

Report Title:	Maidenhead Golf Club
Contains Confidential or Exempt Information?	YES – Appendix B and C <b>Part II Not for publication by virtue of paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972</b>
Member reporting:	Councillor Jack Rankin – Cabinet Member for Economic Development and Property
Meeting and Date:	Council – 30 October 2017
Responsible Officer(s):	Russell O’Keefe – Executive Director
Wards affected:	All

## REPORT SUMMARY

1. In July 2016 the Council and Maidenhead Golf Club entered into an Agreement for the surrender of the Club’s lease of Maidenhead Golf Course. RBWM own the freehold of the site.
2. The site at approximately 132 acres is large enough to accommodate 2,000 new homes including 30% affordable housing with supporting infrastructure.
3. This report updates on the emerging masterplan options for the site and the procurement route. It also recommends approval of a capital budget for the acquisition of residential or commercial properties that will benefit future access to the site.
4. The Cabinet Regeneration Sub Committee is due to meet on 26 October 2017 to discuss the issue. If any amendments are made to the recommendations by the Sub Committee that result in a change to the recommendations listed below, these will be reported to Council.

### 1. **RECOMMENDATION:** That Council notes the report and:

- a. Approves a capital budget of £20,000,000 be included in the Capital Programme for the acquisition of residential or commercial properties that will benefit future access to the Golf Course development site.
- b. Endorses the recommended decisions of Cabinet Regeneration Subcommittee (due to meet on 26 October 2017) to:
  - Approve the emerging masterplan, (Option 1), for the redevelopment of Maidenhead Golf Course.
  - Approve the proposed procurement route (Option 7, Contractual Joint Venture Partnership).
  - Delegate authority to the Executive Director in liaison with the Cabinet Member for Economic Development and Property to acquire residential or commercial properties that will benefit future access to the Golf Course development site.

- **Agree that in the interim period, any properties acquired can be utilised by RBWM Property Company for rental purposes.**

## **2. BACKGROUND INFORMATION, REASON(S) FOR RECOMMENDATION(S) AND OPTIONS CONSIDERED**

- 2.1 In July 2016 the Council and Maidenhead Golf Club entered into an Agreement for the surrender of the Club's lease of Maidenhead Golf Course.
- 2.2 The site at approximately 132 acres is large enough to accommodate 2,000 new homes including 30% affordable housing with supporting infrastructure. This will help meet the housing targets in the Borough Local Plan and help provide much needed affordable housing close to the centre of Maidenhead.
- 2.3 To make sure the Council provides a town for everyone, new homes need to be built to meet the accommodation needs of the growing local population. Alongside the homes new infrastructure and facilities such as schools, roads and health facilities will be required.
- 2.4 Maidenhead Golf Club site is in a highly sustainable location within walking distance of the town centre and its excellent transport links, including Crossrail in 2019. The Council is committed to providing high quality homes and infrastructure, as well as a sympathetic design in keeping with the surroundings.
- 2.5 At a meeting of Cabinet Regeneration Sub-committee on 27 June 2017 delegated authority was given to design and commence a process to procure a partner for the Golf Course with support from development advisers Savills.
- 2.6 Development proposals have been prepared demonstrating the sites capacity to develop in the region of 2,000 residential units with 30% affordable housing and supporting infrastructure.
- 2.7 A vision has been prepared for the site which can be found at Appendix A. This was included in a submission from the Council as the landowner as part of the Regulation 19 process on the Borough Local Plan.
- 2.8 Master planning options for the site have been prepared to illustrate how the golf course site can accommodate 2,000 residential units and associated infrastructure, including education provision, see Appendix B. The plans show options that demonstrate how the land could deliver the residential units alongside education provision and community facilities. Associated work to promote the development of the site has also commenced. This includes preliminary ecology studies, tree assessments, topographical studies and open space assessments. This work will facilitate other preparation work for the site and the process to procure a development partner for the site. It is recommended that Option 1 is progressed as the emerging option. However, the masterplan option will not be finalised for the site until a development partner is on board and they have had the opportunity to inform the final option progressed.

- 2.9 The assessment of transport and access routings have started, these have identified a number of potential access routes to the site which in turn may result in the need to acquire third party properties. It is recommended that a capital budget is recommended to Council to progress the acquisition of third party properties on the open market or by negotiation where possible.
- 2.10 Any residential dwellings acquired as part of this process to benefit the delivery of new housing at the site will be transferred in the interim to RBWM Property Company, in order for a rental income to be made available, whilst land assembly issues are being completed. Once these are secure, the properties will pass back to the Council, and/or their development partner in order to facilitate the redevelopment and regeneration of the overall site.
- 2.11 Savills have developed a procurement strategy for the site which can be found at Appendix C. It recommended that Option 7 is chosen as the procurement route. This will mean that the Council can take the site forward with a Joint Venture Development Partner, with controlled risk, additional reward, and as much flexibility as possible, on the basis that this site will be delivered over a 10-15 year period.
- 2.12 Savills have been preparing the site for formal marketing to procure a development partner. It is proposed that marketing will start with on 3 November 2017 with an advert in Estates Gazette, a bidder's presentation on 10 November 2017 and a partner will be appointed by 31 July 2018.

Option	Comments
<p>1. To endorse the proposed procurement route and approve a capital budget to Council for the acquisition of residential or commercial properties that will benefit future access to the site.</p> <p><b>Recommended</b></p>	<p>This will allow the work to progress quickly on the procurement of a development partner for the site and its future delivery.</p>
<p>2. To not endorse the proposed procurement route and not agree a capital budget for the acquisition of residential or commercial properties that will benefit future access to the site.</p> <p><b>Not recommended</b></p>	<p>This is not recommended as this will result in a delay in the procurement of a development partner for the site and its future delivery.</p>

### 3. KEY IMPLICATIONS

Outcome	Unmet	Met	Exceeded	Significantly Exceeded	Date of delivery
Development partner appointed	No Appointment	30 June 2018	31 May 2018	N/A	31 July 2018

#### 4. FINANCIAL DETAILS / VALUE FOR MONEY

- 4.1 Financial support for the procurement of a development partner for the site has been approved previously. Approval is sought for a capital budget of up to £20,000,000 to acquire third party properties that would benefit access to the site through the open market and negotiation where possible.

<b>CAPITAL</b>			
Addition	£0	£10,000,000	£10,000,000
Reduction	£0	£0	£0
Net impact	£0	£0	£0

#### 5. LEGAL IMPLICATIONS

- 5.1 The Council has a duty to efficiently manage its assets and has legal powers to hold and dispose of land under both sections 120 and 123 of the Local Government Act 1972.

#### 6. RISK MANAGEMENT

<b>Risks</b>	<b>Uncontrolled Risk</b>	<b>Controls</b>	<b>Controlled Risk</b>
Land is not allocated for development in adopted Borough Local Plan	Medium / Low	A detailed case for development has been submitted in response to recent Regulation 19.	Low
Market competition for acquisition of third party properties	Medium	Valuations of properties will be assessed and an appropriate acquisition strategy applied.	Low
Marketing results in poor appetite amongst development industry	Medium/low	Early soft market testing has attracted significant interest amongst the development community.  Effective market of procurement process.	Low

#### 7. POTENTIAL IMPACTS

- 7.1 The site has the potential to deliver significant housing, including a range of affordable housing. Supporting infrastructure will also be provided to create a new destination for Maidenhead.

## 8. CONSULTATION

- 8.1 Full consultation would be carried out on the proposals for the site once a development partner has been selected.

## 9. TIMETABLE FOR IMPLEMENTATION

Date	Details
July – October 2017	Pre-marketing phase
October 2017 – June 2018	Development partner selection process
July 2018	Contract award

## 10. APPENDICES

- 10.1 The report has three supporting appendices:

- Appendix A – Land at Maidenhead Golf Club, Vision Document
- Appendix B – Maidenhead Golf Club Masterplan Options (Part II)
- Appendix C – Maidenhead Golf Club Procurement Recommendation (Part II)

## 11. BACKGROUND DOCUMENTS

- 11.1 N/A

## 12. CONSULTATION (MANDATORY)

Name of consultee	Post held	Date sent	Commented & returned
Cllr Jack Rankin	Lead Member for Economic Development and Property	12/10/17	13/10/2017
Alison Alexander	Managing Director	12/10/17	17/10/2017
Russell O'Keefe	Executive Director	12/10/17	
Andy Jeffs	Executive Director	12/10/17	
Rob Stubbs	Section 151 Officer	12/10/17	
Terry Baldwin	Head of HR	12/10/17	
Mary Kilner	Head of Law and Governance	12/10/17	
Louisa Dean	Communications and Marketing Manager	12/10/17	

# Land at Maidenhead Golf Course Vision Document

September 2017



THE ROYAL BOROUGH OF  
WINDSOR AND  
MAIDENHEAD



## Foreword

This Vision Document demonstrates and explains how Land at Maidenhead Golf Course, can be delivered, not just simply as a means to meet the town's growth requirements, but to create a vibrant, sustainable and integrated place.

