

SPENCER'S FARM

———— *Maidenhead* ————

STAKEHOLDER MASTERPLAN DOCUMENT

March 2022

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Vision

The vision is to create an attractive new neighbourhood of Maidenhead which is integrated with both the surrounding town and landscape.

The intrinsic quality of the riverside meadow and woodland copse provide future residents with a high quality environment on their doorstep.



trees

Retention of existing woodland copse and peripheral tree belts



delivering homes

The scheme can provide up to 330 homes 35% of which are 'affordable' contributing to the local areas housing need



built character

A local character study will inform architectural style and materials appropriate to the site



education

Provision of a site for a 3 form entry primary school in the south of the site to be designed and delivered by the local authority

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green belt

Use landscape features to create a clearly defined Green Belt boundary between the development and open space



connections

Link into the network of cycle / footpath routes within the open space and finance highway improvements along cycle / pedestrian routes which link to key destinations within Maidenhead



flood zone

The eastern settlement edge is drawn back away from the Maidenhead Ditch flood plain providing a public amenity space and wildlife enhancements



adjoining neighbourhood

Maintain open views across the southern boundary by location of school playing fields

1. Introduction

This Stakeholder Masterplan Document (SMD) has been prepared to guide the preparation of planning application(s) for a residential led development at Spencer's Farm, Maidenhead (Sites AL25 and AL28 in the Royal Borough of Windsor and Maidenhead Local Plan 2022).

1.1. The aim of this Stakeholder Masterplan Document (SMD) is to set how through targeted events stakeholders have been engaged and how this will shape the masterplan / development proposals for the site.

1.2. As set out within the document, stakeholder engagement initially commenced in 2017 alongside the Local Plan review, and has comprised a public exhibition, a stakeholder engagement meeting and extensive pre-application meetings with Royal Borough of Windsor and Maidenhead (RBWM). The more recent Stakeholder events have included an online webinar and workshop.

1.3. Policy QP1 of the Borough Local Plan (BLP) requires that a stakeholder masterplan and document be prepared for qualifying sites (which includes AL25). This SMD provides a framework for the preparation and submission of a planning application for the development of the site.

1.4. Spencer's Farm is an allocation in the Borough Local Plan (site references AL25 and AL28) and will provide up to 330 new dwellings and site for a new 3FE primary school, with supporting infrastructure and landscaping. The Borough Local Plan removes part of the Spencer's Farm site from the Green Belt and it is on this land that the new dwellings and site for a new primary school is proposed.

1.5. Limited Green Belt release of sites such as Spencer's Farm are necessary to deliver the housing needs of RBWM. The area that will comprise planned open space will remain within the Green Belt and will be designed to offer improved public access and a higher quality of open space with the defensible Green Belt boundary defined by newly introduced physical landscape features.

1.6. This SMD pulls together information gained through stakeholder engagement and explains how this has shaped the development proposals for Spencer's Farm.

1.7. This document will inform the development management process for future planning applications at Spencer's Farm.

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Figure 1. Site and surrounding area

2. Context

The site is located approximately 2.1 kilometres (km) north of Maidenhead town centre. The site as a whole totals approximately 19 hectares and comprises mostly arable agricultural land with small pockets of grassland and an area of woodland located in the north-west site area.

Site Description

2.1. The site was largely undeveloped farmland until the late 1960s when gravel extraction commenced in the centre and south of the site. In the 1970s, the western area was used as a refuse tip, and by 1977 gravel extraction was also underway in the north west of the site. Gravel extraction ceased in the late 1980s. The site was then brought back into agricultural use.

2.2. The site boundaries are defined by the following features:

- Existing residential development to the south;
- The Marlow railway line branch to the west. Residential development is beyond the railway line;
- Woodland to the north;
- The Maidenhead Ditch (historic Thames flood relief channel) and the adjoining public footpath to the east, forming part of the Green Way (waterside corridor of footpaths linking Maidenhead and Cookham); and
- The sports pitch used by Holyport Football club.

2.3. The plan opposite shows two site boundaries as follows:

- The Proposed Development Site (Red Line) Boundary which covers the full extent of the site for which a planning application will be made. This area measures approximately 19 hectares. It should be noted that this differs from the allocation boundary which also includes the football pitch in the south east corner; and
- The Green Belt Boundary (Green Line) which is consistent with the eastern

boundary of AL25 and marks the area proposed for removal from the Green Belt. All built development (including homes and the school site) will be located to the west of this line on the part of the site removed from the Green Belt.

Planning Policy Context

2.4. The Borough Local Plan (BLP) establishes RBWM's strategy for development within the Borough across the plan period (2013-2033).

2.5. This document has been prepared alongside the BLP which was formally adopted by the Council in February 2022.

2.6. Policy QP1 of the BLP requires the preparation of a stakeholder masterplan document for developments of over 100 dwellings. The supporting text confirms that the Council will work with landowner and developers in the production of these document following engagement at an early stage in the development process.

2.7. Site Allocation AL25 allocates the site for the development of 330 residential units as well as a site for a primary school. This part of the site would also be removed from the Green Belt. The proforma which supports the Local Plan allocation includes further detail including confirmation that the site for educational facilities should accommodate a primary school of up to 3 forms of entry. Other requirements in the proforma are the provision of a clear and defensible Green Belt boundary, the development and implementation of a robust travel plan and the provision of 40% affordable housing.

2.8. Site Allocation AL28 wraps around the northern and eastern edges of AL25 and will remain within the Green Belt. This area is allocated for the provision of Green Infrastructure under Policy AL28. This is to include public open space to serve both new and existing residents, deliver biodiversity improvements, retain the woodland and provide pedestrian and cycle routes connecting to existing routes.

2.9. The development will be informed by all national design guidance such as:

- The National Design Guide;
- LTN 1/20 'Cycle infrastructure Design';
- Gear Change;
- Secured by Design;
- Building for a Healthy Life;
- Lifetime Homes Design Guide;
- Manual for Streets;
- Environment Act 2021; and
- NHS Long Term Plan.

2.10. Development will be informed by all RBWM design guidance and technical studies including the following:

- RBWM Borough Wide Design Guide;
- RBWM Highway Design Guide;
- Affordable Housing Planning Guidance; and
- Spencer's Farm Site Expansion Feasibility Study.

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Application Red Line Boundary

Greenbelt Boundary

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Figure 2. Aerial Photograph of site

3. Constraints & Opportunities

A comprehensive assessment of the site has been undertaken to establish the key constraints and opportunities. Below outlines these key considerations, and how these have helped to shape the unique development at Spencer's Farm, turning the site constraints into opportunities.

Site Constraints

3.1. A summary of the key constraints which will inform the masterplan are set out here:

- The eastern part of the site falls within the EA Flood Zone 3, which will not be subject to build development, therefore presenting the opportunity to provide publicly accessible open space and enhancing the existing wildlife corridor;
- The landform across the site is generally gently undulating, rising from the near flat meadows of the River Thames flood plain to the higher ground to the west. A small area of steep gradients exists in the northern part of the site; and
- The Marlow branch line forms the western site boundary which is buffered by an existing strip of trees.

Site Opportunities

3.2. A summary of the key opportunities which will inform the masterplan are set out here:

- The central and western part of the site lies outside the functional flood plain therefore can accommodate residential development at the scale proposed (i.e. approximately 330 dwellings and a site for a primary school);
- Vehicular access can be taken from the B4447 (Cookham Road/ Gardner Road) in the southwestern corner of the site with a potential for emergency pedestrian/ cycle access from Westmead;
- There is an opportunity to link into the Green Way and wider PRoW / cycle network which pass the site along the eastern boundary across the Maidenhead Ditch;
- There is an opportunity to create a sustainable development which enhances pedestrian links within the urban area including to Furze Platt station;
- The proposals will consider the relationship between properties that adjoin the southern boundary of the site and seek to ensure that the amenity and privacy of these properties is respected;
- The re-profiling of the site presents the opportunity to both provide gradients suitable for development but to also ensure that drainage systems can convey water and reduce flood risk;
- Surface water run-off from the scheme can be attenuated on-site within basins situated between the development edge and Flood Zone 3;
- A single prominent Veteran oak tree is situated centrally on the eastern edge of the developable land, providing an opportunity to be a focal point within the open space;
- There is also the opportunity to plant a new specimen oak tree to ensure the succession of the existing tree over the long term;
- The majority of the site is dominated by intensive agricultural practices and being of limited ecological value there is a significant opportunity to provide a range of new habitats of higher quality which will contribute towards the biodiversity net gain requirement.
- A church spire is visible from the centre of the site that could inform street alignment in order to create a purposefully designed vista;
- The retention of trees along southern and western site boundaries benefits the setting of the development and the relationship with neighbouring dwellings and the railway line; and
- A block of woodland sits to the north of the site which can be retained to create a natural backdrop to the development area and be an asset to the landscape infrastructure.



- | | | | |
|---|--------------------------|--|---|
| Site Boundary | Watercourse | Vehicular Site Access | Setting Consideration: Amenity & Privacy of Existing Properties |
| Existing Trees | Greenbelt | Pedestrian / Cycle / Emergency Access | Opportunity To Link Into Pedestrian / Cycle Network |
| Veteran Tree & Root Protection Area | Proposed Access | Existing Green Way Local Wildlife Site: Opportunity for Green Corridor | Opportunity To Enhance Links to Key Destinations |
| Veteran Successor Tree | Existing Sports Pitch | Filtered Views into Site | View to Distant Church Spire |
| Extent of Flood Zone 3 Boundary Within the Site | Public Right of Way | Railway Line | |
| Potential Development Area (to be Re-Profiled) | On Site Attenuation Zone | | |

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Figure 3. Site Constraints and Opportunities Plan

4. Stakeholder & Community Engagement

Stakeholder and community engagement to inform the Stakeholder Masterplan document commenced in 2017. A series of meetings and engagement events have taken place in order to provide local residents and other stakeholders an opportunity to shape the development proposals for the site prior to the submission of a planning application.

Consultation Activity

4.1. Consultation on the scheme proposals commenced in 2017. This was prior to the initial submission of the BLP for independent examination in January 2018.

4.2. The engagement strategy has sought to inform and involve the local community about the emerging plans, in accordance with the Royal Borough of Windsor and Maidenhead's Statement of Community Involvement and relevant national planning guidance.

4.3. IM Land encouraged early involvement from the community and council, so all the comments and suggestions could be considered as part of the emerging masterplan for the proposed development.

Summary of 2017/18 Stakeholder Engagement

1. Involving local representatives

4.4. Local political representatives and local stakeholder groups were encouraged to be involved in the preparation of proposals for the site. They were invited to a stakeholder workshop for the emerging proposals. This was followed by a public exhibition of the emerging scheme.

2. Consultation meetings

4.5. A series of focused meetings were held to allow stakeholders and representatives an opportunity to discuss the emerging proposals in detail with the

project team and these are summarised below.:

- A meeting was held on 24 July 2017 between members of the project team and RBWM planning officers, Helen Murch and Ian Church;
- A meeting was held on 26 July 2017 between members of the project team and the Maidenhead and Cox Green Neighbourhood Plan Group;
- A meeting was held on 16 August 2017 between members of the project team and ward members Cllrs Smith and Diment;
- A meeting was held on 5 September 2017 between the project team and Cookham Parish Council;
- A meeting was held on 20 September 2017 between the project team and Furze Platt ward members Cllrs Sharma and Ilyas and
- A presentation was held on 3 October 2017 by the project team to the stakeholder group.

