

09/03/2021.

**To:** Councillors Phil Barnett; Jeff Beck; Billy Drummond; Nigel Foot;  
Roger Hunneman; Pam Lusby Taylor; David Marsh; Vaughan Miller; Andy  
Moore; Gary Norman; Tony Vickers, Jo Day

**Substitutes:** Councillors Jon Gage, Martin Colston, Stephen Masters,

Dear Councillor

You are summoned to attend an extraordinary meeting of the **Planning & Highways Committee Monday 15/03/2021 at 01.00pm/13:00.**

Join Zoom Meeting

<https://us02web.zoom.us/j/81844254470?pwd=bUd5NVJRRUp6d3ZkMXI0Y3RmQTRSQT09>

Meeting ID: 818 4425 4470

Passcode: 861108

**Darius Zarazel**  
**Democratic Services Officer**

**1. Apologies**

*Democratic Services Officer*

**2. Declarations of Interest and Dispensations**

*Chairperson*

**To receive** any declarations of interest relating to business to be conducted in this meeting and confirmation of any relevant dispensations.

**3. Consultation: Street Naming and Numbering Consultation – Sterling Cables ‘Site Name’ (Appendix 1)**

*Chairman*

**To comment** on the naming of the development at Sterling Cables Site, RG14 5RQ.

**4. Planning Application: [21/00114/COND1](#) – Land Off Faraday and Kelvin Road Newbury (Appendix 2)**

*Chairman*

**To comment** on the planning application.

Town Hall, Market Place, Newbury, RG14 5AA

☎ (01635) 35486

☎ (01635) 40484

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✉ townCouncil@newbury.gov.uk

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we can all be proud of.



## **The Stirling Industrial Estate Naming**

This paper sets out the background rationale and research behind suggested building names for the Sterling Industrial Estate, Newbury including local population and context, target customer profiles, site orientation and key characteristics.

### **Newbury history**

There is very little evidence relating to the early medieval period, but by the time of the Domesday Book (1086) there was a manor Ulvritone, somewhere in the Newbury area, although its location remains unknown. The Lord of the Manor created Newbury. He divided the land into plots for building houses. The new settlement was called New Burgh. Burgh is an old English word. Originally it meant a fort or fortified settlement. Then it came to mean a town. It is the origin of our word borough. In time New Burgh became Newbury.

In the Middle Ages the main industry in Newbury was making wool. During the 17th century the cloth industry, which had been the mainstay of Newbury's economy for centuries, declined. In the 18th century, there was a clock making industry in the town. Newbury was also known for malting. Other industries were brick making and tanning leather. Newbury also became a stagecoach town. Stagecoaches from London to Bath stopped in Newbury. Newbury railway station opened in December 1847, running between Reading and Hungerford.

For most of the 20th century Newbury was noted for engineering. However, in the late 20th century, the traditional industries declined. They were replaced by new hi-tech industries. Firms such as Vodafone, Quantel, Micros Focus and Bayer PLC moved to the town.

### **Sterling Industrial Estate history**

The Sterling Cable Company Limited was formed in 1948 from the merger of two previous manufacturers. In 1958 the business expanded by leasing the site to the north of the canal that is now Heron Way and Mallard Way and opened a further factory in Newbury in 1960 on the site of the former gas works. It manufactured a wide range of cables for industry with applications in oil rigs, airports and shipping (including supply cables for the QE2 when it was built in the 1960s). After a series of mergers and ownership changes, the company became Sterling Greengate Cable Company Ltd in 1982 and was sold in 1990 to what is now known as Balfour Beatty.

### **Naming considerations**

A variety of elements were explored to create this list of naming options for the site at Sterling Industrial Estate, Newbury. This included researching the general history of the area and exploring themes that were borne out of the site's heritage and the town's heritage and also well-known people who have lived or are associated with Newbury. The town's economic foundation was in the wool and cloth trade and the cloth produced was highly regarded on the continent.

Local landmarks were also explored such as the site's proximity to Newbury railway station and the Newbury racecourse. We discounted the racecourse names as we felt that these had been exhausted by previous developers or residents. And we also discounted the railway connection.

Names have been proposed for the overarching development name as well as collections of 6 names proposed for each of the 6 apartment blocks that follow the same theme as the development name.

We then undertook rigorous due diligence, using a 10-point checklist, to ensure that the optional names were:

1. Distinct and helped promote the place
2. Easily recognisable
3. Easily understood and pronounced (including by non-native English speakers)
4. Easily spelled
5. Not negative in other major languages (Spanish, Italian, French, German, Turkish, Polish, Somali, Romanian, Portuguese, Bulgarian, Arabic, Hindi, Urdu and Swahili)
6. No negative cultural references (song lyrics, cockney rhyming slang, Urban Dictionary)
7. No negative rhyming or acronyms
8. No negative commentary about the site in PR
9. No intellectual property right infringement risk (checking trademarks and copyrights)
10. Available Website (URL domain)

### **Recommended scheme name**

New Queens Quarter

### **Shortlist of scheme names include:**

- New Queens Gardens
- Kennet Fields
- New Wool Quarter
- The Wool Quarter

**Block names:**

There were three themes for the six block names keeping within the cloth trade, canal or reputable merchants in Newbury. We can decide whether we want as a suffix: House / Mansion / Court depending on the shape of the building.

