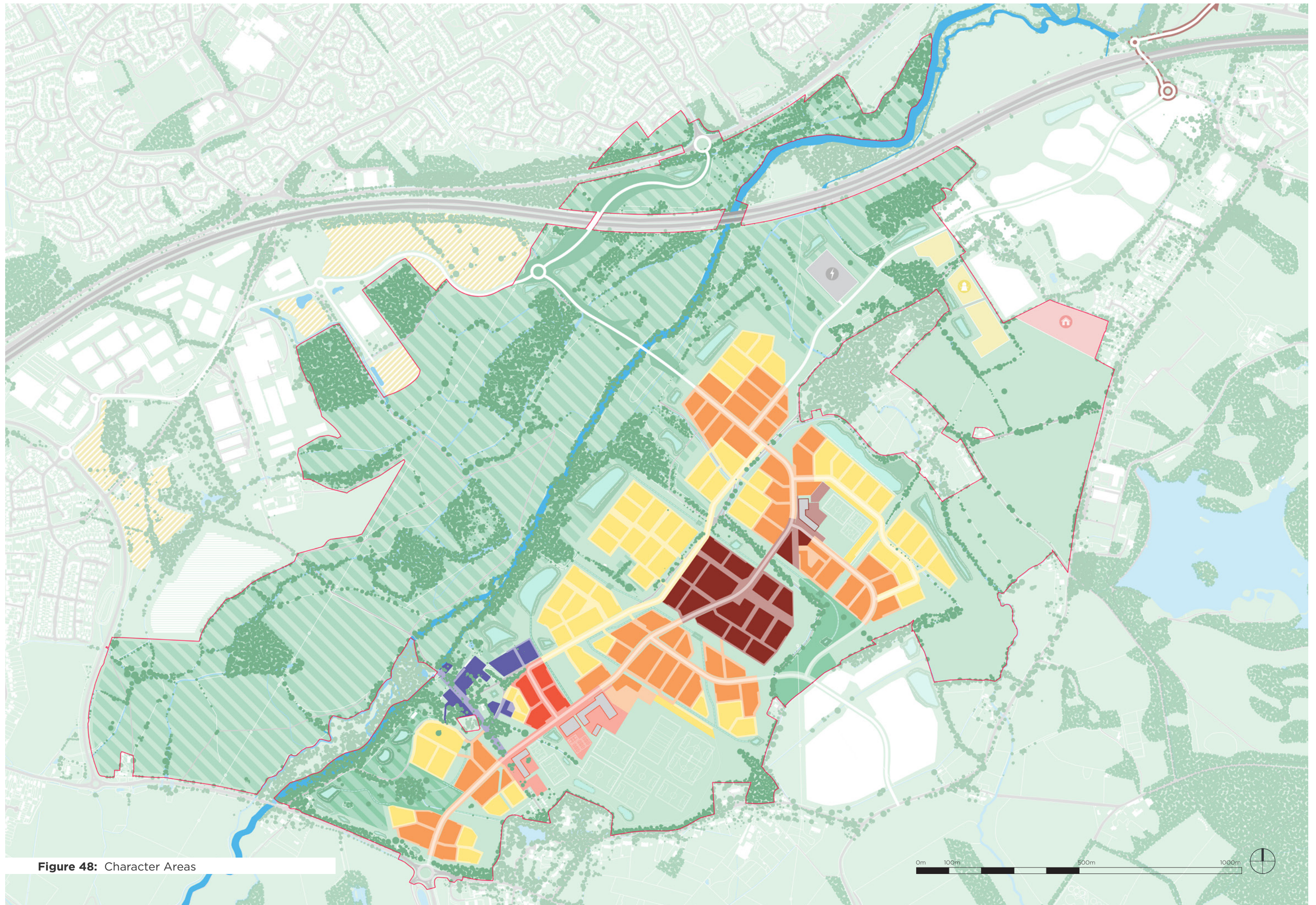




**CHARACTER AREAS**

10
















**Figure 48:** Character Areas



# CHARACTER AREAS

## Introduction

-  Application boundary
-  District Centre character area
-  Local Centre character area
-  Community Hub character area
-  Spine Road character area
-  Residential Neighbourhood character area
-  Self-build plots
-  Gypsy and Traveller pitches
-  Electrical substation
-  EcoValley
-  TVSP - Future employment parcels

The illustrative masterplan for this phase of the LGV has been developed through an in-depth understanding of the site, along with the vision and design principles described earlier in this document. It illustrates how the site could be developed in the context of the Parameter Plans and has been informed by the guiding principles set out in the WBC Local Plan Update. The aim is to create an attractive and sustainable new garden community including a range of amenities and open spaces. It should be noted that this masterplan is for illustrative purposes only and shows just one way in which it could be delivered.

While some overarching aspects of the key character areas are explained in more detail on subsequent pages, in summary, the masterplan will deliver:

- Commercial space for a range of small, medium and large sized businesses within a District Centre, Local Centre and a Community Hub;
- Up to 2800 new homes across a variety of types, tenures, and sizes to meet all needs;

- A strong blue-green infrastructure framework made up of a connected network of green and blue elements to complement the existing landscape and ecological character of the place, providing space for sport, play, recreation, walking and cycling;
- A range of amenity and community facilities to make the place vibrant, including shopping and leisure;
- A co-working hub located within the District Centre;
- Mobility hubs at strategic locations to reduce the reliance on cars and encourage sustainable travel.

The Local Plan recommends efficient use of the land with points of higher density around the most accessible locations within the site. As a consequence, density, height and grain have been increased to create two distinct centres of activity.

