

Woodley Design Statement

Consultation Document

September 2008



Working together for Woodley

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Table of contents

Foreword..... 4

Executive Summary 5

Housing..... 8

Mid-20th century suburban

Late 20th century suburban

Distinctive residential areas

Retail and commerce 10

Woodley shopping centre

Residents' views on the Town Centre

Shepherd's Hill roundabout

Loddon Vale Centre

Industry 12

Eastern commercial centre

Sport and leisure..... 13

Open spaces 14

Background information..... 15

Natural environment..... 17

South Lake

Highwood

Alder Moors

Ashenbury Park

Woodford Park and Memorial Ground

River Loddon

Green corridor

Sandford Farm

History of Woodley..... 19

Conservation and heritage 20

Appendix 1

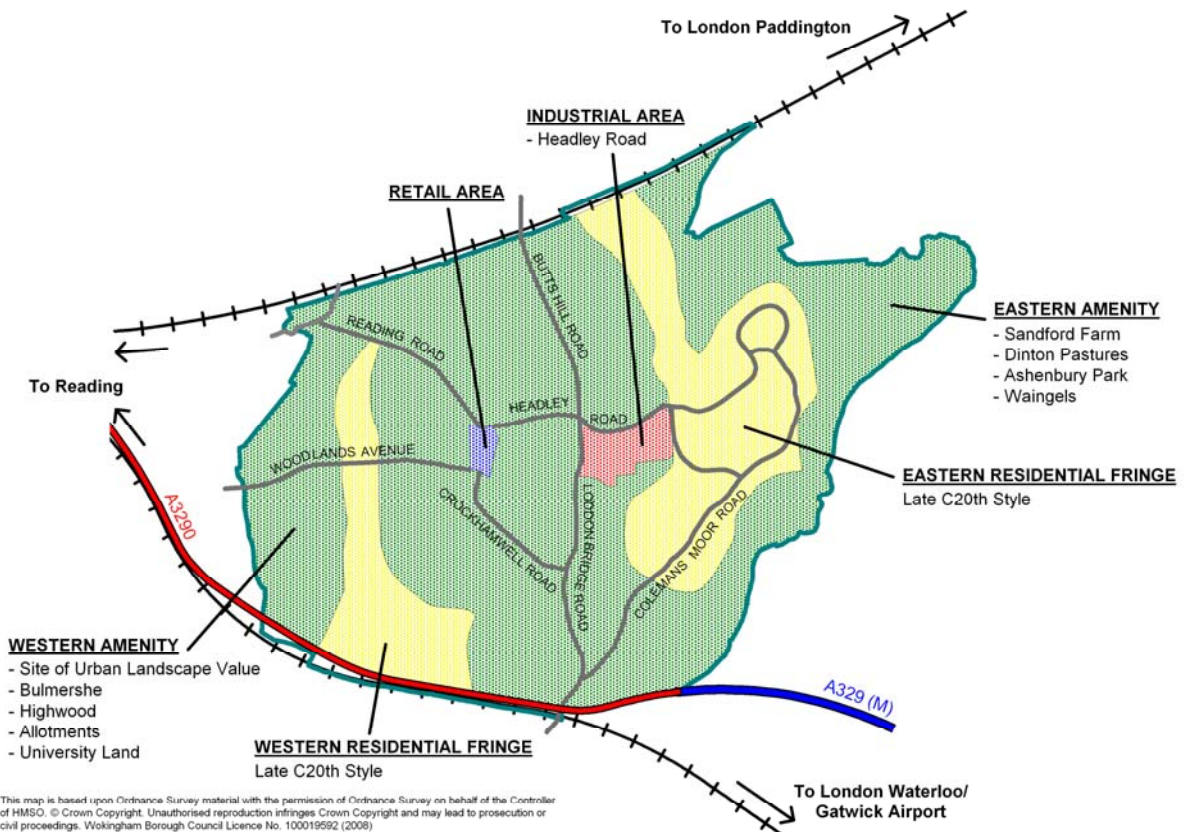
Listed building descriptions 21

Appendix 2

Response Form..... 23

Appendix 3

Consultation undertaken 25



Foreword

The town of Woodley we see today is the product of business and social progress that experienced a marked acceleration through the 20th century.

Despite being the result of rapid modern growth, Woodley has developed a strong community spirit and is a town that values its own identity.

During the process of establishing a vision and long term community plan for Woodley, consultation with local residents has shown that control of development within the town is seen as a major concern.

The need for a Design Statement for Woodley was identified as an Action in the Woodley Town Plan.

The subsequent Design Statement has been produced by the people of Woodley to enable the community to contribute and influence the planning process and help shape the future of the Town.

What matters to the community is that any future change enhances Woodley and the overall quality of life for residents and visitors is improved.

Thanks go to the Woodley Community Partnership for their hard work in putting the Design Statement together.

Kay Gilder

Kay Gilder
Town Mayor of Woodley

Woodley
Community
Partnership



The Woodley Community Partnership

The Woodley Community Partnership (WCP), initiated by Woodley Town Council, comprises a group of community volunteers with a keen interest in the future of Woodley. The WCP has six community representatives and two Woodley Town Council representatives on its Steering Group. Smaller working groups have been established based on four main themes: Economy; Environment; Social and Community; Transport and Accessibility.



Executive Summary

The aim of this document is to describe the character of Woodley as it is today and to highlight the aspirations of the people of Woodley. The Design Statement has been produced by the Woodley Community Partnership as part of the Woodley Town Plan; a vision of Woodley based on its past and present and the community's view of its future. The Partnership's aspirations are based on consultation with Woodley residents through a number of workshops and public events - more details about the consultation are available on the web site: www.woodley.gov.uk

The Design Statement is intended as a Supplementary Planning Document for use by the Wokingham Borough planning officers and committee members, the Town Council, statutory bodies, property developers and individuals wishing to develop or extend their properties. It provides a context for new development in the Town using the identification and analysis of local character outlined in the Wokingham Borough Design Guide. If applied consistently in the development control process, it can encourage improved developmental design in Woodley.

Design Statement objectives

- ✦ *To describe the distinctive character of the settlement and surrounding landscape;*
- ✦ *To identify character in terms of landscape, setting, settlement structure and the nature of buildings, structures and open spaces;*
- ✦ *To provide a basis for partnership with the local planning authority in respect of the application of existing planning policy and to influence future policies.*

This report is divided into three sections: 1) Key areas 2) Background information and 3) Appendices.

