

Report Title:	Draft South West Maidenhead Development Framework Supplementary Planning Document
Contains Confidential or Exempt Information	No – Part I
Cabinet Member:	Councillor Haseler, Cabinet Member for Planning, Parking, Highways and Transport
Meeting and Date:	23 June 2022
Responsible Officer(s):	Adrien Waite, Head of Planning
Wards affected:	Bray, Oldfield and Cox Green

## **REPORT SUMMARY**

*This report seeks agreement to the publication of the draft South West Maidenhead Development Framework Supplementary Planning Document (SPD) for public consultation.*

*The Borough Local Plan identifies the South West Maidenhead area for major housing and employment development. The preparation of the SPD will help to coordinate development across the area, providing more detail to supplement the policies and proposals in the Local Plan. It will be a material consideration in the determination of planning applications.*

*Development in the South West Maidenhead area will help in delivering on key Corporate Plan goals. In addition to goals relating to housing delivery and provision of affordable homes, the Corporate Plan includes a specific goal which states:*

*Enable delivery of the key social, physical and green infrastructure to support new development at the Desborough / South West Maidenhead site (AL13 in the Borough Local Plan), including strategic highway improvements, public transport, cycling and walking infrastructure, new primary and secondary schools, community facilities and open space.*

## **1. DETAILS OF RECOMMENDATION(S)**

**RECOMMENDATION:** That Cabinet notes the report and:

- i) Approves the Draft South West Maidenhead Development Framework Supplementary Planning Document, as set out in Appendix B, for public consultation**
- ii) Delegates authority for minor changes to the Draft Supplementary Planning Document to be made prior to consultation to the Head of Planning in consultation with the Cabinet Member for Planning, Parking, Highways and Transport**

## 2. REASON(S) FOR RECOMMENDATION(S) AND OPTIONS CONSIDERED

### Options

**Table 1: Options arising from this report**

Option	Comments
<p>Publish the draft South West Maidenhead Development Framework Supplementary Planning Document (SPD) and supporting evidence documents in July 2022 for public consultation.</p> <p><b>This is the recommended option</b></p>	<p>Policy QP1b of the Borough Local Plan indicates that a Development Framework SPD will be produced.</p> <p>The SPD provides the opportunity to ensure that development in the area comes forward in a strategic and comprehensive manner. It will set design principles to ensure coordinated and high quality development across the area, outline other key requirements and principles for development, and set out the infrastructure requirements for development of the area and how they can be delivered in a timely manner.</p>
<p>To not publish the draft South West Maidenhead Development Framework Supplementary Planning Document (SPD) and supporting evidence documents in July 2022 for public consultation.</p> <p>This is not a recommended option</p>	<p>This approach would result in an uncoordinated approach to development across the area. It is likely to result in a lack of coordination of key infrastructure provision with the risk that not all infrastructure is provided, or it is not provided for in a timely manner. It also risks the lack of joined up thinking in relation to key design principles across the area.</p>
<p>To delay the publication of the SPD</p> <p>This is not a recommended option</p>	<p>This would increase the risk that planning applications would have to be determined before the SPD is finalised.</p>

- 2.1 The core aim of the spatial strategy (Policy SP1) of the Borough Local Plan is to focus new development on the three strategic growth areas of Maidenhead, Ascot and Windsor, to make best use of infrastructure and services, and to provide a sustainable approach to growth. Within Maidenhead, the South West Maidenhead area is one of two strategic growth locations identified in the town.

2.2 The Borough Local Plan provides the policy framework within which development can come forward in the South West Maidenhead area. Specific policies and proposals for the area are:

- Policy QP1b – South West Maidenhead strategic placemaking area. This sets out the overall approach to the development of the area, including a series of key principles and requirements for the area
- The following site allocations and accompanying “proformas” at Appendix C of the Plan which sets out site specific requirements and considerations:
  - Site AL13 – Desborough, Harvest Hill Road, South West Maidenhead – housing allocation for approximately 2,600 homes, two schools and a new local centre
  - Site AL14 – “The Triangle site” – allocated for industrial and warehousing development
  - Site AL15 – Braywick Park – allocated for mixed use strategic green infrastructure accommodating indoor and outdoor sports facilities, public park, special needs school and wildlife zone

2.3 Policy QP1b states that to ensure the development of the placemaking area as a whole comes forward in a strategic and comprehensive manner, planning applications on individual land parcels should accord with the principles and requirements set out in the Development Framework Supplementary Planning Document (SPD), incorporating a masterplan and approach to the approval of design codes; phasing of development and infrastructure delivery for the area as a whole. The policy indicates that the SPD will be produced by the Council in partnership with the developers, landowners, key stakeholders and in consultation with the local community.

2.4 The National Planning Policy Framework (NPPF) defines Supplementary Planning Documents (SPDs) as, *Documents which add further detail to the policies in the development plan. They can be used to provide further guidance for development on specific sites, or on particular issues, such as design. Supplementary planning documents are capable of being a material consideration in planning decisions but are not part of the development plan.* They are therefore important documents in helping to deliver the policies and proposals set out in the Borough Local Plan. But it is important to emphasise that SPDs do not create new policy, do not replace existing policy in the Borough Local Plan and cannot amend existing policy in the Borough Local Plan.