Built form has been designed to provide a gradual transition in scale from the two local centres to the outer edges and parts of the masterplan. In particular, 2-3 storey massing towards the northern and north-western edges of the site has been

designed as a response to the Country Park/ EcoValley edge.

The green fingers that run through the masterplan create ecological chains and edge landscape buffers have been used as design elements to contribute positively to transitions from the built up environments to the natural green surroundings.

The actual design, detailed character and details for landscape, building and infrastructure will be set out in subsequent Reserved Matters applications as and when each phase of the LGV are brought forward for delivery.

# District Centre

The District Centre is the heart of the community - the mixed use centre will offer a wide range of local amenities for residents of the LGV. This main centre is supported by a smaller Local Centre, further south of this location and along the Spine Road.

**Key Characteristics:**

- Medium density mixed use setting with buildings up to five storeys in height, supported by non residential uses at ground floor to animate key public spaces and realm
- A range of local amenities - retail, community, workspaces and restaurants / cafés
- High quality public realm and a central linear landscaped space connecting the Spine Road to Central Park
- Mature local species for trees
- Public art in key locations
- Outdoor recreational activities for various age groups
- A variety of building typologies, including apartment blocks / mixed uses centred around squares and public routes to define an urban setting

## District Centre Specifications

|                  |   |
|------------------|---|
| Density          | 50 - 75dph  |
| Building Heights | max 18m   |
| Land Use         | Residential<br>Retail<br>Food Retail<br>Work Space<br>Community Centre<br>Leisure Centre  |
| Movements        | Primary Street<br>Secondary Street<br>Recreational routes<br>Segregated cycleway  |
| Parking          | 2x Multi Storey car parks<br>1x Podium car park<br>1x Community and Leisure car park<br>On plot parking<br>On street parking<br>Courtyard parking |

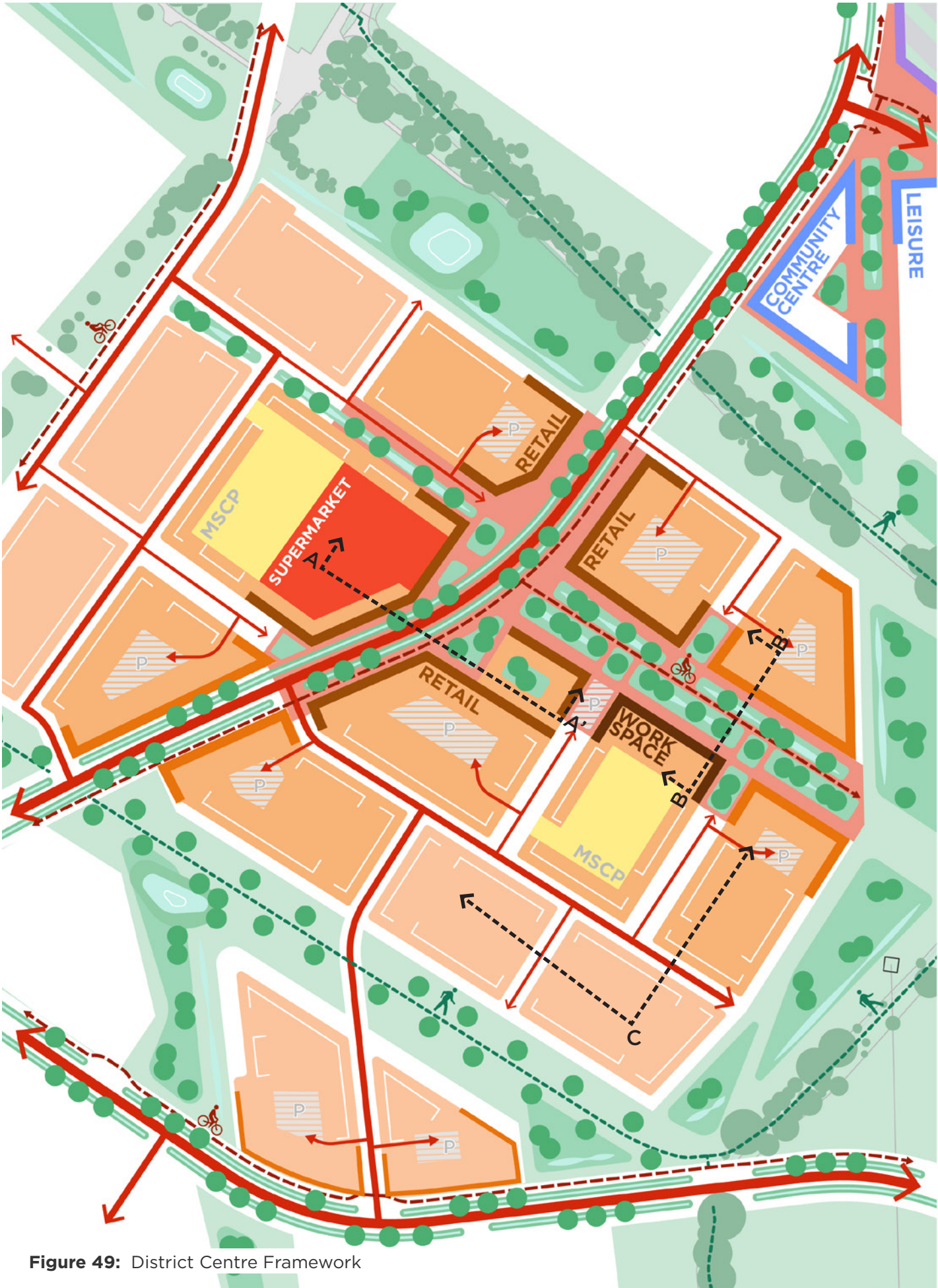
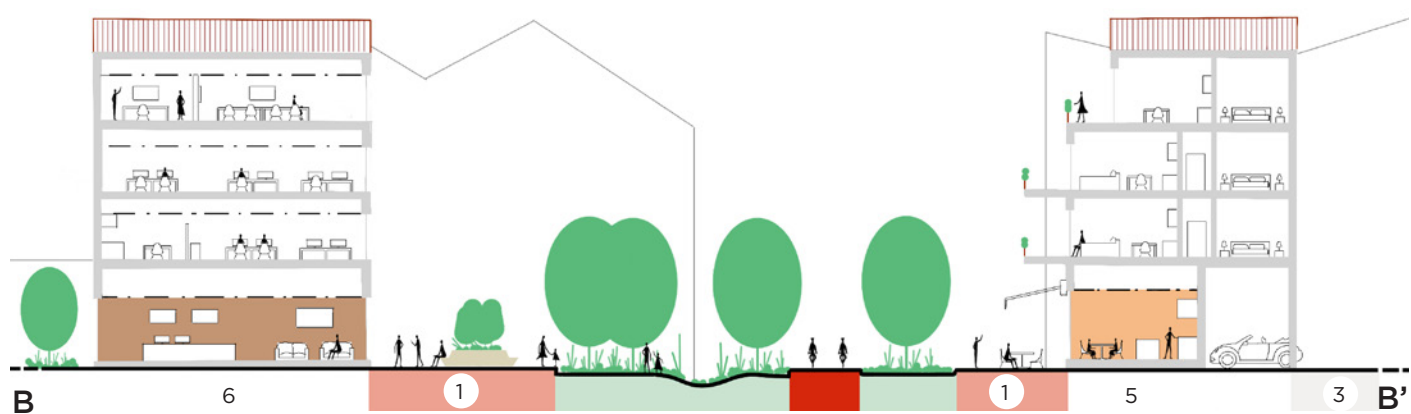
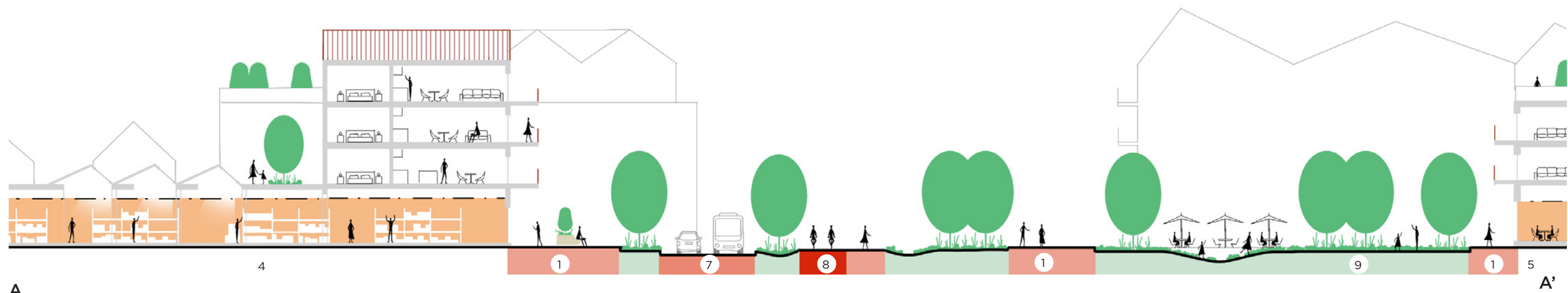