The land has the potential to help deliver a new neighbourhood of circa **2000** new homes within walking distance of Maidenhead Town Centre and Railway Station. Homes will be set within a mature landscape setting including areas of deciduous woodland which help create a connected green infrastructure close to the urban heart of the town.

## Contents

### Foreword

1. The Vision
2. The Site
3. Policy Context and Delivering Growth
4. Assessment Summary
5. Concept Design
6. Next Steps

## Vision Statement

*Land at Maidenhead Golf Course will deliver a highly sustainable urban neighborhood to the immediate south of Maidenhead Town Centre, with easy access to a wide range of employment opportunities and town Centre facilities as well as Maidenhead (Crossrail) Railway Station. It will provide much needed housing and affordable housing to the town, offering a variety of choices to live and opportunities for social interaction. It will be a welcoming and sensitively designed place, with a strong sense of identity where mature woodland forms an integral part of the development.*



The masterplan seeks to deliver a sensitive and sustainable neighbourhood to the immediate south of Maidenhead Town Centre through achieving the following key qualities in place making.

**Creating a positive identity** to ensure that the development responds to the local townscape and creates a well defined and understandable place, utilising and enhancing existing landscape features.

**Viable and sustainable place,** delivering a long term thriving place, which retains areas of existing woodland within a new green infrastructure for the benefit of existing and future residents.

**Connected and safe walkable neighbourhood,** responding to adjoining areas, including links to the existing cycle and footpath networks.

**Delivering best practice** in development which is founded on high quality and inclusive design and responsive to ecology, connecting and protecting features and also creating opportunities for new habitats.

**Working with landscape assets** by incorporating key elements of the landscape as part of the identity of the development and working with local features, including Rushington Copse and areas of Deciduous Woodland 'Priority Habitat', mature trees and hedgerows.

## 01. The Vision

**Quality of life,** with homes for local need, space to live and play, primary and secondary education provision, good access to nearby facilities and a place people can be proud of.

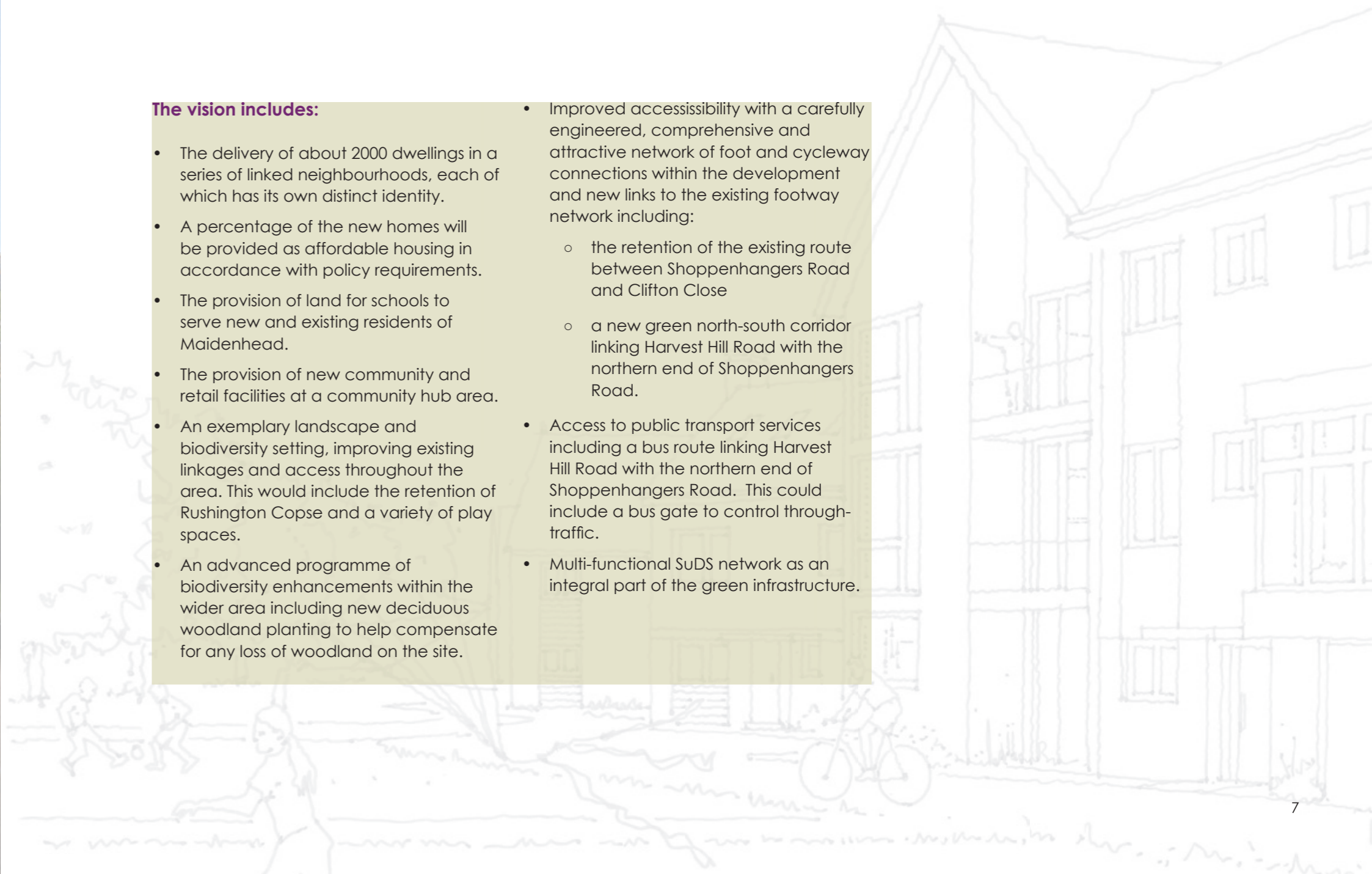




Opportunity for mixed use community hub

#### The vision includes:

- The delivery of about 2000 dwellings in a series of linked neighbourhoods, each of which has its own distinct identity.
- A percentage of the new homes will be provided as affordable housing in accordance with policy requirements.
- The provision of land for schools to serve new and existing residents of Maidenhead.
- The provision of new community and retail facilities at a community hub area.
- An exemplary landscape and biodiversity setting, improving existing linkages and access throughout the area. This would include the retention of Rushington Copse and a variety of play spaces.
- An advanced programme of biodiversity enhancements within the wider area including new deciduous woodland planting to help compensate for any loss of woodland on the site.
- Improved accessability with a carefully engineered, comprehensive and attractive network of foot and cycleway connections within the development and new links to the existing footway network including:
  - the retention of the existing route between Shoppenhangers Road and Clifton Close
  - a new green north-south corridor linking Harvest Hill Road with the northern end of Shoppenhangers Road.
- Access to public transport services including a bus route linking Harvest Hill Road with the northern end of Shoppenhangers Road. This could include a bus gate to control through-traffic.
- Multi-functional SuDS network as an integral part of the green infrastructure.



## 02. The Site

The land at Maidenhead Golf Course covers an area of approximately 53.14ha (131.3 acres). It is presently occupied by an 18 hole golf course run by Maidenhead Golf Club. The Royal Borough of Windsor & Maidenhead hold the freehold to the land.

The proposed development area, as defined within this document, is a direct response to the physical attributes of the local landscape, including contours, deciduous woodland areas and the adjoining influences of the existing residential land uses to the north, west and east.

A series of background studies have been commissioned to inform the emerging Vision Document, including a preliminary landscape appraisal, an ecological survey and a highway assessment, which have been carried out and informed the illustrative concept plan provided later in the document.