The key areas to influence Woodley's future are:



Summary of aspirations

GENERAL DEVELOPMENT

- ✎ *Maintain Woodley as a strong and distinctive community.*
- ✎ *Maintain the green gap between Woodley and Earley.*
- ✎ *Maintain the green gap between Woodley and Hurst.*
- ✎ *Retain and maintain as many trees as possible and encourage new planting to soften residential and other development.*
- ✎ *New building design and extensions to existing buildings should be in keeping with the character of the local area and the general environment of Woodley.*
- ✎ *Ensuring commercial/industrial development is sited appropriately with due regard for residential areas.*

TOWN CENTRE

- ✎ *To enhance the Town Centre both visually and in the variety of retail outlets.*
- ✎ *To integrate the Town Centre with its surrounding facilities to develop a viable central core that has vitality and economic prospects.*
- ✎ *To provide a location for integrated transport links.*
- ✎ *To support and work with local businesses to maintain economic viability.*

SPORT AND LEISURE

- ✎ *To develop sport and leisure facilities to meet local community needs.*
- ✎ *To protect existing open spaces and sports facilities.*
- ✎ *To seek the provision of facilities in areas where there are deficiencies.*

HOUSING DEVELOPMENT

- ✎ *All new housing development should maintain the character of local area of Woodley.*
- ✎ *Open space and flora and fauna should be a key element of all new development.*
- ✎ *Houses should fit comfortably in their surroundings without unnecessary intrusions on existing residents both in terms of architectural style, the environment and social and physical infrastructure.*
- ✎ *Development (especially backland development) should enhance the current infrastructure and quality of life.*

COMMERCIAL AND INDUSTRIAL

- ✎ *To maintain local employment opportunities.*
- ✎ *To include leisure facilities where possible to serve the local community*
- ✎ *To establish a business network/hub to promote and support economic development.*

OPEN SPACE AND ENVIRONMENT

- ✎ *Access to open spaces and views of and from them to be retained*
- ✎ *Public and sports open spaces to be used for activities for the whole community*
- ✎ *Consider all opportunities to extend or add to existing public spaces and improve access to them.*
- ✎ *Enhance pedestrian access to Dinton Pastures and the River Loddon.*
- ✎ *Protect and enhance the 'green corridor' from Reading Road to the A329M*



SECTION ONE

KEY AREAS

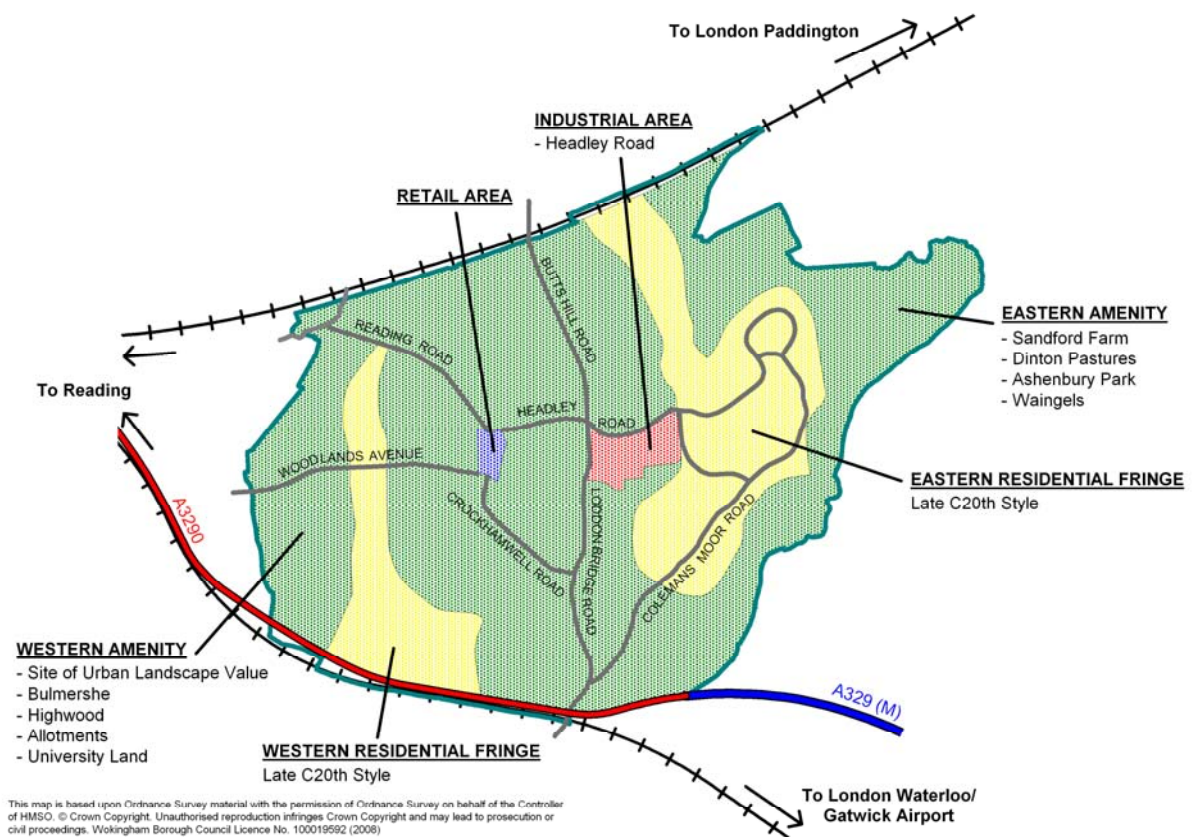


Housing

ASPIRATIONS

- ⌘ All new housing development should maintain the character of local area of Woodley..
- ⌘ Open space and flora and fauna should be a key element of all new development.
- ⌘ Houses should fit comfortably in their surroundings without unnecessary intrusions on existing residents both in terms of architectural style, the environment and social and physical infrastructure.
- ⌘ Development (especially backland development) should enhance the current infrastructure and quality of life.

There are approximately 10,500 houses in Woodley. Housing styles are difficult to characterise as Woodley has evolved from a collection of small settlements to the town it is today. The map below shows the town divided into broad areas of housing and industrial/commercial.



Due to the size of the town and the mix of housing, it is difficult to identify different types of development. The descriptions on the next page are taken from the Wokingham Borough Design Guide (Section 2, Character and Context). The two styles described, mid-20th Century and late-20th Century housing predominate.



Mid 20th Century suburban style

Large purpose-built estates typified by wide principal streets, in a deformed grid, lined with detached and semi-detached family housing on generous plots set back from the highway.

Key to new development in such areas are:

- ◆ Reinforcement of existing character
- ◆ Generous proportions in terms of buildings, plots and private and public space
- ◆ Street trees and planting
- ◆ Front gardens
- ◆ Modest and conservative architectural design
- ◆ Picturesque yet highly regulated street scenes
- ◆ On plot parking (within landscape) and on-street parking (for visitors)
- ◆ Mainly 2 storey buildings



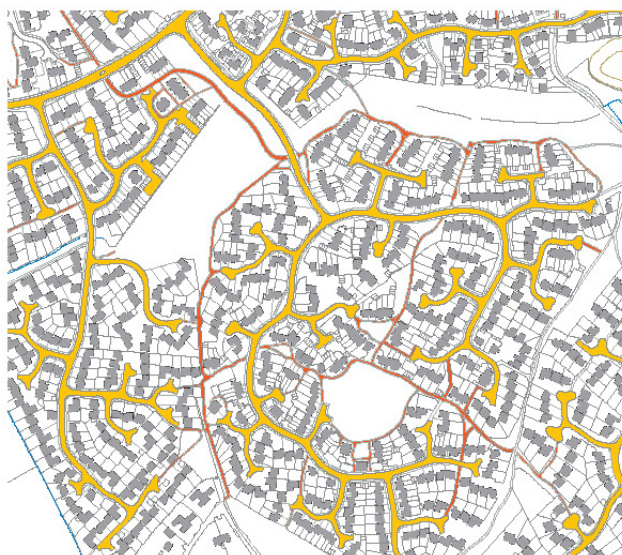
Mid-20th century suburban style

Late 20th Century suburban style

Produced by a mature housing industry and designed to cope with expanding car ownership and the perceived appetite for larger independent houses. Facilitated by a low-density, outward sprawl over green fields adjoining settlements.