Figure 49: District Centre Framework





**Key Elements:**

- 1. Public Realm
- 2. Multi-Storey Car Park with residential podium
- 3. Parking courtyard
- 4. Supermarket with residential podium
- 5. Retail frontage
- 6. Co-working hub
- 7. Primary Street infrastructure
- 8. Segregated Cycleway
- 9. Incidental Open Space
- 10. Green finger



**Figure 50:** District Centre Axo - view C



# Local Centre

The Local Centre is smaller in scale and will support the main centre - the mixed use centre will offer some local amenities and an education area and sport hub for residents of the LGV. Located along the Spine Road, the public realm will be carefully designed to create opportunities for easier pedestrian/ cyclist flows and spill out space along the active frontages of the ground floor.

**Key Characteristics:**

- Medium density mixed use setting with buildings up to four storeys in height, supported by non residential uses at ground floor to animate public spaces along the Spine Road
- A range of local amenities - retail, health (subject to NHS/CCG discussions) and education facilities including a primary school and a secondary school, a sports hub and restaurants / cafes
- High quality public realm and landscaped spaces along Spine Road
- Mature local species for trees
- Public art in key locations
- A variety of building typologies, including apartment blocks / mixed uses centred around Spine Road to define an urban setting

## Local Centre Specifications

|                  |   |
|------------------|---|
| Density          | 40 - 70dph  |
| Building Heights | Residential max 12m<br>Mixed Use max 18m  |
| Land Use         | Residential<br>Retail<br>Food Retail<br>Community facilities<br>Primary School<br>Secondary School<br>Sport Hub       |
| Movements        | Primary Street<br>Key secondary Street<br>Recreational routes<br>Segregated cycleway                                  |
| Parking          | 2x School car parks with Drop Off<br>2x Retail Car parks<br>On plot parking<br>On street parking<br>Courtyard parking |

