

Bridge Farm - Twyford

Design Code

November 2024

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1

SITE ANALYSIS

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The Vision



Image of The Site (Jan 2024)

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 stage 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

Planning Context



Illustrative Masterplan (Submitted as part of the outline application)



Storey Heights Plan (Submitted as part of the outline application)



Land Use Plan (Submitted as part of the outline application)

Planning Context

The site benefits from an Outline planning permission granted on 05.07.23 for:

Outline application (all matters reserved except access to the site) for the development of up to 200 dwellings, including 40% affordable housing and associated infrastructure, open space, biodiversity enhancements, landscaping and green infrastructure, following demolition of existing agricultural buildings. (Means of access into the site from New Bath Road to be considered).

Access was approved as part of the Outline permission. The main vehicular access into the development is from a new roundabout junction located on the A4 New Bath Road at the north-western side of the site, with an emergency and pedestrian located further along the A4 to the east.

The illustrative masterplan submitted at Outline is displayed on the page to the left.

Key Planning Policy Documents

- National Planning Policy Framework (NPPF)
- National Design Guide
- National Planning Practice Guidance
- Adopted Core Strategy (2010)
- Adopted Managing Development Delivery Local Plan (2014)
- Twyford Neighbourhood Plan (2018-2038)
- Sustainable Design and Construction - Supplementary Planning Document (2010)
- CIL Guidance
- Affordable Housing Supplementary Planning Document (2011)
- Central and Eastern Berkshire Joint Minerals and Waste Plan

The Outline Permission (Drawings and Reports)

- Decision Notice approved the following documents:
- 5563.003 Rev I Proposed Access Arrangements
 - PRB-TWY-013E Illustrative Land Use Plan
 - PRB-TWY-012F Illustrative Storey Heights Plan

The Outline Permission

- The Decision Notices features a total of 53 conditions:
- 12 Compliance / Informative
 - 26 Pre-Commencement
 - 13 Reserved Matters related
 - 2 Pre-Occupation

Design Code

The Outline Planning Permission requires the submission of a Design Code and adherence to the Design Code for the Reserved Matters scheme, as per Condition 10 of the Decision Notice.

“Prior to the submission of Reserved Matters pursuant to condition 4, a Design Code for the site shall be submitted to and approved in writing by the LPA. The details shall include:

i) amplification of the principles for development in each of the character areas and street typologies demonstrating a comprehensive approach that will deliver a cohesive and high-quality development with distinct character areas within it;

ii) an interconnected movement network delivering a hierarchy of streets and paths to prioritise movement by pedestrians and cyclists including connectivity to Twyford town centre and Charvil Meadows and Charvil Country Park;

iii) principles for how parking to the council's standards will be delivered within each character area including integration of unallocated parking in the public realm;

iv) measures to ensure that the proposals provide a sufficient buffer to the sensitive open countryside to the west and south of the site and accommodate the necessary mitigation planting as required by the Landscape Report.

The subsequent submitted Reserved Matters shall demonstrate how the proposals accord with the principles established within the approved Design Code.”

This Design Code will accompany and guide the development of the site at Bridge Farm, Twyford. It will explain and present how the scheme complies and builds upon the outline permission alongside national and local planning policy. This document has been produced through extensive collaboration with the LPA as part of the pre-application process.

This Design Code illustrates the site constraints, design principles and proposed design strategy through various illustrations, drawings and visual representations.

The below statement sets out the contents of this Design Code and how each criteria is met.

i) This Design Code has been based on strong urban design principles which set the precedent for the design of the scheme at Reserved Matters. Section 4 (Pages 44 – 50) set out the street typologies as proposed which form the structure for the movement network in the scheme. Section 3 (Pages 34 – 40) sets out the character of the proposal including character areas and an indicative materials palette to convey the quality of the design proposal. These sections will clearly set out the design intent of the proposal and demonstrate a comprehensive approach towards delivering a high quality housing development.

ii) Section 2 of the Design Code sets out the movement intentions of the scheme. The drawings on Pages 18, 23 and 24 set out the internal and external connectivity of the scheme including pedestrian, cycle and vehicular connections to Twyford town centre. The drawing on Page 19 sets out the visual and landscape connections to Charvil Meadows and Charvil Country Park as required by the condition.

iii) The parking proposals on Page 31 set out the design intent for parking within the public realm. The detailed design of the parking is dictated by the character area, the Wokingham Borough Parking Calculator and planning policy. This is informed by materiality and hard standing detailing as set out in Section 3 (Pages 34 - 40).

iv) The constraints, opportunities and landscape context plans (As set out in pages 16, 17 and 19 respectively) demonstrate the retention and enhancement of the existing landscape within and surrounding the scheme.

The 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 settlement of Twyford. It is located in Wokingham Borough.

The site comprises of two parcels of land divided by an existing track. The majority of the site is made up of grassland.

The site borders the River Loddon and has an area of flood plain to the west.

The application site known as Bridge Farm is located approximately 0.5km to the north-west of the centre of Twyford.

The site extends to approximately 12.2 hectares and comprises agricultural land, previously used for the grazing of cattle, and includes associated agricultural buildings and an agricultural track running through the site from north to south, known as Muddlers Lane.

There is an existing dwelling located in the centre of the site known as ‘Orchard House’ however this is excluded from the application red line boundary.

Adjoining the site to the north-west is a single dwelling, ‘Loddon Acres’ and to the south lies a pair of semi-detached dwellings (‘Wythe Cottages’) and beyond these is the Cedar Park children’s day nursery. Again, these properties are all excluded from the application site boundary.

The east boundary of the site borders the Henley Branch railway line and its associated cutting and beyond this lies the edge of the built-up area which defines the current boundary of the Major Development Location of Twyford. The site is therefore located close to, but sits outside of, the current development limits of Twyford. The site is therefore located in the countryside. The site is not, however located within designated Green Belt or within a Conservation Area.