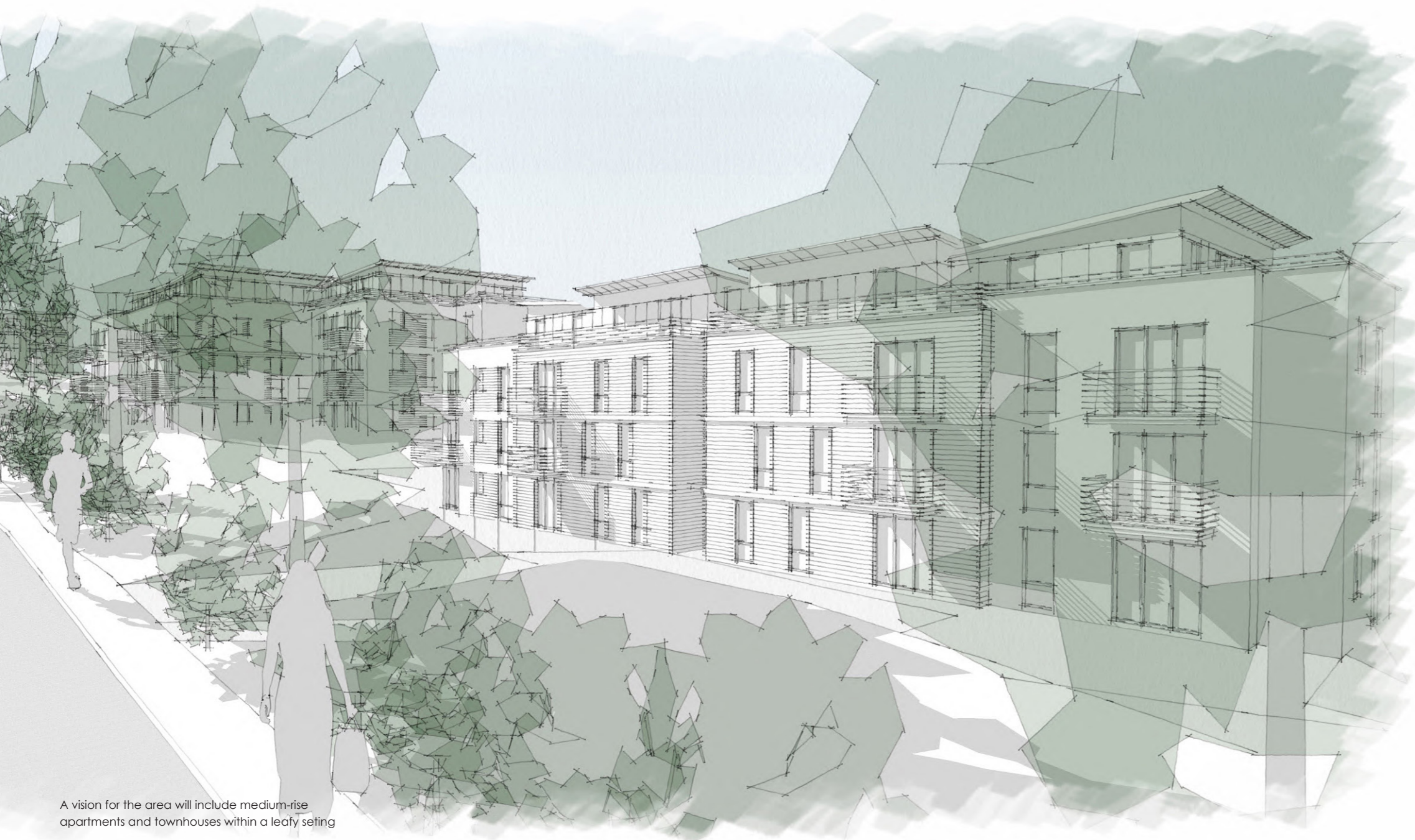
The proposals will be further refined as more detailed studies are carried out.



The golf course is enclosed by mature woodland trees



## 03. Policy Context and Delivering Growth



A vision for the area will include medium-rise apartments and townhouses within a leafy setting

### Planning Designations

The site lies within the Green Belt and Flood Zone 1. The northern end of the site lies adjacent to an Air Quality Management Area. The whole site lies approximately 0.9km to the west of the Bray Meadows SSSI.

### Statutory Development Plan

The Royal Borough of Windsor and Maidenhead (RBWM) Development Plan document relevant to the site is the Saved Policies of the RBWM Local Plan Incorporating Alterations adopted June 2003. The Local Plan is supported by a number of Supplementary Planning Documents and Supplementary Planning Guidance documents which expand on Saved Policies of the Local Plan.

### The Emerging Local Plan

RBWM are in the process of producing the new Borough Local Plan 2013-2033 (BLP) which will replace the existing Local Plan. A Regulation 18 consultation on the BLP was held in December 2016 with a

Regulation 19 consultation launched in June 2017. It is proposed to submit the BLP to the Secretary of State in October 2017 with adoption of the plan anticipated in 2018.

The submission version of the BLP makes provision for at least 14,240 new dwellings over the plan period between 2013 and 2033. It proposes to remove the Maidenhead Golf Course from the Green Belt in order that it can be allocated for some 2,000 homes and related uses.

### Green Belt context

The submission version of the BLP acknowledges that the limited supply of suitable urban and brownfield sites means that not all of the needed housing growth can be accommodated in the Borough's settlements.

In support of the preparation of the new BLP an 'Edge of Settlement Analysis' has been undertaken to consider how land currently designated Green Belt performs against the purposes of Green Belt

as defined in the National Planning Policy Framework. In relation to Maidenhead Golf Course this analysis assessed that the site:

- does not contribute to preventing unrestricted urban sprawl of a built up area;
- does not form or contribute to a gap between settlements and therefore makes no discernible contribution to separation;
- makes a lower contribution to safeguarding the countryside from encroachment; and
- does not contribute to preserving the setting or special qualities of a historic place.

The analysis also observed that in relation to assisting urban regeneration the site might offer opportunities to complement and reinforce existing town centre objectives and initiatives.

### Site Allocations

The submission version of the BLP identifies Maidenhead Golf Club as a site for housing development for

an estimated 2,000 dwellings (Policy HO1). A housing site allocation proforma is included in the BLP (ref. HA6) and identifies requirements and key considerations for the proposed allocation.

**Site analysis**

A number of preliminary technical studies have been carried out to examine the physical constraints, investigate infrastructure issues and establish opportunities to help determine the capacity of the site. The following summarises the key issues.

**Existing Facilities**

The site forms a wedge of land that runs from the southern edge of Maidenhead through to the southern periphery of the town centre, close to Maidenhead Railway Station. To the immediate west and east the town predominantly consists of mid to late twentieth century residential properties, including Shoppenhangers Road, Braywick Road and Desborough Park. These areas also include local shops, primary and secondary schools. To the east of Braywick Road there is a further expansive area of open space that includes Braywick Sports and Recreation Ground, Maidenhead Rugby Football Club, Maidenhead Golf Centre, Braywick Cemetery and

Braywick Nature Reserve. Maidenhead Town Centre lies less than 0.5km to the north and offers a wide range retail and leisure facilities.

Maidenhead has a number of business parks offering employment opportunities, including Concorde Park to the south-west and Stafferton Way to the north, both within 0.4km of the site boundary.



Employment opportunities at Braywick Road



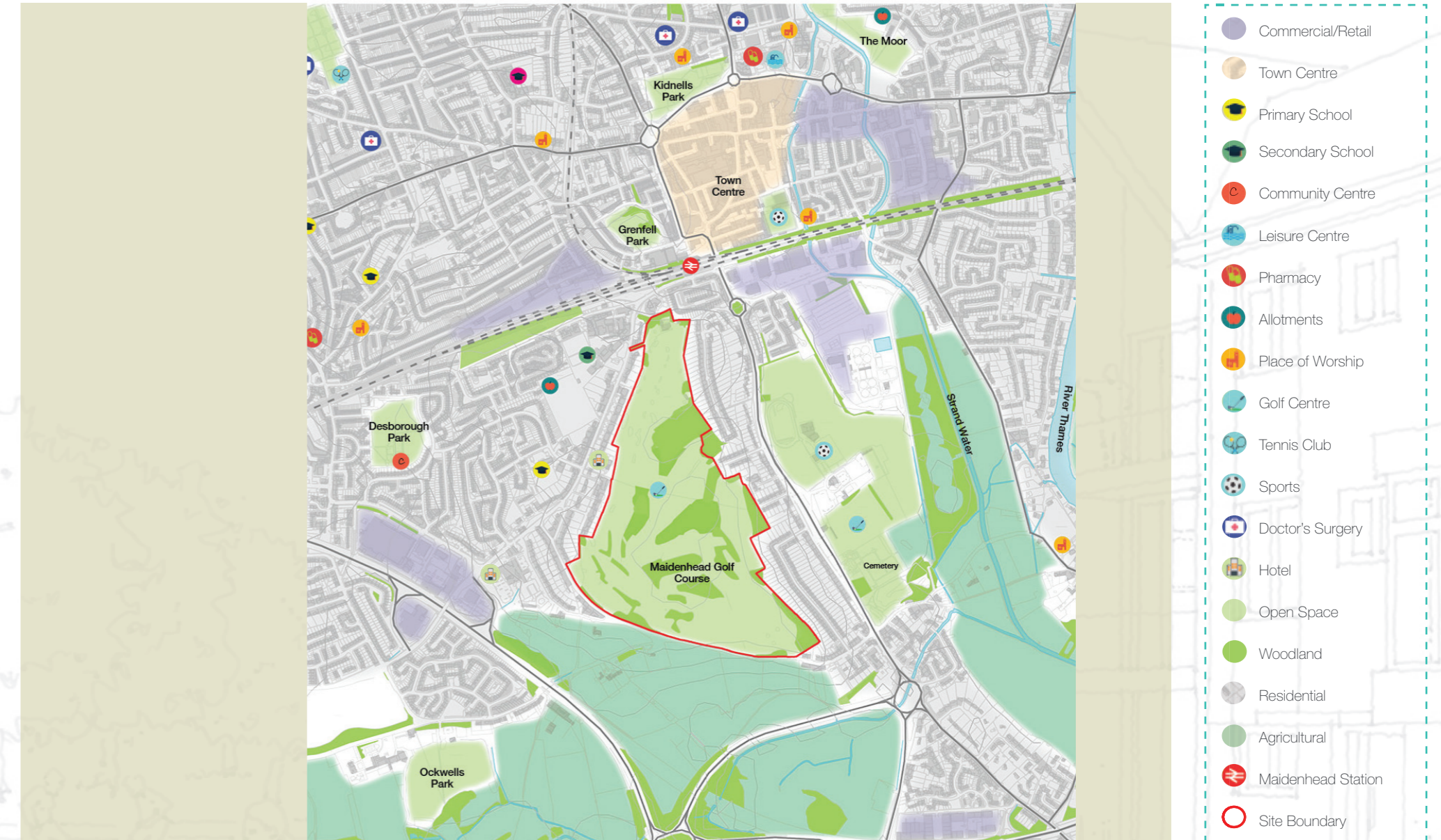
Maidenhead Railway Station 215m from the northern site boundary



