant. The reduction in vegetation is compounded by the large area of tarmac located at the junction with Monkswood Close. On the opposite side of the road at this point the footway stops.

8.2 *This provides the opportunity for enhancements to the Monkswood Close space along with a new pedestrian crossing point to the north of the junction where the footway stops on the other side of the road. Enhancements to the space could include resurfacing, tree planting, sculpture and new seating.*

## 9. Enhanced Local Centre



Existing toilet block adjacent to open space

9.1 **Area 4** is focused on the cross roads adjacent to the Falkland Memorial. This is an important local centre used by residents of a number of neighbouring areas. Unfortunately the area is dominated by the traffic signage associated with the roundabouts and the dominant street lamps. The environmental quality is further detracted by the poor quality of the boundaries, parking areas and incidental open space within the area.

9.2 *In addition, pedestrian and cycle access is poor and consideration should be given to enhancing north/south and east/west flows.*



Victorian terrace along Andover Road

## Andover Road - Area Design Focus Summary

Set out below are the key design objectives for the Andover Road corridor



**Maintain generous set backs and strong boundary treatments**



**Retain and enhance views to important landmark buildings**



**Maintain grass verges and mature landscaping along length of the road**



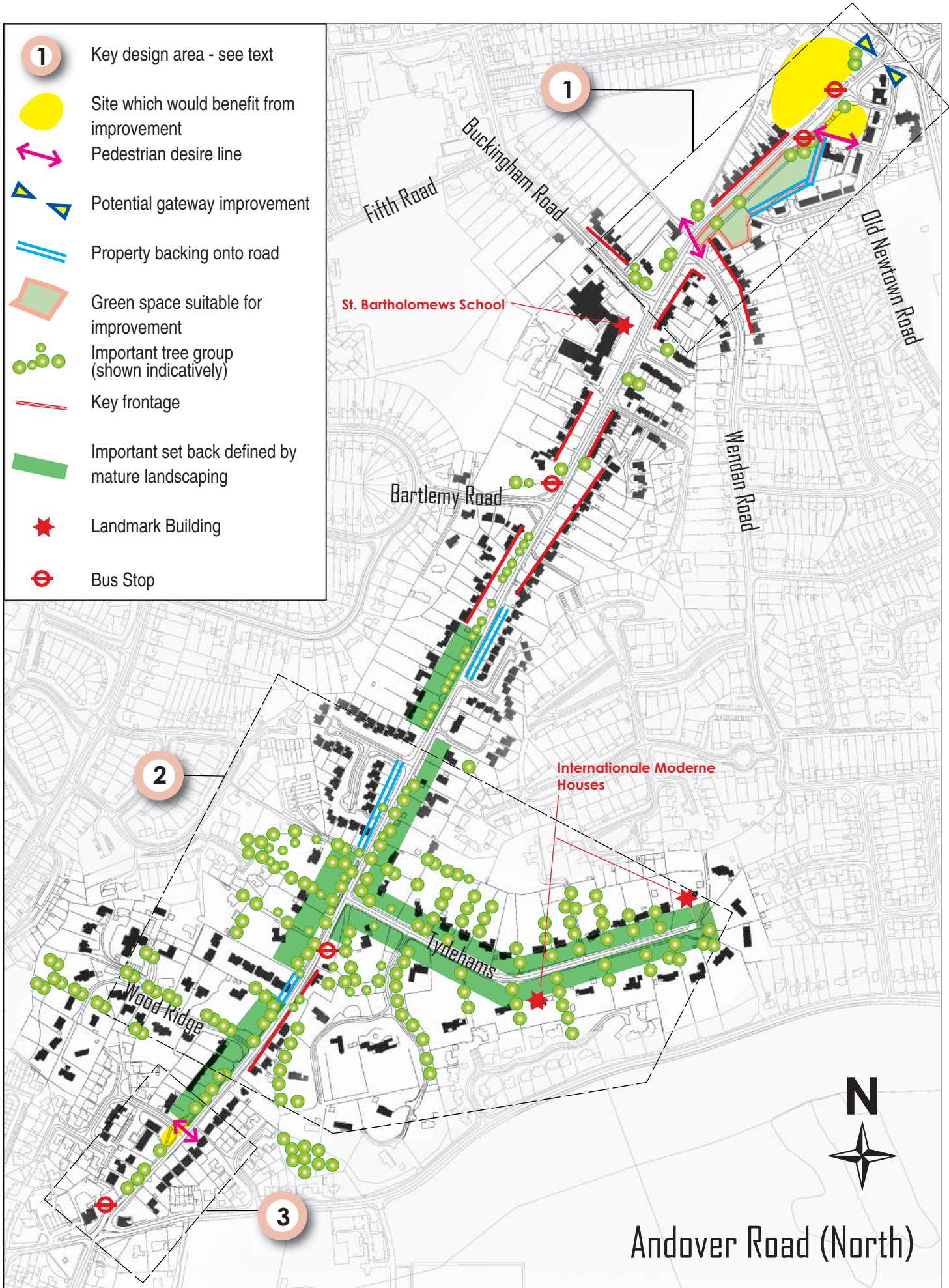
**Infill development must integrate new housing with existing mature tree groups**