The location of the development is considered to be sustainable and would allow easy and safe access to facilities within walking distances to local services and facilities within Twyford - including Twyford train station - which is considered a significant benefit.

The north of the site borders the New Bath Road (A4) and the River Loddon to the west, beyond which are further fields and the Old River.

Parts of the western/southern side of the site are situated within Flood Zones 2 and 3. Vehicular access into the site is currently via Muddlers Lane access track off the A4 to the north and Bridge Farm Road which is accessed off the Wargrave Road to the south.

Open views into the site are limited from the south and east due to the existing extent of the Twyford settlement boundary, and therefore the main views into the site are from the A4 New Bath Road.

The site contains a number of established mature trees, both along Muddlers Lane within the site, as well as along its boundaries and along the edge of the River Loddon.



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



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



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



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



Image looking east from the River Loddon (Jan 2024)



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



Image of the site looking east towards the railway (Jan 2024)



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



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

Context Analysis



The photographs on the following pages and the map to the right depict the Architectural Context of the site.

Twyford is made up of a wealth of heritage assets as well as two conservation areas. It features a mixture of architectural styles, details and settlement patterns which contribute to the unique character of Twyford,

The Twyford Design Guide will be a key consideration as the design of this scheme progresses.



Context Analysis



1 - Station Road (Station Conservation Area)



2 - Police Station (Twyford Conservation Area)



3 - The Grove (Twyford Conservation Area)



4 - High Street Twyford (Twyford Conservation Area)



5 - London Road (Twyford Conservation Area)



6 - Bridge Park (Twyford Conservation Area)

Context Analysis



The photographs on the following pages and the map above depict the Amenity Context of the site.

Twyford has a number of amenity spaces as well as retail functions, community places and schools. The site is very sustainably located.

The site is located within a 20 minute walk of a range of facilities, in particular a supermarket, train station and school



1 - Cedar Park Nursery



1 - Waitrose (Twyford Conservation Area)



3 - Twyford Train Station (Twyford Station Conservation Area)



4 - Polehampton C of E Junior School (Twyford Conservation Area)



5 - Duke of Wellington Pub (Twyford Conservation Area)