3. Public Engagement

4.6. A consultation letter was sent to local residents, to explain the proposals and to invite them to the public exhibition. The letter also notified people about the website, telephone line and email address as alternative methods of accessing information after the event.

4.7. A public exhibition was held at the Furze Platt Leisure Centre on 28 November 2017. Over 3,000 letters were sent to local residents. Feedback forms were given to attendees of the exhibition to fill out. 98 people attended the public exhibition and 31 feedback forms were completed.

4.8. A dedicated consultation website was set up with information about the proposals. It included layout plans, images of the site, other materials from the public exhibition and answers to Frequently Asked Questions. It allowed visitors to download copies of consultation materials as well as to submit feedback electronically via an online comments form and via email. The website attracted over 600 visits and 19 online comments forms were completed.

4.9. The completed comments forms were analysed following the close of the consultation period, to allow the project team to understand the key themes and interests of the participants, and to see any particular likes or dislikes with the emerging proposals. In summary, the feedback comprised:

- Traffic concerns (31% of comments);
- Flooding concerns (13% of comments);
- Loss of Green Belt concerns (10% of comments);
- Concerns about pressure on local services (10% of comments);
- Concerns about the housing numbers (9% of comments);
- Ecological concerns (7% of comments);
- A wish for more affordable and social housing (6% of comments);
- Support for the development (5% of comments);
- Concern for the lack of a school (5% of comments); and
- A wish for more cycle and foot paths (4% of comments).

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4.10. The impacts of 2017 Stakeholder Engagement on the development proposals, including the above points raised by members of the public resulted in substantial changes to the development proposal. These are illustrated on the following page.

4. Pre-application Engagement

4.11. A series of pre-application meetings with Council Officers in relation to Spencer's Farm commenced in May 2018. This enabled us to discuss the technical concerns raised by residents through public consultation such as flood risk, highways and landscape with relevant Council officer to ensure suitable solutions were found.

4.12. Within these meetings, technical site considerations including urban design, highways, drainage and flood risk, landscaping, trees, ecology, masterplanning and education were discussed with the Council.

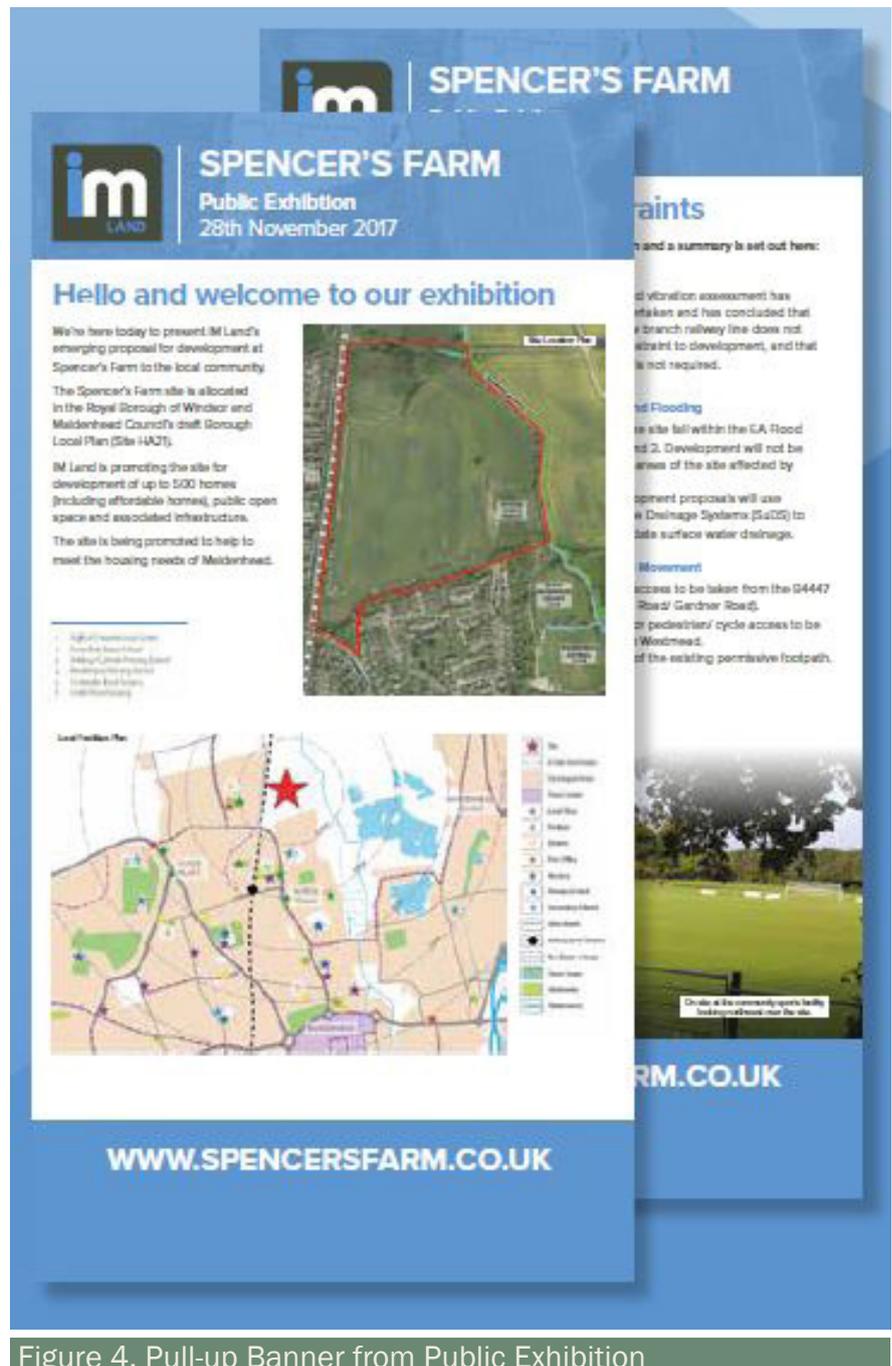


Figure 4. Pull-up Banner from Public Exhibition

Changes to the Proposals as a Result of 2017/2018 Stakeholder Engagement

4.13. The detailed engagement with stakeholders which took place in 2017/2018 resulted in substantial changes to the development proposals at Spencer's Farm. The changes were far-reaching and to the benefit of the look and function of the development.

4.14. The changes to the proposals for the site as a result of the initial stakeholder engagement in 2017/18 included the following:

- Retention and enhancement of northern woodland area;
- Using the topography of the site to shape layout, design and distinctiveness;
- The safeguarding of some of the site for the delivery of a primary school by RBWM;
- An increased focus in how biodiversity gains can be achieved (based on the recognition that this is particularly important to local residents);
- A reduction in the number of homes proposed numbers;
- An increased focus on the function of the public open space to ensure pedestrian and cycle connectivity to the surrounding area; and
- The development was stepped further away from the Maidenhead Ditch on the eastern site boundary to address flood risk concerns.

4.15. The changes resulting from the public consultation are best illustrated through changes to the masterplan. Figure 5 includes the proposed site masterplan as prepared prior to the Stakeholder Engagement and consulted on through this process.

4.16. Figure 6 shows the masterplan as amended following the engagement. The significant differences between the two plans demonstrate the value of the engagement.

4.17. Following these updates, further engagement was paused due to the delay in the adoption of the BLP and the requirement for RBWM to undertake further work to support the plan. Engagement recommenced in 2021 as set out in the following section.

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Figure 5. Masterplan from Public Consultation

Stakeholder Engagement 2021

4.18. Following RBWM's positive progress with the BLP and progress towards adoption, further stakeholder and community engagement was carried out in July 2021.

4.19. This engagement had a renewed focus of informing this Stakeholder Masterplan Document which was included as an additional requirement of the updated BLP.

4.20. The Stakeholder Masterplan process is to provide local residents and other stakeholders an opportunity to comment on the proposals prior to the submission of a planning application.

4.21. This process had already begun through our previous engagement in 2017/18. The formalised Stakeholder Masterplan Document process provided an opportunity to continue this engagement and update stakeholders on the development proposals and how previous comments had been shaped these. In addition, further engagement provided an opportunity to seek feedback on all elements of the emerging scheme.

4.22. Comments were sought via a website, detailing information on the proposals with a feedback capability. In addition, a consultation leaflet was sent to over 1,000 local addresses along with two live online sessions, which allowed stakeholders to actively engage with the project team and enable their comments to shape the proposals.

Consultation Webinar

4.23. A webinar session was held on Thursday 22 July, 5.30-7.00pm using Zoom software.

4.24. The detail of the proposals for the site was presented at this session and covered the site's background; the design evolution for the development as a result of previous engagement; and the reasoning behind the proposed boundaries for the residential development area and open space area. The project team were available to answer any questions and a recording of the session was uploaded to the engagement website, to allow anyone who could not join the live session to view the discussions in their own time. A total of 53 people participated in this event, and this figure includes the hosting project team. A total of 41 questions were put to the panel during the course of the webinar and were either answered live or via a typed answer.

Consultation Workshop

4.25. A workshop session was held on Thursday 29 July, 5.30-7.00pm using Zoom software.

4.26. This session was arranged to allow a further discussion on key topic areas relating to the development ideas and options. A total of 34 people attended the workshop and, combined, asked 73 questions.

Consultation Period for Feedback

4.27. Following these sessions a three week consultation period was undertaken to allow time for further feedback on the proposals and which closed by midnight on Friday 6 August 2021. Six consultation questions were asked on the online comments form. Following the close of the consultation period, a series of Frequently Asked Questions and answers were posted on the website to provide a reference point on the key matters of most interest to the local community. A total of 14 comments forms were completed and returned to the project team.

4.28. The main themes and points for discussion raised through the stakeholder engagement are included on the next page.

Independent Urban Design Review

4.29. Following submission of this document, an independent review was undertaken by a council appointed Urban Designer and a site visit was undertaken in December 2021. Further meetings took place on 12th January and 17th February 2022 to discuss the proposed amendments.

4.30. Where possible this document has been updated to reflect the comments received. The proposals for the site will be discussed at the pre-application and application stages with RBWM planning and tree officers. Comments relating to detailed design will be addressed and fixed within a Design Code which will be submitted alongside the Design and Access Statement as part of the Outline Planning Application.

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Stakeholder Engagement

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Spencer's Farm is a proposed land allocation in the emerging Borough Local Plan (site references AI.25 and AI.28) which will provide up to 330 new dwellings and a new primary school, with supporting infrastructure and landscaping. Site assessment and public engagement has been ongoing since 2017 to allow a full understanding of the site's potential opportunities and constraints, and this has resulted in two site areas being defined; one for development, and one for open space.

The emerging Borough Local Plan proposes to remove part of the site from the existing Green Belt and it is on this land that the new dwellings are proposed. The area that will comprise planned open space will remain within the Green Belt and will be designed to offer improved public access and a higher quality of open space.

Public consultation has previously been undertaken as part of this site's development (November 2017) and comments from this event have been taken on board in the preparation of the current 'Concept Master Plan' for the site.

