

*Eleven overarching **Key Principles** for the whole Town can be summarised as follows:*

- 5.1 Gateway roads into the Town attracted prosperous suburban housing with large gardens early on in its expansion and now these irreplaceable 'garden suburbs' enhance the approach roads into the Town for all to enjoy. Any future development should respect the role they play as gateways into Newbury.
- 5.2 Similarly, other localities which are most frequently seen and remembered – such as the environs of schools and parks – should be kept pleasing to the eye.
- 5.3 Several distinct Conservation Areas, such as The City and West Mills, are subject to stringent planning regulations. Any adjacent development should be sympathetic in design and scale.
- 5.4 Newbury has several post-war period estates which are well planned and landscaped. Successful design deserves to be preserved, so any future development should avoid spoiling the visual rhythm of the original street scene.
- 5.5 The green spaces provided by the Town parks form an integral part of the Town's character and their role as quality recreational areas and as a wildlife resource should be maximised.
- 5.6 Views out to the countryside from hill top residential areas should be conserved and enhanced.
- 5.7 Likewise views into and out of the rural edges of the Town should be conserved and new development here should blend into the existing landscape. In line with the requirements for sustainability new estates here should have good pedestrian and cycle routes into the Town, to minimise dependency on cars. This implies provision for safe cycle storage.
- 5.8 The effect of traffic generated by new development and the associated impact on local road safety and congestion should be a prime consideration in the consideration of development proposals.
- 5.9 New development in the Town should seek to conserve existing wildlife and their habitats and where possible enhance them.
- 5.10 Trees form an important aspect of the urban environment - mature specimens should be retained wherever possible within new developments, which should include appropriate planting schemes.
- 5.11 The potential of the canal corridor in the Town should be maximized as an attractive environment for future residential and recreational development. The canal side appearance of new development should be particularly carefully considered. The successful design of Greenham Mill is considered a good start to this process of regeneration.