**Option 1: Block names - based the merchants that provided the almshouses in the 1670s**

Block	Name
1	Dolman
2	Robinson
3	Pearce
4	Coxedd
5	Raymond
6	Child

**Option 2: Block names – named after the engineers and creators of the Avon & Kennet Canal**

Block	Name	Rational
1	Rennie	John Rennie the first engineer to survey the route in 1788
2	Thomas	John Thomas was the designated superintendent in 1802
3	Dickenson	William Dickenson was the last canal carrier
4	Whitworth	Robert Whitworth engineer highlighted the changes to the route
5	Jessop	William Jessop was an independent engineer sought to confirm Rennie's recommendations
6	Bruce	Lord Bruce persuaded the engineers to build a tunnel through his land rather than cutting through it

**Option 3: Block names - people associated with the cloth trade/Newbury Coat**

Block	Name	Rational
1	Coxeter	John Coxeter
2	Throckmorton	Sir John Throckmorton
3	Druett	Frances Druett provided two of his sheep to be shorn to create the Newbury coat
4	Deloney	Elizabethan writer, Thomas Deloney, immortalised the Newbury Coat legend in a humorous novel
5	Winchcombe	John Winchcombe was a famous Newbury clothier
6	Dolman	Thomas Dolman was a famous Newbury clothier

**Alternatively, we could ask the Council to suggest alternative block names.**

## APPENDIX 1 - BACKGROUND FOR NAMING

### Connections

Newbury Railway Station is served by frequent trains to Reading and London to the east, as well as Bedwyn to the west. Changing trains at Reading allows rail connections to towns and cities to the north, south and west. Newbury station will benefit from rail line electrification, which will transform the current service from London, delivering faster, greener and quieter travel.

Crossrail will reduce journey times and improve frequency of service between Newbury and many London employment hubs. Journey times from Newbury to Tottenham Court Road, Liverpool Street and Stratford will all reduce by 18%.

Newbury bus station is set to re-locate ahead of the re-development of the Market Street site. However, local bus routes will continue to server Market Street and Cheap Street retaining links for rail uses. Good pedestrian connections already exist within Newbury town centre and the surrounding residential areas.

### Customer profiling

#### West Berkshire

West Berkshire makes up over half of the geographical area of the county of Berkshire - covering an area of 272 square miles. It lies on the western fringe of the South East region, centrally located, at a crossroads where the South East meets the South West and where the south coast comes up to meet the southern Midlands. As such, the district lies at the convergence of two key road arteries in the south – the M4 and the A34. Both provide direct road links in all directions, with all the key urban centres in southern England (London, Reading, Southampton, Portsmouth, Bristol, Oxford, and Swindon) within an hour's drive.

Nearly three quarters of West Berkshire is classified as part of the North Wessex Downs Area of Outstanding Natural Beauty (AONB), a landscape of the highest national importance (see map below). Within the AONB the diversity and mix of landscapes ranges from the high large scale rolling chalk downland with its intensive arable farming, to small hamlets clustered along fast chalk streams, and floodplain with lush wetland vegetation associated with the River Kennet.

The district of West Berkshire is made up of 30 Wards, each returning a (or a number of) elected members to the council.

### Existing local resident population

- The population of Newbury is 41,075. It is the principal town in West Berkshire, which is expected to see a population increase of 9,500 or 6% over the next 15 years.
- There is likely to be a relatively strong demand from First Time Buyers with Newbury's largest employer Vodafone, which employs 6,000 people in the town.
- 19% of the population who live within a 1km radius of Newbury station are aged between 25 and 34 years old compared with 11% for West Berkshire and 14% for Great Britain.
- 25% of households in Newbury Town Centre are privately rented, compared with 14% across West Berkshire. This reflects a trend for professionals to reside in town and city centres.
- Just over 58% of households in Newbury Town Centre earn in excess of £40,000 highlighting the affluence of local residents

### Economy Highlights (source: JLL 2016 report)

- Half of the working population who live within 1km of Newbury Station are employed as Managers and Senior Officials or in Professional Occupations or Associate Professional and Technical Occupations, marginally above the West Berkshire and national averages.
- In total there is 1.1m sq ft of office space in the planning pipeline equating to a 25% increase in total stock. This implies a job creation potential of circa 9,400 people, creating further demand for new housing.
- There are very few students in Newbury, with just 85 student households according to the 2011 Census.
- The employment market in West Berkshire has seen exceptionally strong growth, with employment growing 1.3% and median earnings growing 4.0% in the last 12 months. Strong growth is forecast to continue, with an additional 8,400 jobs by 2030.
- Overall, the outlook for the Newbury economy, including employment prospects, is positive.

## Other Research

- The average price for a flat in Newbury is £239,839 (February 2021, source Zoopla).
- The average house price for a terraced house in Newbury £319,244 (February 2021, source Zoopla)
- Newbury has seen a respectable seven per cent property price growth over the year — putting it among the strongest performers for house prices among London commuter towns. (ES Magazine 2017)
- Newbury Racecourse, by David Wilson, is the most significant current new build residential scheme in Newbury. A 366-unit second phase is complete with a 712-unit third phase having outline planning permission. Bloor Homes and Donnington New Homes are still in planning with their two applications for approximately 1,500 new homes in Newbury.

## Key Mosaic Classification

One fifth of the population who live within a 1km radius of Newbury station are aged between 25-34. 31% of Newbury's population are classified as Rising Prosperity with 20% classified as Comfortable Communities.