This stakeholder engagement is to inform a 'Stakeholder Masterplan' document. The Stakeholder Masterplan document will provide planning guidance to inform the development principles that will be included as part of a future outline planning application for Spencer's Farm. The requirement to prepare a stakeholder masterplan is established within the emerging Borough Local Plan and provides local residents and other stakeholders a further opportunity to influence development proposals prior to the submission of a planning application. It is anticipated a planning application will be submitted for Spencer's Farm in late Autumn 2021.

In addition to the stakeholder engagement session on 22nd July 2021, we will be holding a virtual workshop event on 29th July. The engagement session on 22nd July identifies key aspects of the proposal at which we are seeking input for further discussion on 29th July. You also have the opportunity to raise other matters in relation to the site proposals, which you may wish to discuss further at the workshop event. A Stakeholder Masterplan document

will be produced following on from the current engagement and workshop, and will be available for consultation for a 4 week period in late summer/early autumn.

Although the Government has advised that COVID-19 restrictions are being lifted from

All feedback received will be considered as the final proposals are developed ahead of the formal submission of a planning application, and we very much hope you will participate in these engagement sessions. Please visit the website to find out more information on the proposals, find details of how to join the live consultation event and to provide your feedback.



We understand that not everyone has access to the internet or is comfortable navigating websites and commenting online. You can therefore also send us an email with any questions or contact us directly by telephone and we will be very happy to discuss the plans with you.

The telephone line will be open from Monday 19th July to **Friday 20th August**, operating hours 9.00am to 5.00pm.

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Our Stakeholder Engagement webinar will be held on:

Thursday 22nd July 2021, 5.30pm to 7.00pm

We hope that you can join us for the live webinar, to hear more about the proposals and to ask any questions you may have. If you cannot attend, you will be able to view a recording of the webinar presentation from our website.

Please visit www.spencers-farm.co.uk to find the link to access the webinar.

Our Stakeholder Engagement workshop will be held on:

Thursday 29th July 2021, 5.30pm to 7.00pm

Please email us at SpencersFarm@bartonwillmore.co.uk to receive joining instructions for this event.



Please visit the website to find out more information on the proposals, details of the live webinar and to leave us your feedback. We ask that you send us your comments by midnight on **Friday 6th August** please.



07825 334708



SpencersFarm@bartonwillmore.co.uk



www.spencers-farm.co.uk

Figure 6. Counsellor Stakeholder Leaflet

Consultation Feedback & Takeaways from 2021 Stakeholder Engagement

4.31. The feedback which emerged from questions and discussions during the 2021 engagement, can be grouped into six main themes. A summary of the key takeaways for each theme are shown opposite and form the basis for design principles set out in the next stages of this document.

Built Form

- **Will the site be dominated by apartments? What is the housing mix?** The development will focus on family housing with limited apartments.
- **How tall will the buildings be?** The scheme will consider the amenity of neighbouring properties by creating a low-lying development of predominantly 2½ storey dwellings with a maximum of 3 storeys at key locations to reflect the character of the surrounding area.
- **How much affordable housing will be provided?** The provision of affordable housing will be compliant with RBWM policy.

Primary School

- **Should the school be in the northern area of the site by the woodland?** The decision regarding the location of the school has taken into consideration school traffic, the amenity of neighbouring dwellings, school delivery and the Council's preference as the provider.
- **How close will the buildings be to existing residents?** The location of the school building will be subject to a separate planning application to be submitted by RBWM. It is our understanding that the existing intention is for the school to be located to the north of the school site to form part of the street scene of the Main Street.
- **How will the site be maintained before the school is built?** Prior to the delivery of the school itself, the site will be securely enclosed to prevent anti-social behaviour.
- **How will drop off/collection work?** The masterplan will ensure that an entrance and exit point can be provided on the Main Street so that circulation between the two points can be achieved within the school site. The details of the school site will be provided via a separate application by RBWM.

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Open Space

- **How will the edge of the development be planted?** Include features along the new Green Belt edge to differentiate between the development edge and the Green Belt.
- **Could the play space be moved further north?** The formal play area will be moved sufficiently further north to avoid noise disturbance to local residents.
- **Location of formal and informal areas?** Consider locating the formal park further north to ensure the amenity of existing residents is safeguarded.
- **Should car parking be provided?** Consider providing car parking for the open space/park.
- **How will existing wildlife be supported?** The landscape proposals will ensure that there will be at least a 10% net biodiversity gain across the site.

Drainage

- **Will development of the site result in flooding to existing properties?** The surface water drainage proposals will ensure that there is no increase of flood risk to existing dwellings in the area in accordance with national guidelines and local policy.
- **Will future proposed properties be at risk of flooding from the Maidenhead Ditch and / or from surface water?** No new dwellings will be built within the Maidenhead Ditch flood plain and the site will be re-profiled to minimise further the risk of flooding. The surface water drainage proposals will ensure surface water run-off collects within on-site attenuation basins.

Site Access

- **How will the Westmead access be maintained as emergency access only?** The proposed access from Westmead will be maintained for emergency vehicle use only by the installation of collapsible bollards to prevent access by cars.
- **What will the design of Westmead access be?** A low key design for the Westmead access will be characteristic of its main pedestrian/cycle and occasional emergency access function.
- **Is there enough capacity for the new houses and the primary school?** A Transport Assessment has assessed traffic flows likely to be generated by the development and the school and the access junction designed accordingly.
- **Will the main access be safe for pedestrians?** Segregated footpaths and cycle paths with crossing points will form part of the highway design.
- **Is there an alternative location for the main access?** The identified access from the B4447 is the only deliverable access within the highway.
- **Is a second point of access required?** The Transport Assessment has concluded that sufficient capacity exists to serve the development from a single point of vehicular access. A single access point will minimise disturbance to the residential estate to the south of the site.
- **Will the proposals include a pedestrian bridge over the railway to north west corner of the site to facilitate footpath connectivity?** There is no policy requirement for development proposals at Spencer's Farm to deliver a pedestrian/cycling bridge over the Maidenhead to Bourne End/Marlow railway line. The provision of any footbridge over the railway would require land outside of this development and it is therefore not possible to deliver this infrastructure. The masterplan design would not prejudice the delivery of a bridge in the future.

5. Development Objectives

The objectives for the land at Spencer's Farm are to create an attractive new neighbourhood of Maidenhead integrated with the surrounding landscape. The intrinsic quality of the riverside meadow and woodland copse provides residents with a high quality environment on their doorstep.

Creating Places and Character

5.1. The site's key attribute is its landscape setting with views out to the east across the meadows of the River Thames flood plain. The site is also nestled between a woodland copse to the north and a belt of trees running along the rail line on rising land to the west. As such the site presents the opportunity to provide new homes within an attractive landscape setting.

5.2. To ensure the masterplan has a distinct character, the design will focus on the following:

- 1. The creation of formal public spaces** within the development to create a community focus and identity to the scheme.
- 2. The creation of frontages** and landmark buildings of distinct character dependant on their location within the scheme.
- 3. A clear hierarchy of streets** to allow for easy navigation around the scheme.
- 4. Local character references** taken from the local area to ensure the architectural design is locally specific.
- 5. Attractive publicly accessible open spaces** that respect the setting of the Greenway footpath running along the Maidenhead Ditch.



Indicative Image of Formal Public Space. Precedent: Brunel Gardens, Maidenhead



Indicative Image of Development Edge. Precedent: Taplow Riverside, Buckinghamshire

Enhancing Existing Features

5.3. The Masterplan integrates existing landscape features in the following ways:

- 1. Woodland copse and tree belts.** The woodland copse and tree belt in the northern area of the site are retained providing an attractive woodland setting. The root protection areas of the trees running alongside the rail line will be observed with dwellings either fronting onto the trees or in the case of the entrance apartments, they form part of the rear parking courts. This ensures that this tree belt area is overlooked and safe.
- 2. Large veteran oak tree.** The Illustrative Masterplan shows how a green corridor can be created through the scheme, aligned with the veteran oak. This feature opens up views out to the open space and meadow landscape beyond and creates a key public space within the development.
- 3. Views out to the riverside meadows.** The eastern settlement edge is drawn back from the eastern site boundary, well beyond the oak tree. Almost one third of the site is retained as amenity open space to be planted with additional trees and riparian planting within the attenuation basins. The eastern development edge will be constrained to two storey dwellings. Tree planting within the public amenity open space will further soften the visual impact of new development.
- 4. Maidenhead Ditch.** This small watercourse forms the eastern boundary of the site and contributes towards local biodiversity. Being intensively farmed land within the site currently introduces elevated nutrient loads to the detriment of this habitat. As such, the Illustrative Masterplan has evolved to enable sufficient new and complementary habitat which will enhance the riparian edge of this watercourse.



Site photo of the veteran oak tree



Site photo of the Maidenhead Ditch

Connectivity in and Around the Site

5.4. The objective of development is to connect into the existing Public Rights of Way to create an extension to the existing community on the northern edge of Maidenhead. The site will connect to existing residential areas and be in close proximity to a range of facilities and services in the local area. The availability of public transport, walking and cycling routes will also enable residents to connect to the town centre, nearby settlements and other towns and cities such as London and Reading.

Facilities

5.5. There is an exceptionally good range of everyday facilities located within walking distance from the proposed site, including education, retail, health and leisure, and employment. These provide opportunities for many journey purposes to be satisfied locally by sustainable modes, particularly walking and cycling. Safe and appropriate walking and cycling routes link the site to local destinations.

Education

5.6. Land for a primary school will be provided within the site, however it is also noted that there are other primary schools within walking distance of the site. Furze Platt Senior School which provides senior education is 1.0 km west of the site (12 minutes' walk).

Health

5.7. Bharani Medical Centre is 1.1km south of the site (approximately 13 minutes' walk) with Lindon Medical Centre 1.3km from the site (approximately 15 minutes' walk).

Leisure

5.8. A range of community sports clubs are located in the vicinity including the football pitches located directly adjoining the site used by Holyport Football club.

Retail

5.9. A Co-Op Food store is located 6 minutes walk from the site, a Costcutter

is 11 minutes walk and a Tesco Express is 12 minutes walk away. Maidenhead town centre is approximately 2.2km (26 minutes walk) south of the site which offers a wide range of shops and services.

Transport

Rail

5.10. Furze Platt rail station (750m from the southern boundary, approximately 9 minute walk) offers hourly services between Maidenhead and Bourne End, with additional services in the peak periods. Maidenhead rail station offers frequent Great Western Main Line services to Reading and London and will soon be linked to Central London via Crossrail. (2.5km to the south, approximately 30minutes walks)

Road

5.11. Direct access to Maidenhead town centre is provided via Gardner Road (B4447) to the south of the site. Approximately 5km north-west of the site the A404 provides links north to Marlow and High Wycombe, and access to the M40 motorway. Junction 8 / 9 of the M4 is approximately 5.2km south of the site, providing access to Reading, London and Slough, and a wider strategic highway network.

Leisure Footpaths

5.12. At the south east corner there is a connection to the wider Public Right of Way network. The Green Way runs alongside the Maidenhead Ditch (located on the eastern site boundary), connecting Bray, Maidenhead and Cookham via 19km of waterside footpaths.