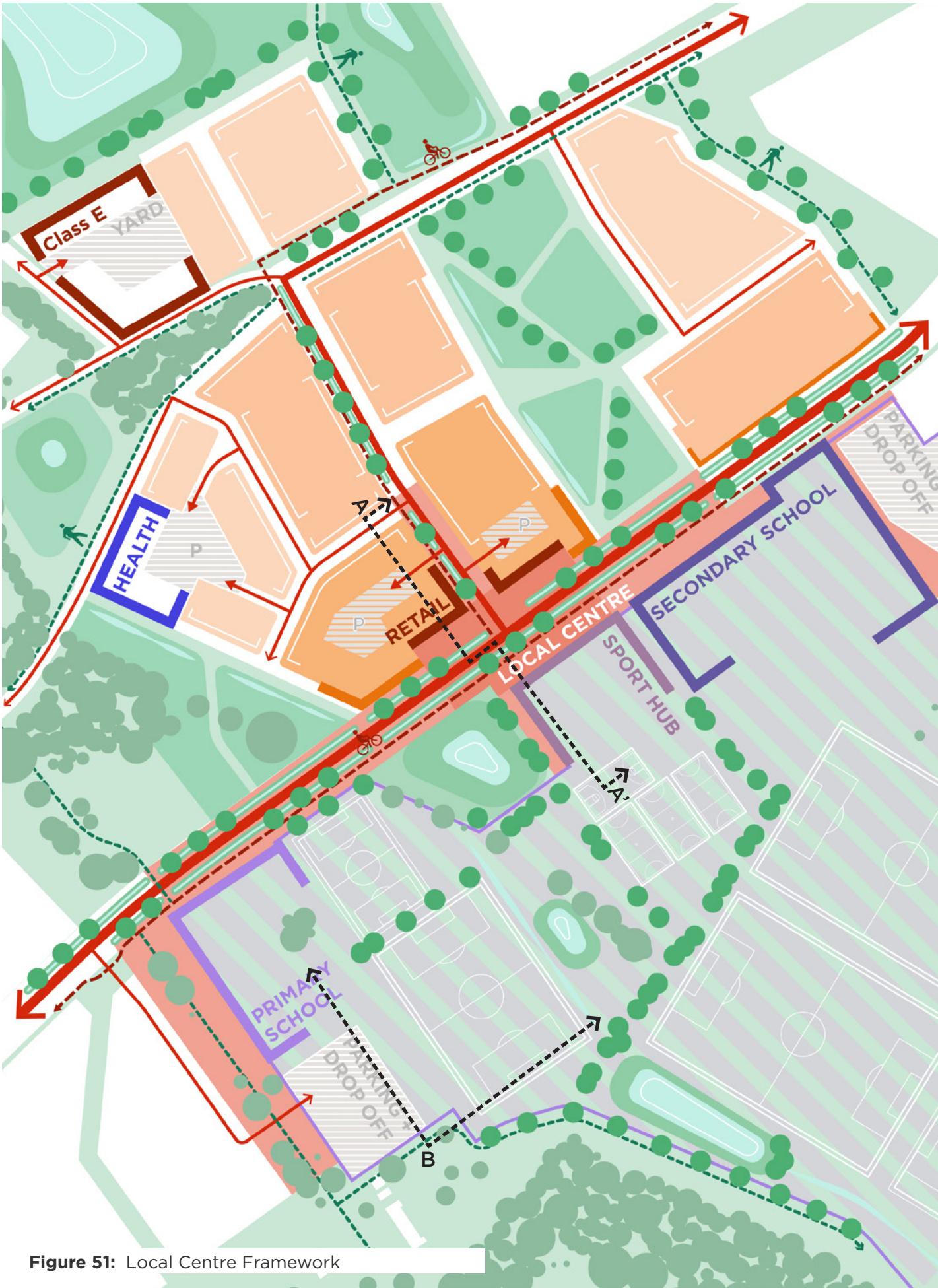


Figure 51: Local Centre Framework



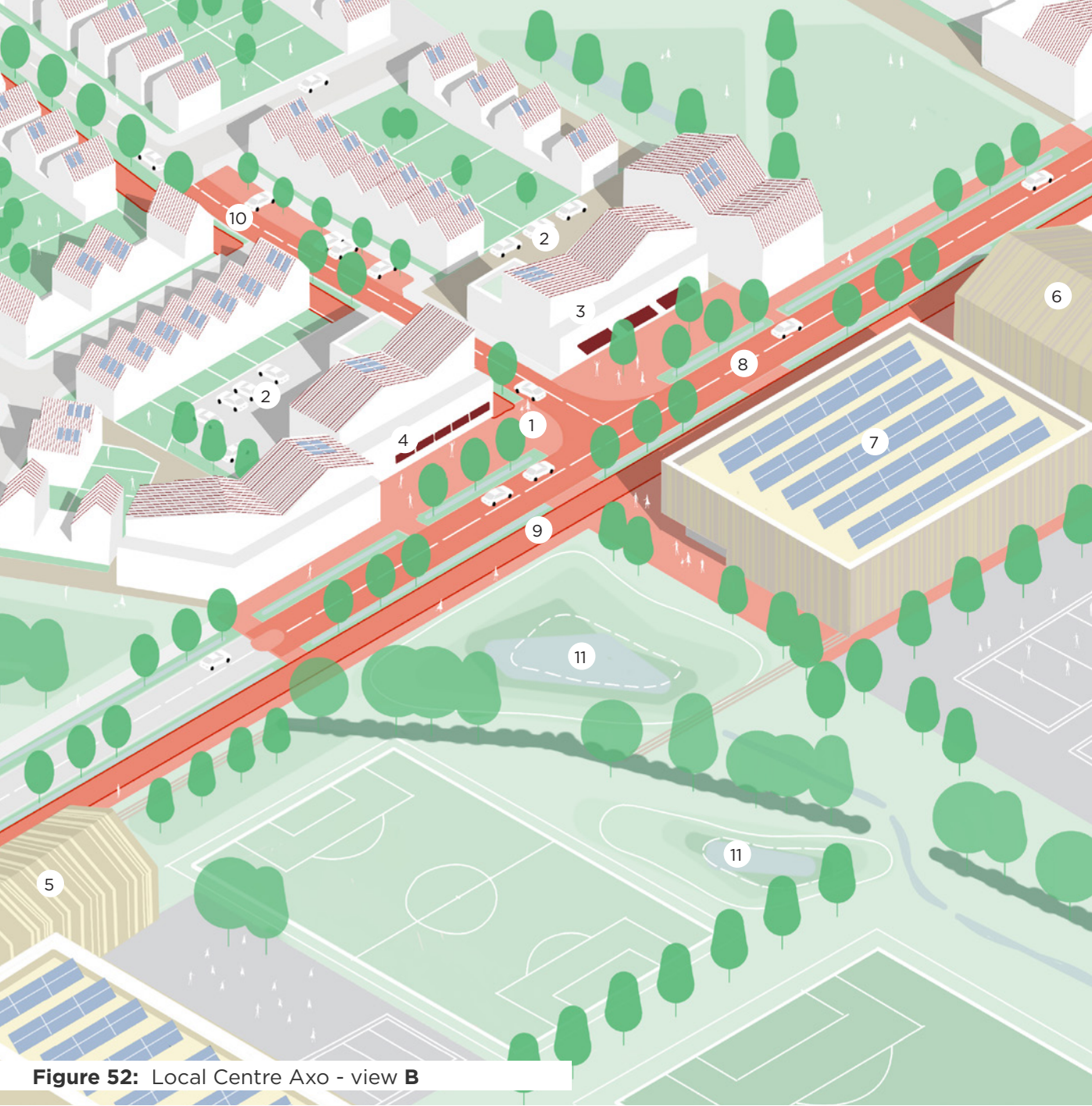
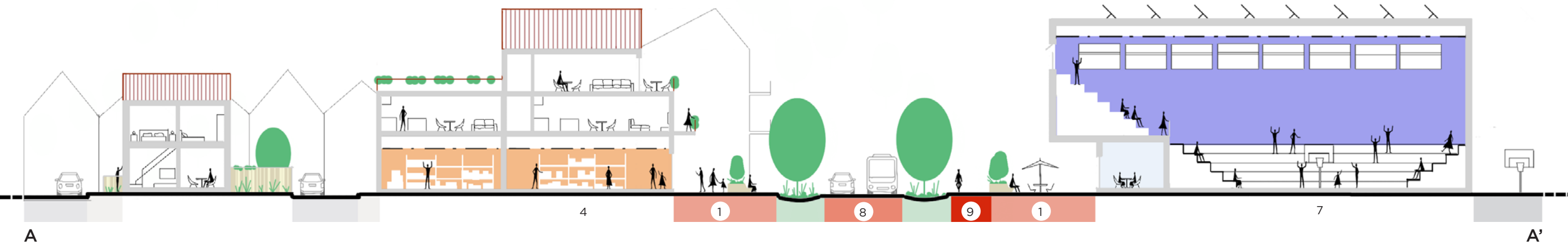


Figure 52: Local Centre Axo - view B

Key Elements:

- 1. Public Realm
- 2. Parking
- 3. Retail frontage
- 4. Mini Market
- 5. Primary School
- 6. Secondary School
- 7. Sport Hub
- 8. Primary Street Infrastructure
- 9. Segregated Cycleway
- 10. Key Secondary Road
- 11. SuDS Basin