A sustainable location close to Maidenhead town centre



Employment opportunities at Concorde Park



**Fig 2: Land Use and Local Facilities**

Scale NTS

# 04. Assessment Summary



Maidenhead Railway Station access off Shoppenhangers Road



Public footpath connecting Shoppenhangers Road to the golf course.

### Accessibility

In terms of transport and highways, the site is located to the south of the town, between the A308 Braywick Road to the east, Shoppenhangers Road to the west and Harvest Hill Road to the south. As shown by the figure below.

The Golf Course currently has a single vehicle access off Shoppenhangers Road to the northwest of the site. The course does have a Public Right of Way travelling east/west across the site approximately at the midpoint of the course.

### Connectivity

The site is well placed in terms of sustainable modes given its distance from the station and town centre.

In terms of pedestrian/cycle connectivity, there is a Public Right of Way (Footpath 61) which crosses the site from south of Fredrick's on Shoppenhangers Road west of the site to Clifton Close to the east. This provides direct links with the existing

pedestrian facilities. East-west connectivity will be maintained, but may need to be realigned to better tie in to the site wide connectivity.

Along Windsor Road, Braywick Road and Shoppenhangers Road there are footways provided on either side with street lighting. There are further footways along Harvest Hill Road from the junction with Shoppenhangers Road to Kimber Lane and from Walker Road to Windsor Road. Street lighting is provided on this route.

At the north side of the site, there is a signalled dedicated pedestrian crossing, providing a link to the railway station, town centre and bus stops near the train station for connections across town.



Shoppenhanger's Road to west of site



Entrance to site off Shoppenhangers Road



Fig 3: Movement and Access: Summary

Key

- Railway Line
- Motorway
- A Roads
- B Roads
- Minor Roads
- Maidenhead Station
- Bus Stops
- Public Rights of Way
- Open Access Land (Countryside and Rights of Way Act)
- Site Boundary

Scale NTS



Fig 4: Primary movement routes



Fig 5: Bus routes

### Public Transport and Access to Crossrail

Public Transport is an important factor to encourage a shift in travel modes in favour of sustainable means of transport rather than the private car. Public transport and especially buses is a means of providing a sustainable travel option for the development.

There are several bus stops near the site. Destinations include Maidenhead town centre, Bracknell, Burnham, Wexham Park Hospital, Slough and Windsor. Bus stop locations are set out below.

- On Windsor Road moving northwards just before the junction with Harvest Hill Road there is a bus stop servicing bus routes 4A and 53. Opposite this bus stop, at the southwards direction, there is a bus stop for bus routes 4, 16 and 53.
- At Braywick Road, adjacent to the Braywick cemetery there is a further bus stop servicing routes 4, 16 and 53. At Braywick Road to the north there are two bus stops servicing routes 4A and 53. One bus stop is located south of Braywick Grange and the second is located in front of Meadowbank Care home.
- At Shoppenhangers Road south of the rail station there are bus stops in each direction. Both are key locations for the railway station which is adjacent to these stops. The bus stop

at the westwards direction is for the buses 4, 7 and 7B while the other one is for buses 4 and 7.

- At the junction of Shoppenhangers Road with Ludlow Road there are bus stops for routes 4 and 7 in both directions. Opposite of Desborough College at the northwards direction of Shoppenhangers Road there is a bus stop for buses 4A, 7 and 7B. There are further bus stops located on Larchfield Road near the junction with Shoppenhangers Road in both directions. These serve routes 4 and 7 westbound and 7 and 7B eastbound.

The site is accessible by rail with Maidenhead Railway Station located directly north of the site, with access via current footpaths and also accessible by the local bus services. Maidenhead railway station provides connections to the regional and national rail network. The station already provides approximately 32 cycle storage spaces and has step free access to the platforms.

The level of service to key destinations include:

- Twyford (7 minutes journey): up to 5 trains per hour during peak periods;
- Reading (16 minutes journey): up to 5 trains per hour during peak periods;
- Oxford (64 minutes journey): up to 3 trains per hour during peak periods;
- Slough (9 minutes journey): up to 5 trains per

hour during peak periods;

- Hayes (23 minutes journey): up to 4 trains per hour during peak periods; and
- London Paddington (40 minutes journey): up to 5 trains per hour during peak periods.

These services will be further enhanced in 2019 with the introduction of the Queen Elizabeth Line (Crossrail). The new line, results in a redevelopment of the station including extended platforms, new canopy's, major public realm changes to the front of the station including new improved pedestrian and cycle facilities for moving through and providing access to and from the station. The rear entrance onto Shoppenhangers Road will also be enhanced.

**These services will be further enhanced in 2019 with the introduction of Crossrail.**

## Landscape Features

There are no on-site statutory landscape designations. A preliminary Landscape, Townscape and Visual Appraisal has been carried out to understand the relationship of the site to the local landscape and wider Green Belt context and ensure that it will not result in any significant adverse landscape or visual effects.

The site occupies a low, plateau position that sits slightly higher than Maidenhead town centre to the north and a minor river valley of The Cut which runs to the south of Ockwells Manor. Further to the south the land rises to a localised hill at Foliejon Park and Holliday's Plain. The site is occupied by an 18 hole golf course, including a club house and car parking. There are no water features on the site and the key landscape characteristics are woodland and specimen trees which are situated throughout the site. There are a number of small areas of native deciduous woodland which predominantly consist of oak, ash, beech together with smaller species such as holly and hazel. The largest of these, on the north-eastern part of the site, is known as Rushington Copse. These trees provide a strong structure to the layout of the courses holes as well as visual enclosure around the boundaries of the site, giving the course a remote feel despite its proximity to Maidenhead town centre.

## Landscape Character

The site lies within **National Landscape Character Area 115 Thames Valley**. Here, the River Thames is described as providing a unifying feature through a very diverse landscape of urban and suburban settlements, infrastructure networks, fragmented agricultural land, historic parks, commons, woodland, reservoirs and extensive minerals workings. A key characteristic of the landscape is the importance for recreation. The 'urban influence' of London on the landscape including the dense network of roads and features such as golf courses is particularly noted.

A number of recommendations set out in Natural England's NCA Profile 115 can be achieved within the masterplan for the golf course site. 'Statements of Environmental Opportunity' SEO3 highlights the opportunity to "plan for the creation of green infrastructure associated with significant projected growth of urban areas and reduce the impact of development..." and incorporating the "best practice environmental measures into any new development". These green infrastructure opportunities include the 'Creation of multi-functional natural greenspace surrounding new development, linking into the heart of urban areas as part of comprehensive green infrastructure planning.'

Within the Royal Borough of Windsor and Maidenhead Landscape Character Assessment (2004) the site lies within **Landscape Character Area 8B Settled Farmed Sands and Clays: Ockwells**; an area that abuts the southern edge of the town and includes part of the M3. The site is not particularly characteristic of this rural landscape, however the nearby 'M4, A404(M) and A304 (M) road corridors and associated embankments and recreational land uses' are both listed as relevant 'key characteristics' of the area. The area around the site is described as a 'damaged tract of landscape adjacent to the residential areas of Cox Green and Bray Wick' and Maidenhead Golf Course is named as an example of an area where land has been turned over to recreation ground and the landscape around Maidenhead shows signs of 'neglect' and 'localised blight from road development..and 'edge of town uses'.