5.13. The Maidenhead Boundary Walk (a circular 21 km walk around the historic boundary of Maidenhead) and Millennium Walk (12.5km between Hurley and Boulton Lock) both use the on-site public footpath and Greenway west as part of their routes

Off Site Walking and Cycling Improvements

5.14. Taking into account the location of local facilities and services shown in figure

7 and pedestrian and cycle catchments, the following pedestrian and cycle routes have been identified between the site and the town centre and other key destinations within the Maidenhead and the Furze Platt/ North Town residential area:

- Route 1a - Furze Platt Senior School via the B4447 Gardner Road;
- Route 1b - Furze Platt Business Centre / Switchback office Park via the B4447 Gardner Road;
- Route 2 - Furze Platt Rail Station via the B4447 Cookham Road;
- Route 3 - Furze Platt Rail Station via Queensway; and
- Route 4 - Maidenhead Town Centre via the B4447 Cookham Road.

5.15. A walking and cycling audit of each route has been undertaken which identified a number of improvements that the proposed development will bring forward either as on-site works, off site improvements or through financial contributions which will also provide benefits to existing residential in the area.

5.16. The improvements include pedestrian crossing provision, widening some footways and the introduction of dropped kerbs / tactile paving where they are currently missing to improve accessibility for vulnerable road users and the mobility impaired including those in wheelchairs and mobility scooters.

Bus Services

5.17. Although the site is well located to take advantage of the local bus services, there is scope to upgrade the nearest bus stops to the site as part of the development proposal. The details of the above improvements will be discussed with RBWM and the bus operator in due course but may include improved bus stop infrastructure, e.g. shelter, seating, etc; real time passenger information or automatic vehicle location at the bus stops. Any such measures will also benefit existing residents in the local area who currently use these bus stops.

SPENCER'S FARM

Maidenhead

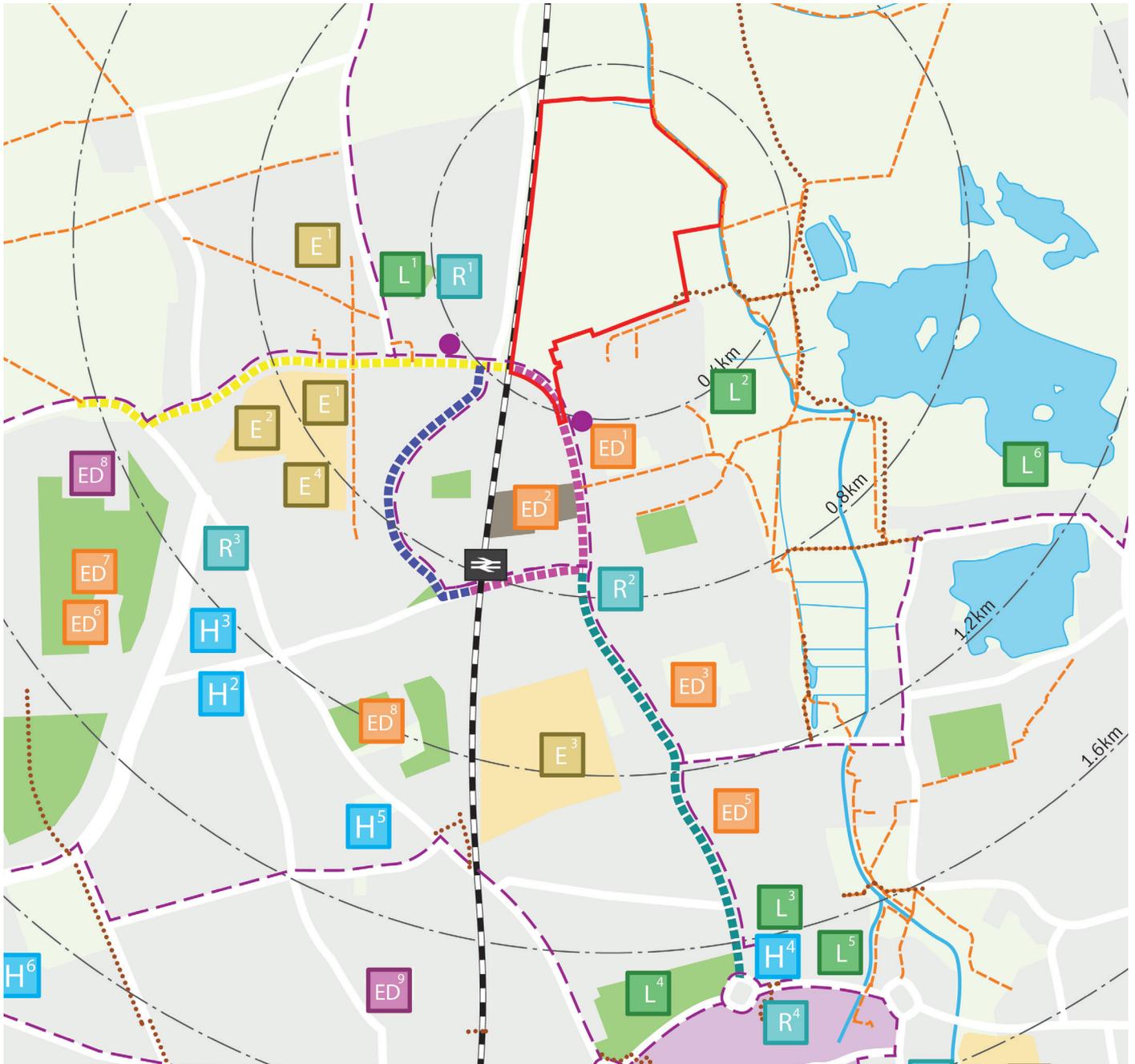
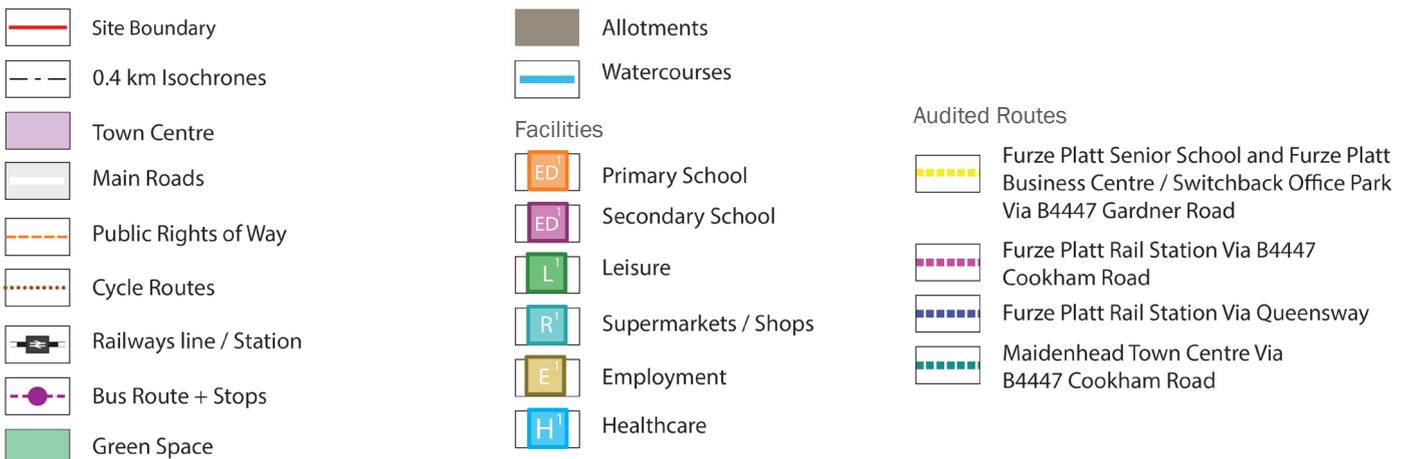


Figure 7. Walking Distances to Facilities Plan



6. Design Principles

The following section shows how the vision, the site constraints, the stakeholder engagement and the development objectives have been combined into a masterplan for the site.

Built Form

6.1. The scheme will provide a range of building typologies with densities and building heights. Figure 9 shows the block structure, key public spaces, location for landmark buildings and distinct character frontages.

Building Typology

6.2. The development will deliver a broad mix of housing typologies to create a balanced and sustainable community for the future.

6.3. The development will provide family housing above the level sought in the RBWM housing needs assessment in order to balance the flatted schemes within the town centre and provide an appropriate mix of housing borough wide.

6.4. The precise mix and building types will be determined via reserved matters planning applications.

Building Height & Density

6.5. In order to support placemaking and an efficient use of land, local policy states that sites such as this can support an increase of one storey above the typical building height in the surrounding area. (Local Plan policy QP 3a) Building heights will therefore range from 2 to 3 storeys.

6.6. Densities will vary depending on the location within the development, however across the site an average density of 35 dwellings per hectare will be delivered.

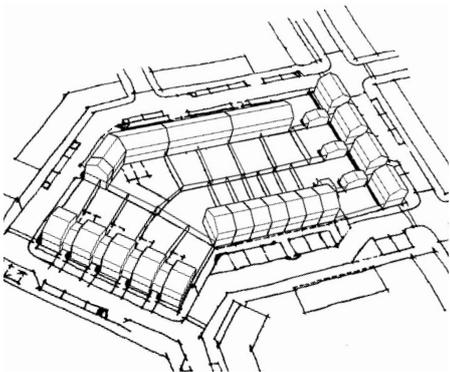
6.7. Lower densities are proposed in the northern parcel which benefits from a more secluded woodland setting. Dwellings here are restricted to 2 storeys.

6.8. Immediately adjacent to the site entrance higher building heights and consequently densities will be delivered. 2 ½ and 3 storey apartment buildings or dwelling types are appropriate in this area.

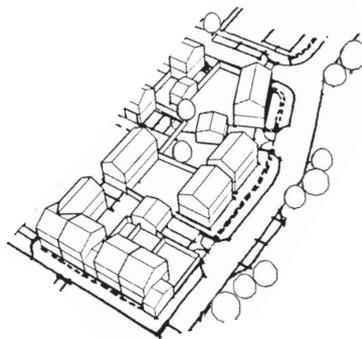
Block Principles

6.9. Whilst it is expected that the majority of the site will be formed from back-to-back development blocks, there are other block typologies such as edge blocks and mews blocks which may be used to add variation. Rear parking courts are only considered suitable for apartment buildings. The principles of each block typology are as follow:

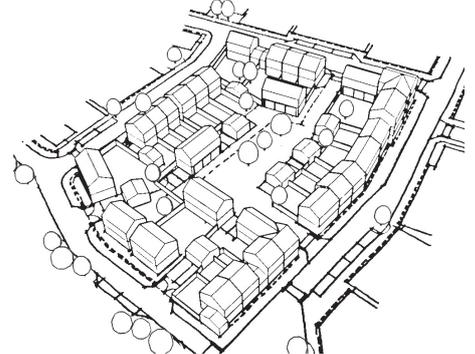
- Back-to-Back Blocks - These have a perimeter of dwellings with a core of private gardens that are only accessible to residents. These blocks have a clear distinction between public and private space;
- Edge Block - This block type has one or more frontages that closely abut an area of accessible open space: and
- Mews Block - These are formed where a small scale shared surface street or lane passes through the centre of a larger block giving access to parking areas, rear gardens and accommodation.