Definition	Explanation
Rising Prosperity	These are generally younger, well-educated and mostly prosperous people living in our major towns and cities. Most are singles or couples, some yet to start a family, others with younger children. Often these are highly educated younger professionals moving up the career ladder. Most live in modern flats with a significant proportion of these being built executive city flats.
Comfortable Communities	This category contains much of the middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. All life stages are represented in this category. Many areas have mostly stable families and empty nesters. There are also comfortably off pensioners living in retirement areas around the coast or countryside and sometimes younger couples just starting their lives out together

Source: CACI Acorn classification explanations

## Target customer for Newbury

Taking the price point, apartment mix, amenity offer and location into account, alongside the consumer market and population analysis - we anticipate having to market both inside and outside of Newbury as far as Reading, to attract flexible young professionals, sharers and couples. This scheme is in a convenient location to transport and commuting into Reading and London.

The top 10 companies employing in Newbury are:

Microsoft, Vodafone, Oracle, Zscaler, Leaders Romans Group, Cisco Systems, Wescoast Ltd, BG Group, West Berkshire Council and Sage.

Newbury has been ranked as the 26th happiest place to live in Great Britain.

The town was also ranked as the fourth happiest place to live in the South East of England in [Rightmove's 2019 Happy at Home Index](#).

The rankings come from a survey of more than 22,000 people across 194 places across Great Britain.

Areas were judged on 12 factors ranging from how safe residents feel and how friendly the neighbours are, to how good the local services are, the level of community spirit and the quality of cultural activities in the area.

Newbury fared better than Reading, Oxford, Basingstoke and Swindon in the national and regional list.

## APPENDIX 2 - NAMING OPTIONS CONSIDERED

### Market Street, Newbury naming document

A variety of elements were explored to create this list of naming options for the site in Sterling Industrial Estate. This included researching the general history of the area and exploring themes that were borne out of both the site's and town's heritage and also well-known people who have lived or are associated with Newbury.

Throughout the document the word Fair has been used considerably as a suffix/prefix – this is in reference to the town being awarded the right in the 11<sup>th</sup> Century to hold a fair and a market in the town. The word New (from the word Newbury) has also been used throughout as a suffix/prefix.

### THEME 1 – inspired by the history of the site

New Queens Quarter                      The QE2 cables were made by the Sterling Industrial Company, 'New' signifies the 'newness' of the build but also takes the element 'New' from the town.

Quarter signifies that the development is a 'destination' and is larger than a suffix such as 'Court' or 'Mansions'

Other suffixes to New Queens....could be Place / Gardens

*Please note we have not used any connotation to Gas or Cables in the name, as the locals considered the site an eyesore and the decontamination required enabled us to consider a name that didn't highlight the negative press found on Google for potential purchasers to find.*

### THEME 2 - Inspired by the cloth trade

Historically the town's economic foundation was in the wool and cloth trade and the cloth produced was highly regarded on the continent.

#### Development name options:

The Wool Quarter  
The Wool Yard  
The Wool Depot  
Drapers Quarter  
The Cotton Quarter  
Barley Green  
New Barley Place  
Faircoat Place

### **THEME 3 - Inspired by history as coaching centre**

In the 18<sup>th</sup> and 19<sup>th</sup> century Newbury was an important coaching centre and trade in the town developed because of this. The George & Pelican Inn is the most famous, prestigious, and most expensive of the many inns in Newbury that served the coaching trade. Admiral Lord Nelson was a frequent visitor to the Inn.

The George Inn, which had stabling for 300 horses, was built in about 1730, but the Pelican has an earlier date.

#### **Development name options:**

Nelson Quarter  
New Nelson Gardens  
Pelican Place  
The Pelican Quarter  
Fair Inn Place  
Wayfarer Place

### **THEME 4 - authors born or lived in Newbury**

Michael Bond who wrote the Paddington series and author, Sebastian Faulks, were both born in Newbury.

#### **Development name options:**

Novel Yard	(play on the word New in Newbury and link to authors associated with Newbury)
The Yarn	(also links to Newbury's clothmaking heritage)
Birdsong Place	(Birdsong is the title of one of Sebastian Faulks novels)
The Dolphin Depot	(On Green Dolphin Street, was one of Sebastian Faulks' novels)

#### **Option 1: Block names x 6 related to Paddington bear (there is a Bear Lane near our scheme, so these aren't too off-the-wall):**

Bond House  
Paddington House  
Windsor House  
Peru House  
Pastuso House  
Gruber House

## **Option 2: Block names x 6 - characters from Sebastian Faulks novel 'Birdsong':**

Azaire House  
Lisette House  
Fourmentier House  
Weir House  
Benson House  
Faulks House

## **THEME 5 – celebrating the Kennet & Avon Canal built between 1794-1810**

In 1723 work was completed and opened on the Kennet Navigation, after a Parliamentary Bill has been passed in 1715 to allow the River Kennet navigable from the River Thames at Reading to Newbury. A Wharf at Newbury was built for barley that was grown locally to be loaded on to barges and transported to Reading.

The Avon Navigation opened in 1727 after a Parliamentary Bill had been previously granted in 1712 to fully open the Avon to barge traffic between Bristol and Bath.

In 1772, The Newbury Bridge was built in stone by James Clarke replacing an earlier built wooden bridge. As there is no tow path on the bridge, the tow line to haul the barge had to be floated under the bridge in the water and then re-attached to the horse once on the other side of the bridge where the tow path resumed.

