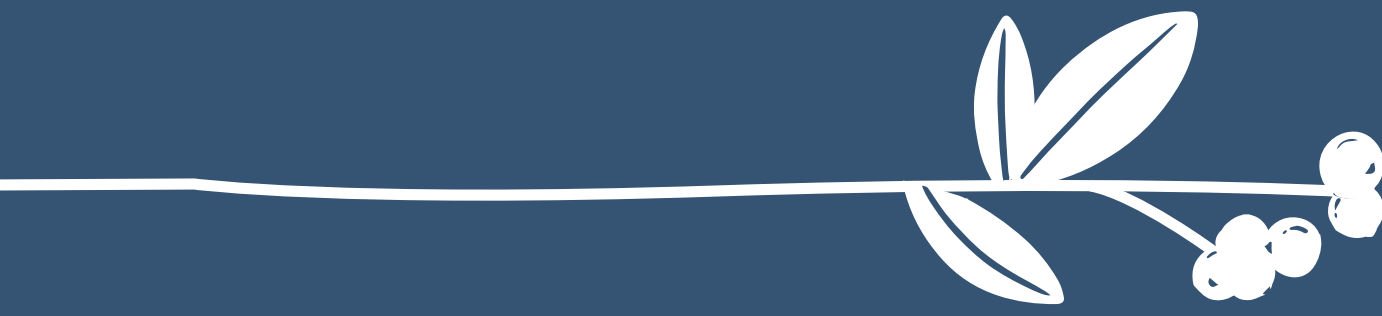




LAND EAST OF LODGE ROAD, HURST, WOKINGHAM

RESIDENTIAL STREET CHARACTER AREAS
JULY 2024





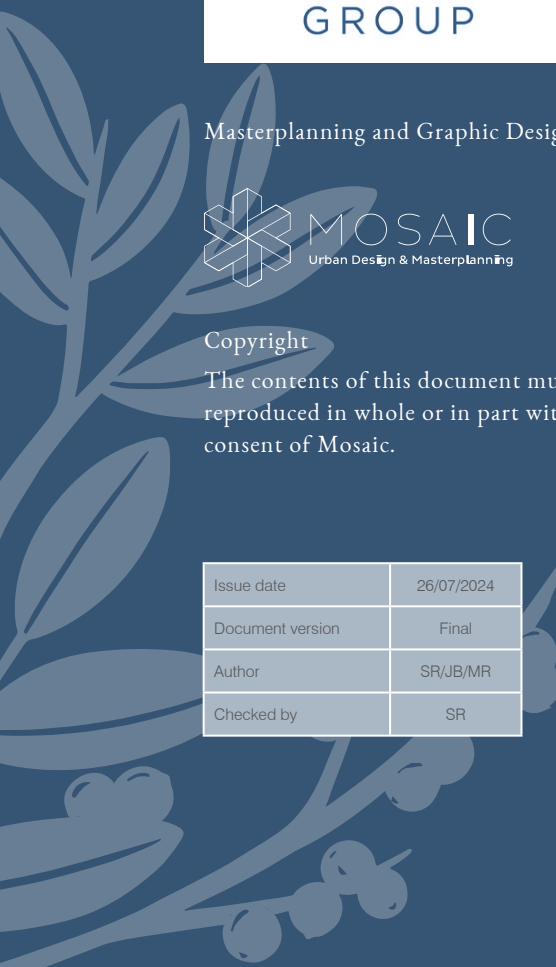
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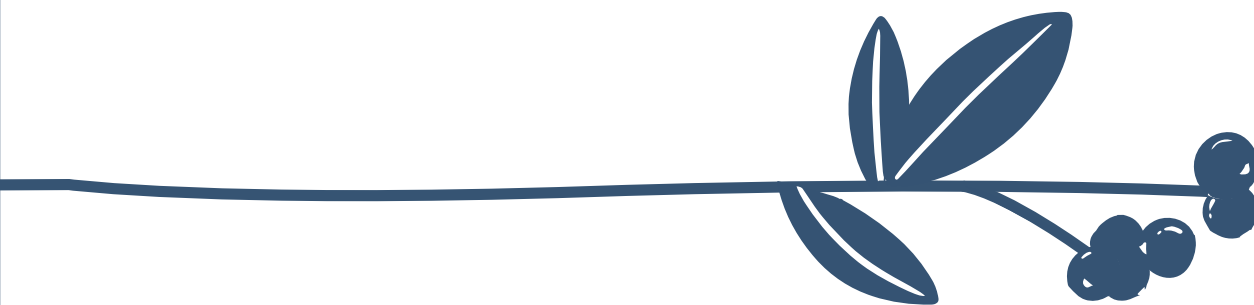