6 - Twyford Doctors Surgery

Site Constraints



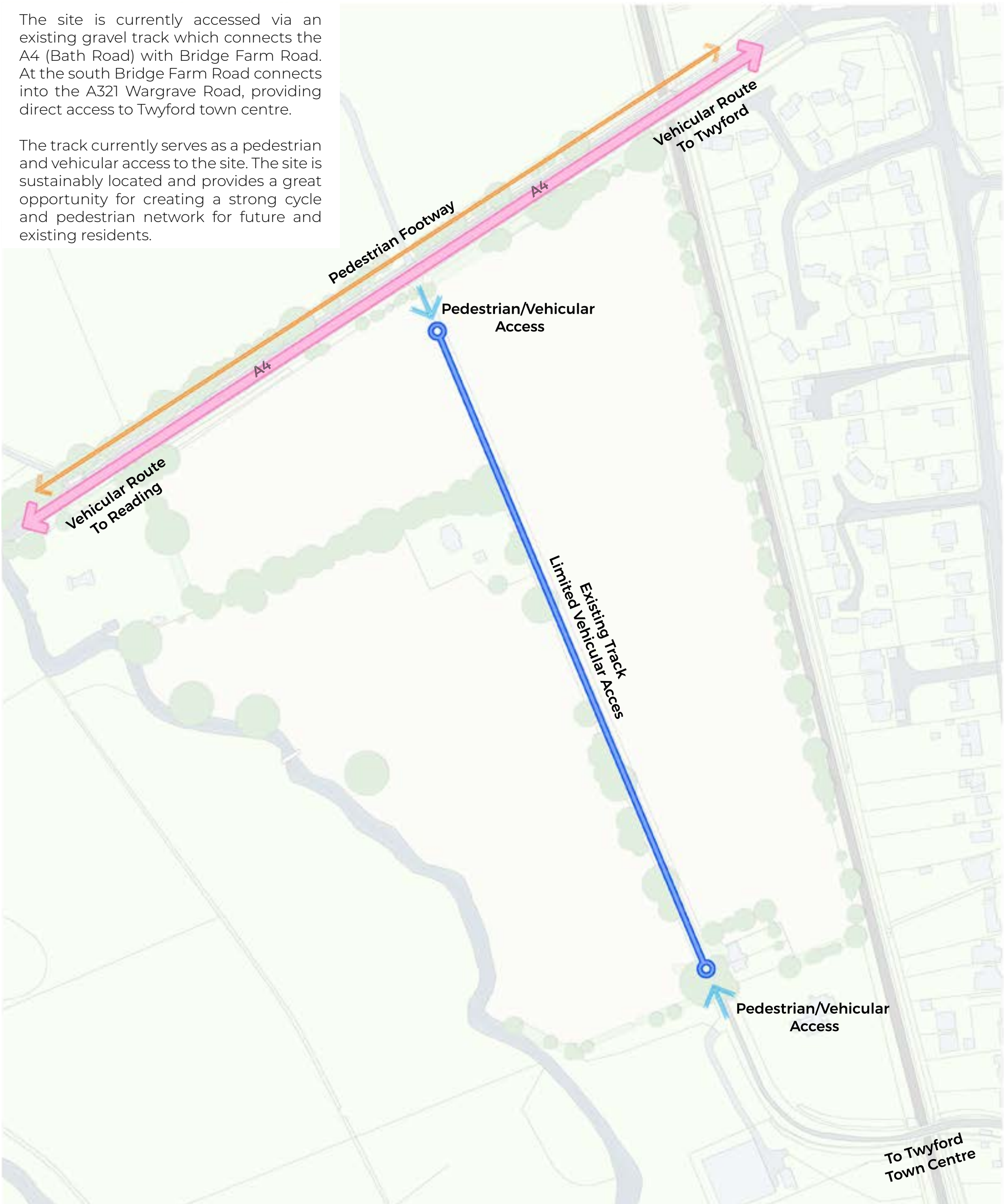
Site Opportunities



Existing Site Access and Routes

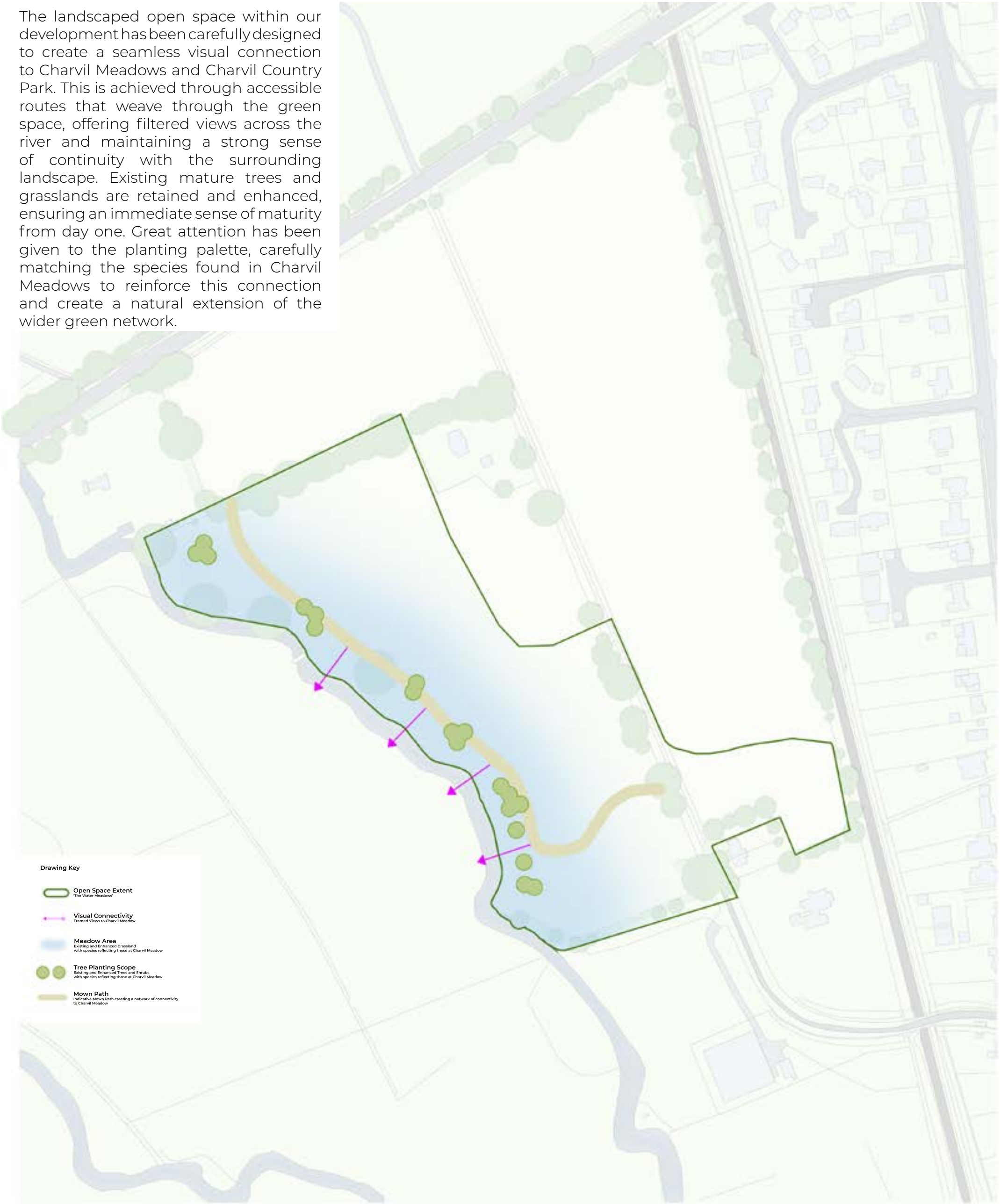
The site is currently accessed via an existing gravel track which connects the A4 (Bath Road) with Bridge Farm Road. At the south Bridge Farm Road connects into the A321 Wargrave Road, providing direct access to Twyford town centre.

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.



Landscape Context

The landscaped open space within our development has been carefully designed to create a seamless visual connection to Charvil Meadows and Charvil Country Park. This is achieved through accessible routes that weave through the green space, offering filtered views across the river and maintaining a strong sense of continuity with the surrounding landscape. Existing mature trees and grasslands are retained and enhanced, ensuring an immediate sense of maturity from day one. Great attention has been given to the planting palette, carefully matching the species found in Charvil Meadows to reinforce this connection and create a natural extension of the wider green network.



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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.