2.5 In line with Policy QP1b, work has been undertaken to prepare a draft Supplementary Planning Document for the South West Maidenhead area. This has included working with landowners/developers and included early consultation with the community – see section 8 of this report for further information. The SPD provides a very important opportunity to coordinate development across the South West Maidenhead area. In particular it:

- Sets out design principles for the area
- Includes an illustrative framework masterplan

- Sets out a range of other requirements and principles for development in the South West Maidenhead area, focusing on the AL13 site in particular. This covers a range of matters including:
  - Community needs – such as housing mix and affordable housing, schools, the local centre, health, open space and employment provision
  - Connectivity – including walking and cycling links, public transport, strategic highway improvements
  - Sustainability and Environment – including sustainable building (including achieving net zero carbon) and biodiversity net gain
- Sets out the infrastructure requirements for the development of the area and how this infrastructure should be funded and delivered (and the broad phasing).

2.6 It is important to emphasise that this SPD is not intended to include a detailed design for the development areas, or individual parcels of land within them, but to set the framework within which individual planning applications can come forward. The more detailed design and layout of the developments will come forward at the planning application stage.

2.7 The draft SPD is set out at Appendix B. The next statutory stage in the preparation of an SPD is to publish it for consultation - it is recommended that the draft SPD is published for consultation from early July 2022. If the recommendation is agreed, there will be updates to the formatting and presentation of the draft SPD for the start of the consultation. The minimum period for consultation on a draft SPD is 4 weeks. However, given that the consultation would extend into the school holidays, it is recommended that the consultation period be extended to 6 weeks. It is anticipated that there would be “in person” consultation events during the consultation period.

2.8 Supporting documents that would be published to accompany the consultation draft of the SPD would include a Strategic Environmental Assessment of the draft SPD and a draft Consultation Statement summarising the early engagement undertaken in the preparation of the SPD.

### **3. KEY IMPLICATIONS**

3.1 The key implication of preparing, consulting on and adopting an SPD for the South West Maidenhead area is the ability to coordinate development and its associated infrastructure provision across the area and ensure a comprehensive approach. There are multiple landowners and potential developers with an interest in the sites allocated in the South West Maidenhead area. It is critical that they deliver both on the key design and other principles set out in the SPD and make timely and proportionate contributions to the delivery of the necessary supporting infrastructure. The SPD will provide the framework for infrastructure funding such as section 106 contributions alongside the Community Infrastructure Levy, thereby supporting the delivery of key infrastructure. This supports the Corporate Plan Priority relating to ‘Quality Infrastructure’.

- 3.2 As well as taking forward the proposals in the Borough Local Plan, work on the draft SPD has been integrated with broader strategic work on a range of other areas such as the Local Walking and Cycling Infrastructure Plan and the Bus Service Improvement Plan, ensuring a joined-up approach.
- 3.3 Whilst SPDs are not part of the statutory development plan (such as the Borough Local Plan) with its associated planning status and weight in decision making, they are an important material consideration when determining planning applications. As noted above the preparation of this SPD is specifically referred to in the Policy for the South West Maidenhead area, Policy QP1b.

**Table 2: Key Implications**

<b>Outcome</b>	<b>Unmet</b>	<b>Met</b>	<b>Exceeded</b>	<b>Significantly Exceeded</b>	<b>Date of delivery</b>
Publication of the draft South West Maidenhead SPD and supporting documents	SPD published for consultation in late 2022	SPD published for consultation in July 2022	n/a	Adoption of SPD March 2022 as referred to in the Local Plan – not achieved due to delays in adoption of the Local Plan.	SPD anticipated to be adopted by late 2022

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

- 4.1 It is anticipated that the preparation of the SPD will have a revenue cost of about £172,000. This is funding:
- Specialist Design and Masterplanning advice
  - Infrastructure planning evidence
  - Planning Policy advice and Project Management
  - Strategic environmental assessment
  - Some other specialist officer advice.
- 4.2 The work is being funded by a planning performance agreement with the main landowner/developer interests. The preparation of the SPD is within existing budgets. The cost of the vast majority of officer time is being carried by the Council from within existing resources with a small amount funded from the planning performance agreement.

#### **5. LEGAL IMPLICATIONS**

- 5.1 The SPD does not form part of the statutory development plan but will be an important material consideration in making planning decisions.
- 5.2 There is a statutory process for preparing an SPD. [Regulations 11 to 16 of the Town and Country Planning \(Local Planning\) \(England\) Regulations 2012](#) set out these requirements.
- 5.3 The Environmental Assessment of Plans and Programmes Regulations 2004 (SEA Regulations) also require the Council to consider whether or not

Strategic Environmental Assessment (SEA) of the SPD should be undertaken. Following consultation with the Environment Agency, Historic England and Natural England it has been agreed that SEA should be carried out for this SPD. As such the SEA report will be published as a background document accompanying the consultation on the draft SPD.