A meeting was held at Hungerford on 16th April 1788 with local interested parties, the meeting was chaired by Charles Dundas (1751-1832), the Member of Parliament for Berkshire. The outcome of the meeting was that a junction between the Kennet and Avon rivers would benefit the local area. The Western Canal Project was created along with a committee, they sought proposals from Messrs Barnes, Simcock and Weston for a survey and a proposal of a route via Hungerford, Marlborough, Lacock, Melksham and Bradford on Avon.

During 1791 John Rennie (1761-1821), a Scottish civil engineer agreed to carry out the proposed work and report directly to the committee of the Western Canal Project, but only once £75,000 had been raised to start the construction of the Canal.

In 1793 a meeting was held at the Red Lion Inn at Bristol by a group of Bristol businessmen, they had become frustrated by the delays occurred by the committee of the Western Canal Project to raise the amount of money required to start the construction of the Canal. The Bristolians had raised £264,000 in share subscriptions at the meeting, their intention was taking over the management of the canal project. Charles Dundas agreed with the take-over, the construction of the canal was able to proceed.

John Rennie reported through Robert Whitworth, the committee's engineer with findings that there was insufficient water on the originally proposed route for the canal, after carrying out a third survey. John Rennie proposed that instead of the route going via Marlborough in Wiltshire, he recommended that the route of the Canal to go via Devizes in Wiltshire. 17th April 1794 John Rennie was appointed consulting engineer when the Kennet and Avon Canal Act received Royal Assent.

William Jessop (1745-1814), a civil engineer carried out an independent assessment of John Rennie's proposal to alter the original route of the Canal, the outcome was that William agreed with John's proposal and included a few minor alterations to save both construction time and money. William's alterations would now require water to be pumped through six extra lock of eight feet rise each, a Boulton & Watt steam engine was installed at Crofton pumping station to pump water from the reservoir at Wilton Water.

In 1810 the 57 mile long section of the Canal was finished, now connecting the River Thames at Reading and the River Severn at Bristol. The Canal was one of the most architecturally impressive canals with its classical bridges and aqueducts. The total cost of the Canal Project amounted to £1,072,000.

The Kennet and Avon Canal was opened in 1811 during the early part of the year to allow barges to safely carry cargo inland navigating the waterways from London to Bristol.

**Development name options:**

Kennet Fields  
Kennet Quarter  
Kennet Garden Quarter  
Barley Green  
Barley Fields  
Dundas Quarter

9 March 2021

Darius Zarazel  
Newbury Town Council  
Town Hall  
Market Place  
Newbury  
RG14 5AA

**Development and Planning Service**

Council Offices  
Market Street  
Newbury  
Berkshire RG14 5LD

**Our Ref:** PCINV/21/00114/COND1

**Your Ref:**

**Tel:** 01635 519344

**Fax:** (01635) 519408

**email:** [planningcommittee@westberks.gov.uk](mailto:planningcommittee@westberks.gov.uk)

Dear Darius Zarazel

**APPLICATION NUMBER: 21/00114/COND1**

**PROPOSAL: Approval of Details reserved by Condition 5 (Phasing Programme of Works) of Approved Application 19/00891/OUTMAJ - Section 73: of Condition 6 - Phasing of previously approved application 18/01553/OUTMAJ: Section 73: Variation of conditions to allow for the development to be phased as detailed in submitted schedule of appeal reference APP/W0340/W/14/3002040. (12/00772/XOUTMA).**

**SITE: Land Off Faraday and, Kelvin Road, Newbury,**

The above application, which is within your Parish Area will be considered by the Western Area Planning Committee on **Wednesday 17th March 2021**. I enclose a copy of the relevant agenda item for your information. Please note that any further comments or consultations received after the agenda was printed and by the morning of the Committee meeting will be reported in the Update Sheet.

**The meeting will be held virtually and will start at 6.30pm. This meeting will be streamed live here:** [www.westberks.gov.uk/westernareaplanninglive](http://www.westberks.gov.uk/westernareaplanninglive)

Any comments you have already made will be summarised in the Officer's Report, will be taken into account in the determination of the application, and therefore do not need to be restated. However, there is an additional opportunity to make submissions direct to the Committee.

As meetings are currently being held virtually rather than physically there is an opportunity to make a written submission of no more than 500 words as an alternative to speaking directly to the Committee. **If you wish to make a written submission, please read carefully the [public guidance](#) for full instructions.**

Those who have provided a written submission will also have the opportunity to join the virtual meeting to answer any questions Members of the Committee may have on your written submission. If you wish to join the meeting, please state your intention to do so when responding and provide the name, email address and phone number of the person who will join the meeting. Emails invites will be sent in advance of the meeting.

Where there are multiple representations within the same group e.g. objectors and/or supporters, officers will summarise the submissions to be read out during the meeting, to reduce the time taken in the virtual session. The full submissions will be published on the website and provided to Members.

**Any written submissions you wish to make must be submitted as soon as possible and received no later than 12:00 (noon) on Monday 15th March 2021:**

- By email to [planningcommittee@westberks.gov.uk](mailto:planningcommittee@westberks.gov.uk)
- By post / hand delivery to Council Offices, Market Street, Newbury, RG14 5LD.