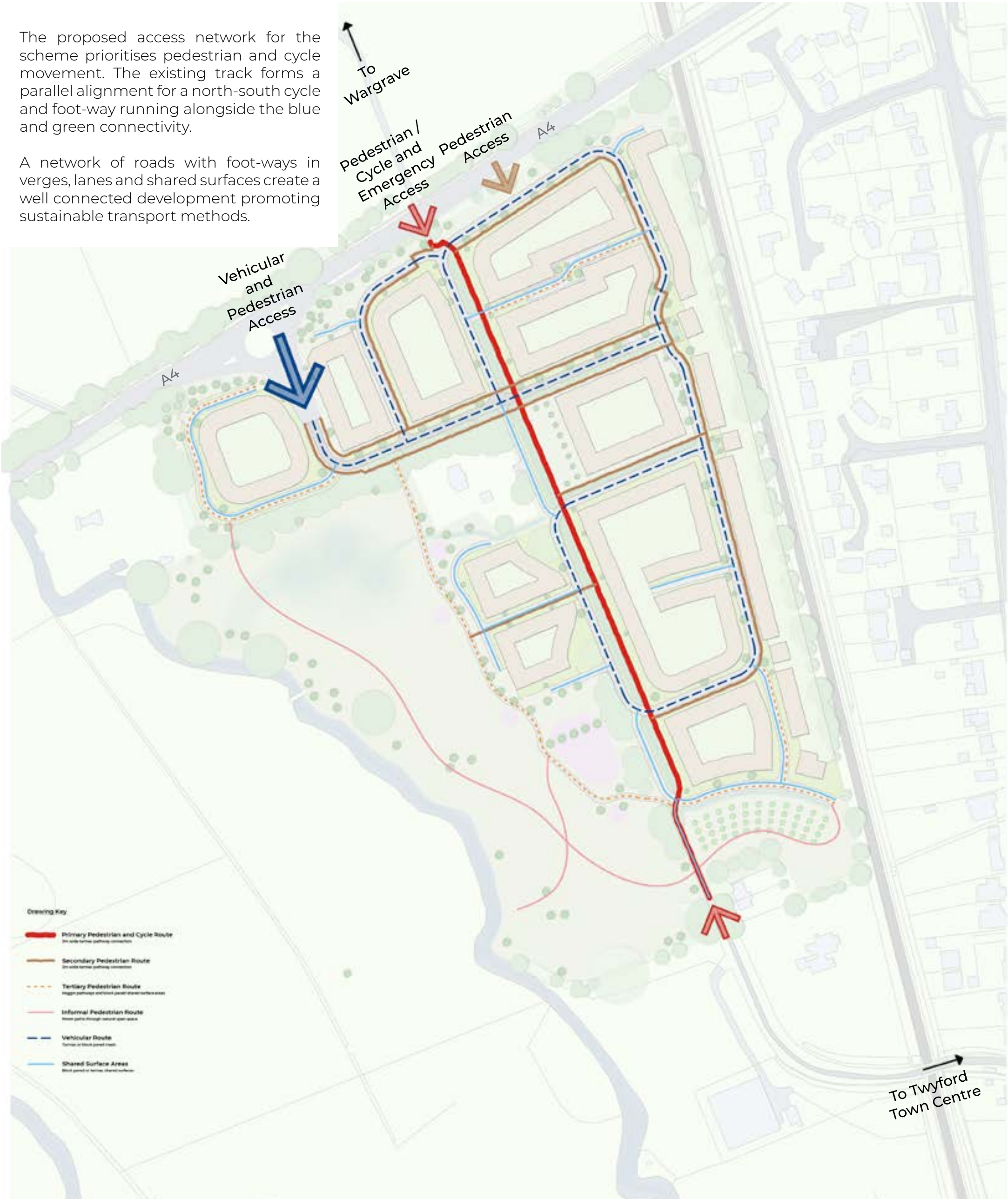
The proposal is strengthened with design principles including blue connectivity, green infrastructure and frontage housing blocks.



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.

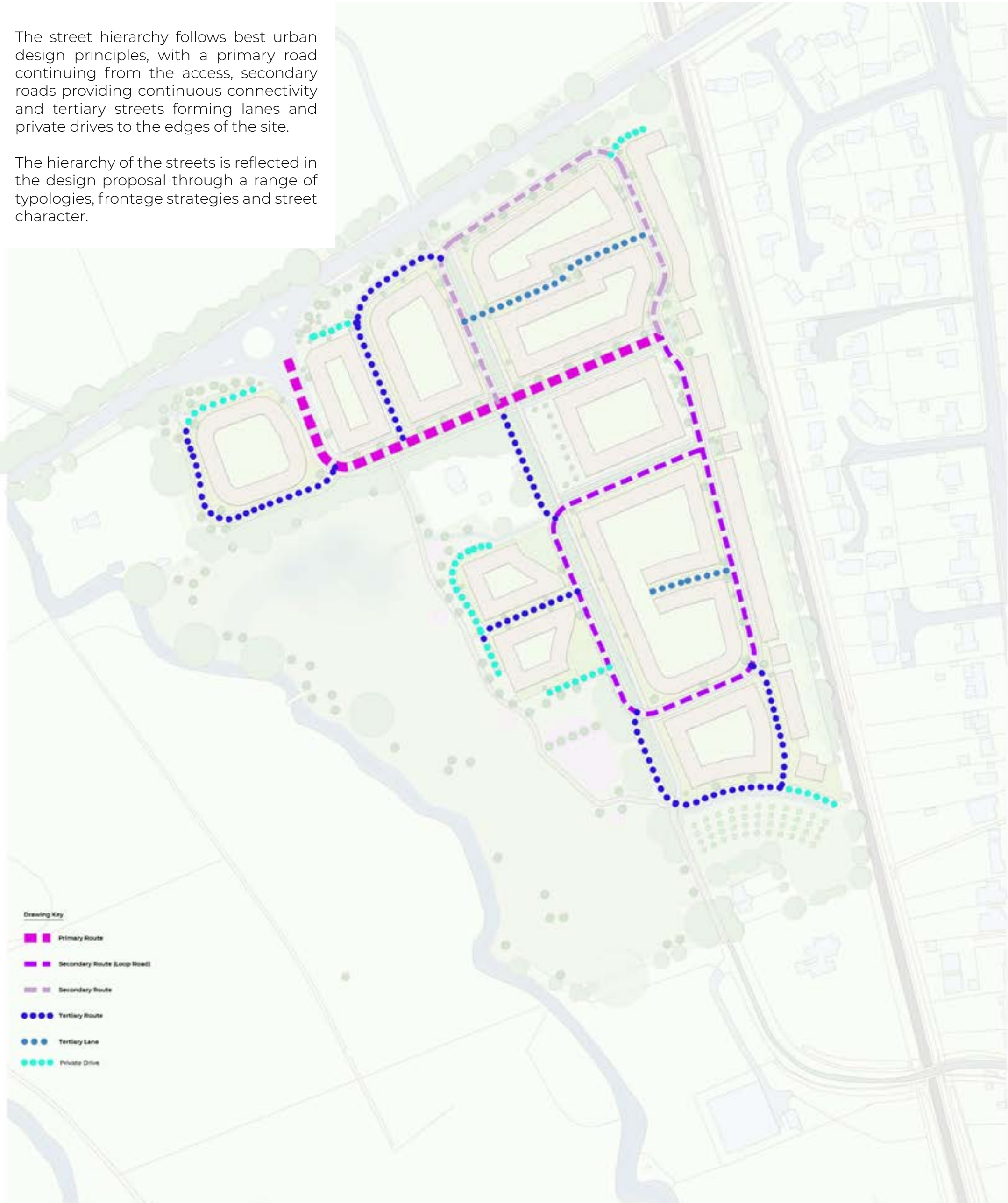
A network of roads with foot-ways in verges, lanes and shared surfaces create a well connected development promoting sustainable transport methods.