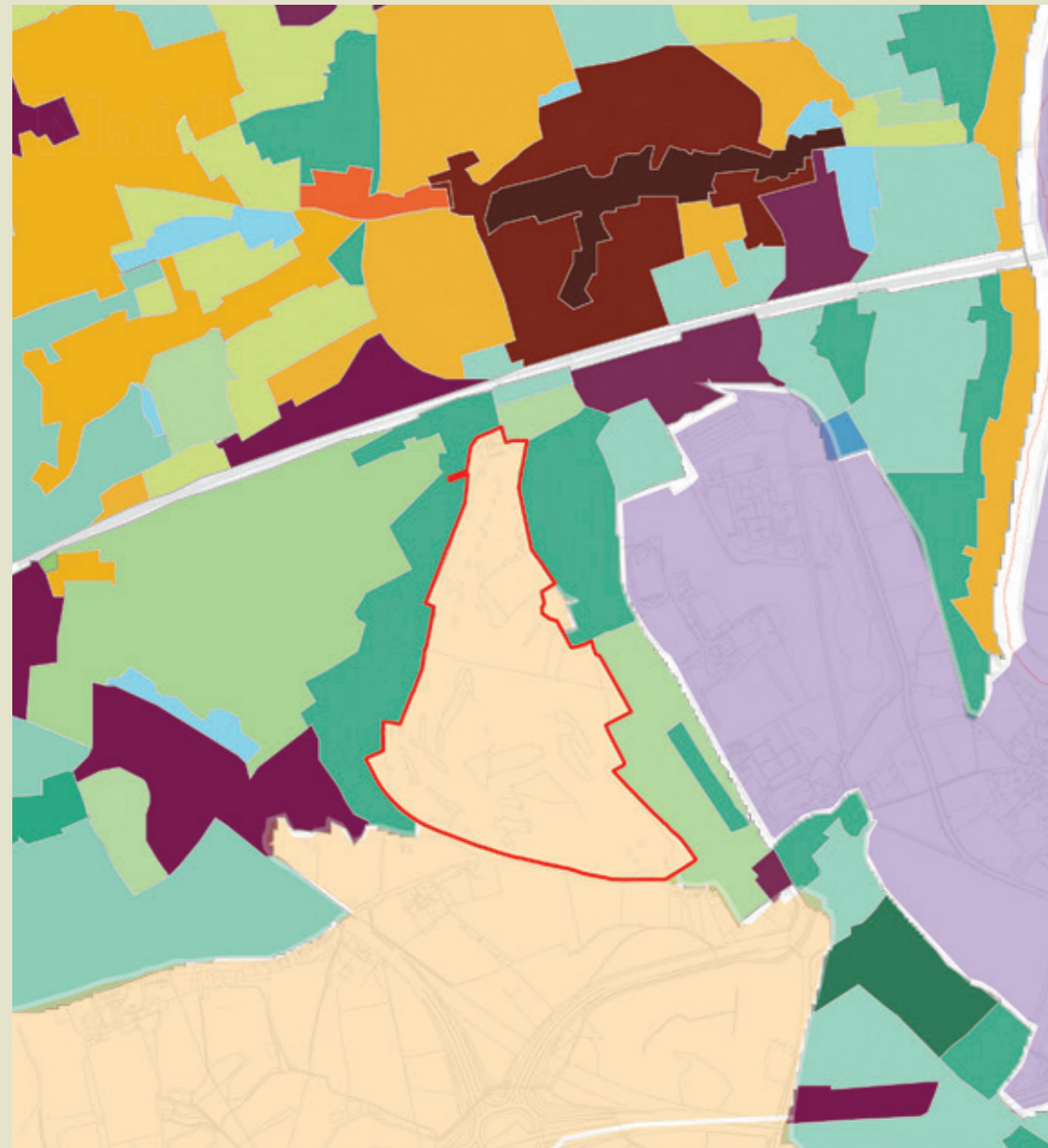
The following recommendations made by the Assessment could be achieved within the masterplan:

- Conserve & enhance intermittent open and enclosed character with some long distance views
- Conserve & enhance remnant woodland areas and copses
- Conserve & enhance rural lanes and footpaths



Fig 6: Landform





**Fig 7: Landscape and Townscape Character Areas**

Key

**Landscape Character Areas**

- 8. Settled Farmed Sands and Clays  
8b - Ockwells  
8c - Holyport  
8d - Fifield and Oakley Green
- 14. Settled Developed Floodplain  
14b - Bray

**Townscape Character Areas**

- 1. Historic Town Cores
- 2. Historic Town Fringes
- 3. Historic Village Cores
- 4. Georgian Suburbs
- 5. Victorian Villages
- 6. Victorian and Edwardian Suburbs
- 7. Victorian/Edwardian and Riverside Villa Suburbs
- 8. Inter War Suburbs
- 9. Post War Suburbs (to 1960)
- 10. Late 20th Century Suburbs (1960s onwards)
- 11. Post War Residential Flats
- 12. 'Executive' Residential Estates
- 13. Leafy Residential Suburbs
- 14. Villas in a Woodland Setting
- 16. Large Institutional Development
- 17. Industrial and Commercial Estates

Scale NTS

Source: Royal Borough of Windsor & Maidenhead Landscape Character Assessment (2004) and Royal Borough of Windsor & Maidenhead Townscape Character Assessment (2010)

**Townscape Character**

The site is not covered by the Royal Borough of Windsor & Maidenhead Townscape Character Assessment (2010), but the built environment around it lie within a number of character areas as described below.

**Townscape Type 13. Leafy Residential Suburbs**

To the immediate west and north-east of the site, the adjacent Shoppenhangers Road and Rushington Avenue/Braywick Road areas lie within the Leafy Residential Suburbs character type. These are defined as leafy low to medium density areas with wide streets and straight or curvilinear streets. Built form is typified by two storey detached properties on large plots, generally fronting the roads, with mature gardens providing a strong sense of enclosure. This leafy character helps screen the golf course from the wider area. This screening is further assisted by the two and three storey apartment blocks on the eastern side of Shoppenhangers Road that form part of this area.

**Townscape Type 9 Post War Suburbs (to 1960)**

On the south-eastern side of the site, the adjacent Braywick Road/Walker Road areas lie within the Townscape Type 9, as does the Courtlands estate immediately to the north and the Desborough Park area to the west of Shoppenhangers Road. These are described as medium density residential suburbs consisting of a distinctive network of

curvilinear streets with closes and cul de sacs. Properties are described as consisting of two storey semi-detached dwellings and short terraces set in regular plots with off-street parking, although in the Braywick Road/Walker Road area, properties are generally detached. The residential nature of this area will complement the residential proposals for Maidenhead Golf Course, forming an extension to the existing community.

**Townscape Type 17 Industrial and Commercial Estates**

To the south-west of the site, Concorde Park is a relatively extensive area of employment uses. Similarly to the north-east of Braywick Road there is a further small area of large offices. These areas are defined as low density 20th century industrial and commercial areas, including industrial parks, business parks and offices. Buildings are generally large and accessed by straight cul de sac roads. There is no intervisibility or physical connectivity between these character areas and the site, however their proximity will provide potential employment opportunities for residents of the new development.

**Townscape Type 2 Historic Town Fringes**

To the north of Courtlands and Shoppenhangers Road approximately 0.25km to the north of the site, the Historic Town Fringes lie between the railway and town centre. Land uses are varied here, including transport, offices, retailing/commercial,

leisure/recreation and civic uses. Historic street patterns are generally altered by ring roads, railways or large scale development plots. Block patterns are characterised by large scale buildings creating a large scale urban form of high density development. Adjacent semi-private open spaces are often given over to car parking (page 41). The area includes both Victorian development around the railway station as well as much larger scale late 20th Century buildings and is described as a 'colourful and busy urban environment although less intensively used than the Historic Town Cores.' The proximity of the site to this area enhances its sustainability, facilitating connections to employment as well as transport to the wider area via the railway and wider road network.

**Townscape Type 2 Historic Town Cores**

To the north of Townscape Type 1, the Historic Town Cores has no intervisibility with the site however given that it lies within 0.6km of the site's northern boundary it provides an attractive economic hub within easy access of the site. The historic focus to the town was the wide marketplace and the block pattern, urban grain and scale of the core remains intact. There is no visual or physical connection between the site and Maidenhead's historic core and the proposed development would not affect these characteristics.



**Visual Context**

The site is visually enclosed by existing woodland and large trees along much of its eastern and northern boundaries, including Rushington Copse. By retaining these important trees, views from the existing residents of housing to the north and east will be extremely limited, especially during the summer months.

To the south of the site, Harvest Hill Road benefits from mature hedgerow vegetation along the site's boundary as well as specimen trees within the southern end of the golf course. These limit views into the site from the south, and by retaining vegetation in this area, the semi-rural nature of the lane and views from the south could be conserved.