Late submissions will not be accepted, and submissions of more than 500 words (excluding the heading and signature) will be rejected and not put before the Committee. Please include the application reference number and "written submission" within the email subject line or document heading. The written submissions will be published on the Council's website and read out in the meeting by the clerk or another officer (or summarised depending on number). Please therefore ensure the contents are appropriate for publication. Written submissions must not include pictures, graphs, charts, tables, plans, web links, or any other new information.

I cannot at this stage give an indication as to the order of items, as that can only be determined on the day. You should also be aware that the meeting is time limited by the Council's Standing Orders and it is not always possible to complete the agenda.

At this stage the Committee item is now subject to Access to Information legislative controls, so no new information including photographs or displays of any description, may now be published or presented to the Committee. Any necessary update report will be available on the above website on the afternoon of the meeting.

Please contact us if you have any further queries, and we will do our best to help

Yours faithfully

Sian Cutts

Case Officer

# Guide for members of the public participating in a virtual planning committee

## Introduction

This Guide needs to be read in conjunction with the Council [Resolution](#) passed on 10 September 2020 and with the Council's [Constitution](#).

The Council has also published a [Protocol](#) setting out how remote meetings are run and this includes specific reference to public participation – **you are advised to read the Protocol if you will be participating in a remote meeting.**

There is also [Guidance for Council Members](#) about engaging in Zoom meetings and although this is very much aimed at Members, the public may find some of the contents (eg about lighting, video, audio, etc) useful.

## Zoom

The Council uses Zoom Webinar to conduct remote meetings and stream them live to YouTube. Public participants can engage in a Zoom meeting purely by connecting to the remote meeting via the web, but may prefer to download the Zoom app beforehand if they haven't already done so.

## Overview

A fundamental element of the way in which the public can participate in remote meetings is to distinguish between Zoom Webinar [Panellists](#) and Zoom Webinar [Attendees](#).

In essence, there are three ways of engaging in/viewing a remote meeting of the Council that is being live streamed via YouTube:

- Zoom Webinar Panellists are “in the meeting room” and seen on screen – they can (subject to their video feed being switched on) see other Panellists and be seen by them, and (subject to being unmuted) be heard by Panellists and Attendees.
- Zoom Webinar Attendees are “in the meeting ante-room” and not seen on screen - they can see and hear the Panellists but not be seen or heard themselves.
- Viewers are not in the remote meeting in any sense but can view the proceedings via YouTube.

Members of the public who are going to engage in a remote meeting, and who follow the steps set out in this Guide, will be able to join the remote meeting as an Attendee and, when their time comes to speak, will be moved from Attendee to Panellist status.

They will only be treated as being “in the meeting” for so long as they are asking their question or addressing the remote meeting (eg answering questions on a submission) and will be moved back to Attendee status once that involvement is concluded.

## Making a submission to a remote planning committee meeting

- If you are an interested party (applicant/supporter/objector/representative of a parish or town council) wishing to make a representation to a remote planning committee meeting (a “remote meeting”) you are required to send a 500 word (maximum) written submission to the Council's Planning Team as below.
- The covering letter or email should quote the application reference and the date of the remote meeting and, if you want to attend the remote meeting as detailed further below, provide an email address.
- The written submission must be sent by no later than 12:00, two days before the remote meeting (e.g. by 12:00 on the Monday for a remote planning committee meeting to be held the following Wednesday):

- by email to [planapps@westberks.gov.uk](mailto:planapps@westberks.gov.uk); or
- by post, delivery, etc, to the Council's Market Street office.

### **Registering to participate in the remote meeting**

- So long as you have:
  - sent in a written submission as set out above; and
  - provided an email address at the same time;

you will receive a web-link by email to register to participate in the remote meeting.

- You must then register by no later than 16:00 on the working day before the meeting to receive a meeting invite – this will be unique to you and must not be shared with anyone.
- Where more than one person from the same group of interested parties has sent in a submission and provided an email address, each will be able to register.

### **Joining the remote meeting**

- On the day of the remote meeting you will need to join the remote meeting ten minutes before it starts – you will be held in a virtual ante-room (please see the [Protocol](#) for details about what Attendees need to do to join the remote meeting).

### **Process in the remote meeting**

- At the appropriate stage of the remote meeting:
  - the Clerk or another officer will, in turn, read out each submission or, if there is more than one submission from any group of interested parties (“group”), a summary of those submissions;
  - you (and any other members of the group who have registered to participate) will be changed from being an Attendee to being a Panellist (you may lose sight of the remote meeting for a moment whilst this takes place) but you will not be treated as being “in the meeting” until you are called on to speak;
  - the Chairman will refer to your submission and ask the committee members if they have any questions relating to it (or questions for any other member of your group on their submissions); and
  - once all questioning is concluded you will cease to be “in the room” and be made an Attendee again.

Please note that there is no right to be asked a question – that is up to the members of the committee.

### **More information**

Further information on remote Council meetings is available online using the links below.