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 bioswales 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.



Tenure Plan

The proposal incorporates affordable housing, market housing and first homes which have been evenly distributed across the site.

Affordable housing is pepper-potted in small groups of up to 18 dwellings to ensure easy management of the housing and surrounding landscaping.



Housing Typology Plan

A range of typologies are proposed to incorporate variety into the scheme. Apartment blocks are located within the centre of the site and will reflect the scale of the existing orchard house.

Detached and semi detached dwellings form the rural edges of the site, with a range of coach houses, maisonettes and terraced dwellings forming the central areas of the scheme.



Parking Principles

The proposal will incorporate predominantly allocated parking in line with the policy requirements. Larger dwellings will have either car ports or garages (0.5 Spaces) provided.

All dwellings will incorporate cycle parking.

Visitor parking will be indicatively distributed across the site as set out on this plan.



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CHARACTER

Character Development

As part of the development of the scheme at Twyford, a comprehensive character appraisal has been undertaken.

This section of the Design Code covers the architectural approach for the five character areas on the site. These areas will take key features, form, scale and materiality from the locality following a comprehensive Architectural Appraisal of the area.

The character appraisal incorporated

visiting Twyford and surrounding areas to review and analyse the architectural style of the locality. The proposed characters for the scheme incorporate these features.

The plan on the following page depicts the five key character areas proposed.

The images below set out an indicative palette of materials for use on the scheme. The scheme will use clay facing bricks.



Brick - Multi Red



Brick - Feature Red



Brick - Feature Cream



Brick - Feature Dark



Brick - Painted Cream



Render - White Fine Scraped



Roof - Red Clay Tile



Roof - Orange Clay Tile



Roof - Natural Slate

Character Areas Plan



Character Area - Railway Edge

This area backs onto the existing railway line. A 3m buffer is incorporated from the railway land to ensure minimal disruption to future residents.

These properties will be characterised by semi detached and terraced dwellings ranging from predominantly 2 to 2.5 storeys with select 3 storey buildings to terminate the vista of the main avenue. . The character of the dwellings in this area will be informed by architectural qualities found on Station Road in Twyford and features commonly found on Railway

Cottages.

Croudace Homes has engaged with Network Rail's Asset Protection and Optimisation (ASPRO) team (as per Network Rails request) whilst preparing the Reserved Matters application. This has allowed their ASPRO team to review the details of the proposal to ensure that the works can be completed without any risk to the operational railway – as per Outline permission: Informative 10.

Railway Edge	
Materiality	Red Brick with Cream Brick Quioning / Red and Red Multi Brick with Detailing / Whitewashed Painted Brick / Natural Slate / Clay Roof Tiles
Window Style	Casement Windows with All Bar Detail
Window Detailing	Voussoir Headers / Voussoir Headers with Label Moulding / Stone Cills / Painted Brick Cills
Porches and Canopies	Straight Slope Canopies and Porches
Bay Windows	Square Bay Windows with Hipped Roof
Roof Form	Traditional Gable Roof / Gable Fronted Roof
Roof Details	False Chimneys / Open Eaves



Character Area - Central

These areas form the central two spaces of the site, and provide transition spaces between other defined characters.

Some of this area will be characterised by informal roads and lanes, with foot-ways and swales in the verge. This area features some sub-characters, in particular the mews and avenue areas which will take cues from the overall character approach while maintaining an independent and considered architectural response.

Landscaped front gardens will serve dwellings to provide a consistent frontage to the housing in these areas. The area predominantly features semi-detached and terraced dwellings.

Dwellings in these areas are predominantly 2 storeys with a small number of buildings at 2.5 and 3 storeys in key locations. The taller dwellings will be located towards the centre of the site to provide a cohesive transition from The Green area to the rest of the site.

Central	
Materiality	Multi Red Brick / Red Brick with Dark Brick Detailing / Fine Scraped Render / Clay Roof Tiles
Window Style	Casement Windows with Plain Bar Detail
Window Detailing	Double Brick Arched Header / Brick and Creasing Tile Cill / Voussoir Headers / Stone Cills
Porches and Canopies	Gable Fronted Porches and Canopies / Lead Straight Slope Porches / Glazed Straight Slope Porches
Bay Windows	Square Bay Windows with Flat Lead Roof
Roof Form	Traditional Gable Roof / Gable Fronted Roof
Roof Details	Boxed Eaves / False Chimneys /



Character Area - The Green

This area forms the formal centre of the site, facing onto the existing Orchard House. The design of this area will create a cohesive frontage to the existing dwelling and be framed by buildings of a similar scale and form.

The open space between Orchard House and the character area creates a more formal open space with tree lined streets, bioswales and landscape buffers. This informal character area will feature semi detached dwellings and apartment blocks

up to 3 storeys in height. The open space and avenue surrounding this area demand larger built form to successfully frame the proposed amenity spaces.

The architectural character of this area has been informed by the existing property as well as buildings found overlooking green spaces in the local area. Brick quoins, Georgian bar sash windows and voussoirs respond to the setting of these two key buildings.