Back-to-Back Blocks



Edge Blocks

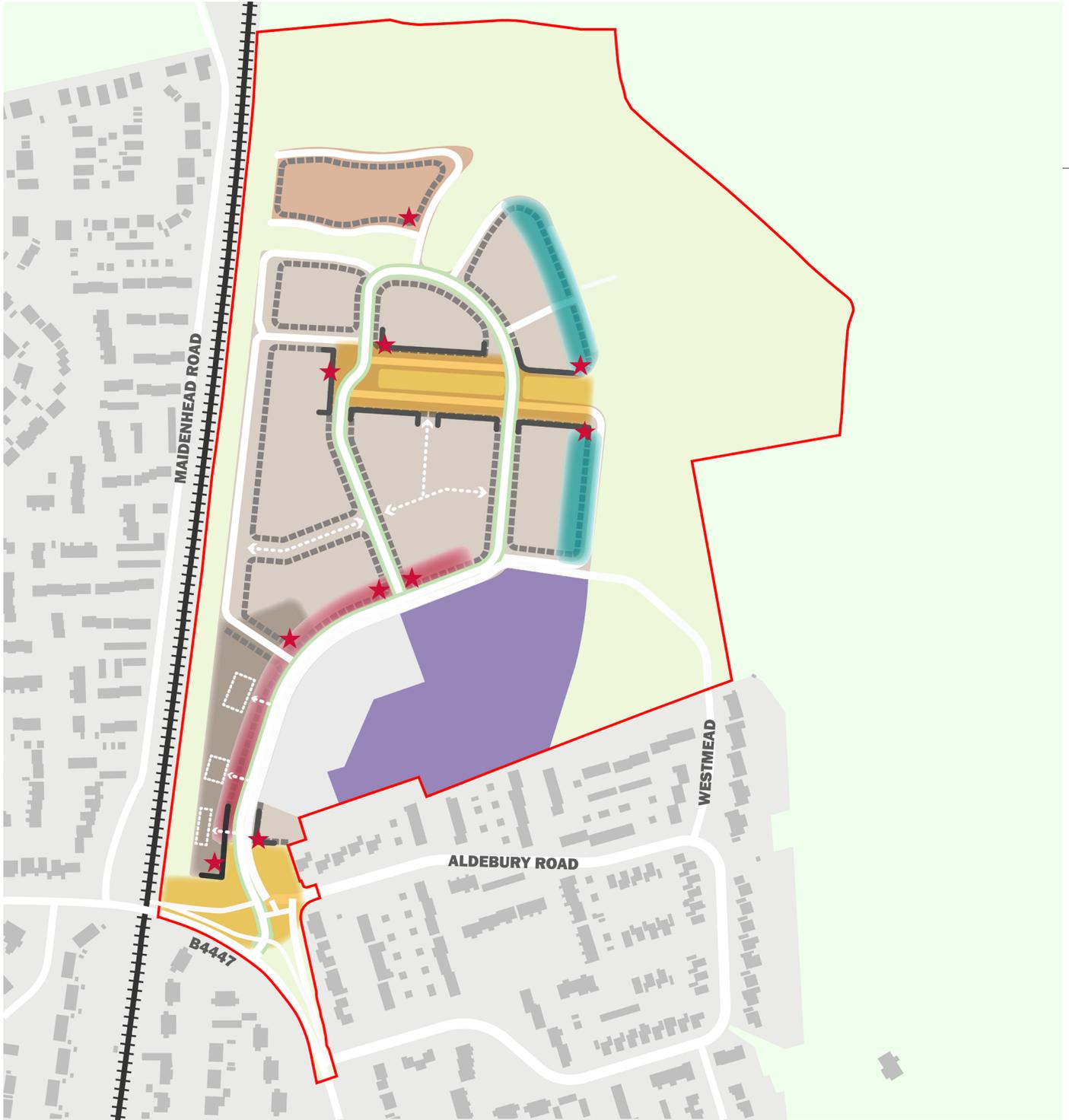


Mews Blocks

Figure 8. Example Block Typologies Diagrams

SPENCER'S FARM

Maidenhead



LEGEND:

- | | |
|---|--|
|  Site Boundary |  Riverside Frontage |
|  2½ & 3 Storey Dwellings/
Apartments |  Main Street Frontage |
|  2 Storey with 2½ Storey
Dwellings in Key Locations |  Landmark Buildings |
|  2 Storey, Lower Density Dwellings |  Key Spaces |
|  Education |  Block Structure |
|  Existing Trees and Open Space |  Rear Parking Court |

Figure 9. Urban Form Principles Plan

Development Edges

6.10. The block structure is driven by the location of the school and the relationship of dwellings to the development edges. The proposed development will seek to deliver sensitive treatment of the development edges as follows:

Western Boundary

6.11. A belt of semi-mature trees run along the rail line providing a visual and acoustic barrier. In order to retain the long term integrity of the trees, they will be retained within the public realm.

6.12. Whilst consideration was given to backing dwellings onto the trees, it was concluded, in consultation with the consultant ecologist and RBWM, that the subdivision of the tree belt into individual householder gardens would be detrimental in ecological terms and would endanger the long term maintenance and integrity of the trees. Additionally it would cause evening shading to the rear gardens of those properties backing onto the trees, which are not yet fully mature. Furthermore by fronting dwellings onto the tree belt, noise levels within rear gardens are reduced.

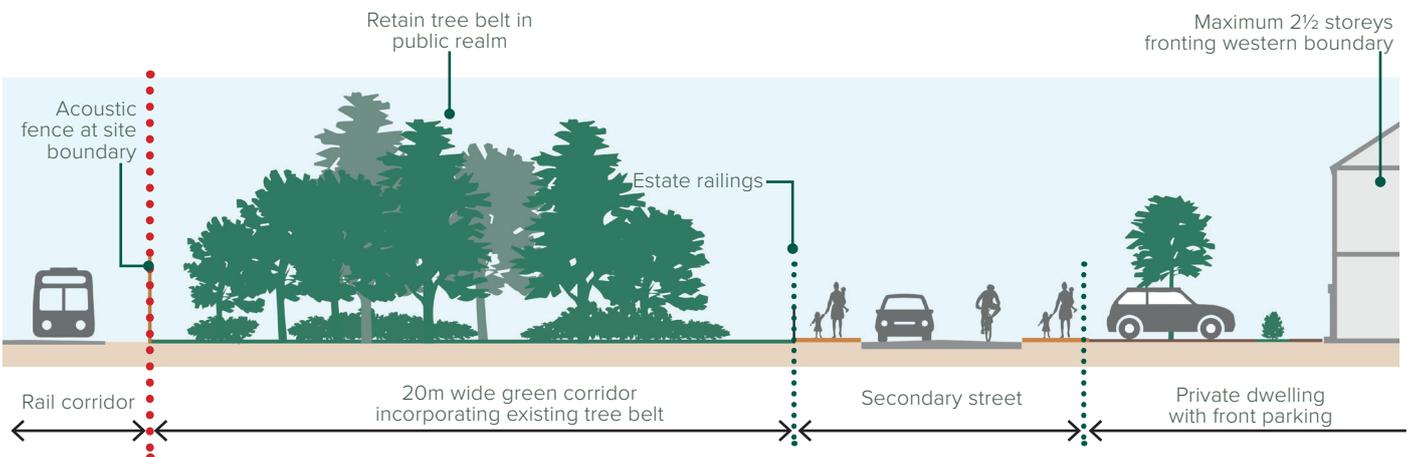
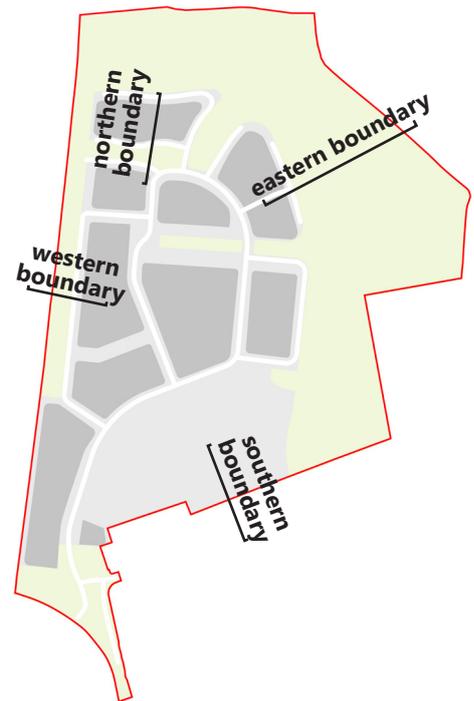


Figure 10. Western boundary with rail line

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Maidenhead

Northern Boundary

6.13. A slight rise in ground level means that dwellings adjacent to the retained northern woodland are slightly higher than the main body of the site.

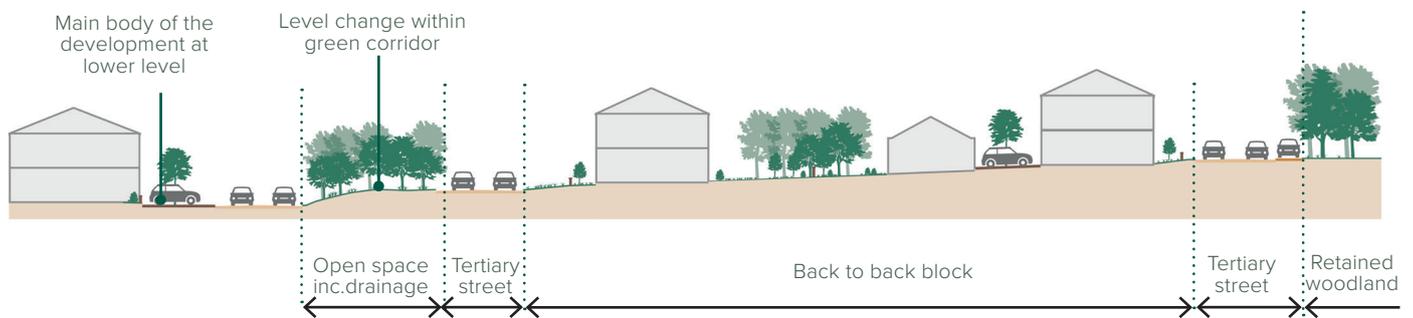


Figure 11. Northern boundary

Southern Boundary

6.14. The school playing fields are located adjacent to the southern boundary. This will ensure an open aspect is retained for the residents of properties fronting this edge. Although the design of the school is not subject to this application, RBWM has requested a secure site defined by 1.8 metre fencing which should be augmented by privacy shrub planting.

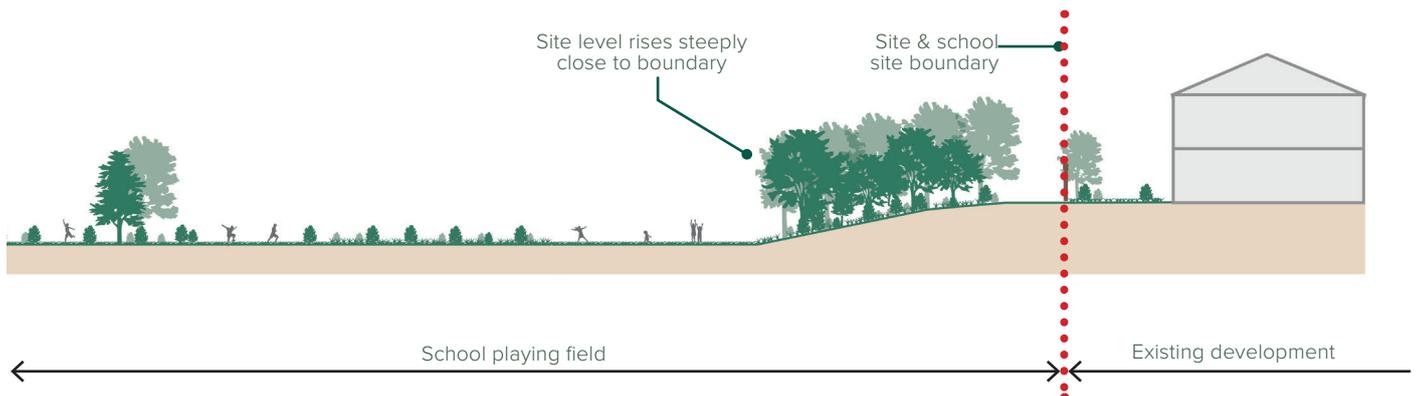


Figure 12. Southern Boundary across school site

Eastern Edge

6.15. The proposed revised Green Belt boundary lies slightly beyond the actual built development edge. In order to mark the new Green Belt boundary there are two proposed options.