# Community Hub

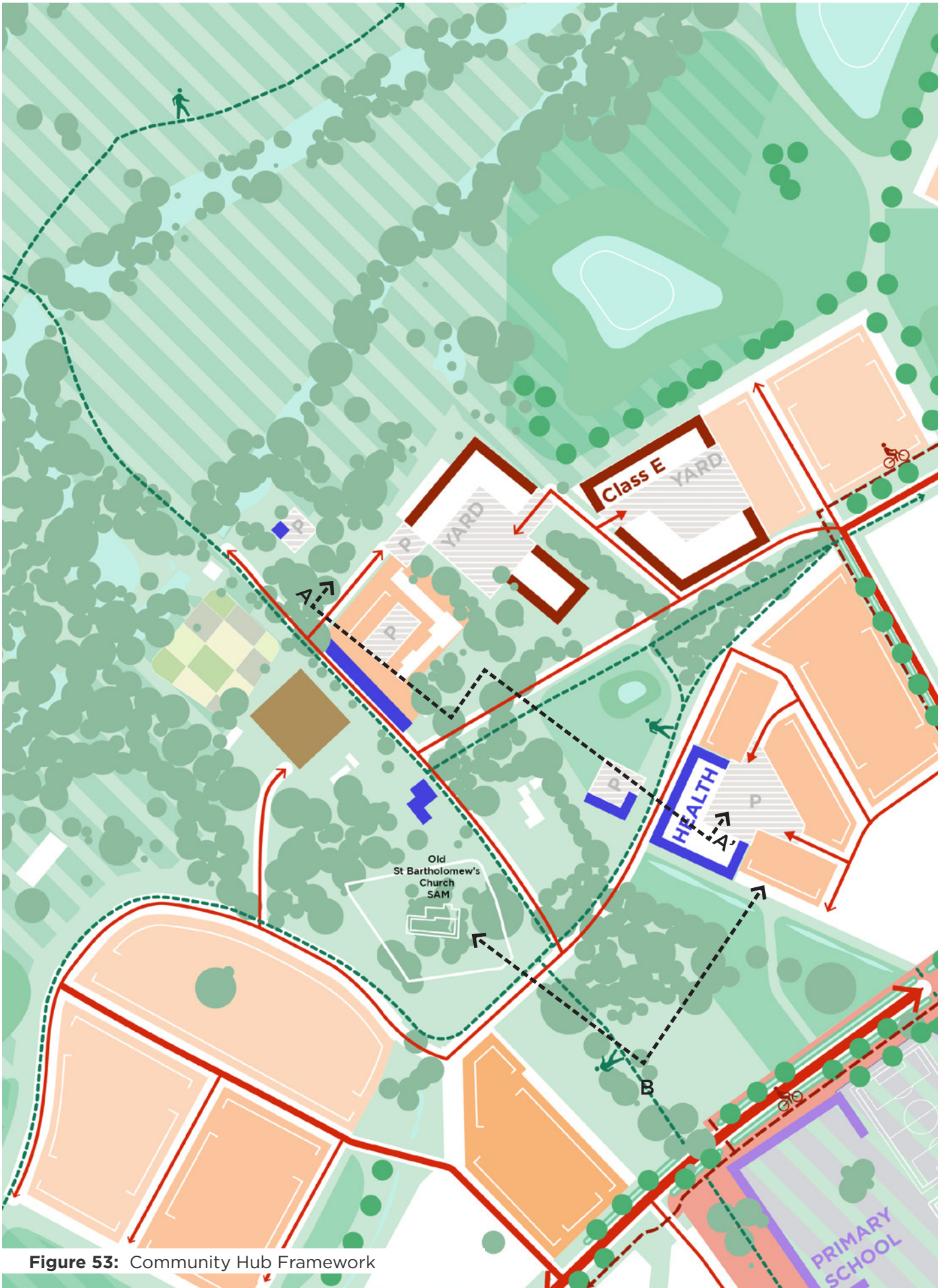
The Community Hub is closely linked with the Local Centre. It also serves as a gateway to the EcoValley. The Hamlets area forms part of the hub, it has a unique setting with historic ruins and listed buildings. The historic ruins will be retained and the listed buildings, restored and enhanced to provide housing and community amenities for the local neighbourhoods. Homes will be designed as ‘farm style’ structures reflecting local vernacular and materials.

**Key Characteristics:**

- Low density residential area
- Preservation of the Old St Bartholomew’s Church, retrofit of Arborfield Hall Farmhouse, and conversion of the Old Church Cottage
- Traditional houses and ‘Farm style’ Courtyards that deal with listed buildings and natural features
- Home frontages overlooking roads, internal parking courts and shared green spaces
- Car barns in key locations
- Community facilities/clubs, food growing areas and Class E uses (light Industry/workshop/workspace) integrated into hub

## Community Hub Specifications

|                  |  |
|------------------|--|
| Density          | 30 - 40dph   |
| Building Heights | Residential max 12m<br>Non Residential max 12m   |
| Land Use         | Residential<br>Community facilities<br>Retail<br>Food and Drink<br>Allotments<br>Class E: Light Industry/ Workshop/Workspace |
| Movements        | Minor roads<br>Recreational routes   |
| Parking          | Community facilities car parks<br>Service yards for class E<br>On plot parking<br>On street parking<br>Courtyard parking     |





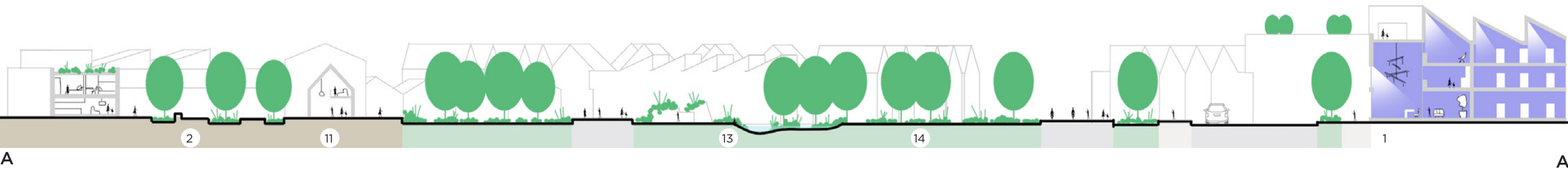


Figure 54: Community Hub Axo - view B

Key Elements:

- 1. Health & Wellbeing Facilities (subject to NHS/CCG discussions)
- 2. Parking
- 3. Retail /independents
- 4. Food & Drink
- 5. Light Industry/Workshop/Workspace
- 6. Cocoa Quarantine Centre
- 7. Allotments
- 8. Angling Club
- 9. EcoValley
- 10. Scheduled Ancient Monument
- 11. Listed building
- 12. River Loddon
- 13. SuDS basin
- 14. Strategic Open Space





# Spine Road (phase 1)

The Spine Road is the primary movement infrastructure route through the LGV. It is the main avenue that connects the various neighbourhoods and also offers a continuous dedicated bus route in and out of LGV. The character of this route is defined as a multi modal route, allowing access for pedestrians, cyclists, buses and cars. Higher densities and heights are focused along its length to give it a distinct setting within the wider layout.