Key to new development in such areas are:

- ◆ Extending green corridors, footpath networks and fronting public open space
- ◆ Informality and irregularity in the street scene
- ◆ Building clusters
- ◆ Space for tree groups
- ◆ Avoidance of extended cul-de-sac and segregated routes
- ◆ Parking on-plot or in clusters
- ◆ Mainly 2 storey buildings



Late-20th century suburban style

These two descriptions only serve as a broad guide to the housing styles in different parts of Woodley. In reality, there is a mixture of housing as the town has developed. Despite this mix the character of small local areas are identifiable and it is important to maintain and enhance this character with any new development. The following are some examples of established areas within North Woodley:

Copse Mead - comprising a broad mix of houses of very individual styles. Plots are generally large and non-uniform, situated off the private road.

Wroxham Road and Wyndham Crescent - a development built in the early 1950s characterised by its wide grass verges with trees and medium density established housing.

Reading Road, Butts Hill Road, Loddon Bridge Road and the eastern end of Western Avenue - long roads with many of the houses with large gardens. Many of these gardens have been eroded by backland development. Development needs to be sympathetic to surrounding residents and consider the impact on the flora and fauna that exists in these 'green pockets'.



Wroxham Road

Retail and commerce

Woodley shopping centre is the main retail and commercial area with smaller retail and commercial areas around the town serving local communities.

The smaller retail/commercial areas change from time to time, some providing an important service to the local community, others serving a wider area. The established 'shopping parades' in Brecon Road, Coppice Road, Hudson Road, Kingfisher Drive and Ravensbourne Drive follow the design follow a similar design pattern of shops with a small amount of adjacent parking. The newer retail/commercial developments such as Loddon Vale, in Reading Road and at Shepherd's Hill roundabout are designed to cater for a wider catchment area and have more parking areas.

Woodley Shopping Centre

The main commercial and retail centre is in the centre of the town. It is made up of a number of shops and offices as well as residential properties. Originally the shops bordered Crockhamwell Road but a pedestrianised shopping centre replaced the original village shops and Lytham Road was constructed to provide access between Crockhamwell Road and Headley Road, on a site originally occupied by a market garden.



The town centre is a development of two halves; the newer shops and offices at the southern end and the older shops, offices and flats at the northern end.

The centre is anchored by a Waitrose store at the southern end, with the northern end not seeming to be as busy. There has been some refurbishment of parts of the town centre over the last 20 years which have sought to 'join' the two halves, including new play equipment, planters and signage.



The French market organised by the WTCMI

The Woodley Town Centre Management Initiative (WTCMI), established in 1995, is run as a partnership between Woodley Town Council, Wokingham Borough Council and the Woodley traders, its aim being to keep Woodley shopping centre as successful and enjoyable a place to shop as possible. The WTCMI* is one of the consultees for any planned development in or near the shopping centre.

TOWN CENTRE ASPIRATIONS

- ✧ *To enhance the Town Centre both visually and in the variety of retail outlets.*
- ✧ *To integrate the Town Centre with its surrounding facilities to develop a viable central core that has vitality and economic prospects.*
- ✧ *To provide a location for integrated transport links.*
- ✧ *To support and work with local businesses to maintain economic viability.*

The future of the Town Centre

Based on our consultation with residents, many have strong views about their town centre, its vitality, design and its future. The following criteria for the future of the centre have been taken from a number of consultations with residents:

It needs to:

- ◆ Have an identity
- ◆ Be improved aesthetically with better architectural design
- ◆ Be commercially viable
- ◆ Maintain a vitality both during the day and evening
- ◆ Act as a community hub and a focal point for the town - Woodley's heart

It needs a design that:

- ◆ Better integrates the properties in the south (newer part) and north of the centre
- ◆ Gives a sense of arrival - well designed 'gateways'
- ◆ Encourages a mix of uses to improve the viability of the centre day and night
- ◆ Gives views in and out
- ◆ Incorporates more greenery and planting which can soften the edges
- ◆ Provides integrated transport links.

Its future should include:

- ◆ More facilities
- ◆ More restaurants
- ◆ 'Sitting out' areas
- ◆ More 'open' use e.g. markets etc.
- ◆ Views in and out

Other retail/commercial areas

There are a number of smaller retail/commercial areas around Woodley serving the local community.

Shepherds Hill roundabout

There is a group of retail units off the Shepherd's Hill roundabout, including a restaurant, computer retailer and dry cleaners.

Loddon Vale Centre

The retail and commercial centre off Hurricane Way includes shops, offices, a doctor's surgery and some residential property. It was built to serve the Airfield development and act as local centre. Whilst local facilities are important for the community, to reduce travel times, it is important to ensure that the viability of the town centre is not affected too much.



COMMERCIAL AND INDUSTRIAL ASPIRATIONS

- ✍ *To maintain local employment opportunities.*
- ✍ *To include leisure facilities where possible to serve the local community*
- ✍ *To establish a business network/hub to promote and support economic development.*

Industry

Eastern Commercial Area

This area includes all industrial/commercial units/buildings in:

- ◆ Headley Road East/Viscount Way
- ◆ Ladbroke Close
- ◆ Butts Hill Road/Headley Road East/Loddon Bridge Road/Headley Road roundabout
- ◆ Loddon Vale Centre - retail/community/commercial/residential
- ◆ Woodley Green - builder's merchants and telephone engineer training facility

This area has a range of modern and established commercial/industrial units and an indoor go-karting track. Most of the industrial units in this area are on both sides of Headley Road East with the units on the southern side stretching back to Viscount Way and west to Loddon Bridge Road. A large part of the latter section is vacant and redevelopment has been sought.



The Eastern Commercial area and the smaller commercial/industrial areas, such as 'Woodley Park' on Reading Road opposite the end of Western Avenue, are important centres of local employment, reducing the need to travel to work.

There are two key issues that should be considered in any new development and/or refurbishment of existing industrial/commercial sites, especially when they abut residential areas:

- ◆ Effective and aesthetic screening is vital on the boundaries with residential areas.
- ◆ Consider the traffic implications, especially concerning heavy good vehicles.

SPORT AND LEISURE ASPIRATIONS

- ✦ *To develop sport and leisure facilities to meet local community needs.*
- ✦ *To protect existing open spaces and sports facilities.*
- ✦ *To seek the provision of facilities in areas where there are deficiencies.*
- ✦ *Identify local organisations that provide sport and leisure facilities to develop an integrated plan for future provision.*

Sport and Leisure

Sports and leisure facilities in Woodley are provided by Woodley Town Council and Wokingham Borough Council. A large number of clubs and organisations provide a range of sports and activities.