The Green	
Materiality	Red Brick with Detailing / Vertical Tile Hanging with Bullnose Tile Detailing / Clay Roof Tiles
Window Style	Casement Windows with All Bar Detail
Window Detailing	Voussior Headers / Stone Cills
Porches and Canopies	Gable Fronted Porches and Canopies
Bay Windows	Square Bay Windows with Straight Slope Roof
Roof Form	Traditional Gable Roof / Gable Fronted Roof / Hipped Roof
Roof Details	Boxed Eaves / Dentil Eaves



Character Area - River Edge

This area fronts onto the proposed natural open space, flood plain and established vegetation buffers. This area will benefit from views towards the River Loddon.

This area will be characterised by shared surface roads and informal foot-ways. Deep front gardens to detached dwellings provide privacy and a unique character in this area of the site.

This informal character area will feature

larger detached dwellings up to 2 storeys in height.

The character is informed by housing found around Twyford in streets adjacent to the River Loddon. Predominantly rural in character, this area will feature unique elevations with a wide range of materiality.

River Edge	
Materiality	Multi Red Brick / Random Knapped Flint / Vertical Tile Hanging with Bullnose Tile Detailing / Fine Scraped Render / Natural Slate / Clay Roof Tiles
Window Style	Casement Windows with Plain Bar Detail
Window Detailing	Double Brick Arched Header / Brick and Creasing Tile Cill
Porches and Canopies	Straight Slope Canopies and Porches / Gable Fronted Canopies and Porches / Recessed Archways with Brick Detailing
Bay Windows	Square Bay Windows with Hipped Roof
Roof Form	Hipped Roof / Barn Hipped Roof / Traditional Gable Roof
Roof Details	Closed Eaves / False Chimneys / Crested Ridge Tiles with Roof Finials



Character Area - Bath Road

This area fronts the A4 (Bath Road). A secondary road and enhanced existing vegetation provide a buffer between the road and proposed dwellings.

A low level hedge and a landscaped verge will provide a protected foot-way between the proposed road and private residential spaces.

These properties will be characterised by semi detached, detached and terraced

dwellings which are predominantly 2 storeys with a small quantity of 2.5 storey dwellings to create visual interest.

The character of the dwellings in this area will be informed by architectural qualities found around Twyford, in particular on Wargrave Road which runs adjacent to the eastern boundary of the site.



Bath Road	
Materiality	Multi Red and Red Brick with Banding / Vertical Tile Hanging with Bullnose Tile Detailing / Clay Roof Tiles
Window Style	Casement Windows with Plain Bar Detail
Window Detailing	Double Brick Arched Header / Brick and Creasing Tile Cill
Porches and Canopies	Gable Fronted Porches and Canopies / Recessed Archways with Brick Detailing
Bay Windows	Square Bay Windows with Hipped Roof
Roof Form	Traditional Gable Roof / Gable Fronted Roof
Roof Details	Boxed Eaves / Crested Ridge Tiles with Roof Finials



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STREET TYPOLOGY

Street Typologies

A range of street typologies are proposed to complement the character areas and ensure the development has a strong sense of place.

The six typologies proposed can be found on the following pages.



Street Typology A

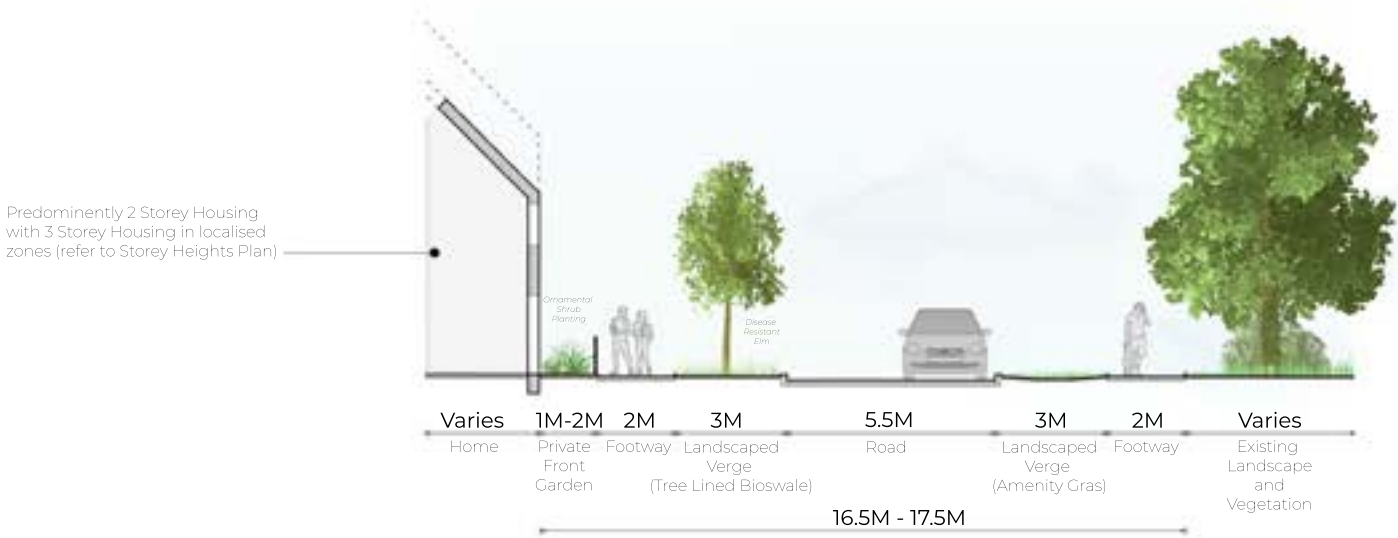
Street Typology A forms the main avenue of the site, incorporating a number of landscape features.

Blue connectivity is incorporated through bioswales within the verges, with street trees included on the north side of the road. Bioswales will be planted with suitable aquatic shrubs to create a visually

attractive formal avenue.

2 and 3 storey dwellings will frame the street, creating a sense of place and presence.

The existing vegetation is enhanced and retained to balance the proposed street trees.