**Key Characteristics:**

- Medium density 3-4 storey development with 5 storeys at strategic locations
- A range of building typologies with a carefully considered palette of materials along the Spine Road
- High quality public realm and landscaped spaces
- Retain and plant more mature local species for trees - create a green boulevard
- Public art, play and SuDs/ raingardens/ meadow planting integrated into streetscape
- Dedicated cycle lanes along either edge or to one edge along varying sections of the route
- Bus route running along the Spine Road

**Spine Road (phase 1)  
Specifications**

**Density** 40 - 60dph

**Building Heights** Residential max 12m

**Land Use** Residential

**Movements** Primary Street  
Minor Street  
Recreational routes  
Segregated cycleway

**Parking** On plot parking  
On street parking  
Courtyard parking

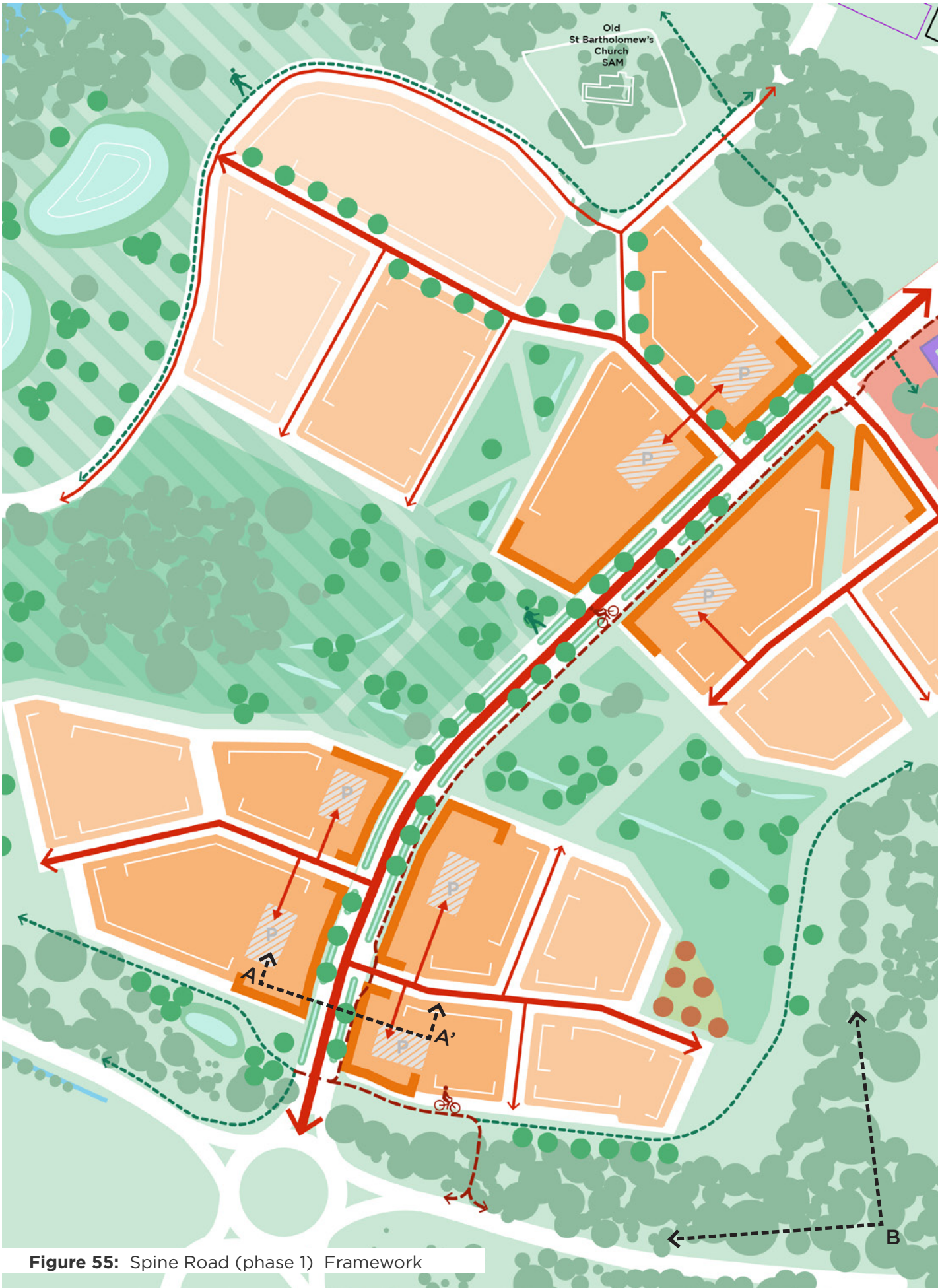
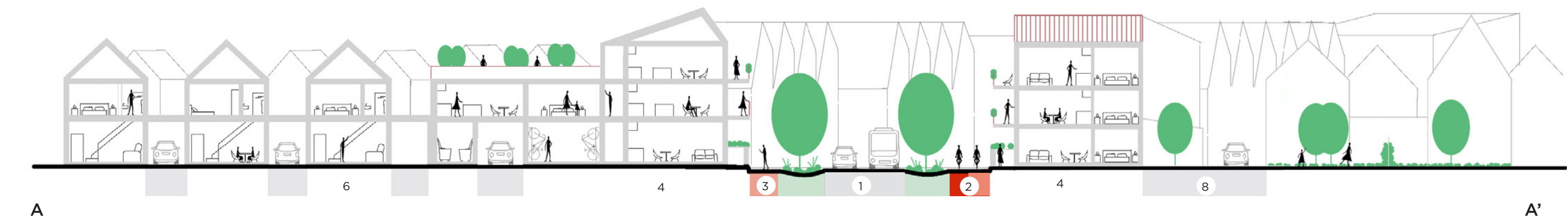


Figure 55: Spine Road (phase 1) Framework





**Key Elements:**

- 1. Primary Street Infrastructure
- 2. Segregated Cycleway + Footway
- 3. Shared Footway & Cycleway
- 4. Flats
- 5. Terraced Houses
- 6. Semi-detached Houses
- 7. SuDS Basin
- 8. Semi Private courtyards
- 9. Park and garden
- 10. Arborfield Cut
- 11. Reading Road roundabout





# Residential Neighbourhood

Residential neighbourhoods are accessible from the Spine Road via pedestrian-cyclist connections and a network of Green-Blue corridors. At strategic locations, higher density maximises the value of open spaces and improves legibility. Where neighbourhoods interface with the EcoValley boundary, densities and heights will be lower, allowing for a transition area of lower density housing.