Woodley Town Council

Woodley Town Council manages leisure facilities at the Memorial Ground and Woodford Park with the provision of a variety of sports pitches and other outdoor amenities, together with function and meeting rooms, a large sports hall and the council-owned 'Inn on the Park' at the leisure centre. Bulmershe Leisure Centre, in Woodlands Avenue, provides for public swimming and many sports courses and activities. The council also manages and maintains other small parks and play areas around the town. Many local clubs and community groups make good use of Coronation and Chapel Halls and the excellent facilities available at the Oakwood Centre, also home to Woodley Theatre. The allotment site in Reading Road is another popular, well-used facility provided by the Town Council.



Wokingham Borough Council

Wokingham Borough Council (WBC) provides and manages school playing fields in Woodley. The South Lake amenity area is managed by WBC, along with Alder Moors, Sandford Park, Ashenbury Park, and some other smaller play areas. Dinton Pastures, managed by WBC's Countryside Service provides a green, wildlife area, water sports and other activities just beyond Woodley's boundary. WBC's Youth & Community Service operates the two youth centres at Bulmershe and the Airfield, with some input from the town council in community use of the Airfield Centre.



Other providers

A number of uniformed youth groups (e.g. scouts, army and air cadets) have their own premises in the town and the successful Bulmershe Gymnastics Club has its own gym on the Bulmershe School site.

OPEN SPACE ASPIRATIONS

- ✦ Access to open spaces and views of and from them to be retained
- ✦ Public and sports open spaces to be used for activities for the whole community
- ✦ Consider all opportunities to extend or add to existing public spaces and improve access to them.
- ✦ Enhance pedestrian access to Dinton Pastures and the River Loddon.
- ✦ Protect and enhance the 'green corridor' from Reading Road to the A329M

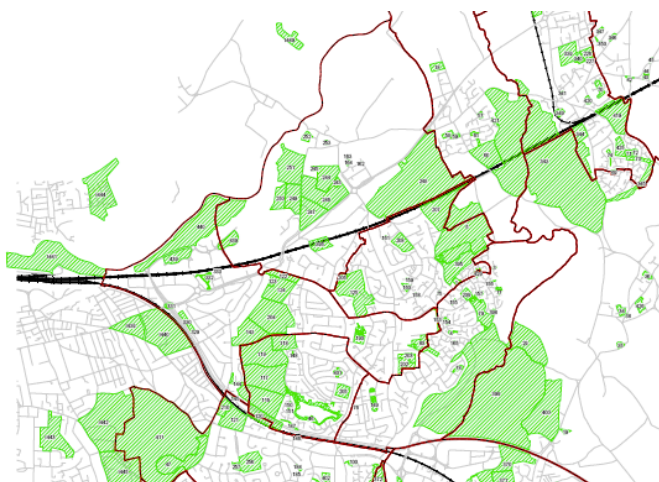
Open Space

Wokingham Borough Council commissioned an open space audit (Wokingham Open Space and Sports Assessment - WOSSA) in response to the government's Planning Policy Guidance (PPG) 17.

The report notes some deficiencies in Woodley:

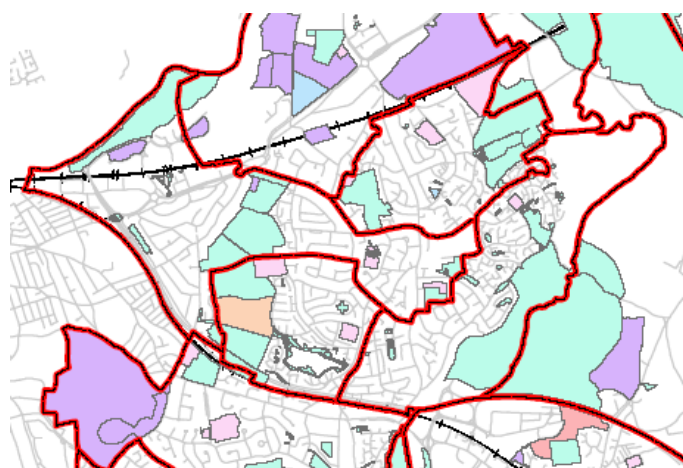
- ◆ Public park provision - "significant deficiencies in public open space include, within Woodley, parts of Coronation and Bulmershe and Whitegates Wards"
- ◆ Open space - "additional provision may be required to alleviate those deficiencies in Woodley"
- ◆ Loddon ward was below the standard of 1 hectare of sports pitches per 1,000 population

The maps below show the location of open space and sports facilities in the Woodley area.



Open spaces (WOSSA Fig 1.2)

Open spaces
(from WOSSA report Fig 1.1)



Legend

Wokingham DC Park / Open Space	Private sector owned and managed	OS Road Features
Wokingham DC Education	Publicly owned and voluntary sector managed	OS Rail Features
Other publicly owned and managed	Voluntary sector owned and managed	Ward Boundaries
Publicly owned and private sector managed	Could not determine ownership	

SECTION TWO
BACKGROUND INFORMATION



Introduction

The town has developed over a period of time with pockets of older housing among more modern developments since the 1950s. Despite Woodley's rapid growth over the last 40 years, there are areas of historic interest that need to be retained and the special urban character of the town should be developed sympathetically.

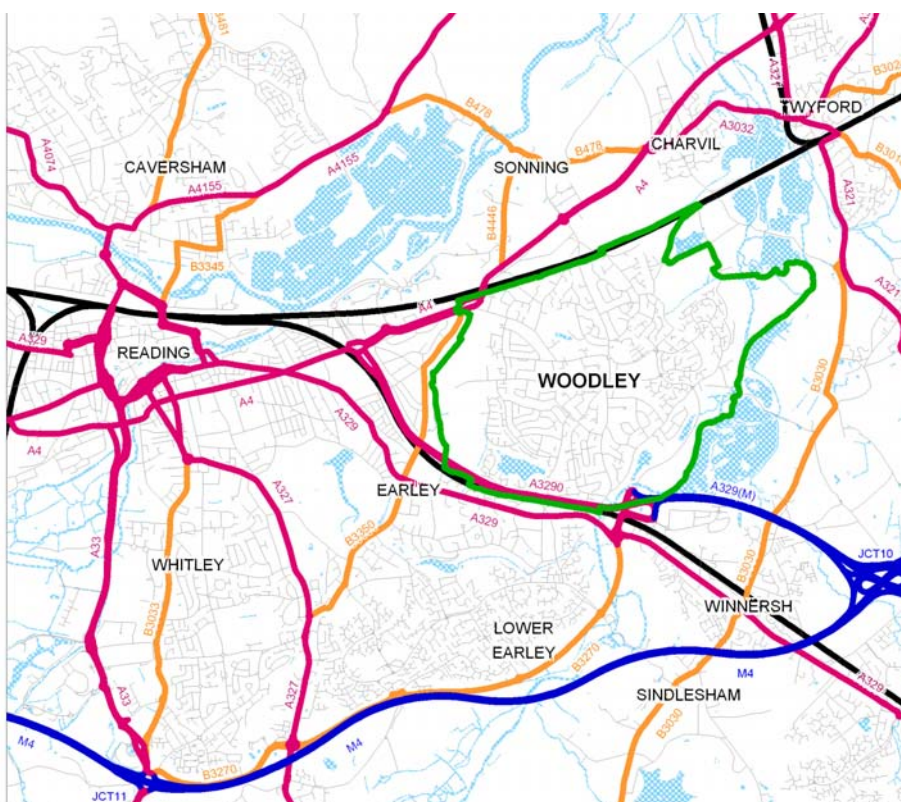
A continuing theme in the consultation is the concern over development in the town. Woodley has seen a large amount of backland/infill development over the last two decades which has eroded the 'green spaces' afforded by long back gardens. This has affected not only local residents but also the indigenous flora and fauna. Whilst residents appreciate housing is needed, their concern is over the lack of forward planning which has resulted in inappropriate and cramped development. While this relieves the pressure on greenfield sites, it is having a marked impact on Woodley residents' quality of life.