- Guidance for members of the public participating in a remote Council meeting: <https://info.westberks.gov.uk/CHttpHandler.ashx?id=49478&p=0>
- Council Resolution passed on 10 September 2020: <http://decisionmaking.westberks.gov.uk/ieListDocuments.aspx?CIId=116&MIId=5659&Ver=4>
- Council's Constitution: <https://info.westberks.gov.uk/constitution>

- Council's Protocol for remote meetings:  
<https://info.westberks.gov.uk/CHttpHandler.ashx?id=49477&p=0>
- Guidance for Council Members about engaging in Zoom meetings:  
<https://info.westberks.gov.uk/CHttpHandler.ashx?id=49476&p=0>

Item No.	Application No. and Parish	Statutory Target Date	Proposal, Location, Applicant
(1)	21/00114/COND1 Newbury Town Council	17 <sup>th</sup> March 2021	Approval of Details reserved by Condition 5 (Phasing Programme of Works) of Approved Application 19/00891/OUTMAJ - Section 73: of Condition 6 - Phasing of previously approved application 18/01553/OUTMAJ: Section 73: Variation of conditions to allow for the development to be phased as detailed in submitted schedule of appeal reference APP/W0340/W/14/3002040. (12/00772/XOUTMA).  Land Off Faraday Road and Kelvin Road  Newbury  Faraday Development Ltd

The application can be viewed on the Council's website at the following link:  
<http://planning.westberks.gov.uk/rpp/index.asp?caseref=21/00114/COND1>

**Recommendation Summary:** Approval

**Ward Members:** Councillor Jeff Beck  
Councillor Jeff Cant

**Adjacent Ward Members** Martha Vickers  
Andy Moore

**Reason for Committee Determination:** 10 or more objections have been received

**Committee Site Visit:** Owing to social distancing restrictions, the option of a committee site visit is not available. Instead, a collection of photographs is available to view at the above link.

#### Contact Officer Details

**Name:** Sian Cutts  
**Job Title:** Senior Planning Officer  
**Tel No:** 01635 519111  
**Email:** Sian.cutts@westberks.gov.uk

## 1. Introduction

- 1.1 This application seeks approval of conditions reserved by condition 5 (Phasing Programme of works) of previous permissions (which are set out in the planning history below) which granted planning permission relating to the phasing of the development for the approved mixed use redevelopment comprising approximately 26,554sqm (gross external) of floor space providing offices (B1), retail (A1), Financial and Professional Services (A2), hotel (C1), restaurant (A3), hot food takeaways (A5) motor dealership and residential apartments (160 units including 48 affordable) together with 330 car parking spaces, new junction on to A339, site access and ancillary development, on land at Faraday Road, and Kelvin Road.
- 1.2 The site is within the Faraday Road commercial area and consists of a range of light industrial buildings, retail and sui generis uses.
- 1.3 This application is seeking to discharge condition 5 of the approved outline planning permission 19/00891/OUTMAJ. That condition stated;

***“No development shall commence until a phasing programme of works has been submitted to and approved in writing by the Council. Each phase shall indicate the location and number of affordable units to be provided on site. The development shall then be carried out in strict accord with this phasing plan, unless otherwise agreed in writing by the LPA. For clarity this relates to the whole scheme as approved, not just the dwellings.***

***Reason: To facilitate the implementation of the scheme in accord with the advice in the National Planning Policy Framework and enable the delivery of affordable housing concurrently with development of the scheme in accordance with the requirements of Policy CS6 of the West Berkshire Local Plan Core Strategy (2006-2026) 2012.***

- 1.4 This application is seeking to discharge that condition and has provided a phasing plan, which indicates the proposed phasing of the development as follows;
- Phase 1: Access via Kelvin Road, initially to serve as the works access.
  - Phase 2: Residential Blocks H & I to the north of the site, which includes a total of 18 of the approved affordable units.
  - Phase 3: Mixed retail and residential block A, residential blocks B, C and D, Office block G, car dealership J and the access to Faraday Road, and the access in Fleming Road to join the access from Kelvin Road (built in phase 1). This will provide 30 of the approved affordable units.
  - Phase 4 Office Block E and Apart Hotel Block F

## 2. Planning History

- 2.1 The table below outlines the relevant planning history of the application site.

Application	Proposal	Decision / Date
12/00772/XOUTMA	Renewal of Application 08/01255/OUTMAJ -	Refused 28/08/2014

	Mixed use redevelopment comprising approximately 26,554sqm (gross external) of floor space providing offices (B1), retail (A1), Financial and Professional Services (A2), hotel (C1), restaurant (A3), hot food takeaways (A5) motor dealership and residential apartments (160 units including 48 affordable) together with 330 car parking spaces, new junction on to A339, site access and ancillary development.	Appeal Allowed 01/02/2016
18/01454/MDOPO	Application to modify planning obligation of planning application 12/00772/XOUTMA allowed on Appeal.	Approved 14/12/2018
18/01553/OUTMAJ	Section 73: Variation of conditions to allow for the development to be phased as detailed in submitted schedule of appeal reference APP/W0340/W/14/3002040 (12/00772/XOUTMA).	Approved 14/12/2019
19/00278/RESMAJ	Application for the Approval of Reserved Matters relating to the appearance, landscaping and layout of the development approved under outline planning permission 12/00772/XOUTMAJ, allowed on appeal reference APP/W0340/W/14/3002040 as varied by application 18/01553/OUTMAJ.	Approved 31/05/2019
19/00891/OUTMAJ	Section 73: Variation of Condition 6 - Phasing of previously approved application 18/01553/OUTMAJ: Section 73: Variation of conditions to allow for the development to be phased as detailed in submitted schedule of appeal reference APP/W0340/W/14/3002040. (12/00772/XOUTMA).	Approved 11/07/2019
19/02095/NONMAT	Non material amendment to approved 19/00891/OUTMAJ - Amendment - the addition of a new condition to the list of approved drawings.	Approved 16/09/2019

### 3. Procedural Matters

- 3.1 This is an application for the discharge of a condition of a previously granted planning permission and not an application for planning permission, and so the provisions of the Town and Country Planning (Environmental Impact Assessment) Regulations 2017 do not apply to this application.
- 3.2 This is an application for approval of details reserved by condition and Part 5 of The Town and Country Planning (Development Management Procedure) (England) Order 2015 does not include any requirement for publicising the application.

