

Vision Update

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NEWBURY

2026

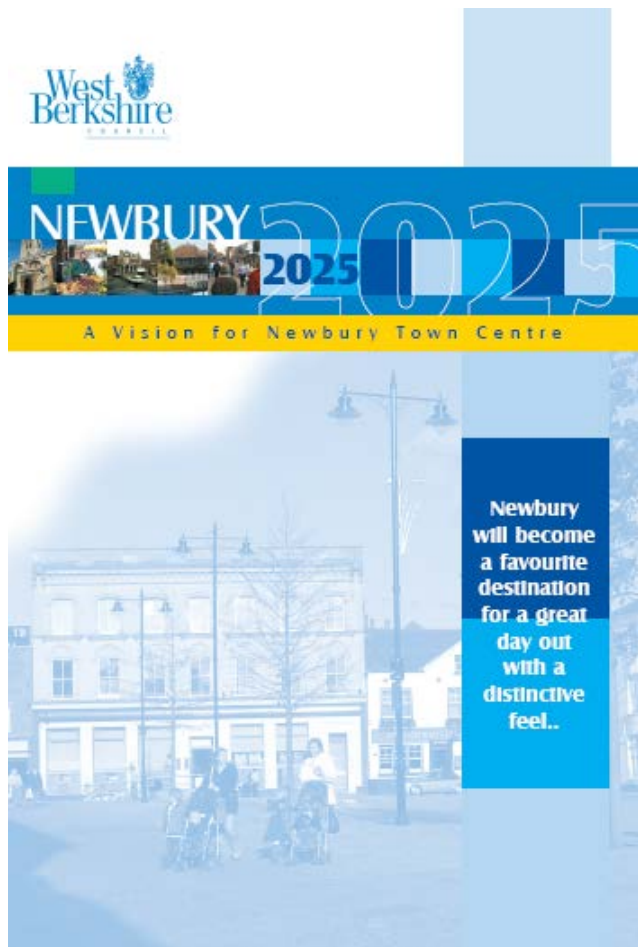
Newbury in 2026..... freedom to grow



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Newbury Vision

- ❑ Published in 2003
- ❑ Driven by a lack of a cohesive plan
- ❑ Retail decline



Newbury In 2026..... freedom to grow

Newbury Vision

- ❑ Quarters framework
- ❑ Movement framework
- ❑ Urban design framework

Short Term to 2006

❖ Environmental Enhancements

- Bartholomew Street, Mansion House Street, Market Place, Newtown Road North



❖ Cinema



❖ Parkway



Short Term to 2006

❖ Gateway Enhancements



❖ Town Design Statement



❖ Town Trail



Short Term to 2006

❖ Victoria Park Enhancement



❖ Movement Study



❖ Car Parking Strategy



Short Term to 2006

❖ Museum/TIC Redevelopment



❖ Car Park Refurbishment



Medium Term to 2010

❖ Pedestrianisation



❖ Environmental Enhancements

- Northbrook Street



❖ Wharf Development



Medium Term to 2010

❖ Newbury Racecourse Link



X

❖ Redevelopment of Waterside Centre



?

❖ Kennet and Avon Canal Frontage



?

Medium Term to 2010

- ❖ Business Quarter (London Road)



Long Term – Beyond 2010

❖ Western Link

X

❖ Key Development Sites

- Sterling Cables
- Telephone Exchange



?



X

10 Years on – 80% of Action Plan implemented

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Newbury 2026 - Freedom to Grow