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Issue date	26/07/2024
Document version	Final
Author	SR/JB/MR
Checked by	SR



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01 INTRODUCTION

This document sets out the residential street ‘character area’ approach that has been adopted for both development areas to ensure proposals respond to local context while being engaging and varied.

The residential street character areas are designed to respond to the immediate local context at their position within the masterplan. They contribute to creating a sense of place and a cohesive development that is visually and functionally integrated with its surroundings. These street areas are determined by various placemaking tools, including density, building types, architectural treatment, materials and landscape. This section explores the diverse yet cohesive range of character areas within Land east of Lodge Road. It is expected that future applications for reserved matters should align with the vision for residential street character areas outlined in this chapter.

02 CHARACTER AREAS

The five character areas identified are as follows:

-  Village Lanes
-  The Avenue
-  Lodge Pond Gateway
-  The Common
-  Green Lanes





OVERARCHING URBAN DESIGN PRINCIPLES

The purpose of the overarching design principles outlined in the following pages is to promote good design throughout the development of Land east of Lodge Road. These principles will be applicable to both character areas and will help ensure that the development is cohesive, functional and visually appealing. They will guide decision-making in all aspects of the development including layout, architecture, materials and landscaping. Adhering to these principles will result in a development of high-quality design that is in keeping with the character of the area.



Block Structure

The arrangement and organisation of blocks within the development should promote positive building frontages onto all streets and spaces, provide defensible space at the front of dwellings units and for all ground floor apartments, establish clear and appropriate boundaries between private and public areas and avoid blank facades facing public spaces and streets.



Apartment Design

All flats above garages and maisonettes within the development should be designed with a dual aspect. Communal spaces will be provided to the same quality and protection as a dwelling house. Additionally, small, secure and well-landscaped car parks will be provided for residents.



Tenure, design and layout inclusivity

The development does not differentiate between different types of housing tenure in terms of design, layout, or architectural style. Additionally, parking provision and amenity standards are consistent across all housing types within the development.



Street Trees

Land east of Lodge Road will incorporate street trees where appropriate within the proposals. This will include a more regular pattern of tree planting to define key routes/ public realm, and irregular planting along minor streets.



Treatment of the Public Realm

The public realm within Land east of Lodge Road should be designed with a cohesive, varied and high-quality material palette. The street widths and design should support the street hierarchy, promoting legibility and creating a sense of place. Public spaces must be accessible and inclusive for all users, providing opportunities for socialisation and leisure. The design will be carefully crafted with safety in mind, promoting walking and cycling as sustainable modes of transportation.



Permeability

The design of streets, routes, and pathways within Land east of Lodge Road should aim to follow desire lines and provide clear and obvious access to key destinations such as green spaces, plays area, and the early years and childcare centre. The routes should be designed to create safe, secure and inclusive environments, utilising natural surveillance and appropriate lighting.



Parking

The provision of parking at Land east of Lodge Road should be conveniently located for all residents and visitors and assimilate with the street scene through suitable visual mitigation such as planting. Parking provision and arrangement should prevent ad-hoc parking and offer a range of parking typologies and solutions including on-street, on-plot and within secure, private, allocated parking courts.



Building Design

All buildings within Land east of Lodge Road should be of good design and reflect their location within the masterplan. Building materials should reflect the local vernacular with landmark buildings providing legibility through additional architectural and visual interest. All buildings should be sustainable, designed with inclusivity in mind and well-serviced with excellent digital provision.

LODGE POND GATEWAY

Inspired by the agricultural buildings, including farmsteads found on the periphery of Hurst, the Lodge Pond character area forms a key gateway, being the first buildings visitors see when approaching the village from the west.

This character area will form an idyllic setting with agriculturally inspired buildings overlooking the common, complete with a permanently wet feature duck pond.