Character Areas

- Central

Street Character

This typology corresponds with the Formal Avenue Street Character featuring linear street trees, planted front gardens estate rail and bioswales. It also links into the Blue Connectivity and Open Space character, terminating with a hard landscape Avenue Node.

Street Hierarchy

Primary Route



Street Typology B

Street Typology B forms frontage between the natural open space, including the River Loddon and the development parcels.

This typology incorporates deep amenity grassed front gardens enclosed with low level hedges. The surface materials seek to create informal shared surfaces with pedestrian and cyclist priorities. The hard

surface strategy looks to use a combination of tarmac, block-work and block kerbs to enhance the character of the area.

Informal tree planting and wetland meadows will feature within the soft landscaping of this area.



Character Areas

- River Edge

Street Character

This typology corresponds with the open space street character, informally fronting the area of natural open space.

Street Hierarchy

Tertiary Lane / Private Drive

Street Typology C

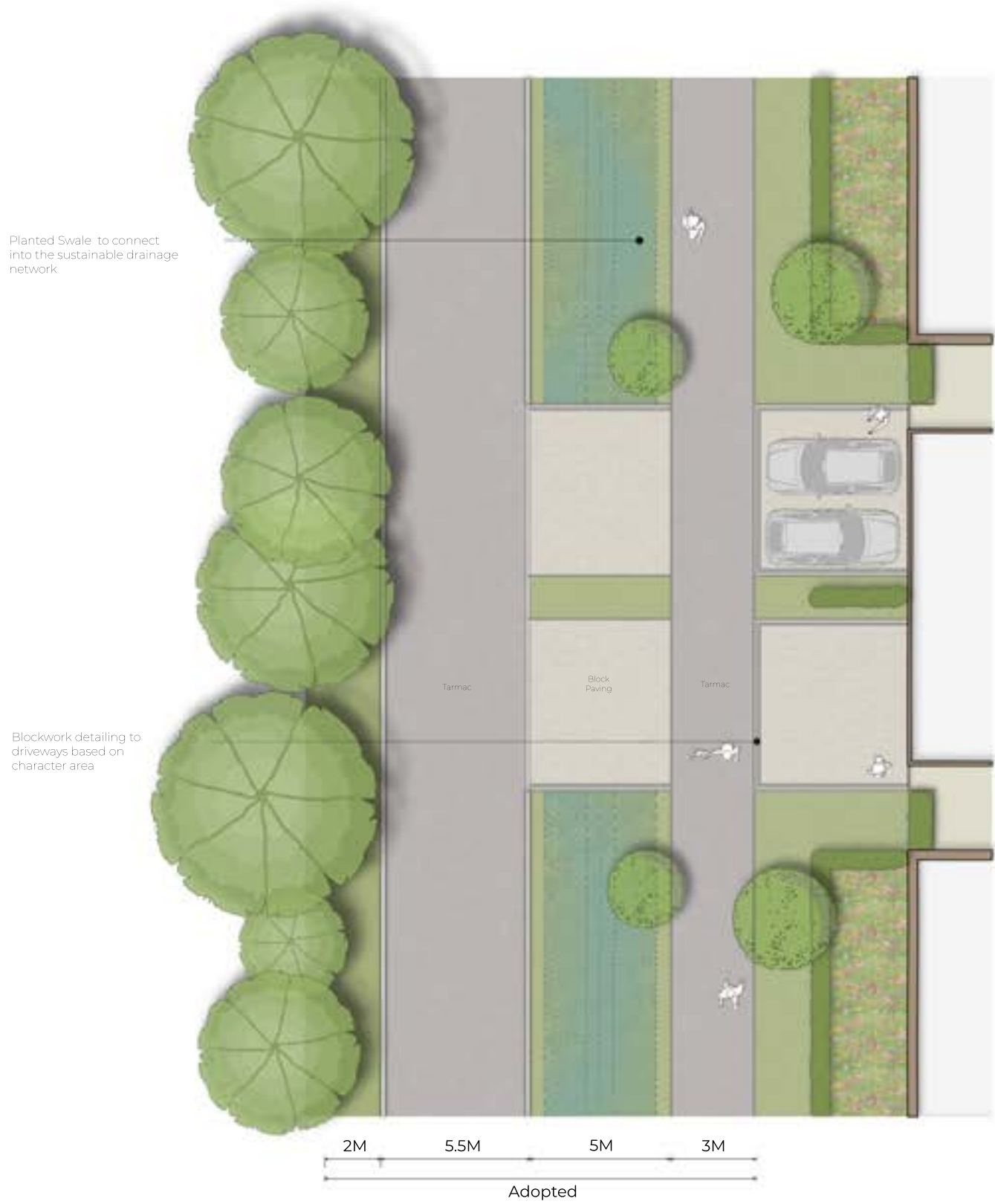
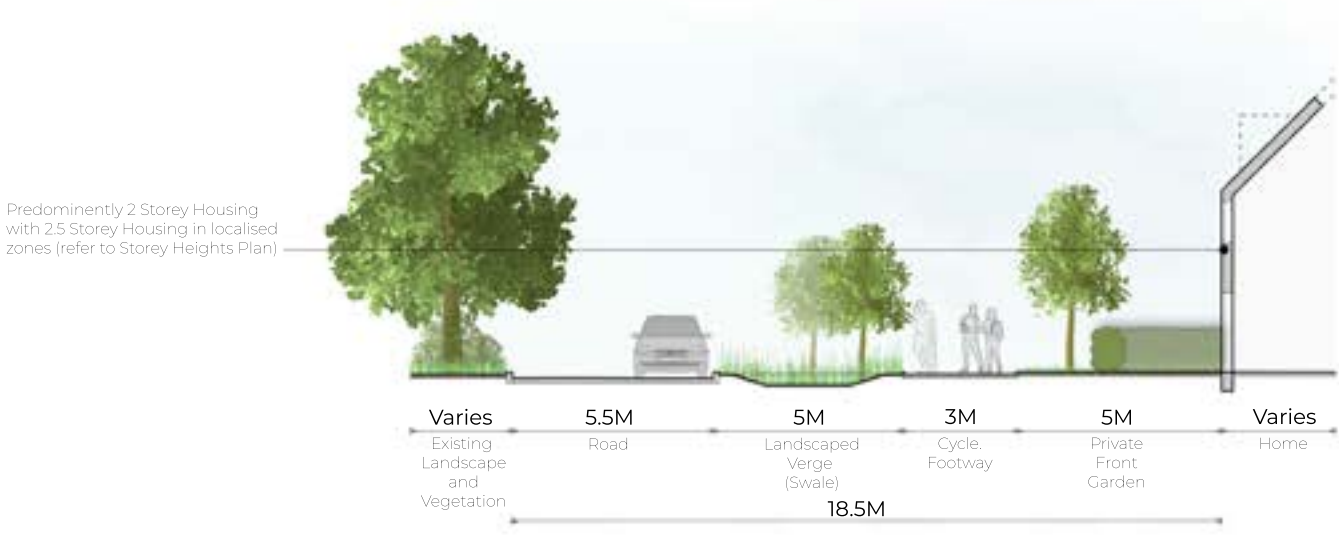
Street Typology C fronts the north-south blue connection.