- 3.3 The Community Infrastructure Levy (CIL) liability has been confirmed through the reserved matters application 19/00278/RESMAJ.

## 4. Consultation

### *Statutory and non-statutory consultation*

- 4.1 The table below summarises the consultation responses received during the consideration of the application. The full responses may be viewed with the application documents on the Council's website, using the link at the start of this report.

<b>Housing Development Officer</b>	We would expect to see the full requirement of affordable housing to be delivered in each phase of the development.
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### *Public representations*

- 4.2 Representations have been received from 14 contributors, none of which support, and 14 of which object to the proposal.

- 4.3 The full responses may be viewed with the application documents on the Council's website, using the link at the start of this report. In summary, the following issues/points have been raised:

- It is part of a phased development and should have had an Environmental Impact Assessment
- Concern about overflowing from the Northbrook Stream into the London Road Industrial Estate, and lack of holistic drainage plan
- There should be an overall final plan for the London Road Industrial Estate which is subject to full public consultation and then agreed, as there is so much uncertainty about the number of houses, and the football ground.
- Object to the loss of the football ground and concerns about potential replacement site
- Insufficient information available to accurately assess the phasing together with the legal implications regarding infrastructure and land use.
- Development of Newspaper House site was refused planning permission and dismissed on appeal due to flood risk (19/01281/OUTMAJ and APP/W0340/W/20/3252212). The appeal decision referred to a wider aspiration for the London Road Industrial Estate and said that the Inspector was unaware of an adopted policy, master plan or development plan document referring to the area.
- The planning conditions of 19/00981/OUTMAJ & the appeal decision APP/W0340/W/14/3002040 require that a drainage strategy is submitted for approval, development accords with the approved Flood Risk Assessment and a surface water drainage scheme is submitted for the development.
- The drainage for each phase of this site should be considered as part of the wider drainage for the London Road Industrial Estate.

## 5. Planning Policy

- 5.1 Planning law requires that applications for planning permission be determined in accordance with the development plan, unless material considerations indicate

otherwise. The following policies of the statutory development plan are relevant to the consideration of this application.

- Policy CS6 of the West Berkshire Core Strategy 2006-2026 (WBCS).

5.2 The following material considerations are relevant to the consideration of this application:

- National Planning Policy Framework (NPPF)
- Planning Practice Guidance (PPG)
- Planning Obligations SPD (2015)

## 6. Appraisal

6.1 The main issue for consideration in this application is:

- Whether the proposed phasing delivers affordable housing concurrently with the whole scheme

### ***Principle of development***

6.2 The principle of the development on this site was established through the granting of outline planning permission (planning permission reference 12/00772/XOUTMA, appeal decision APP/W0340/W/14/3002040). There were subsequent amendments to the outline permission and the reserved matters application was approved in 2019 (19/00278/RESMAJ). This application is one of many pre-commencement conditions to 19/00891/OUTMAJ, and the matter to be considered is whether the proposed phasing plan delivers the affordable housing across the phases of the development.

### ***Provision of Affordable Housing***

6.3 Condition 5 of 19/00891/OUTMAJ requires that before development commences on site that a phasing plan is submitted to an approved in writing by the planning authority. The submitted phasing plan is required to show within each phase the location and number of affordable units which are to be provided on the site, and then the development is to be carried out in accordance with that plan. The outline permission established that 48 of the 330 units would be affordable. The reason for the condition is to ensure that the delivery of the affordable housing takes place within each phase of the development in accordance with policy CS6 of the Core Strategy.

6.4 The phasing plan indicates, that stage one of the development is the initial access road from the north off Kelvin Road, and this will provide the site access for the other phases, and shows the location of the building compound in the centre of the site, which will be developed in phase 4. Whilst no affordable houses will be provided within this phase, this is a very short phase which only provides part of the overall site access, and none of the commercial or residential aspects of the development will be commenced in this phase.

6.5 Phase two of the development proposed the construction of the residential block to the north of the development, and within this phase a total of 18 affordable units out of 61 units in this phase, and the locations of the affordable units has been indicated, within both blocks and this is acceptable.

6.6 Phase 3 of the development is the largest phase of the development, and includes the mixed retail and residential block A, Residential Blocks B, C and D, the office block and

the car dealership, and the final sections of the access road, with the access from Fleming Road to join the previously constructed access and the access from Faraday Road. This phase provides the remainder of the market housing (239 units) and affordable housing (30), with the location provided of each of the affordable housing units which will be spread across each of the residential elements of this phase of the development. This phase also delivers a large part of the commercial elements of the development, through the construction of the retail unit, the office block and car dealership. This is considered to be acceptable as the residential development includes affordable housing in each block of housing, and the site delivers the business elements of the scheme, which are a vital part of this regeneration scheme.