Growth puts pressure on infrastructure, especially backland/infill development which does not command a very high level of developer contribution. Traffic congestion is a result, in particular at peak times, with traffic leaving Woodley. The dominance of the car over public transport creates its own problems with on street parking and speeding on residential roads. Developments need to be designed to not only cater for today's car ownership but also to encourage the use of public transport, walking and cycling. More investment is needed to provide safe and efficient cycle routes and greater integration of public transport.

Location

Woodley is situated 4 miles east of Reading and is almost equidistant between Reading and Wokingham. It is bordered by the Reading to Waterloo railway line and the A329M, the London to Paddington railway line and the River Loddon (see map). It has a population of 26,439 (2001 census).

Woodley has 5 main 'gateways': Reading Road, Butts Hill Road, The Bader Way, Woodlands Avenue and Loddon Bridge Road. It has good transport links with Reading by bus and train (from Earley Station).



The natural environment

Woodley’s natural environment is very important in terms of green spaces, habitats for flora and fauna and opportunities for leisure pursuits for residents.

South Lake

South Lake, formerly part of Bulmershe estate, provides an important leisure facility for Woodley. The lake is surrounded by mature trees and is circumvented by a footpath which provides links to the surrounding houses and the footpath to Earley station. The lake and its surroundings are managed by Wokingham Borough Council. It is adjacent to Highwood.



Highwood



Highwood is a large wooded area of 15 hectares to the east of the town and is classified as a Local Nature Reserve. It is situated in Woodley between South Lake and the University of Reading, and used to form part of the grounds of Woodley Lodge. The site contains exotic tree species, which were once part of an arboretum - a collection of trees - in the house grounds. These include giant redwoods and monkey puzzle. It is a fine example of mixed lowland woodland with an attractive heathland area.

Mortimer’s Meadows

The area of the meadows alongside the river is flooded most years and often remains damp through most of the year. The Bader Way, which runs across Mortimer’s Meadow, is built on mounds, which keep it above the regular flood levels. Rare species of birds and mammals (such as otters) are being encouraged back to the Loddon to increase its biodiversity. The rare Loddon lily can be found along the riverside.

Alder Moors

Alder Moors is the Local Nature Reserve off Tippings Lane. The name 'Aldermoors' derives from the alder trees that predominately populate this ancient woodland, situated within a shallow valley. The woodland also comprises ash, hawthorn and willow trees. It is a good example of the woodland management technique of coppicing, which has encouraged the growth of ground flora. The site links up with Ashenbury Park.

Ashenbury Park

Ashenbury Park is an open space on the edge of Woodley. It is the site of an old rubbish tip once accessed from Tippings Lane. The park consists of children’s play facilities and wide open spaces with a high point affording views of the surrounding countryside. The naturalised gravel workings next to the park are a haven for water fowl. The park provides a link to a pedestrian route to the Thames and its section of the National Trail Network. Ashenbury Park provides good informal leisure facilities and is a buffer between Woodley and Charvil.

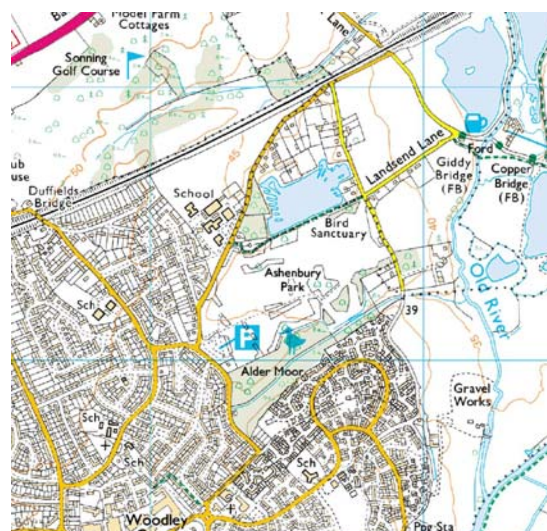


Image produced from the Ordnance Survey Get-a-map service. Image reproduced with kind permission of Ordnance Survey and Ordnance Survey of Northern Ireland.



Woodford Park and the Memorial Ground

These two open spaces form Woodley's 'green heart'. Woodford Park is 24 acres and has belonged to Woodley Town Council since the early 1960s. In the 1970s the park was improved to create the lake and the hill and provides areas for different kinds of leisure use, including three full-size and 4 junior football pitches and a cricket pitch.

The Memorial Ground is situated next to Woodford Park on Headley Road; it has been held in trust by the Town Council since 1939 for 'the recreation and enjoyment of the inhabitants of the Civil Parish of Woodley and Sandford'. The land was originally bought in 1919, by the former trustees, as a memorial to the men of Woodley who died in the First World War.

River Loddon

Woodley's north-east boundary follows the River Loddon. The area adjacent to the river forms an important informal recreation area for the town and is bounded on one side by Dinton Pastures. Although Woodley is an urban settlement, it has a number of green areas and open spaces; these are important to the community, both in terms of 'green gaps, but also opportunities for leisure.



Green corridor

There is a green corridor running north south from Reading Road to the A329M comprising Reading Road allotments, Bulmershe Park, Bulmershe School and Reading University sports fields, Highwood and Bulmershe allotments. This corridor is an important area of open space under multiple local authority ownership and there has been strong opposition to any development. The corridor provides recreational open space and a wildlife corridor.

Sandford Farm

Sandford Farm, to the east of Woodley is a restored landfill site. The area is made up of grassland with some trees, hedgerows and wet woodland along the banks of the Old River (the result of a diversion of the River Loddon that splits the site into two. The Sandford Farm site contains both inert and non-inert materials and has been the centre of a number of planning applications for development. Some have incorporated a plan to remove the industrial waste, others have proposed ways of capping it.

The eastern side of Sandford Farm is 'countryside amenity area' which is intended to be managed for recreation and a way of maintaining biodiversity. The river path links with Dinton Pastures. Nearby is the Lodge Wood and Sandford Mill Site of Special Scientific Interest (SSSI), which comprises two wet woodlands.