To the east of the site, existing properties on the eastern side of Shoppenhangers Road screen views of the site from the wider area. Existing vegetation along some of these boundaries will help visually integrate the new development with adjacent properties, and the sensitive treatment of these boundaries and new development within this part of the site will further reduce visual impacts in this limited area.



View 1 - Site entrance



View 2 - Shoppenhangers Road



View 3 - Rushington Avenue



View 4 - Kingswood Court



View 5 - Walker Road



View 6 - Harvest Hill Road



View 7 - Northern part of golf course



View 8 - Southern boundary of golf course



View 9 - Western boundary of golf course



**Fig 8: Aerial photograph and photograph viewpoints**



### Arboriculture

An arboricultural walkover appraisal has been undertaken for the Site. This found that there are a number of hedgerows, individual trees, tree groups and woodlands within the Site; the majority of which were assessed as being of Category B (moderate quality and value, in line with BS 5837:2012). There are also individual trees, groups of trees and woodlands in both Category C (low quality and value) and Category A (high quality and value) within the Site.

In order to inform a detailed masterplan for the Site, a full arboricultural impact assessment (AIA), informed by the results of a tree survey will be submitted, along with a Tree Protection Plan and tree schedule. The Tree Protection Plan and tree schedule, within the AIA, will inform on the number of trees to be removed.

### Ecology

An ecological appraisal of the Site, informed by a desk study and walkover survey, has been undertaken. This study has allowed the key ecological features associated with the Site and its surrounds to be identified, and has informed the development of the concept masterplan.

### Nature Conservation Designations

Within a 10 km radius of the Site there are three designated areas of international importance, the closest being Windsor Forest and Great Park Special Area of Conservation (SAC) located approximately 4.5 km to the south-east of the site. There are also two nationally designated Sites of Special Scientific Interest (SSSIs) located within 2 km of the Site boundary. The closest of these (Bray Meadows SSSI) lies approximately 840 m to the east and is designated for its unimproved grassland habitats supporting both calcareous and wetland species. The masterplan has considered the potential for future development of the Site to indirectly impact nearby designated areas, and will mitigate such risks

through the provision of on-site recreational space, the guiding of recreational use to avoid the most sensitive areas, the adoption of an appropriate drainage design, and the implementation of a robust Construction and Environmental Management Plan (CEMP).

### Site Habitats

The Site itself predominantly comprises woodland parcels and low-quality grassland, interspersed with mosaic areas, scattered trees, scrub, tall ruderal vegetation hedgerows and existing built development. Some of the Site's woodlands are designated as priority habitats or 'Habitat of Principal Importance' (HPI) and there is the potential for a range of protected or notable species to be present. Baseline survey work will be completed as part of the detailed design of the masterplan to better understand the distribution of these species within the Site, and develop strategies to avoid, mitigate or compensate for the potential impacts of the specific redevelopment proposals.



Mature oak trees along eastern boundary



Harvest Hill Road hedgerow boundary



Fig 9: Designations and Features

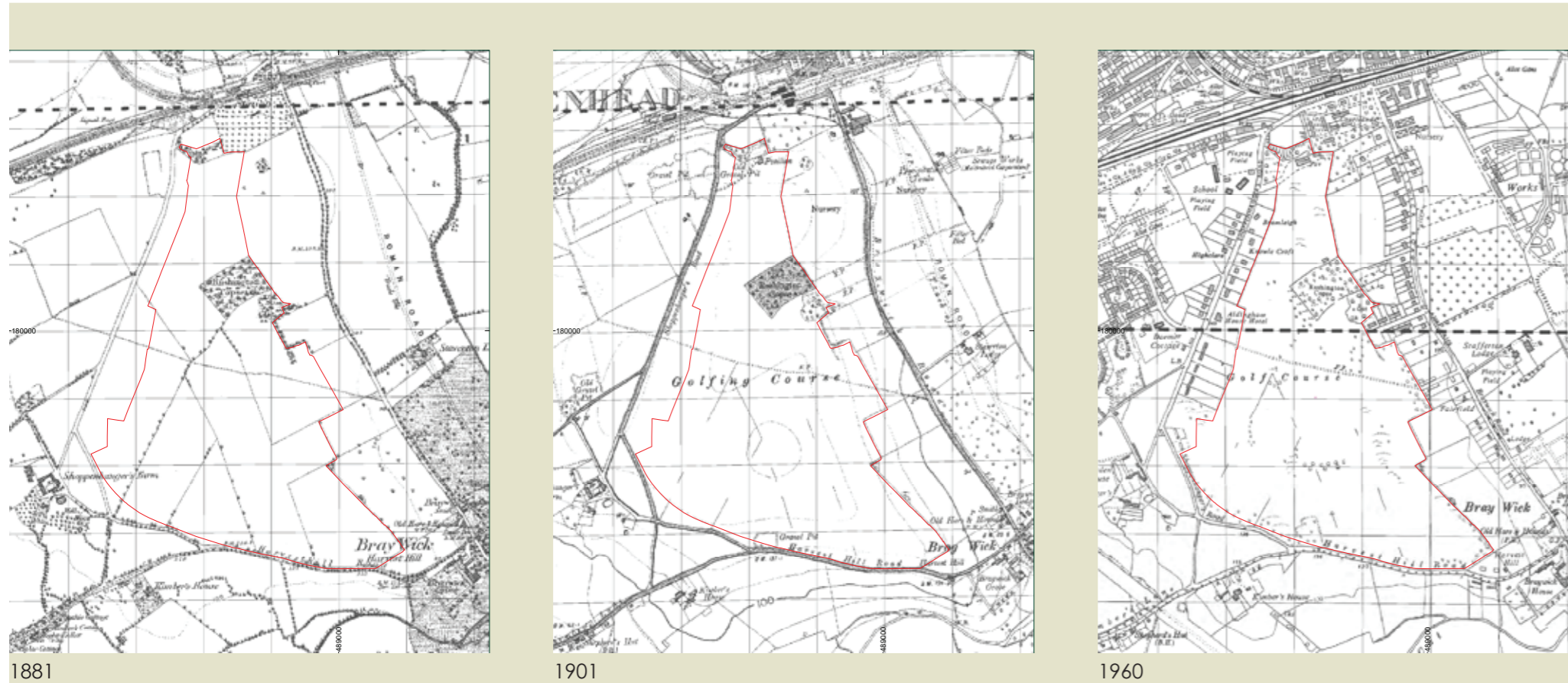


Fig 10: Historic Mapping

### Archaeology and Heritage

An historic environment desk based assessment has been prepared based on the available archaeological, historic, topographic and land-use information.

From at least the thirteenth century, the site formed part of the Shoppenhanger Farm Estate. In the late 19th century it was leased to become a golf course, with Maidenhead Golf Club being formed in 1896.

### Archaeology

The evidence shows that the site has a moderate potential to contain buried remains from the prehistoric and Roman periods, due to the relative proximity of remains from this period. The evidence suggests that there is a low potential for remains of

interest from other periods. Any remains which may be present will have been subject to truncation by landscaping activities, which would have occurred as part of the use of the site as a golf course. Given this, and also the absence of any records of earthworks or other similar indicators of significant remains within the study site, it is considered unlikely that the study site will contain buried archaeological remains of high significance, such that would preclude the development of the study site. However, remains of local interest cannot be discounted at this stage. If present their loss could be mitigated through a programme of archaeological investigation and recording work secured via the normal mechanisms afforded by the planning process.

### Heritage Assets

The potential impacts on designated heritage assets (listed buildings and scheduled ancient monuments) in the surrounding area have also been considered. This shows that there are only four historic assets within 500m of the site, the closest being Braywick House, 150m to the south-east. Due to the presence of considerable modern residential development the site is well screened from these assets, and does not form part of their settings. The development of the study site would therefore not be likely to materially change the setting or affect the significance of any of the designated assets.