- Option 1: The Green Belt boundary is defined by an attenuation feature and riparian vegetation. Beyond which a large swathe of amenity grassland, with clusters of tree planting, providing publicly accessible open space.
- Option 2: The Green Belt boundary is defined by a tree belt with high canopies to avoid visual obstruction of the amenity area.

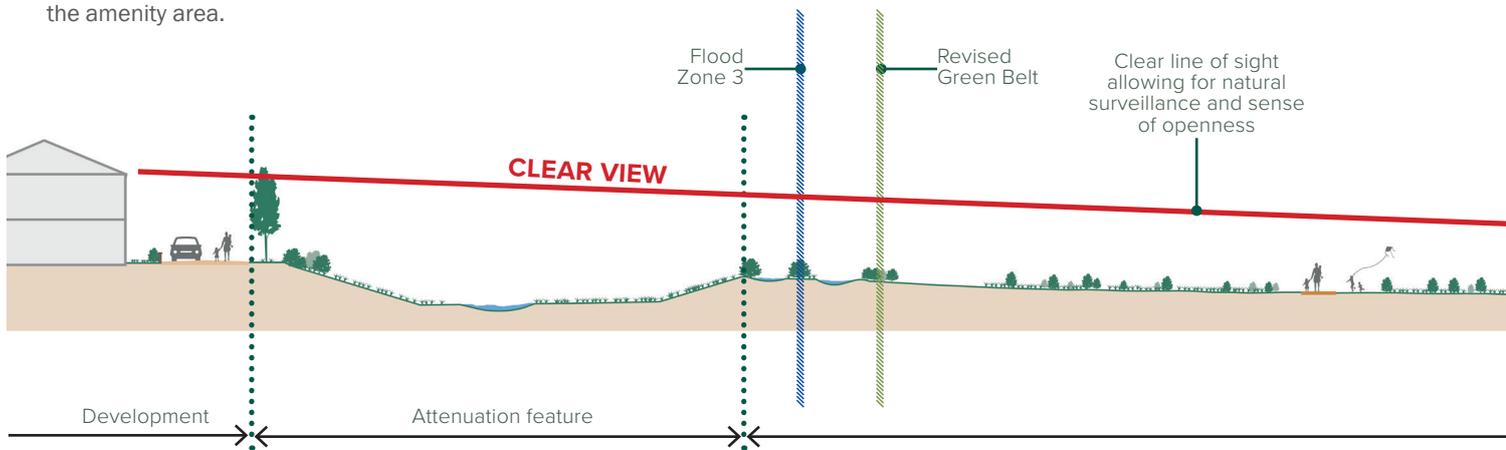


Figure 13. Eastern Edge Cross Section - Option One

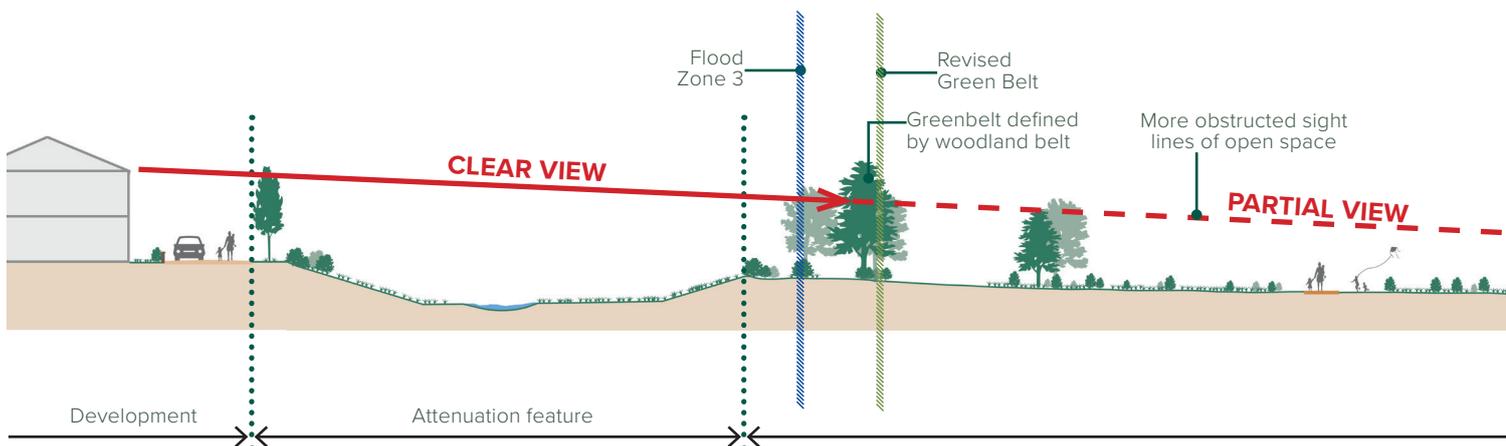


Figure 14. Eastern Edge Cross Section - Option Two

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Maidenhead



Access and Movement Framework

Access Locations

6.16. To deliver safe and suitable access for all users, the following access strategy is proposed:

- Vehicular access via the B4447 Cookham Road in the form of a ghost island junction;
- Pedestrian/ cycling access is provided at the site access with the B4447 Cookham Road; and
- Pedestrian, cycle and emergency access via Westmead.

6.17. The delivery of a ghost island priority junction on the B4447 Cookham Road is RBWM's (as local highway authority) preferred access arrangement. It will provide safe vehicular access to the site in accordance with current design guidance.

6.18. The emergency access via Westmead will function as a pedestrian, cycle and emergency access only. It will not be suitable to be used as a permanent vehicular access to the site. This will be controlled as follows:

- Naturalistic surfacing such as bonded gravel (suitable to accommodate a fully laden fire tender);
- The width of access will be single track only; and
- Collapsible bollards will be provided close to connection to Westmead to prevent cars from using the access.

6.19. There is no policy requirement for development proposals at Spencer's Farm to deliver a pedestrian/cycling bridge over the Maidenhead to Bourne End/Marlow railway line but the development does not prejudice the delivery of such a link at a later date.

Street Hierarchy

6.20. The key principles of the street hierarchy for the site are as follows:

- The concept masterplan proposes a simple circulation loop providing vehicular access throughout the site;
- The two main arms of this loop are lined with street trees within a grass verge;
- Off this loop are a network of secondary streets forming a permeable grid; and
- Access to peripheral areas is gained via low key private drives which provide a less formal interface with the surrounding open space.

Street Typology

6.21. There will be a range of street typologies that respond to the street hierarchy and character of the development area. There will be a corresponding street typology to each of the street hierarchies identified, which include:

- 1. Primary Street** A 6m carriageway with planted verge and 3.5m wide active travel corridor on at least one side of the carriageway up to the school entrance then on one-side only beyond the school entrance. Verges to be planted with an avenue of street trees.

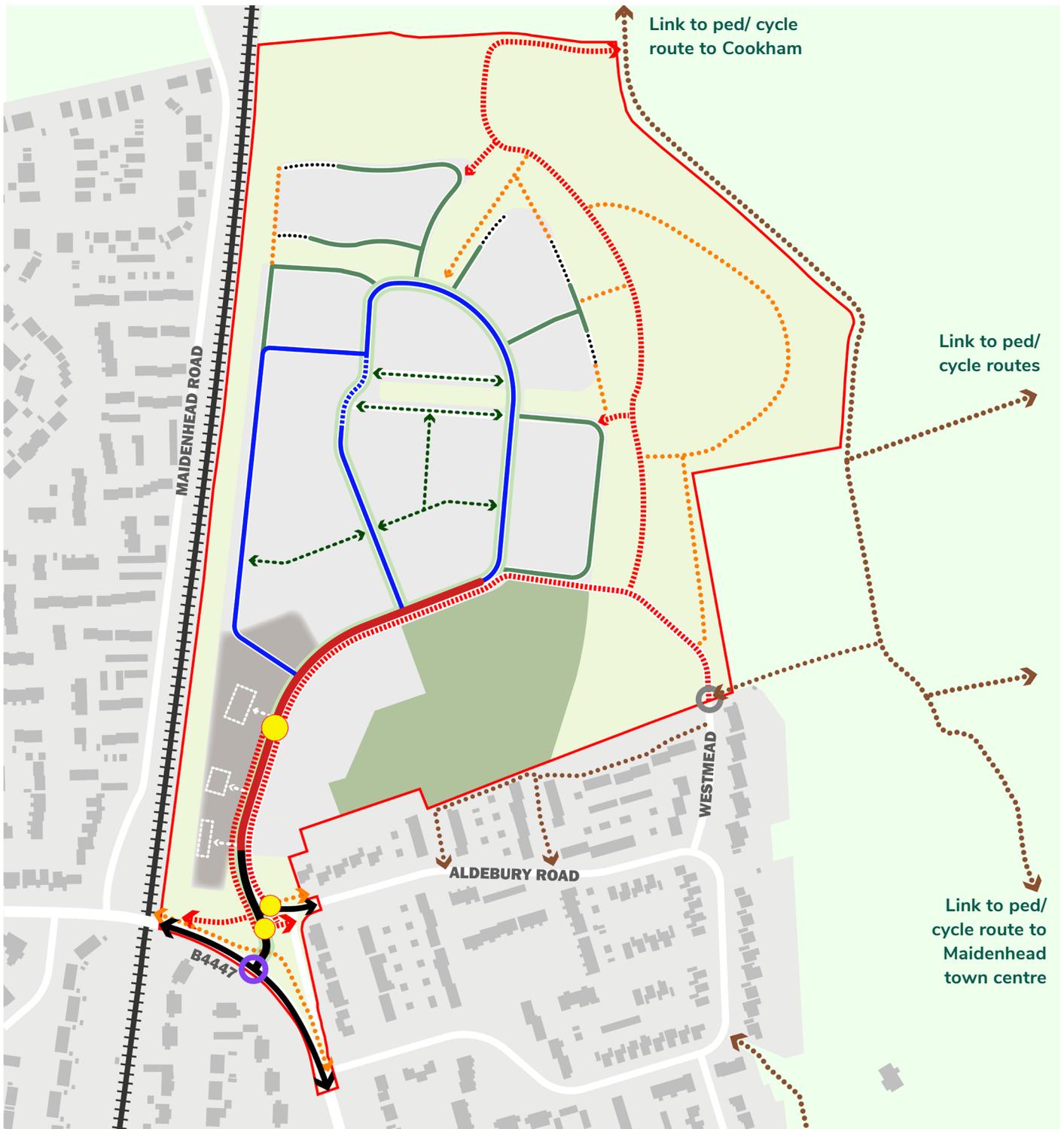
The proposed main street has been shown to extend along the full length of the frontage of the potential primary school site in order to provide flexibility with regards to the precise location of the vehicular access to the school. Beyond the entrance to the proposed primary school, traffic will have substantially dispersed across the various secondary streets and the proposed network of secondary streets will be sufficient to accommodate the expected vehicle demands without the need for an extension of the main street further into the site, which would represent an inefficient use of the land and contrary to the design rationale seeking to be achieved.

