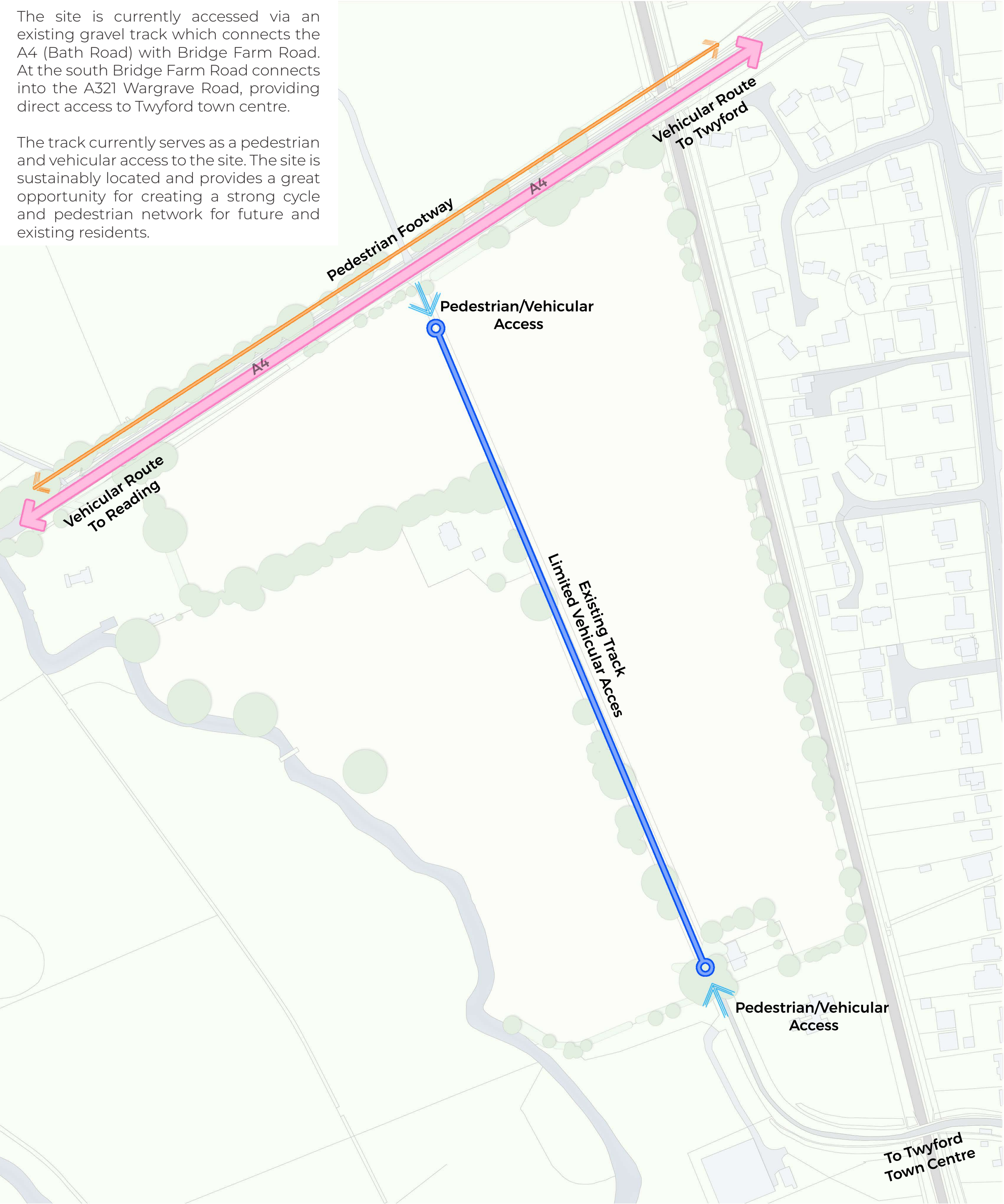


Existing Site Access and Routes

The site is currently accessed via an existing gravel track which connects the A4 (Bath Road) with Bridge Farm Road. At the south Bridge Farm Road connects into the A321 Wargrave Road, providing direct access to Twyford town centre.

The track currently serves as a pedestrian and vehicular access to the site. The site is sustainably located and provides a great opportunity for creating a strong cycle and pedestrian network for future and existing residents.



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Bridge Farm - Twyford
Design Code

2

DESIGN CONCEPT

Block Concept

The block concept for the scheme has been developed with consideration of the constraints and opportunities of the site. It seeks to build upon the illustrative layout which formed part of the outline application by broadly following the defined framework.