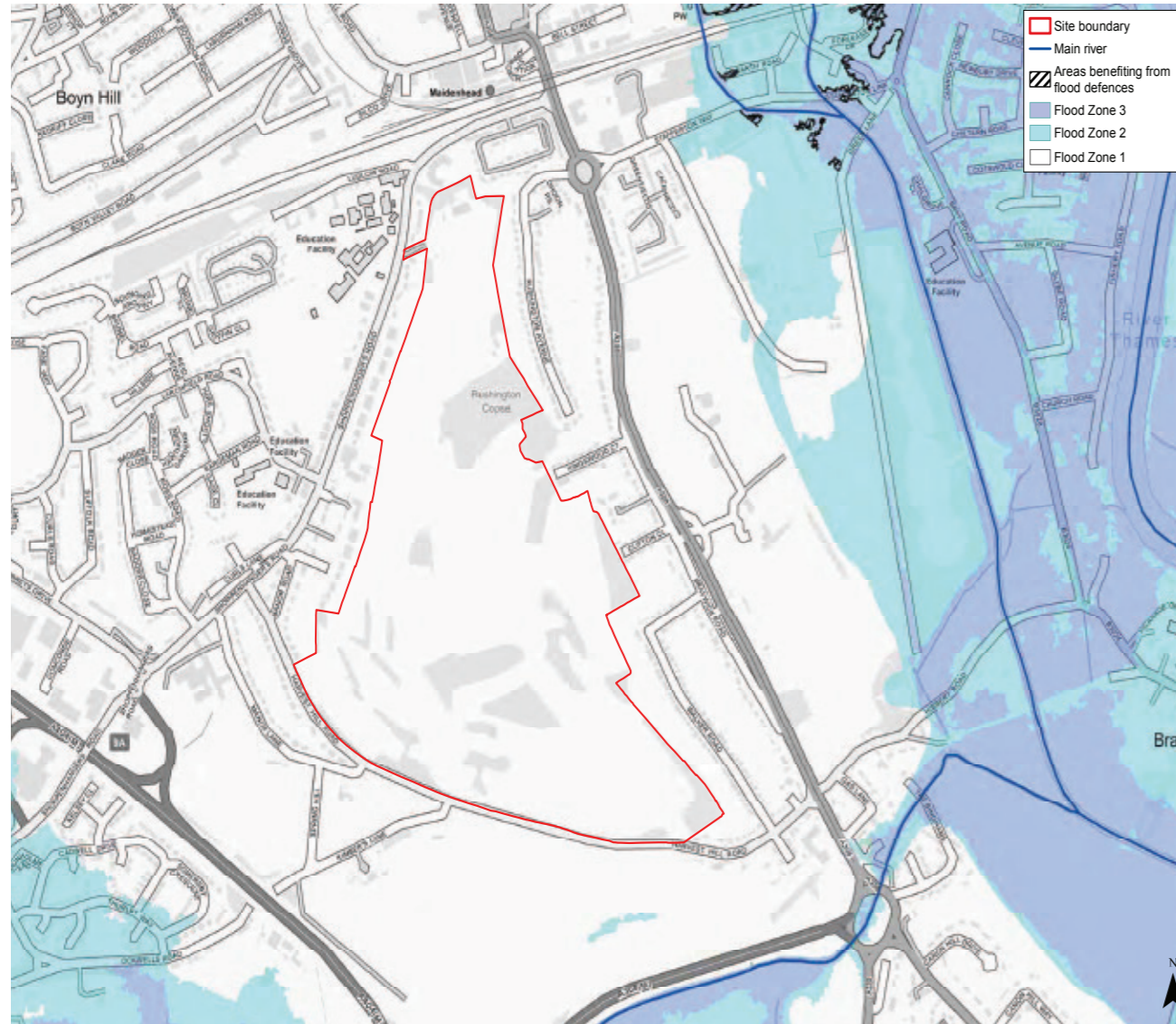


Fig 9: Flood Risk

### Flooding

The site is located within Flood Zone 1 'Low Probability' of flooding from rivers and the sea and is located outside of a residual risk zone of reservoir flooding. The majority of the site has a 'very low' to 'low' risk of surface water flooding. A review of flood risk information indicates that there have been no records of historic flooding at the site. The analysis confirms that development can be designed to meet the key flood risk requirements in accordance with national and local planning policy – i.e.:

- Minimum ground floor levels will be significantly above any reference fluvial flood levels
- New development would not impact on floodplain storage or flood flow routes;
- Continuous safe access is available;

### Surface Water Drainage

The proposals are for 'Major Development' and will therefore require a surface water drainage strategy to manage runoff from any proposed impermeable areas at the site. This is anticipated to be via infiltration or a combination of on-site attenuation features, with a controlled discharge to the surrounding drainage system(s). RBWM are responsible for the approval of such a drainage strategy.

### Utilities

A Utilities Review has been undertaken by Peter Brett Associates, including gas, water, electricity and supply, telecoms and waste water

This shows that all existing utilities infrastructure is located on the site boundary and none currently cross the site. As such there are no utility constraints on site.

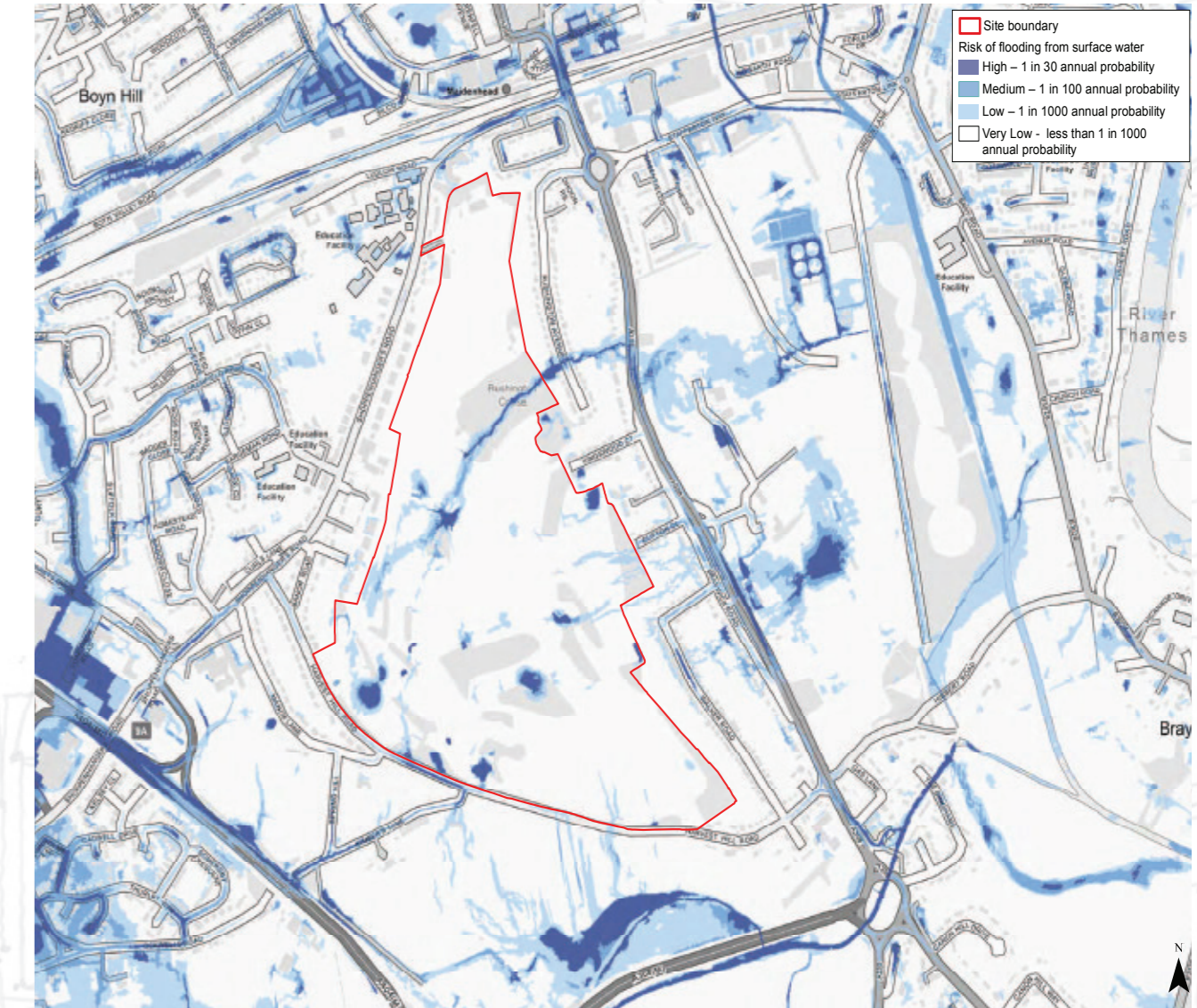


Fig 10: Surface Water Flood Risk

# 05. Concept Design

The Concept Masterplan illustrates the Vision for the land at Maidenhead Golf Course. The following principles highlight some of the key qualities of the proposed development to help create an innovative and sustainable place, whilst delivering up to **2,000 new homes** for Maidenhead.

### Key design influences

The Concept Masterplan illustrates the Vision for the proposed development of the Maidenhead Golf Course. The following principles highlight some of the key qualities of the proposed development to help create an innovative and sustainable place, whilst delivering up to 2000 new homes.