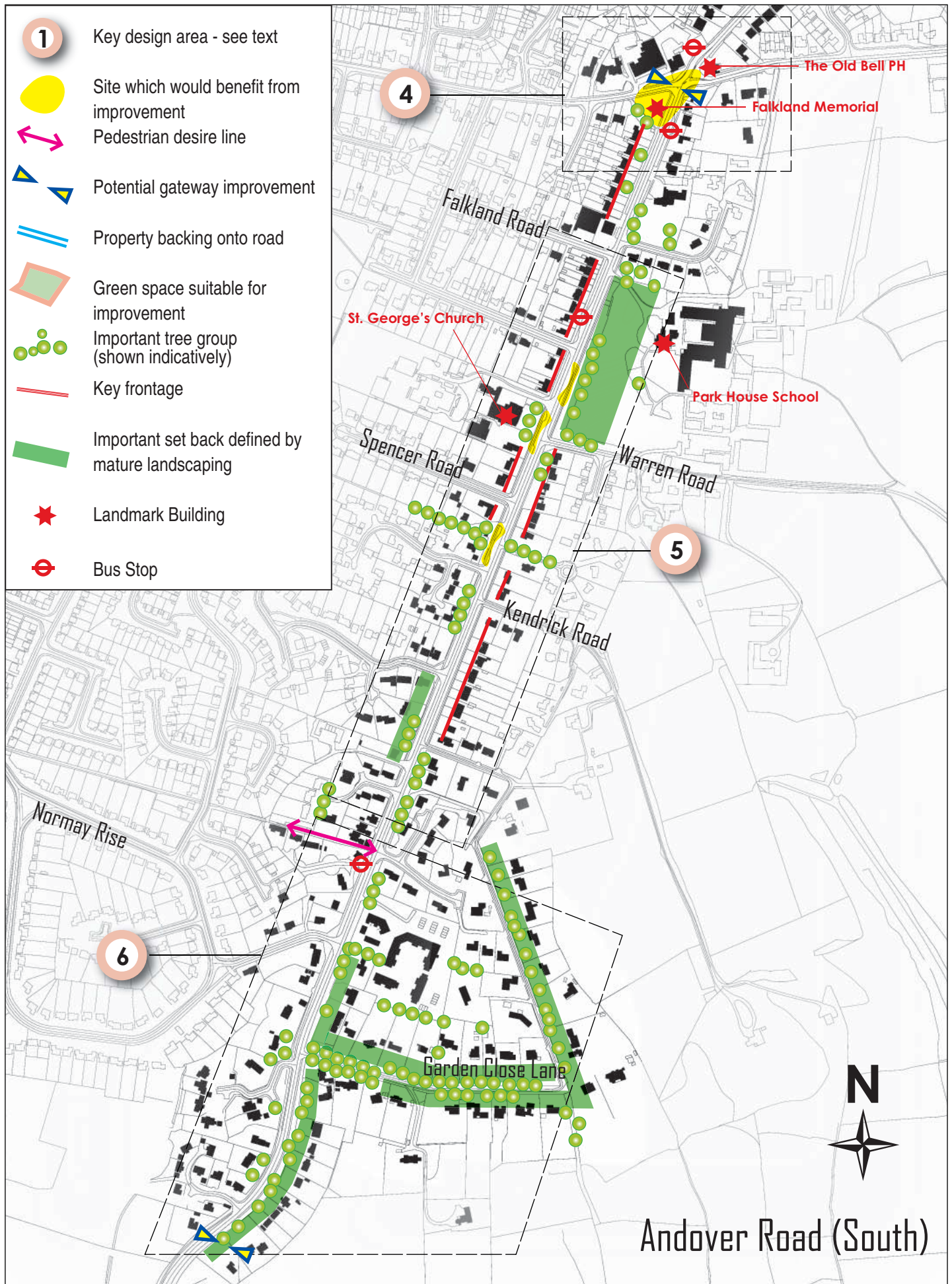


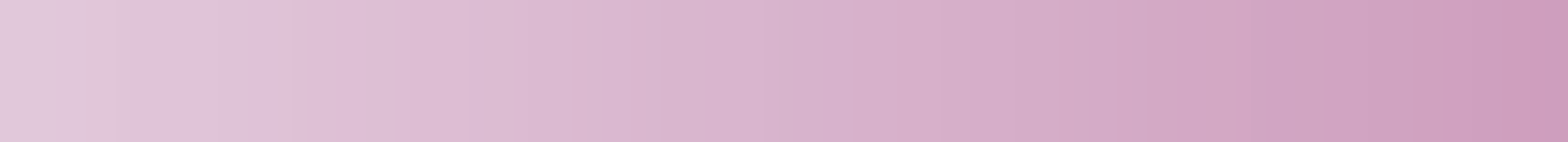
**Protect important frontage development which clearly addresses the road**



**Enhance the northern gateway**







---

Local  
Development  
Framework



Prepared by Halcrow on behalf of West Berkshire Council