- 6.7 The final part of the scheme proposed the construction of the office block and the Apart-hotel, and this phase does not include any residential development and so no affordable housing. Whilst it is regretted that the final phase will be constructed after the residential part of the scheme, it is seen that this may be practical due to the siting of the compound on this part of the site. The large part of the housing development and commercial parts are both contained within part 3 and the phasing plan delivers the required levels of affordable housing to meet the requirements of policy C6, and also delivers the commercial elements of the scheme which are a vital part of this approved mixed use development within the protected employment area.

### ***Other Matters***

- 6.8 The objections raised to this application have referred to a lack of Environmental Impact Assessment submitted with the outline application. However before the outline application was submitted there was a formal screening of the proposal under the Environmental Impact Assessment Regulations 2011 to assess whether an Environmental Statement would be required, and a decision was issued on 30<sup>th</sup> March 2012 which concluded that an Environmental Statement was not required. The outline application was subsequently submitted and approved following an appeal, and it is the conditions relating to that permission which are being considered.
- 6.9 The objections have made reference to the lack of a drainage strategy over the site, and the need for drainage to be considered at each stage. As referred to in one of objection letters, conditions 9 and 11 of permission 19/00981/OUMAJ also require before any phase of the development to be commenced approval of the drainage strategy, and the surface water drainage system to be submitted and approved. No application to discharge these conditions has yet been submitted, and so the development cannot commence until these details have been submitted and approved. Condition 10 requires that development is carried out in accordance with the approved Flood Risk Assessment, and also a further mitigation measure which specified a limit on the surface run-off from the site. The matters relating to the drainage strategy and flood risk are not relevant to this discharge of conditions application, and will need to be dealt with under a separate application before any phase of the development begins on site. The appeal on the Newspaper House site (19/01281/OUTMAJ) was also referenced, and made reference to the Inspector's comment that there was no adopted plan, strategy or development plan document for the area that he had been made aware of. This comment was made in the context of the sequential test that was required for that particular proposal, and does not have any relevance to this particular application which is seeking approval of matters required by condition of an extant planning permission.
- 6.10 There were also comments made about the football ground. The football ground is outside the application site, and is not relevant to this discharge of conditions application.

## 7. Planning Balance and Conclusion

- 7.1 The details submitted within the application have indicated each phase of the development, and the provision of affordable housing within each phase. The phasing scheme submitted has met the requirements of the condition, and the affordable housing can be delivered in phases across the site to meet the requirements of policy C6.

## 8. Full Recommendation

- 8.1 To delegate to the Head of Development and Planning to GRANT APPROVAL OF THE SUBMITTED DETAILS subject to the conditions listed below.

### **Conditions**

1.	<p><b>Condition 5 : Phasing</b></p> <p>The details submitted in relation to Condition 5 of planning permission reference 19/00891/OUTMAJ are hereby approved by the Local Planning Authority. To fully comply with this condition, the development must be carried out in accordance with the full terms of the condition as set out in the decision notice, and in accordance with the following approved details:</p> <ul style="list-style-type: none"><li>i. Covering letter dated 19<sup>th</sup> January 2021, received on 20<sup>th</sup> January 2021;</li><li>ii. Development Description Addendum received on 27<sup>th</sup> January 2021</li><li>iii. Site plan Drawing No RL14/P3/15 Rev A received on 20<sup>th</sup> January 2021;</li><li>iv. Location Plan Drawing No RL14/P3/31 received on 20<sup>th</sup> January 2021;</li><li>v. Phasing Plan Phase 1 Drawing No RL14/P3/40 received on 27<sup>th</sup> January 2021;</li><li>vi. Phasing Plan Phase 2 Drawing No RL14/P3/41 received on 27<sup>th</sup> January 2021;</li><li>vii. Phasing Plan Phase 3 Drawing No RL14/P3/42 received on 27<sup>th</sup> January 2021;</li><li>viii. Phasing Plan Phase 4 Drawing No RL14/P3/43 received on 27<sup>th</sup> January 2021; and</li><li>ix. Phasing Plan Phase 1 Drawing No RL14/P3/39 Rev A received on 27<sup>th</sup> January 2021</li></ul>
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### **Informatives**

1.	<p>CIL</p> <p>The development to which these conditions relate, carries a liability to make a Community Infrastructure Levy (CIL) payment to the Council. You are advised to refer to the original approval documents and the associated Liability Notice and ensure that a Commencement Notice is submitted to the authority prior to the commencement of the development. Failure to submit the Commencement Notice will result in the loss of any exemptions claimed, the loss of any right to pay by instalments, and additional costs to you in the form of surcharges. For further details see the website at <a href="http://www.westberks.gov.uk/cil">www.westberks.gov.uk/cil</a></p>
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# Site Land Off Faraday Road and Kelvin Road

Photographs for Western Area Planning Committee

Application 21/00114/COND1



View of application site from A339/Fleming Road junction. (looking North)



View of application site from A339/Fleming Road junction (looking north-east)



View of application site along Fleming Road towards A339 (looking west)



View of application site from Fleming Road/Faraday Road junction looking north-west)



View of application site from Faraday Road (looking west)



View of application site along Faraday Road (looking South)



View of Faraday Road/Kelvin Road Junction (looking South)



View of the application site across Kelvin Road (looking south)



View of application site from Kelvin Road (looking south)



Map Centre Coordinates :

Scale : 1:1832

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<b>Organisation</b>	West Berkshire Council
<b>Department</b>	
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