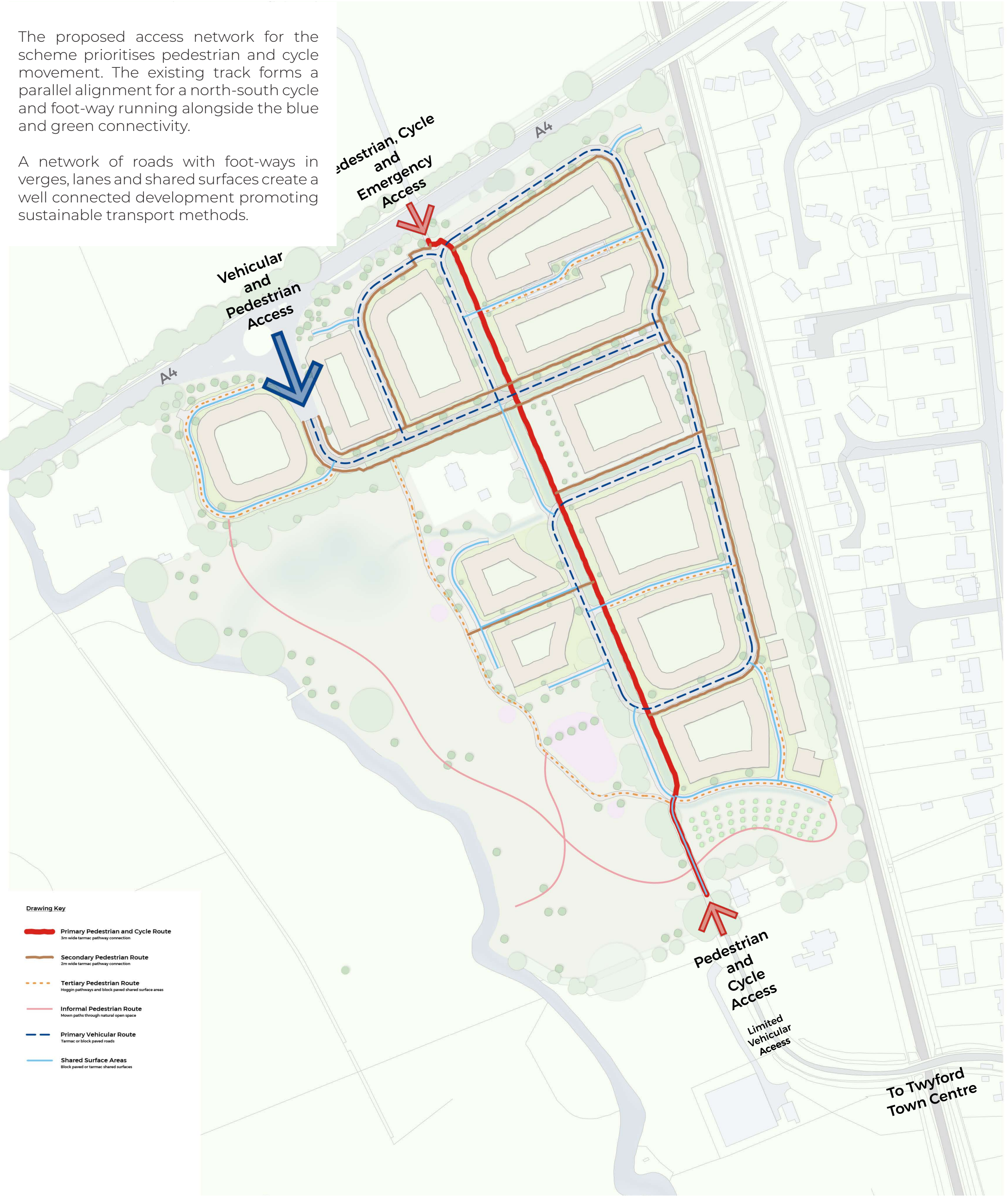
The proposal is strengthened with design principles including blue connectivity, green infrastructure and frontage housing blocks.



Proposed Access and Routes

The proposed access network for the scheme prioritises pedestrian and cycle movement. The existing track forms a parallel alignment for a north-south cycle and foot-way running alongside the blue and green connectivity.

