

# 6.0 ARTIST IMPRESSIONS

The house designs will be inspired by the local vernacular, with materials and details carefully selected to reflect the surrounding context. Each design will complement the architectural character of Whitchurch, offering contemporary interpretations of the diverse traditional styles that define the village's identity.

The team have developed several example house types, incorporating elements inspired by local architecture. This includes plinths, arched brick lintels, symmetrical proportions, varied rooflines, and a range of materials. The proposed houses will be a maximum of two storeys in height. Corner units are dual-aspect, featuring two active frontages contributing to a vibrant, well-surveilled environment.

Design elements are drawn from both the local context and the Conservation Area, as well as the advice provided in the Whitchurch Design Guidance. This includes principles of form, layout, and detailing. Full design details for each house type will be provided as part of the detailed planning application.



6.0 EXAMPLE HOUSE DESIGNS

A key characteristic of the village's charm is the organic arrangement of buildings, particularly along High Street and in its surrounding areas. Rather than following strict patterns or rules, buildings exhibit an eclectic variety of materials, ridge heights, and proportions, contributing to a distinctive and varied streetscape.

The illustrative street scene below demonstrates how a modern development can achieve a similar effect. By treating each dwelling individually based on its specific location and orientation, the design creates dynamic and varied viewpoints across the site, enhancing the overall sense of place.



6.1 EXAMPLE STREET SCENE



6.2 PROPOSED HOUSE SIZES

**Gade Homes thanks you for your attendance.**

Engagement with the local community is an important part of the planning process and your views are important to us.

Comment forms are available near the entrance and we would be grateful if you would assist us by completing one. All comments will be logged and given due consideration.

Comment forms should be left at the exhibition or sent to us at the following address:

**Email:** [PublicEngagement@etplanning.co.uk](mailto:PublicEngagement@etplanning.co.uk)

**Post:** ET Planning, 200 Dukes Ride, Crowthorne, RG45 6DS

**Thank you for attending.**