History of Woodley

The earliest reference to the area occurs in the Domesday Book where existence of a corn mill on the River Loddon is recorded. Woodley seems to have been a scattering of small farms and cottages across a mostly wooded area on the edge of Windsor Forest, and it is possible that its name came from the old English 'Wudu Lea' meaning 'a clearing in the wood'.

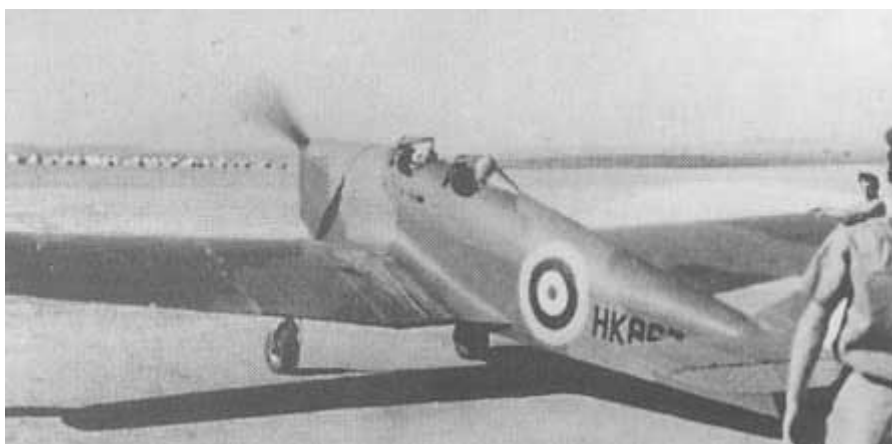
The earliest known map references were in the mid-eighteenth century where Woodley Green and later Wheeler's Green and Norris Green were first recorded. Cobbler's City, an area at the junction of Headley Road and Tippings Lane, with its adjacent workhouse, began to see the growth of small services in the 19th Century, and later the beginning of significant industry with the establishment of Reading Aerodrome on the former '100 acre field', from 1929 onwards. Little remains of Cobbler's City today. At the turn of the 19th century, Woodley was a small rural community with a population of less than 1,000.

Development in the 19th century saw the building of a Congregational Chapel in Loddon Bridge Road that was opened in 1834 and served a congregation of agricultural labourers suffering a period of hardship as a consequence of land enclosures. A school opened at Woodley Green in 1855 and the church of St. John the Evangelist followed in 1871-73 with its vicarage opposite. These 3 buildings and immediate surroundings form part of the Woodley Green conservation area.

At this time land ownership in Woodley was dominated by two families; The Palmers of Holme Park and the Whebles of Bullmarsh (Bulmershe). In 1873 the Palmer family built the Church of St John The Evangelist and Woodley, as a village, became more focused around the church. In 1910 the Holme Park estate was broken up and sold as commercial lots. As this land was exploited the nature of Woodley underwent a radical change.



Woodley emerged as a town by accelerated growth through the 20th century. The establishment of aircraft manufacture and ancillary support industries triggered a demand for more homes within easy reach of the factory.



With the demand for homes in an increasingly prosperous part of the UK, allied to the availability of relatively cheap land, the population had leapt to over 13,000 by 1962.

The demise of the aerodrome and the aircraft industry in Woodley coincided with the extension of the M4 motorway, and the growth of the computer and IT industry in the Thames Valley. Woodley be-

came an ideal location for people to live as it was in easy commuting distance of the growing employment.

Development went on apace throughout the next three decades to reach the present population of almost 27,000. In 1986 a boundary change put a part of South Woodley (south of the railway line) into Earley.



Conservation and heritage

Woodley has 15 listed buildings. Some of the listed buildings are surrounded by later developments, for example, Apple Tree Cottage. the converted barn on the site of the former Woodley Green Farm and Eleven Elms Cottage (not listed) surrounded by the airfield development. More details about Woodley's listed buildings can be found in Appendix 1.

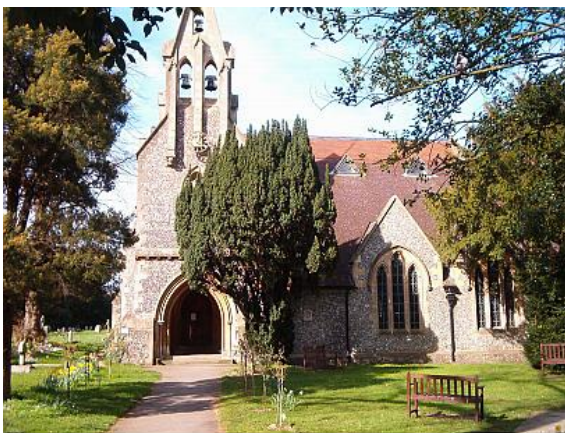


Eleven Elms Cottage



Apple Tree Cottage

Converted Barn - old Woodley Green Farm



Woodley's only conservation area is called Woodley Green and encompasses the area around St John's Church in Church Road Woodley.



Former Woodley C of E School, Church Road

Sandford Mill is on Woodley's boundary and includes a number of listed buildings, the mill, the bridge and the mill house. Sandford, or sandy ford, along with Woodley, formed a Liberty with the parish of Sonning. It is possible that the mill there was one of the two that were counted at Sonning when the Domesday Survey took place. It was mentioned in 1557 when Sir Edmund Pecham transferred his lease of the mill to Richard Ward and was in working order until the mid 1950s.



Berkshire Aviation Museum

The airfield is a large part of Woodley's history and the Museum of Berkshire Aviation has a fine collection of artefacts, as well as an aeroplane at its site off Mohawk Way.