This street typology incorporates a deep 5m landscaped swale alongside 5m deep private front gardens.

A 3m wide foot and cycleway divides the public verge and private front gardens,

providing a sustainable travel connection.

Block detailing to driveways and run-overs creates a distinct character for dwellings in this area.



Character Areas

- Central
- Bath Road
- The Green

Street Character

This typology corresponds with the Blue Connectivity street character, with large swales running parallel to the streets and pedestrian footpath.

Street Hierarchy

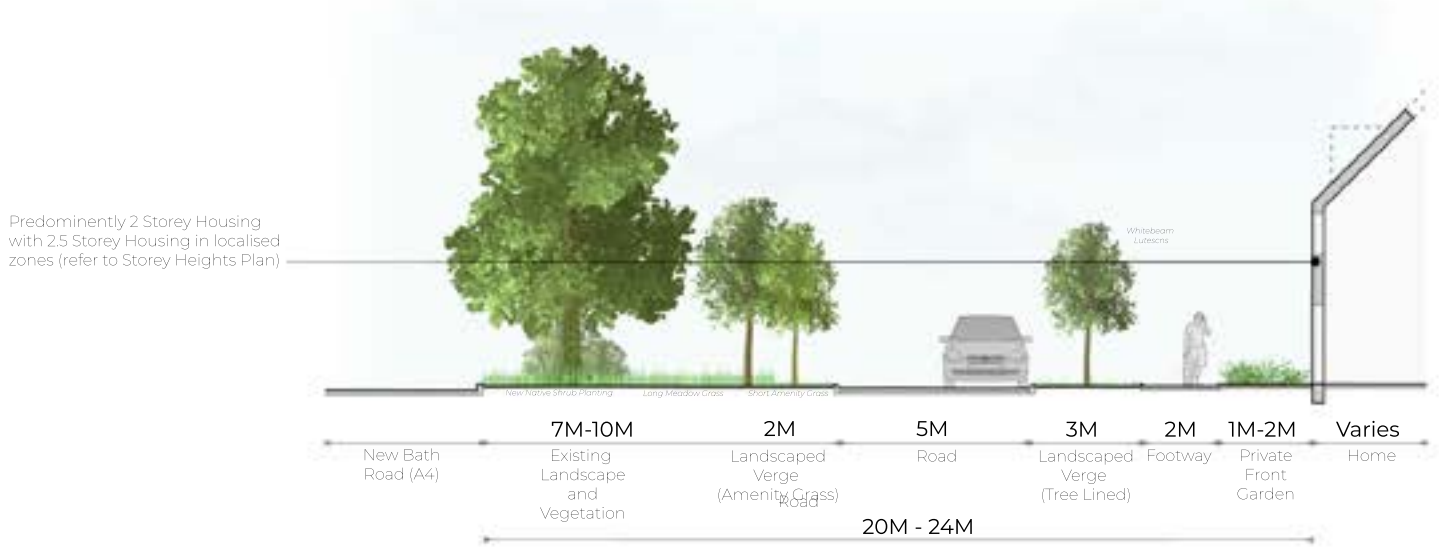
Secondary Route (Loop Road) / Secondary Route

Street Typology D

Street Typology D forms the buffer between the proposed development and the existing A4 (Bath Road). The typology builds upon the existing vegetation which is to be enhanced to strengthen the space between the main road and the new housing.

Tarmac roads with informal block kerbs

will create an edge of settlement character which is enhanced by informal tree planting, shrub planted gardens and low level hedges in key locations.



Character Areas

- Bath Road

Street Character

This typology relates to the frontage character of the site.

Street Hierarchy

Secondary Route / Tertiary Route

Street Typology E

Street Typology E runs parallel to the existing railway.

This typology features a footpath on one side of the road with a range of dwelling frontages and verges on the opposite side.

Street trees create visual amenity, located in various positions on the street where

frontage depth is increased.

Dwellings push and pull to create further variety and to allow for meaningful planting beds to frontages.



Character Areas

- Railway Edge
- Central

Street Character

This typology connects to the secondary streets within the development and features a number of Street Nodes including the Avenue Node which terminates Street Typology A.

Street Hierarchy

Secondary Route (Loop Road) / Secondary Route

Street Typology F

Street Typology F forms part of the mews sub character within the Central character area.

A 1.2m path circumnavigates the mews area, demarcated with two block colours and detailing.

Lighting bollards define verges and public

spaces, with visitor parking incorporated into the typology.

Key areas of soft landscaping provide visual relief within the hard standing and create amenity spaces for residents.



Character Areas

- Central

Street Character

This typology relates to the Mews street character using hard landscaping and street furniture to define shared surface areas.

Street Hierarchy

Tertiary Lane