- Wider perspective

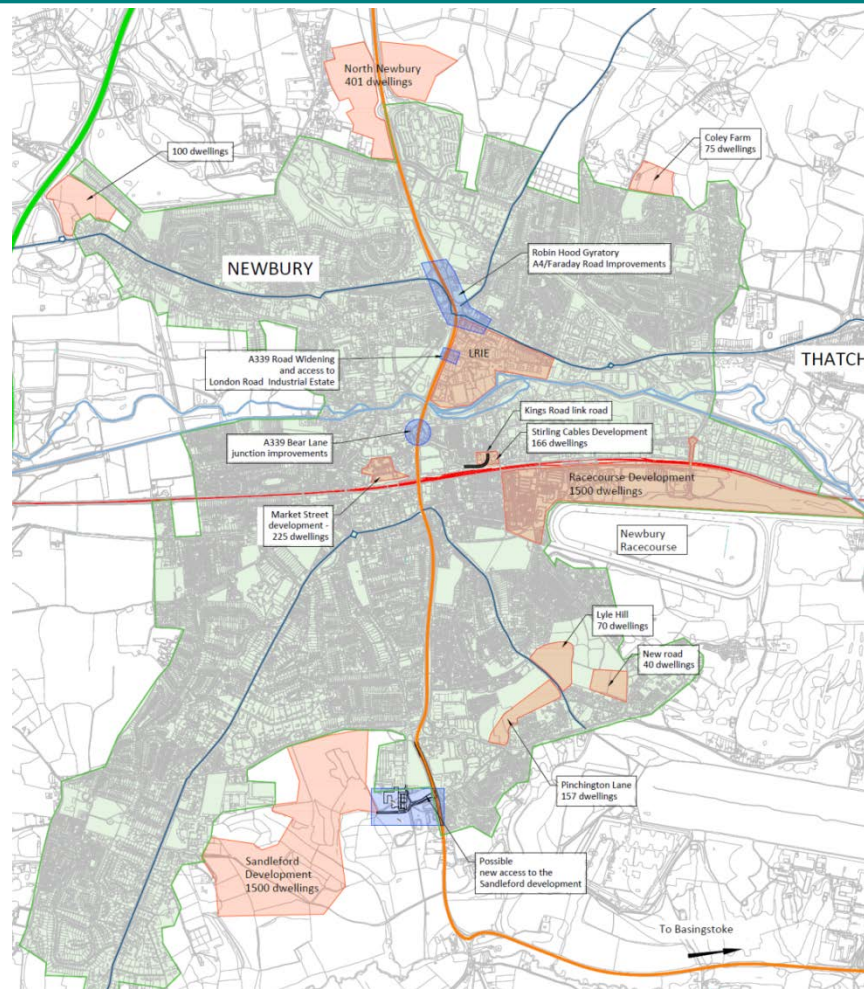


Housing – Space to Grow

- ❑ Understand future need
- ❑ Housing mix
- ❑ Manage the supply (Sandleford – Racecourse)



Developments in Newbury



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Business and the Local Economy – A Place to Grow

- ❑ Modern town centre business space
- ❑ Encourage investment & retention – open for business
- ❑ Work with employers to ensure skills match
- ❑ Encourage incubation and Enterprise Centre
- ❑ Skills and employment plans
- ❑ National apprenticeship scheme for SMEs

Improving Travel Choice – Opportunities to Grow

- Increasing walking and cycling participation rates and bus patronage
- Walking and cycle routes
- Cycle hub
- Bus links
- Car club
- Electrification
- Park and ride
- Electric charging points



Rejuvenation – A Place to Grow

- ❑ London Road Industrial Estate
- ❑ Wharf
- ❑ Market Street
- ❑ Outdated buildings
- ❑ Racecourse
- ❑ Hambridge Road



Infrastructure – A Place to Grow

- ❑ LRIE/A339
- ❑ Broadband
- ❑ Electrification
- ❑ Western link
- ❑ Car parking
- ❑ Green infrastructure
- ❑ Enhance east Newbury road network

Culture, Leisure & Sport – Opportunities to Grow

- Improved and new sporting and recreation areas
- Maximise role of Victoria Park
- Wider and more extensive promotion
- Newbury as a weekend or day destination
- Increase use of Market Place
- Encourage more use of Kennet & Avon Canal
- Stronger night time economy

Where Next?

- ❑ Governance has been weak
- ❑ Things are still happening – long term more challenging
- ❑ Town Plan → new Local Plan (2036)