**Key Characteristics:**

- Variety of housing typologies for young families, single occupants and elderly
- A mixed range of tenures
- High quality public realm and shared communal spaces, supporting play and food growing
- Integrated cycle storage in homes, communal spaces and courtyards
- Green leafy streets - integrated with play, SuDS, lighting and street furniture
- Natural play, seating and meandering pathways along the green edge
- Structured tree planted edges to create transition areas between the country park and housing edge
- Narrower village-like lanes to allow access to homes, with rich ecological edge of local planting

**Residential Neighbourhood Specifications**

**Density** 30 - 60dph

**Building Heights** Residential max 12m

**Land Use** Residential

**Movements** Primary Street  
Secondary Street  
Minor Street  
Recreational routes  
Segregated cycleway

**Parking** On plot parking  
On street parking  
Courtyard parking

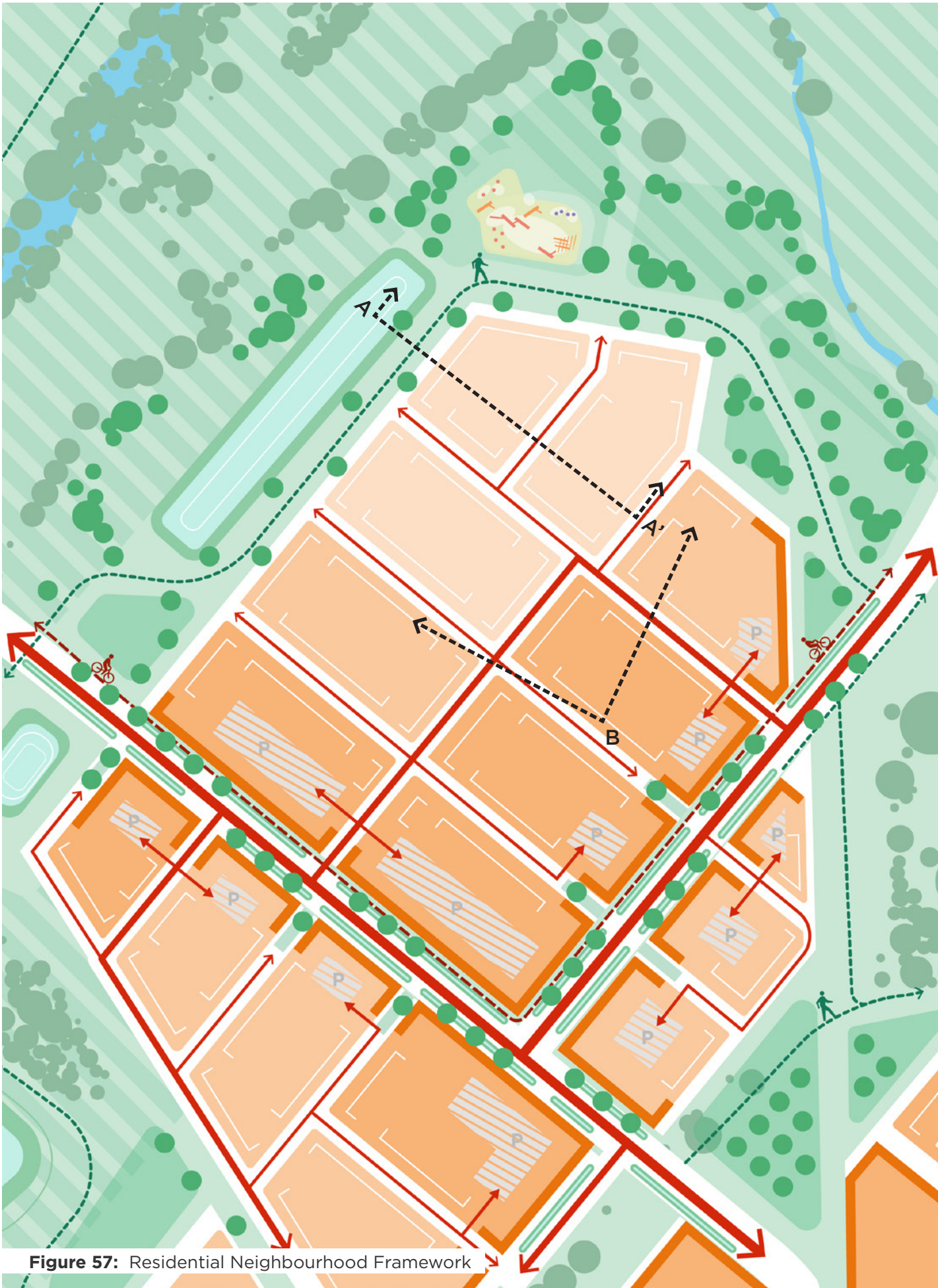


Figure 57: Residential Neighbourhood Framework





Figure 58: Residential Neighbourhood Axo - view B

**Key Elements:**

- 1. Secondary Street
- 2. Active Travel Route
- 3. Terraced Houses
- 4. Semi-detached Houses
- 5. SuDS Basin
- 6. Shared surface Street
- 7. On Plot Parking
- 8. EcoValley