Sandford Mill

Appendix 1

Listed building descriptions

- ◆ ASHTREES ROAD Barn at former Woodley Green Farm, now converted to two private dwellings. II Barn. Late C17. Timber framed with part brick infilling, but mostly weatherboarding. Old tile roof over midstrey and half hipped roof sweeping down over C19 aisle on north side. 5 framed bays and C19 east bay, the waggon entrance on fifth bay east end. Queen post roof with clasped purlins, jowled posts with archbraces to ties.
- ◆ BEGGARS HILL ROAD Sandford Farm Cottage II Cottage. Early C17, small C20 extensions. 2 bays timber framed with painted brick infilling, old tile gabled roof 2 storeys. Chimneys to left and projecting on right at back. Irregular casements. Entrance door on east front. One storey extension to north with old tile hipped roof.
- ◆ CHURCH ROAD Church Cottage and former Woodley Church of England School G.V. II Former schoolmasters house and school hall. 1873 by H. Woodyer with C20 extensions. Chequered brick and flint, tile gabled roofs. Plan of cottage irregular with rectangular hall on east. One storey and one and a half storeys. Brick chamfered plinth. South front has on right hand a hall of 4 bays, 4-light mullion and transome leaded windows with buttresses between, ornate chimney on left end of ridge with moulded base and offset moulded head. To left of this a small gabled roof projection housing bell, supported on moulded brackets and purlin ends. Cottage adjoining on left but lower with large 4 clustered shafted chimney on rear roof slope with moulded base and offset heads; 3-light leaded casements one above the other in one bay gable on left and a 2-light similar window in a small gabled dormer above a projecting closed gabled entrance porch.
- ◆ CHURCH ROAD Church of St. John the 26.1.67 Evangelist G.V. II* Parish Church. 1873 by H. Woodyer. Flint with stone dressings and tile gabled roof. 4 bay nave, chancel, north aisle, south porch in the westernmost bay of the nave with a large 2-tier stone bellcote above. Windows diamond leaded, lancet on north aisle, 3-light in nave, 2-light stained glass in chancel, all in plate tracery. Interior:- North arcade of circular columns with moulded capitals, tall stone tripartite chancel screen with moulded capitals to slim columns, and delicate low wrought iron screen. Stone octagonal pulpit with base of moulded arches and colonnettes. Stone font with similar base. Arched braced collar roof trusses on corbel brackets, with side purlins, king posts and wind braces, those in the chancel cusped.
- ◆ CHURCH ROAD The Bull and Chequers II Public house. C18 altered and extended C19 and C20. Brick, old tile half hipped roof. 2 storeys and cellar. Entrance front:- First floor brick string; chimney to left of centre on ridge and on right hand gable of C19 single storey extension to right. 3 irregular bays, 2 bays of C19 3-light wood casements on right with shutters, those on ground floor with segmental heads and one upper sash window with glazing bars on left. A 6-panelled entrance door under flat hood between the two right hand windows.
- ◆ COLEMANS MOOR ROAD The Old Cottage II Cottage. C17 altered C18 and extended C20. Part timber framed with painted brick infilling, part painted brick, old tile roof half hipped on west. 2 storeys, chimney cut down central on ridge. North front:- 3 bays of irregular leaded casement windows, half glazed C20 entrance door on left. South front:- brick refaced C18, with 2 & 3-light C20 wood casements.
- ◆ HEADLEY ROAD No.11 (Lone Pine Cottage) II Cottage. Mid C18 altered C20. Chequer brick, half hipped old tile roof. 2 storeys, first floor brick string, brick dentil eaves, chimneys to left of centre on ridge and left gable. South front:- 2 bays of 3-light wood casements, and ledged door in gabled porch to right. Small C20 tiled lean-to extension set back on gable end.
- ◆ HEADLEY ROAD EAST Nos. 283 and 285 (Apple Tree Cottage and The Cottage) II Range of 4 cottages, now 2 cottages. c1700 altered C20. Part brick, part timber framed with painted brick infilling, old tile gabled roof of varying heights. Rectangular plan of 4 and 6 framed bays. 2 storeys, brick dentil eaves on left hand part, 3 chimneys on ridge. South front:- painted brick ground floor, thin timber framing above. One, 2 and 3 light irregular leaded casements. 3 C20 entrance doors, one in centre in tiled gabled open porch, one to left with hipped closed porch and one on right in open hipped porch on brackets. Small C20 lean-to

tilled extension on left. Interior:- much of the frame exposed.

- ◆ LODDON BRIDGE ROAD United Reformed Church 19.8.82 II Non-conformist chapel. 1834 in a Neo-Perpendicular style. Ashlar stone and stucco, slate gabled roof. West front:- central projection with battlemented parapet and small spire and a 'Perpendicular' door on ground floor. The projection is flanked by windows with cusped tracery and corner buttresses. South front:- 5 bays of pointed lattice leaded windows separated by buttresses. Ecclesiastical cast iron railings to road with pierced and cusped spear heads. Of special interest because this was a period when few non-conformist chapels in Perpendicular style were being built. Now converted to offices.
- ◆ READING ROAD (Olden Oak) II Small house. Late C17, altered C20. Brick with hipped old tiled roof. One storey and attic, 4 gabled dormers and central chimney, All windows C20 leaded casements. Gabled oak porch with C20 entrance door on south front.
- ◆ READING ROAD Bulmershe Manor 1.8.52 II* Large house. Late C16 altered C19 and C20. Brick, stone dressings, old tile cross gabled roof. Flint plinth with moulded stone capping, moulded stone strings at floor levels, brick hoodmoulds over windows, stone coped gables and parapets with ball finials some missing, one chimney cut down, others missing. T-plan. 2 storeys and attics. North east front:- central gabled bay with 3-light stone mullioned attic window and single stone framed lights on lower floors flanked by 4-light stone mullioned and transomed windows, all with leaded lights. Bonded stone quoins. Old lead hopper head and downpipe on left. South east front:- irregular, gable to right, stone porch in near centre with 3-light stone mullioned window over. To left of porch the house has been partly re-built with 2 irregular bays of stone mullioned windows. The porch is c1600, stone front with flanking fluted pilasters on panelled plinths with diamond in panels, supporting entablature, triglyph and rounded frieze broken forward over pilasters, blocking course with stone bases over pilasters, central arched opening with architrave supported on springers, old ledged door with moulded cover fillets. The sides of porch are brick with stone front bonded in, each side with single light in

stone frame with single light in stone frame with small cornice. Interior:- very fine half turn newel staircase coeval with house of 8 flights from ground floor to attic with large solid baulk treads and risers, large carved and turned balusters, plain deep section handrail. Dining room has C17 panelling probably brought in from elsewhere with carved frieze with rosette motif and dentilled cornice; linen-fold panelled door in heavily moulded architrave. Moulded stone fireplace with carved wood surround and over mantel carved in same style as frieze but later. Central large plain ceiling beam with plain joists exposed. Sitting room has stone fireplace, with 3-centred arch with large roll moulds returning on jambs, carved mantel, and chevron decorated span-drels. Heavy principal ceiling joists and one very large diagonal beam in one corner, smaller secondary joists all exposed.

- ◆ READING ROAD Gates and piers to Bulmershe Manor G.V. II Gate piers and gates. Pair of early C19 cast iron gates with spear heads between brick gate piers, stone capping and large stone pineapple finials, flanked by curved brick walls ending in smaller piers with similar stone finials.
- ◆ Sandford Mill G.V. II Water Mill, now used for storage. C18. Timber framed, painted weather boarding, half hipped old tile roof. 2 storeys and attic, 2 gabled tiled dormers with fixed lights high up in roof, on west front and 2 bays C20 windows flanking central loft door over stable door. North front:- irregular attic and first floor windows, and one storey projection to left of similar materials. Interior has many heavy timbers exposed.
- ◆ SANDFORD LANE Sandford Mill Bridge G.V. II Road bridge over mill stream. Dated 1772. Brick with stone key blocks, 2 arches flanked by pilasters, brick parapet and approach walls. Stone cut-waters on up stream side.
- ◆ SANDFORD LANE Sandford Mill House 26.1.67 G.V. II Mill house, now house. C18 altered C19 and C20. Painted brick, hipped old tile roofs. L-plan. 2 storeys. Brick dentil eaves, irregular chimneys. West front:- 3 bays upper 3-pane sash windows, outer 4-pane sashes on ground floor, all with C20 louvred shutters. Central door in C20 porch with plain columns and flat hood with moulded cornice.