The architectural features, colours, and material choices in this area are deliberately curated to sensitively integrate with and reflect Hurst's agricultural rich heritage.



Lodge Pond Gateway character area. Not to scale



Lodge Pond Gateway artist impression



Building typologies

Predominantly will consist of linked terraced houses, and flats over garages, with opportunity for detached houses on corners.



Building heights

Building heights of up to two storeys.





Building density

This area will feature medium to higher densities compared to other areas, reflective of linked homes and flats above garages. This will mirror the building typologies of surrounding agricultural buildings and farmsteads.



Building lines

A formal and consistent building line with minimal variation is proposed. The emphasis will be on rhythm and repetition to create a strong sense of continuity.



Materials and colour

Reflecting its location as a transition from the countryside, this area will predominantly feature black timber weatherboarding, redbrick or a combination of both. There will be a predominance of buff or grey coloured roof tiles.



Street Design

The street design will feature a single-sided, shared-surface lane with tree planting.



Boundary treatments and setbacks

Front gardens will generally range between 2m and 3m in size. They will be characterised by estate railings with soft planted areas.



Parking arrangements

Parking will be primarily located on plot, with some use of rear parking courts associated with FOG arrangements. Discreet street parking for visitors will be set within the landscaping. Any garages to be recessed slightly behind the building line.



Planting strategy

Planting will reflect this street character area's close relationship with adjacent public open space, through the use of shrubs, hedgerow and tree planting. A soft naturalistic planting strategy will help to soften the transition between the development and the landscape beyond. Tree planting groups will be introduced to help mitigate visual impact on the development from the proposed common.



THE AVENUE

Inspired by the landscaped streets found throughout Hurst and the ordered brick and bay-windowed homes of nearby Broadwater Lane where it meets Tape Lane, The Avenue forms a key, generously landscaped, sustainable, and active travel corridor, lined with trees and formally arranged buildings.



The Avenue character area. Not to scale



The Avenue artist impression



Building typologies

Predominantly consisting of semi-detached and terraced homes, with some maisonettes and detached homes located on corners.



Building heights

Building heights of up to two storeys.





Building density

Comparatively, this area will feature medium to higher densities compared to other areas.



Building lines

A formal and consistent building line with minimal variation is proposed. The emphasis will be on rhythm and repetition with subtle changes in architecture.



Materials and colour

A predominance of red brick, with some properties featuring render to the first storey. Additionally, there will be a mix of red/brown or black/grey roof tiles.



Street Design

A street featuring a mobility hub, including a bus stop, planted verges, a combined pedestrian and cycle path, footway, and access lanes to homes, ensuring minimal crossing of the cycle routes.



Boundary treatments and setbacks

Front gardens will generally be around 2m in size. They will be characterised by soft planted areas, with some featuring hedge boundaries where possible.



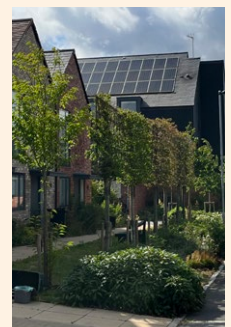
Parking arrangements

Parking will be primarily located on plot. Any garages to be recessed behind the building line to reduce car dominance within the street. Frontage parking should be limited.



Planting strategy

Planting within The Avenue will be more formal in character. Formal shrubs, clipped native single-species hedges and uniform avenue tree planting will promote a cohesive character, helping to create a sense of order and continuity, enhancing the overall experience of the space for both residents and visitors.





Ornamental roll top
ridge tile

Chimneys

White/cream render

Sash windows

Diamond brick pattern

Brick banding

Recessed porches

Bay windows

Shared foot/cycle

Planted boundary treatments

Open porches



Cream/white render

Decorative finial

Faux exposed timber frame

Secure delivery lockers

Bus stop

Cycle parking and
cycle maintenance area

Hedgerow planting

Street tree planting

Parking integrated within the landscape

Footway

Brick quoining

Shared surface streets

THE COMMON

Inspired by 'villa'-style houses found on the edges of Hurst, residents of The Common will enjoy views of a naturalistically planted communal village common.

This area will provide an opportunity for existing and new residents of Hurst to meet and enjoy the openness of the landscape together.