- 2. Secondary Street** Forming circulation loops and running along the western edge. The central loop will provide 2.0m wide footways on both sides of the carriageway with double sided verges and on-street parking bays. Verges are to be planted with street trees.

- 3. Tertiary Streets** These are shared surface /pedestrian priority streets with minimal traffic movements. They are either Mews streets within larger blocks and within the central key space or edge streets. These streets will have trees set within block paving with parking bays divided by shrub planting. Carriageway dimensions will undulate along the length of the street accommodating parking and in some places street tree planting.

SPENCER'S FARM

Maidenhead



LEGEND:

- | | | | | | |
|--|------------------|--|--------------------------------|--|---|
| | Site Boundary | | 3.5m Pedestrian/Cycle Route | | Rear Parking Court |
| | Main Street | | Pedestrian Routes | | Existing Public Rights of Way |
| | Secondary Street | | Vehicular Site Access Location | | Emergency Vehicle & Ped/Cycle Access Location |
| | Shared Surface | | Crossing Point | | |
| | Mews Street | | | | |
| | Private Drive | | | | |

Figure 15. Access and Movement Principles Plan

Internal Street Network

6.22. The internal highway network within the development, including the street located parallel to the railway line fronting the western tree belt, will be designed to be capable of being offered for adoption. The streets will be designed and constructed in accordance with the standards set out in the Royal Borough of Windsor and Maidenhead Highway Design Guidance, August 2010 or any other future standards that may be adopted.

6.23. It is currently envisaged that within the proposed residential area the Highway Authority will seek to adopt both access and shared surface roads. This will include the carriageways and their margins, up to 2m on either side, to accommodate services, utilities and street lighting, together with any embankments or structures supporting the highway and any visibility splays at junctions (except from private driveways). The margins of shared surface streets will be either grassed or planted with shrubs of a low growing variety (below 600mm) and will be evergreen or semi-evergreen. The precise extent of the areas to be offered for adoption will be determined at the detailed design stage.

Permeability

6.24. The Highway Authority does not normally seek to adopt residential streets serving five dwellings or fewer e.g. via a shared private drive. These cul-de-sac street types will be kept to a minimum but are useful in keeping motor traffic levels low in particular areas such as on sensitive edges.

6.25. The use of occasional shared private drives is fully in accordance with current highway design guidance which states that *"they may be required because of topography, boundary or other constraints where through routes are not practical. The provision of any cul-de-sacs will not result in the unacceptable concentration of traffic on any particular dwelling or residential area within the site."*

6.26. Notwithstanding this, there will be an attractive and well-connected permeable pedestrian/cycling network within the site with a number of through connections for pedestrians and cyclists which will be attractive and well overlooked in order to encourage walking and cycling and to make the site easy to navigate through. The final layout will be determined through any subsequent reserved matters applications.



Precedent Image: Shared surface edge treatment



Precedent Image: Shared private drive at Taplow Riverside

SPENCER'S FARM

Maidenhead

Cycle Network

6.27. The proposed internal road layout will have regard to the design requirements for cycle provision set out in LTN 1/20 'Cycle infrastructure Design'. On most of the residential streets within the proposed development, vehicle flows will be light and speeds low, and therefore cyclists will be able to cycle safely on-carriageway in mixed traffic.

6.28. The internal highway network will be designed with a design speed of 20mph (i.e. the horizontal alignment of the proposed streets will control vehicle speeds to a maximum of 20mph). Beyond the entrance to the proposed primary school, traffic will have substantially dispersed across the various secondary streets. Vehicle movements on these streets will be significantly below 2,500 vehicles per day and therefore the proposed residential roads will be well within the desirable upper limits for inclusive cycling within the carriageway in accordance with the guidance set out in LTN 1/20.

6.29. An active travel corridor accommodating both pedestrians and cyclists will be provided on at least one side of the main access road between the proposed principal access onto Cookham Road and the proposed primary school within the site. This may include designing priority junctions along the route so that cyclists and pedestrians can cross the minor arms of junctions in a safe manner without losing priority. This enables cyclists to maintain momentum safely, meeting the core design outcomes of safety, directness and comfort.

6.30. On the section of the access road where vehicle flows and speeds are likely to be slightly higher than the rest of the site, there will be protected space for cyclists in accordance with the guidance set out in LTN 1/20.

6.31. To the north of the site, a footpath/cycle path route will run up through the wooded area and link into the Public Right of Way Network, including the designated signed Green Way corridor from Cookham, through the centre of Maidenhead, and

on to Bray, and National Cycle Route 50 which forms a traffic-free route between Maidenhead Road in Cookham to the south with Ray Mill Road West to the north of Maidenhead town centre.

6.32. North to south cycle links are accommodated safely on-carriageway in mixed traffic and via a dedicated cycle path within the open space.



Pedestrian/cycle network across the development & open space



Precedent Image: Active travel corridor along the Main Street

Green and Blue Infrastructure

6.33. The proposed development has been carefully designed to be considerate of the surrounding landscape to create a strong and enduring edge to the Green Belt. The principles guiding the approach to the green and blue infrastructure of the site are as follows:

- Locate open space along the eastern side of the site, adjacent to the Maidenhead Ditch and the Green Way pedestrian/cycle route;
- Incorporate areas of amenity grass within the open space to be provided adjacent to the children's play area and areas of semi-natural green space comprised of meadow grassland creating a buffer to the Maidenhead Ditch;
- Retain the existing woodland within the northern part of the site and enhance the existing public access to this area;
- Retain the tree belt running alongside the railway within public open space or within communal garden/parking courts of apartments;
- Creation of a green corridor through the centre of the site to provide views out to the landscape to the east;
- Provide attenuation features at locations along the eastern development edge to ensure the safe discharge of surface water;
- Provide space along the primary street within the roadside verges for street tree planting; and
- Locate school playing fields along the southern boundary of the site to retain an open aspect along this edge.

Green Corridors

6.34. The development will comprise a series of green links to extend through the Site as follows:

- The provision of tree-lined streets and verges (in line with Paragraph 131 of the NPPF);
- Green links will terminate at areas of open space or woodland, ensuring that the development blends into a robust landscape setting. An east-west key space will punctuate the core of the site, incorporating generous areas of multifunctional open space and attenuation features. This will enable the opening of views out over the wider landscape, acting as a borrowed landscape; and
- The veteran oak tree will be retained as a focal point in the development and a successor oak planted nearby to allow time for it to mature and eventually replace the existing veteran tree.

Open Space Requirements

6.35. The development will deliver a range of open space typologies for the benefit of residents, including:

- Parks and Gardens;
- Amenity Green Space;
- Natural and Semi-Natural Green Space; and
- Provision for Children and Young People.

6.36. According to RBWM's open space requirements, a total of 2.9 hectares of open space is required for a development of 330 dwellings. The masterplan provides a total of 4.28 hectares of open space.

Ecology and Nature Conservation

6.37. Ecology and nature conservation principle are as follows:

- The tree belts and the Maidenhead Ditch which support foraging and navigating bats will be retained and enhanced;
- Development of the site will deliver new and more valuable habitats (for example, wildflower grassland and riparian planting around the attenuation basins) as part of informal open space and wider landscape planting; and
- Enhancement measures provide scope within informal (and more formal) open space for a range of new habitats which can contribute towards biodiversity net gain requirements.

Surface Water Drainage

6.38. A holistic approach to surface water management will be taken, where development proposals will implement the use of Sustainable Drainage Systems (SuDS) to sustainably manage surface water runoff from, and within, the proposed development. Above ground, tiered SuDS will enhance water quality before discharging into the Maidenhead Ditch at site-specific runoff rates, agreed with the Lead Local Flood Authority (LLFA) for all events up to, and including, the 1 in 100 year plus climate change event.

6.39. The proposed approach to surface water management aims to provide amenity and biodiversity value to the development, providing an opportunity to enhance the quality of open space provided to residents alongside the primary function of water control which will provide resilience to future climate change.

SPENCER'S FARM

Maidenhead



- | | | |
|--|--|--|
| 1 Existing tree belt retained as buffer to rail line | 6 Road verge with street tree planting | 13 Pedestrian/cycle/emergency access point |
| 2 Existing tree retained within apartment parking court | 7 Green corridor opening views out to veteran oak/succession oak and wider landscape | 14 Existing sports pitches |
| 3 Open space at entrance gateway incorporating existing trees | 8 School playing fields | 15 Long meadow grass |
| 4 Woodland area retained – publicly accessible | 9 Public open space incorporating attenuation basin | 16 Managed/enhanced trees associated with the Maidenhead Ditch |
| 5 Incidental area of open space potentially incorporating a drainage feature and tree planting | 10 Equipped play area | 17 Cycle/ped link to existing Public Right of Way Network |
| | 11 Amenity Grassland | 18 Cycle route within open space |
| | 12 Proposed leisure footpaths | |

Figure 16. Green and Blue Infrastructure Principles Plan

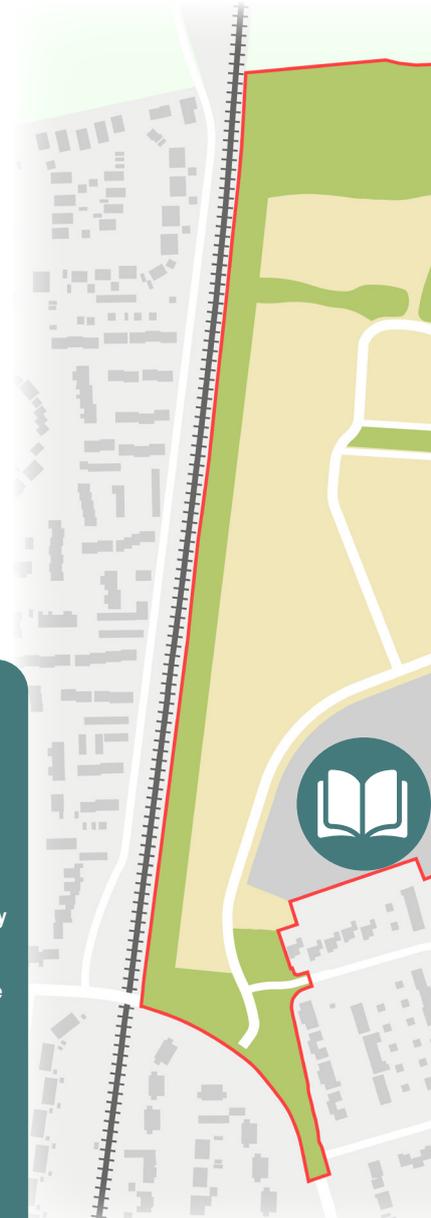
Social Infrastructure

6.40. The masterplan includes several facilities that provide opportunities for social interaction, learning and leisure activities. These facilities help to create a sense of community at Spencer's Farm, and can service not only new residents but existing residents in the local area. All of this helps to support a healthier lifestyle and contributes to an residents well-being.

