

Bridge Farm - Twyford

Design and Access Statement

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Part 1:
Introduction

Who Are We

Croudace Homes is a well established regional residential developer founded in 1946 and to this day remains a family run business.

Our mission is to create homes of the highest quality for our customers, to exceed their expectations regarding service.

We take care to design our dwellings and site layout to meet the needs of local people, and recognise that consideration of the environment is of ever increasing importance.

Our uncompromising commitment to quality extends to the first class service we offer customers after they have moved in. We are proud of our excellent ratings in national customer satisfaction surveys which place us amongst the top echelon in the house building industry.

Croudace Homes developed 500 new homes at Hermitage Park which lies directly adjacent to this site.

Examples of the development at Hermitage Park are shown to the right, exhibiting a range of building forms and architectural styles.



The Vision

The proposal for Bridge Farm will deliver a vibrant new neighbourhood on the western edge of Twyford. To achieve the vision for the site, careful development of the detailed design seeks to preserve the aspirations and deliver the design philosophy of the initial design intent established at outline planning with key elements of the scheme being as follows:

- Diverse, high quality homes across a tenure blind development providing much needed affordable and private homes
- A permeable layout of walk-able streets providing greater pedestrian and cyclist connectivity to the immediate and wider context
- Rich and vibrant landscape buffers and green open spaces knitting together the wider urban, woodland and farmland landscape contexts
- Creation of a visually attractive residential development with open spaces for all to use and enjoy
- Utilising and strengthening existing vegetation with new trees and planting to provide screening, yet filtering, of views towards the development from the surrounding edges
- A scheme layout that manages the transition from the existing town/suburban edge to rural village edge through careful and considered placement of building mass, heights, housing typologies and landscape treatments
- A carefully crafted design aesthetic that acknowledges and embeds the best of the local traditional vernacular into the design of homes



Image of The Site (Jan 2024)

Introduction

This Design and Access Statement has been carefully prepared in support of the Reserved Matters submission for Bridge Farm, Twyford. This application comprises of 200 dwelling with associated landscaping, estate roads and open space.

The intention of this Design and Access Statement is to display the design principles and concepts of the site. It will present the details which have informed the current proposal.

The key objectives of this statement are:

- To describe how the design has developed based on the Illustrative Masterplan submitted at Outline
- To show compliance with the Outline permission including the approved Storey Heights Plan, Land Use Plan and Illustrative Masterplan
- How the proposals take advantage of the site constraints and opportunities to maximise the potential of a new housing development in this location

The Proposal

Bridge Farm, Twyford proposes 200 dwellings ranging from 1 bedroom apartments to 4 bedroom family homes. The scheme provides 40% affordable housing in compliance with the approved Section 106 agreement and local policy.



Site Aerial View

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Part 2:
Site Analysis

Existing Site

The photographs on the following pages highlight the key aspects and characteristics of the site.

The site is in a sustainable location within the town of Twyford. It is within walking distance of Twyford town centre which provides a number of retail, community and health facilities. The site is also within a 15 minute walk of Twyford station which is served by Great Western Railway connections to London Paddington, Didcot and Henley, as well as Elizabeth Line services to Reading and Central London.



Image of the site looking north from the river bank (Jan 2024)



Image of the site looking east from the river bank (Jan 2024)

Existing Site Photographs



Image of the site looking east from the existing track (Jan 2024)



Image of the site looking north to the A4 (Jan 2024)



Image looking east to Orchard House from the site (Jan 2024)



Image looking east from the River Loddon (Jan 2024)

Constraints Plan

The constraints and opportunities presented by the site are utilities to inform and structure the development proposal. These are outlined and illustrated where appropriate on the constraints and opportunities plan.

The site comprises of three fields.

The north-west field is small and rectangular in form, and the eastern field is long and rectangular. These two areas lend themselves to providing the majority of the development space within the scheme. The third field to the south-west is broadly triangular in form and provides the majority of the open space, sustainable drainage and community functions of the scheme.

The site is accessed via the A4 New Bath Road to the north. A new roundabout will be implemented via the approved access at outline stage.

In the centre of the site the existing Orchard House remains in situ, creating a constraint on the scheme masterplan.

The primary constraints of the site are the positioning of the existing track which has a right of access for the existing dwelling on the site as well as the proximity of the River Loddon and the low speed railway.

Key

Root Protection Area

Contours