Appendix 2 Response Form

We are seeking people’s views on the aspirations within the attached Design Statement. If you have any comments, please complete the form below against the appropriate aspiration:

General Development aspirations

- *Maintain Woodley as a strong and distinctive community.*
- *Maintain the green gap between Woodley and Earley.*
- *Maintain the green gap between Woodley and Hurst.*
- *Retain as many trees as possible and encourage new planting to soften residential and other development.*
- *New building design and extensions to existing buildings should be in keeping with the character of the local area and the general environment of Woodley.*
- *Ensuring commercial/industrial development is sited appropriately with due regard for residential areas.*

Your comment:
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.....

Town Centre Aspirations

- *To enhance the Town Centre both visually and in the variety of retail outlet.*
- *To integrate the Town Centre with its surrounding facilities to develop a viable central core that has vitality and economic prospects.*
- *To provide a location for integrated transport links.*
- *To support and work with local businesses to maintain economic viability.*

Your comment:
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Sport and Leisure Aspirations

- *To develop sport and leisure facilities to meet local community needs.*
- *To protect existing open spaces and sports facilities.*
- *To seek the provision of facilities in areas where there are deficiencies.*

Your comment:
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Housing Development Aspirations

- *All new housing development should maintain the character of local area of Woodley.*
- *Open space and flora and fauna should be a key element of all new development.*
- *Houses should fit comfortably in their surroundings without unnecessary intrusions on existing residents both in terms of architectural style, the environment and social and physical infrastructure.*
- *Development (especially backland development) should enhance the current infrastructure and quality of life.*

Your comment:
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Commercial and Industrial Aspirations

*To maintain local employment opportunities.
To include leisure facilities where possible to serve the local community
To establish a business network/hub to promote and support economic development.*

Your comment:
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Open Space and Environment Aspirations

*Access to open spaces and views of and from them to be retained
Public and sports open spaces to be used for activities for the whole community
Consider all opportunities to extend or add to existing public spaces and improve access to them.
Enhance pedestrian access to Dinton Pastures and the River Loddon .
Protect and enhance the 'green corridor' from Reading Road to the A329M*

Your comment:
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Any other comments?

.....
.....
.....
.....
.....

- I would like to be kept informed of Design Statement's progress c
- I would like to be kept informed of the progress of the Town Plan c
- I would like to be involved in preparing Woodley's Town Plan c

Name
.....

Address
.....
.....
.....

Email **Tel.**

Thank you for your comments



Appendix 3 Statement of consultation

Consultation process

As part of the consultation process, a general notification was placed in the local press, i.e. The Woodley Times and the Woodley & Earley Chronicle. In addition, notices on how to access or view the Design Statement were displayed on the town centre noticeboard and at the Town Council offices and Woodley Library. An introductory note and electronic copy of the Design Statement was placed on the Woodley Town Council website (www.woodley.gov.uk), with hard copies being made available at the Town Council offices and Woodley Library. During the preparation of the document, a number of individuals and local organisations had expressed an interest in being kept informed of progress and they were consulted separately, either by email or letter. The partnership also consulted with local developers and utilities.

Consultees

Local Developers

Hicks Developments
London & Cambridge Properties Ltd
Woodley Developments/Sandford Farm Properties
T A Fisher
Nice Homes
Millgate Homes
Lidl

Utilities (info supplied by WBC)

Environment Agency
Highways Agency
Thames Water PLC

Local Organisations

Woodley Town Centre Management Initiative
Woodley Neighbourhood Police Team
Churches Together in Woodley
Just Around the Corner
Woodley Horticultural Society
Museum of Berkshire Aviation
Woodley Women's Club
Woodley Older People's Forum (WISE)
Woodley Age Concern
Woodley & Earley Arts Group
Woodley Carnival Committee
Woodley Lookout
Woodley Theatre
Woodley Photographic Club
Woodley Volunteer Centre
Woodley Town FC

Local Schools

The Bulmershe School
Waingel's College
Beechwood Primary School
Rivermead Primary School
South Lake Primary School
St Dominic Savio Primary School
Willowbank Infant School
Willowbank Junior School
Woodley CE Primary School
Addington School

Neighbouring Councils

Earley Town Council
Sonning Parish Council
Hurst Parish Council
Winnersh Parish Council
Charvil Parish Council

Interested Individuals

Peter Glass (Cycling)
Laura Kimber (Guides)
Colin Stamp (Scouts)
Rose Green (WBC and Woodley Older People's Forum)
Tony Burden
Greg Bello
Roger Chable
Norman Oakley
John Tidmarsh
Ian Hills
Jane O'Rourke
Bill O'Donnell
Tony Holland
John Cook
Mark Rozzier

Woodley Town Council
Woodley Borough Councillors (*those not already consulted as members of WTC*)

Consultation responses

Responses received	Comments	Our response	Changes
Woodley Town Council Deputy Town Clerk - Earley TC Parish Clerk - Sonning PC Jane O'Rourke Tony Holland	No comment Commended for document layout and clarity. Acknowledged and commended the document Commended the group's work on an excellent document. Excellent finished document	Acknowledged with thanks.	None
Tony Burden - Woodley Horticultural Society	Aims are generally good. <ul style="list-style-type: none"> Given the increase in the number of 'Over 50s', would welcome more emphasis on leisure facilities rather than on a sporting agenda. Provision for car parking should be a priority in any future development. Would welcome a central 'focal' point/facility to suit all ages. Would welcome a 20 mph speed limit in Woodley. 	Acknowledged Will arrange for relevant points to be taken further within the work on the Action Plan/Town Plan.	None
Peter & Yvonne Glass	Support general aspirations. <ul style="list-style-type: none"> Would welcome a 20 mph speed limit in Woodley. Would welcome better control of back land development and better control of on-street parking during construction works. Would encourage better cycling routes to both Winnersh Triangle and Twyford Stations. 	Acknowledged. Will arrange for relevant points to be taken further within the work on the Action Plan/Town Plan	None
Highways Agency	<ul style="list-style-type: none"> No major comments but supports initiatives which would encourage sustainable travel. Encouraged to see that document is intended as SPD for use by WBC 	Noted and welcomed.	None
D2 Planning on behalf of London & Cambridge Estates	As a major landowner in the area, welcomes the opportunity of being involved in the consultation exercise and wishes to play an active part in the future.	Noted and welcomed.	Keep informed
Indigo - on behalf of Sandford Farm Properties Ltd	<ul style="list-style-type: none"> Questioned whether the document can be adopted as a formal SPD. Incorrect reference to PPG19 (should be PPG17) Suggest inclusion of reference to Sandford Farm site being allocated for housing in Local Plan. Protection of gaps is not an issue that should be located in a local design guide; it is clearly contrary to current policy at local and regional levels. Housing objectives should be amended to reflect the potential for development to be of high quality design and respect the character of Woodley. 	<p>Confirm it will become part of an all-embracing WBC SPD.</p> <p>Thanked for pointing this out.</p> <p>No comprehensive list of potential housing developments is included in the Design Statement.</p> <p>Consultation with local residents has highlighted a clear desire to have "Green Gaps" and therefore this has been included in the document.</p> <p>High quality design is taken as a given</p>	<p>Amended</p> <p>None</p> <p>None</p> <p>None</p>