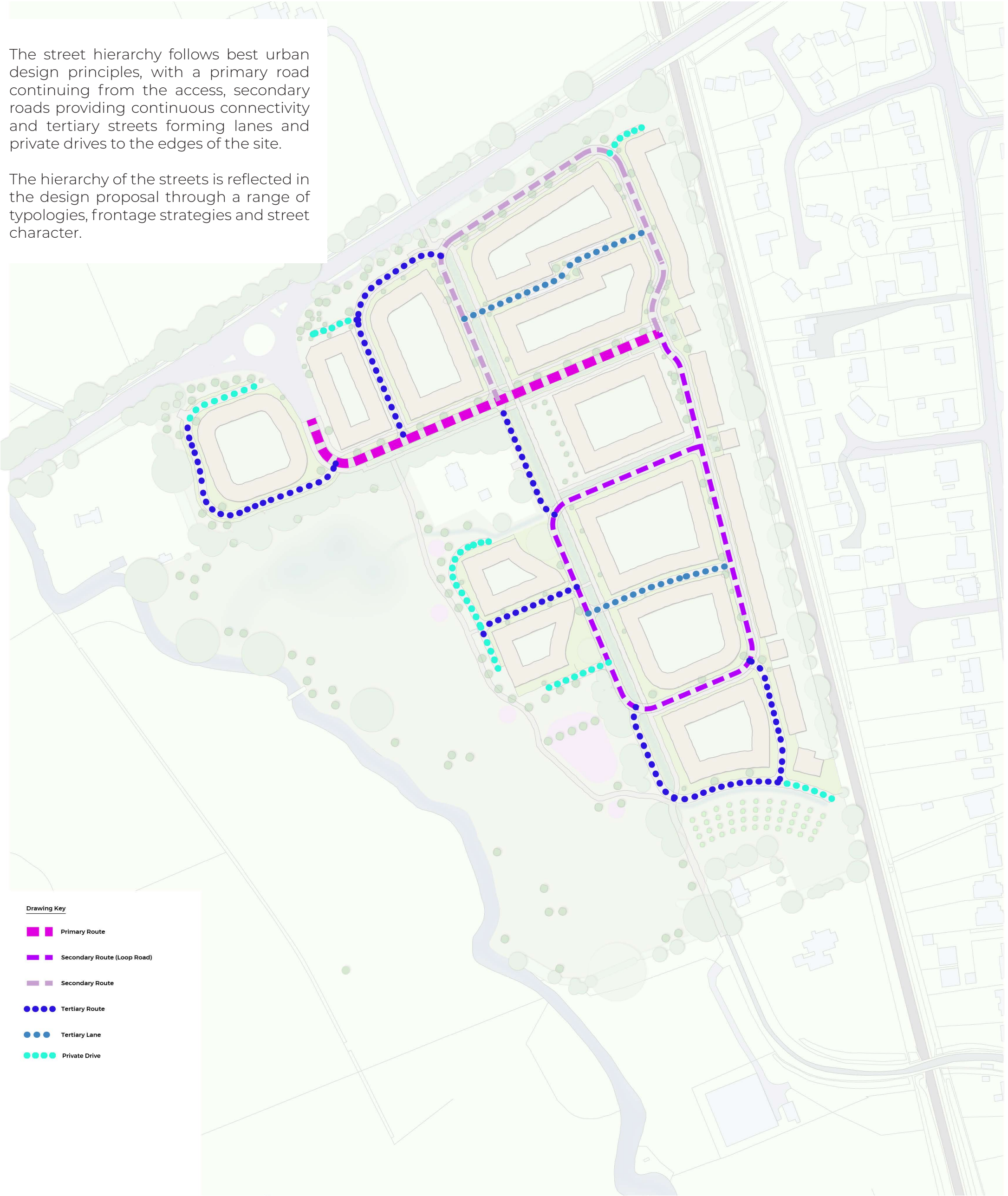
A network of roads with foot-ways in verges, lanes and shared surfaces create a well connected development promoting sustainable transport methods.



Street Hierarchy

The street hierarchy follows best urban design principles, with a primary road continuing from the access, secondary roads providing continuous connectivity and tertiary streets forming lanes and private drives to the edges of the site.

The hierarchy of the streets is reflected in the design proposal through a range of typologies, frontage strategies and street character.



Street Character

The street character encourages a distinctive sense of place within specific areas of the development. The formal avenue incorporates street trees to the north side and rain gardens to the south.

Blue connectivity provides a link through the site to the river context in both north-south and east-west orientations.



Design Concept

The design concept builds upon the block concept, highlighting key areas of architectural interest within the scheme.

Gateway buildings frame the entrance to the site. A number of buildings incorporate multiple active elevations to effectively turn corners within the scheme and vista buildings terminate key views from the pedestrian and vehicular network.



Frontage Strategy

Dwelling frontages reflect the character area of the site. Low level hedges and soft landscaping frontages form the rural and edge areas of the site, with estate railing and hard landscaped verges creating a sense of formality within the avenue and mews.

The blue connectivity is terminated on the east of the site by sustainable drainage features within the dwelling frontage.



Storey Heights Plan

The plan to the right depicts the proposed storey heights of the development. Broadly in line with the approved strategy, 3 storey dwellings are located in key features to frame spaces and views within the scheme.

To create visual interest, some 2.5 storey dwellings are incorporated into the railway edge housing and bath road frontage.