6.41. There is no policy requirement for retail or commercial uses on this allocation however there is a potential opportunity for a pop-up, mobile cafe near the school and play area. This would be subject to licensing and demand.

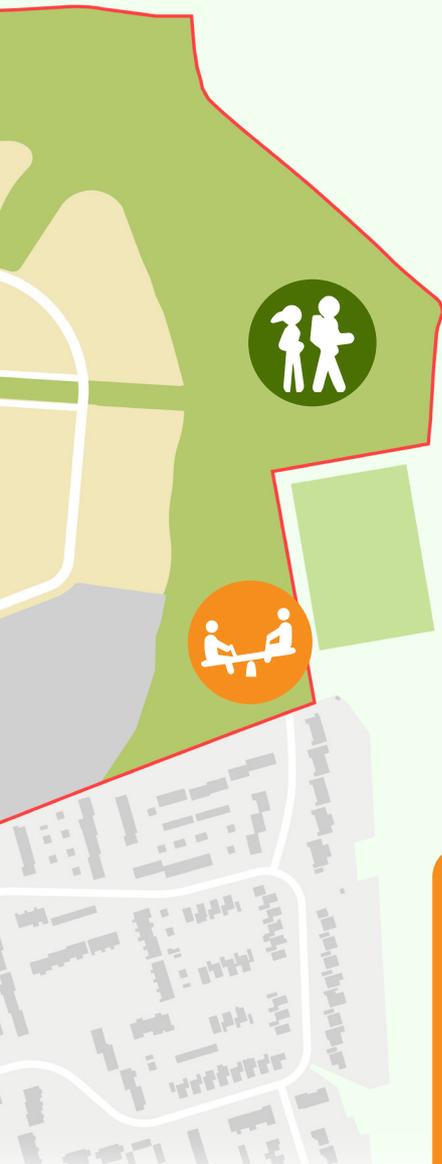
Primary School

- The proposed development will safeguard a site of no less than 2.8Ha for RBWM's future delivery of a primary school with up to 3 forms of entry.
- The school site will be located adjacent to the southern boundary to ensure accessibility for both new and existing residents and be in close proximity to site access.
- RBWM will be responsible for the preparation of the planning application relevant to the school and the delivery of this part of the proposal.
- The masterplan will facilitate the provision of a pick-up and drop-off facility to ensure residential streets are free from school traffic congestion, in accordance with consultation feedback and as requested by RBWM.
- The school building should be located to the north of the school site to provide an undeveloped outlook to existing residential dwellings and to ensure the school entrance becomes part of the street frontage.



SPENCER'S FARM

Maidenhead



Open Space

- The open space will be located along the eastern edge of the site to make best use of land which will remain classified as Green Belt.
- The more managed elements of open space to include opportunities for informal play will be located towards the south of the site.
- The open space towards the north of the site will be more naturalistic and include meadow planting to provide biodiversity enhancement.
- Pedestrian routes and cycle routes will be included throughout the open space and connecting to the wider network.
- Recreational opportunities will also be provided in the form of a trim trail along the walking routes.

Play Facilities

- The public open space will include formal play facilities to create a destination in the landscape network.
- The formal play area will be located towards the south eastern corner of the site to ensure easy access from the Westmead pedestrian access.
- The equipped play area will be a sufficient distance away from existing residential dwelling so as not to result in adverse noise disturbance.

Character

6.42. The development will draw on the local vernacular which will be established via a character study of the local area. The development will draw on built form and materials observed within the Furze Platt and Maidenhead Riverside Conservation areas. Contemporary schemes in the local area of Maidenhead and Taplow, which have successfully combined a local palette of materials with more modern forms will also be reviewed.

6.43. The development will be delivered with a coherent architectural language with variations according to the dwelling type and location within the scheme.

6.44. Affordable housing will be tenure blind and pepper potted across the site in accordance with local policy requirements.

6.45. The outline planning application will be supported by a design code which will ensure a high-quality of design is incorporated within subsequent Reserved Matters applications.

SPENCER'S FARM

Maidenhead



Taplow Riverside development: Dwelling forms and materials echo those seen in historic areas of Taplow



Local industrial heritage celebrated in this conversion of the Jubilee Mill Paperworks



High Street, Taplow: Regular rhythm of forward facing gables as viewed along the street with slight variations to each dwelling yet a cohesive architectural language.



Furze Platt Road, Maidenhead: Double height bay bays with forward facing gables, locally manufactured bricks and clay tiles



Maidenhead Riverside: Large detached villas feature balconies to take advantage of their riverside location



Brunel Gardens, Maidenhead: Contemporary interpretation of historic form featuring balconies overlooking open space

7. The Stakeholder Masterplan

The Stakeholder Masterplan draws on the analysis of the site and the feedback from the consultation events and other stakeholder engagement undertaken since 2017 to provide a structure for future development. The Stakeholder Masterplan opposite summarises the key design principles which will form the basis for outline application.

Stakeholder Masterplan

7.1. The key principles underpinning the design proposals are as follows:

- 1. Drainage** A robust drainage strategy will utilise a series of attenuation basins within the open space to manage surface water. This will ensure that the development does not result in increase flood risk to the surrounding area.
- 2. Open Space** Public open space will be provided to the east which will accommodate a variety of formal and informal open space typologies along with biodiversity and ecology enhancements.
- 3. Built Form** The site will principally provide family housing. The density will be approximately 35 dwellings per hectare to reflect the character of the surrounding area.
- 4. School Location** The school will be located to the south of the site to allow convenient access. A school drop off point will be provided on site to manage vehicle movements.
- 5. Main Site Access** A single point of access will be provided which will accommodate all vehicular movements in and out of the site. A shared-use 3.5m wide active travel corridor will be provided on at least one side of the access, with a minimum of a 2.0m wide footway on the other in order to accommodate pedestrian and cyclist access into the site,
- 6. Westmead Access** A pedestrian and cycle access will be provided via Westmead. This will also be suitable for emergency vehicles which will be controlled via a barrier to prevent cars from using the access.
- 7. Green Belt** The Green Belt boundary will be clearly defined using attenuation features and planting.

- 1 Primary street
- 2 Potential for apartment buildings with rear parking, maximum 3 storeys
Medium density residential development (circa 35dph) a mix of terraced, semi-detached and detached dwellings, maximum 2½ storeys
- 3 Low density residential development large detached units within a wooded setting
- 4 Key space and view corridor
- 5 Retained tree belt
- 6 Retained woodland
- 7 Publicly accessible open space
- 8 Land for a compact three form entry primary school
- 9 Key building frontage/Landmark building
- 10 Children's play area
- 11 Main Access
- 12 Ped/cycle/emergency access
- 13 Attenuation basins

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LEGEND:

- | | | |
|----------------|------------------------------|----------------|
| Site Boundary | Footpath | Succession Oak |
| Residential | 3.5m Pedestrian /Cycle Route | |
| Primary School | Existing Trees | |
| Open Space | Main Street Trees | |
| Key Frontage | Tree Planting | |

Figure 17. Stakeholder Masterplan

Anticipated Delivery

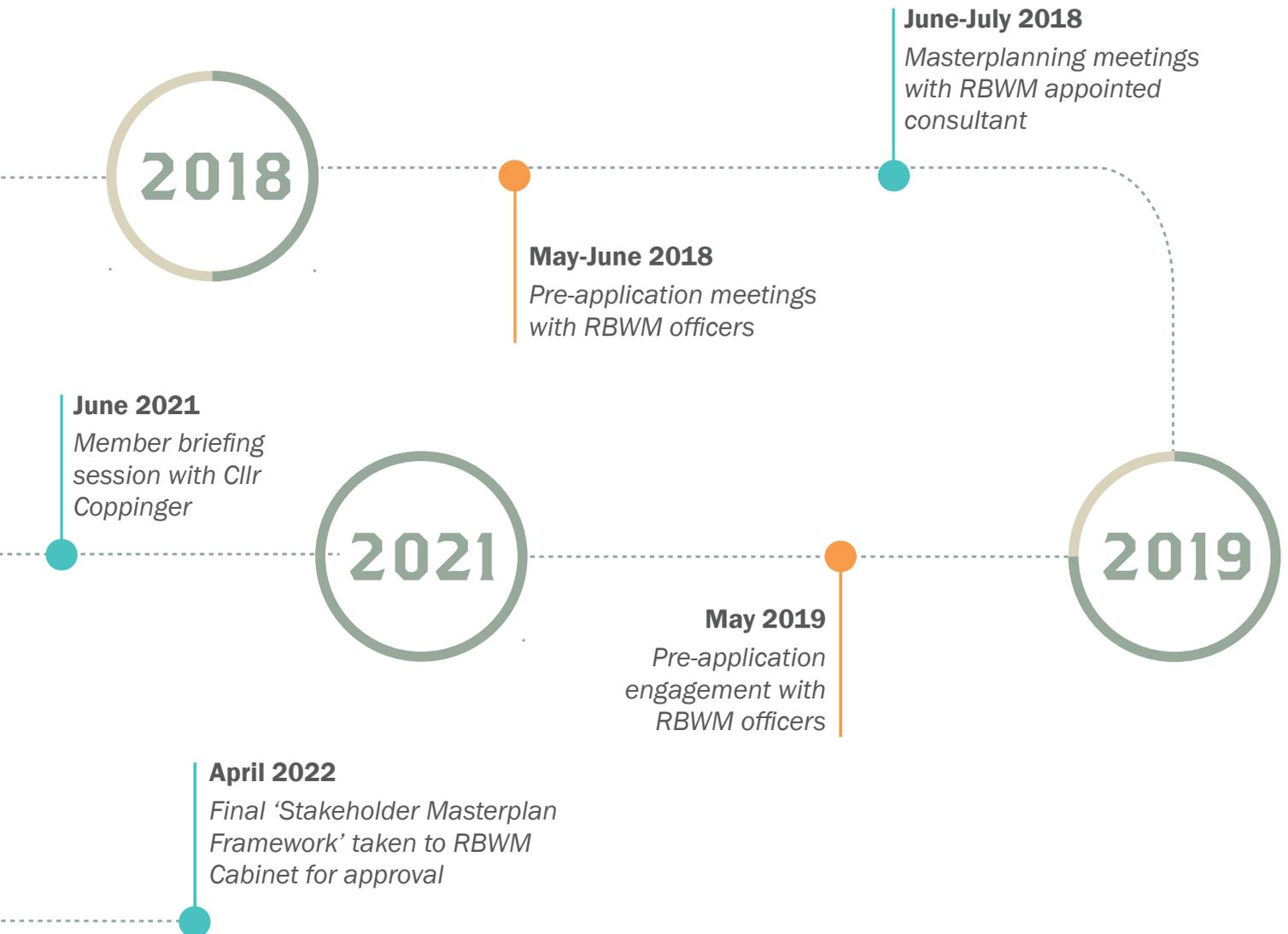
7.2. Any application(s) for the development of the site will be brought forward in accordance with the principles contained within this SMD and any deviations will need to be clearly justified in the submitted Design and Access Statement.

7.3. Given the modest size of the site, it is anticipated that it will be built out by a single developer. As such, parcel passports are not required, however a Design Code will be submitted alongside the Design and Access Statement in order to fix the design principles.



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- Pre application Community Engagement for Planning Application
- Stakeholder Masterplan Document

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