The Common, complete with tree-planted belts framing multi-functional and naturalistically designed public open spaces --including sustainable drainage features --offers a network of winding picturesque paths, cycle routes, a play area, and opportunities for informal children's play. Envisioned as the most tranquil area east of Lodge Road, it provides residents with a serene and peaceful environment to reconnect with nature and call home. The predominantly villa-inspired, family-oriented homes proposed here will reflect nature through their use of materials and colour palette.



The common character area. Not to scale



The common artist impression



Building typologies

Predominantly will consist of villa-inspired detached houses, with some semi-detached houses.



Building heights

Building heights of up to two storeys.





Building density

This area will feature the lowest densities of all the character areas, reflecting the predominantly detached, with some semi-detached building typologies, and its interface with the common. interface with the common.



Building lines

A slightly less formal building line with spaces between buildings and variations in setbacks and orientation. However, in general, building alignments will run parallel to the street.



Materials and colour

Reflecting its location around The Common, the area will feature red brick. There will be some use of black timber clad



Street Design

Single-sided, predominantly shared surface lanes with some shared private drives. Tree planting will feature homes overlooking the picturesque landscapes of the common.



Boundary treatments and setbacks

Front gardens will be generally deeper in this area, generally exceeding three metres. Soft landscaping will be a key feature, incorporating hedges, medium-scale planting, and trees within front gardens, where possible, to create a soft interface with public open space. Estate railing will delineate the boundary between the common and the residential area



Parking arrangements

Parking will be primarily located on plot, with discreet street parking for visitors set within the landscaping. Any garages to be recessed behind the building line.



Planting strategy

Planting will reflect its close relationship with The Common and the surrounding landscape, establishing a verdant view for the properties that front onto these features. Native hedge species present in the local landscape will be introduced within the plot frontages to create a harmonious relationship with the adjacent open spaces. Native specimen shrubs and, where appropriate, trees will be incorporated within the deeper plot frontages, where possible.



VILLAGE LANES

Village Lanes will be a peaceful, family-friendly neighbourhood, featuring beautifully landscaped, tree-lined pedestrian and cycle-friendly lanes.

These areas are will be thoughtfully designed to encourage residents to walk and cycle from their doorstep, gather, socialise, and foster a sense of community, promoting health and wellbeing. The southern parcel of land will also feature a tree-lined lane, landscape corridor.



Village Lanes character area. Not to scale



Village Lanes artist impression



Building typologies

Predominantly consisting of semi-detached homes, with some maisonettes and detached homes located on corners.



Semi-detached homes



Detached homes



Building heights

Building heights of up to two storeys





Building density

Comparatively, to other character areas, medium densities are proposed.



Building lines

Consistent building lines with minimal variation are proposed, with an emphasis on rhythm and repetition.



Materials and colour

The northern part of the character area will feature full render, brick, and some render on the first storey. It will also showcase roof tiles in buff and flint colours. The southern part of the character area will feature properties with red brick and some with black timber weatherboard. These properties will have roof tiles in either buff or flint colours.



Street Design

The northern part of the character area will predominantly feature shared surface streets, with street tree planting wherever feasible. The southern part of the character area will consist of shared surface streets and tree-planted verges, where possible.



Boundary treatments and setbacks

Front gardens will generally range between 1m and 2m in size. They are characterised by soft planted areas, with some featuring hedge boundaries where possible.



Parking arrangements

Parking will primarily be a mixture of on-plot driveways between units and some frontage parking arranged in short runs.



Planting strategy

The planting strategy for The Village Lanes will showcase a more informal approach, through naturalistic shrubs, perennial planting, wildflower verges and street trees of low water demand. This approach aims to create an informal planting scheme, complemented by strategically placed street tree planting interspersed throughout the character area.