### Establishing a vibrant mixed use community.

The proposal seizes the opportunity to create a successful neighbourhood that enhances the mix of uses and activities that already exist in the adjoining areas. It will create a positive relationship between the existing residential neighbourhoods to the east and west and commercial heart of Maidenhead to the north. The neighbourhood will also include a mixed use community hub at its centre including apartments, retail units and opportunities for community facilities. To the south of the site, a large area of land can accommodate school space for both primary and secondary age children.

### A Mix of Homes

The proposal will deliver the balance of housing and recreation needed to create a strong community. It will provide a broad range of homes, with unit types and tenures responding to local market requirements and ensuring a viable and lasting development. It will be a place in which people want to live.






The scale and form of development will respond to existing site characteristics (including trees and woodland) as well as the roles and responsibilities of the place being created (relationship to public space, transport corridors and adjoining townscape). Higher density living will be provided at the northern end of the site, closer to the town centre and railway station, with a predominance of apartments, whilst much of the rest of the site will consist of a mix of family town houses and apartments. At the southern end of the site, closer to the edge of Maidenhead, densities will be lower, to allow for a higher proportion of family homes.



Fig 11: Masterplan

### Residential development:

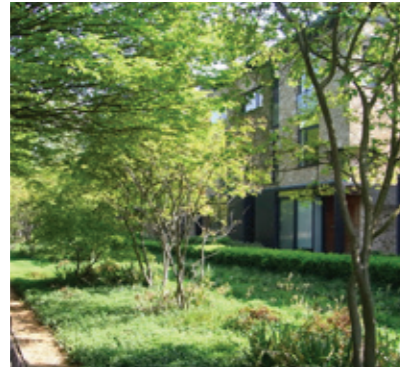
-  Low Density Residential (approx 40 dph\*)
-  Medium Density Residential (approx. 80 dph\*)
-  High Density Residential (approx 145 dph\*)

-  Retained Green Space/ New Open Space
-  Community Hub (Mixed use residential/ Retail/ Community)
-  Primary Vehicular Connections (Including Bus Routes)
-  Public Footpath Links Retained
-  Education

 scale: NTS      \*dwellings per hectare



Soft, informal edges adjacent to woodlands



Wooded corridors create a strong sense of place to the development



Incorporation of soft public realm elements throughout.



Drainage features could be a key feature of new development



Recreational routes through woodland edges next to new housing

### Landscape Strategy

The proposed development will see a predominance of residential development in a series of discreet areas surrounded by a network of open spaces. The most valuable trees and areas of woodland habitat, will be retained wherever possible. In particular mature vegetation around the site boundaries will be retained as well as extensive areas of the 'Deciduous Woodland' Priority Habitat. New trees and shrubs will also be provided, enhancing new open spaces and forming avenues down key streets. In particular, the masterplan will seek to achieve a network of connected green corridors based on the retention of existing woodlands and trees.

A focus on high quality public realm design and the application of sustainable design solutions to limit the impact of development will be key to the success of the scheme and to meeting the following objectives:

- Create a green network to enhance biodiversity and access to amenity for the community
- Create a range of opportunities for sport recreation and play. Community sports facilities will be available through shared use with the schools as well as access to Braywick Sports and Recreation Ground.
- Highlight the balance between vehicles and pedestrians with increased priority given to pedestrians and cyclists
- A 'green' neighbourhood, with street tree planting to unify the architecture
- Careful choice of materials and street furniture to enhance the understanding of the hierarchy of streets and spaces through landscape treatment
- Opportunities for local food growing
- Create streets and squares that are places for people to enjoy rather than simply passing through
- An integrated SuDs system that will form an attractive part of the wider green infrastructure network

### Arboriculture Strategy

A detailed landscape strategy will be developed with arboricultural constraints in mind. This will seek to retain the most valuable trees and areas of woodland habitat and increase and enhance local green infrastructure. It will guide the provision of new trees and shrubs, suitable for the new environment with consideration to species and maturing space.

A suitable aftercare regime will also be in place to successfully take the new trees through to establishment. Consideration of transplanting existing smaller trees for re-use through the Site will also be given, wherever possible. The arisings from felled trees will be considered for re-use around the site where appropriate. This may include; play areas and seating in Public Open Spaces and hibernacula in woodland areas suitable for a range of wildlife.

In summary, whilst the masterplan will result in the loss of some trees and smaller pockets of woodland habitat, mitigation in the form of replanting of trees and shrubs and augmenting woodland and green corridors should sufficiently mitigate the impacts.



Avenue trees will be a key feature throughout the site



Woodland glades reaches into a development edge



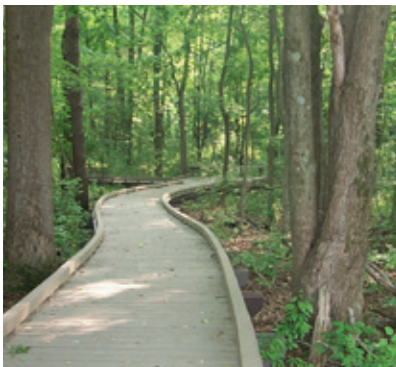
The site is within walking distance of local services and will provide additional on-site facilities



Buildings will vary in height, offering visual interest to the townscape



Opportunities for formal and informal play throughout the site, including woodland areas.



Footpaths and access routes could interweave through Rushington Copse



Mature trees will be incorporated within the streetscape wherever possible



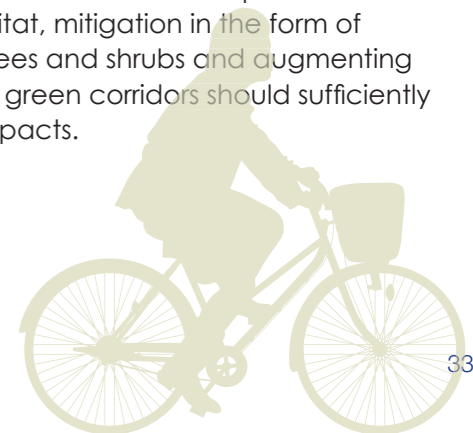
School fronting the street can form an active frontage to the neighbourhood



New homes set within wooded setting



Green corridors can be incorporated throughout



### =Biodiversity Strategy

The masterplan allows for the retention of those habitats assessed as being of greatest ecological value including the larger woodland parcels, some of the grassland areas, hedgerows, peripheral mosaic habitat and tree lines.

The majority of the new built footprint will therefore fall predominantly within habitats of low ecological value (amenity grassland and existing hardstanding). Jointly these measures, combined with new areas of linking habitat, create a robust network that connects habitats within the Site and wider environment such that conditions for protected and notable species likely to be associated with the Site will be maintained and potentially enhanced. As the masterplan will result in the loss of some areas of woodland habitat, off-site compensation will also be explored, the extent of which will depend on the detailed masterplan. The provision of off-site compensatory habitat can be used to offset the loss of these on-site woodland areas and help to achieve a net gain in biodiversity value on a local scale as a result of the proposed development.

In summary, the masterplan's development has been guided by the following principles to allow for a policy compliant scheme:

- As far as possible, retain, protect, restore and maintain ecologically valuable habitat (woodland habitats in particular) and facilitate permeability across the Site and into the wider area;
- Ensure there is no overall loss of ecologically valuable habitat, and where possible, provide ecological enhancements or biodiversity gain;
- Prevent isolation of any habitat on and immediately off Site, and in doing so, contribute to a comprehensive green infrastructure network; and
- Allow for continued habitat provision for protected and notable species known or likely to be present on Site.

### Site Movement Strategy

The internal road network and the access points will include dedicated footway/cycleways across the site, linking the internal facilities, community hub, open space and education facilities as well as existing facilities in the wider area. This will ensure that the development will have a comprehensive connectivity and a high level of accessibility for the site across all modes.

The internal road system will consider use of bus only links, which provides the option for site wide bus access. This priority through the site could utilise bus gates located centrally to allow for buses to pass, whilst preventing the site becoming an alternative route for external traffic avoiding Shoppenhangers Road or the A308 Braywick Road.

The scheme has been designed to allow for the provision of new bus services or diversion of existing to travel through the site to support the residential, district centre and schools. The internal primary road network can be designed so that each resident will be within 200m of a bus route. The philosophy of the scheme is to promote sustainable transport opportunities across the site, providing key links to the town centre, station, bus services and public realm/leisure facilities. This is reinforced by the provision of education factors within the development which will reduce the need for trips to leave the site, thus again limiting the impact on the surrounding network.



Open space and tree planting will form an integral part of the development



## 06. Next Steps



Going forwards the masterplan for the site will be further refined as more detailed studies are carried out. This will continue to develop the strategy that delivers a comprehensive and highly accessible development to provide circa 2000 new homes close to the centre of Maidenhead. The development will include affordable housing, public open space and new education facilities.

At the appropriate stage the Council will seek to engage with the local community and key stakeholders concerning the proposals for the site.





THE ROYAL BOROUGH OF  
WINDSOR AND  
MAIDENHEAD