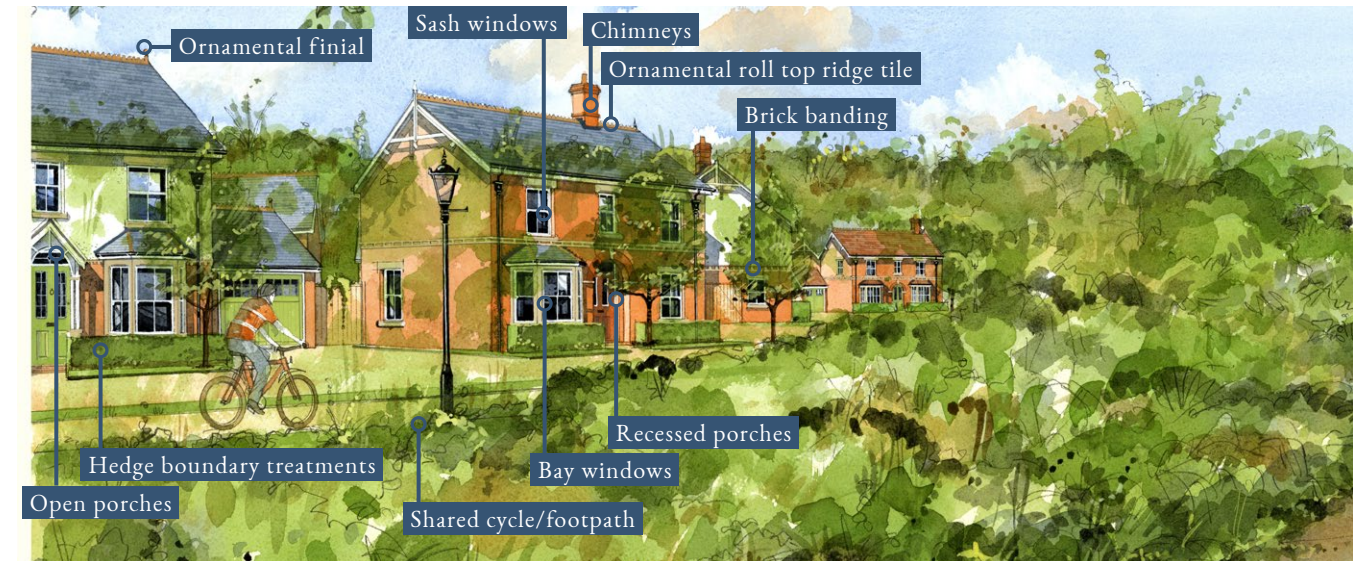
GREEN LANES

Green Lanes will celebrate the rural character of Hurst by introducing detached and semi-detached houses that front onto verdant green landscapes and reflect traditional agricultural materials and architectural features.

This character area will overlook generous green perimeter landscapes featuring scenic pedestrian and cycle paths, as well as doorstep landscapes that allow nature to flourish. These landscapes provide opportunities for informal play, relaxation, and socialising, helping to foster a sense of community.



Green Lanes character area. Not to scale



Green Lanes artist impression



Building typologies
Predominantly will consist of detached and semi-detached houses.





Building heights
Building heights of up to two storeys.





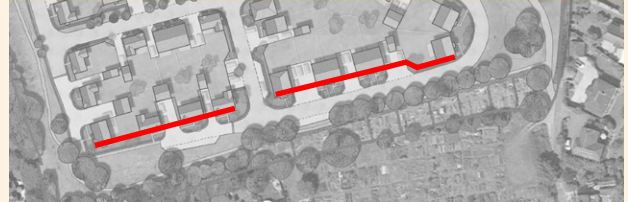
Building density

This area will feature medium-lower densities compared to other areas, reflecting the use of detached and semi-detached units.



Building lines

A slightly more formal character is featured, incorporating a consistent building line with minimal variation in setbacks and orientation. However, in general, building alignments run parallel to the street.



Materials and colour

The northern part of the character area will consist of a mix of fully rendered properties and red brick properties, with some render on the first storey. The southern part of the character area will consist of red brick properties, some with black weatherboarding either as a mix on the first storey or fully clad.



Street Design

The street design will feature a predominantly single-sided, shared-surface lane with tree planting.



Boundary treatments and setbacks

Front gardens will generally range between 2m to 5m in size. They will be characterised by soft planted areas, with some featuring hedge boundaries where possible.



Parking arrangements

Parking will be primarily located on plot, with discreet street parking for visitors set within the landscaping. Any garages to be recessed slightly behind the building line.



Planting strategy

Planting will reflect this street character area's close relationship with the perimeter green corridor, establishing a verdant view for the properties that front onto these feature. Where possible, native hedge species present in the local landscape will be introduced within the plot frontages to create a harmonious relationship with the adjacent open spaces.