5.4 There are no direct legal implications as a result of this report.

## 6. RISK MANAGEMENT

6.1 The headline risks are set out in Table 3 below:

**Table 3: Impact of risk and mitigation**

<b>Risk</b>	<b>Level of uncontrolled risk</b>	<b>Controls</b>	<b>Level of controlled risk</b>
Poor quality and uncoordinated development and infrastructure provision as it does not have relevant guidance in the South West Maidenhead SPD	High	Actions set out in recommendation	Low

## 7. POTENTIAL IMPACTS

7.1 Equalities. The Equality Act 2010 places a statutory duty on the council to ensure that when considering any new or reviewed strategy, policy, plan, project, service or procedure the impacts on particular groups, including those within the workforce and customer/public groups, have been considered. A EQIA (Equalities Impact Assessment) Screening has been completed and is available in Appendix A.

7.2 Climate change/sustainability. The allocation of major development in the South West Maidenhead area has been the subject of a full sustainability appraisal process as part of the preparation of the Borough Local Plan, and the allocation of development sites in the South West Maidenhead area were found to be “sound” by an independent planning inspector, having regard to the outcome of that sustainability appraisal. The preparation of this SPD is also subject to a strategic environmental assessment.

7.3 Whilst consultation during the preparation of the Borough Local Plan, and more recent early engagement on this SPD (see below) highlighted concerns about the impact on the environment and climate change, including on biodiversity and the potential loss of trees, the SPD provides the opportunity to set out more detail on how more sustainable development of the area can be brought forward including:

- Securing biodiversity net gain
- Delivery of a green infrastructure network
- New tree planting
- Setting out requirements for more sustainable forms of building
- Provision of new and enhanced walking, cycling and public transport links to provide good alternatives to car travel
- Provision of schools and local facilities on site to reduce the need for new residents to travel and enhance their ability to reach those facilities by non-car modes.

7.4 Data Protection/GDPR. The consultation on the South West Maidenhead Development Framework SPD will be undertaken by the council in accordance with the Data Protection Act 2018 and the General Data Protection Regulation.

7.5 The built and natural environment are major determinants of health and wellbeing of the population, and this development provides opportunities for a healthy living environment which promotes and enables healthy behaviours.

7.6 The golf course part of the AL13 housing allocation that forms part of the consideration of this SPD is part of the Council's landownership assets.

## **8. CONSULTATION**

8.1 As part of preparing the draft SPD early public engagement took place in the form of three online events together with the opportunity for people to submit written comments afterwards. There was extensive publicity about the events in advance including writing to nearly 1,000 homes in the vicinity of the main development sites, consulting an extensive list of people on the planning policy consultee database, holding a press briefing (with subsequent articles and publicity about the events on the local media), and regular use of social media to publicise the events.

8.2 The events held on 30<sup>th</sup> March, 6<sup>th</sup> April and 13<sup>th</sup> April 2022 were online briefings sharing the background to the SPD and some emerging issues and early thinking on three topics:

- Community Needs
- Connectivity
- Sustainability and Environment

8.3 There was the opportunity for people to ask questions in the chat bar. A number of these were answered by officers on the night and some were answered in written form and published on the Council's website afterwards. All the comments and questions from the chat bar were captured and reviewed by officers and 27 written responses were submitted via an online form on the RBWM Together website.

8.4 Although the numbers of people attending the Live Events was limited (ranging from 21–45), a wide range of questions and comments were made during the

live events. In addition, there were over 300 views of the three events via the RBWM You Tube channel (as at 9/5/22).

8.5 A wide range of issues were highlighted during the events and in the subsequent comments received. Key issues included:

- Environmental concerns including impact on wildlife and the ability to mitigate against this (biodiversity net gain), loss of trees and associated impact on air quality and ability to meet climate change strategy requirements, and a desire for the development to be net zero carbon
- Concerns about the potential height of buildings, particularly on the golf course part of the AL13 site
- A range of comments on infrastructure provision, including in particular transport and schools

8.6 Engagement has also taken place with landowner/developer interests, ensuring that they can take account of emerging thinking on the draft SPD as they start to consider preparing planning applications. Some engagement has also taken place with some infrastructure providers to understand the impact of development on infrastructure and to consider appropriate mitigation/enhancements.

## 9. TIMETABLE FOR IMPLEMENTATION

9.1 Implementation date if not called in: Early July. The full implementation stages are set out in table 4.

**Table 4: Implementation timetable**

<b>Date</b>	<b>Details</b>
Early July 2022	Commence public consultation on draft SPD
Mid-August 2022	Close public consultation on the draft SPD
Autumn 2022	Target date for Adoption of SPD

## 10. APPENDICES

10.1 This report is supported by two appendices:

- Appendix A – Equality Impact Assessment Screening
- Appendix B – Draft South West Maidenhead Development Framework SPD.

## 11. BACKGROUND DOCUMENTS

11.1 This report is supported by three background documents:

- Royal Borough of Windsor and Maidenhead – Borough Local Plan 2013-2033.



<https://www.rbwm.gov.uk/home/planning-and-building-control/planning-policy/development-plan/adopted-local-plan>

- South West Maidenhead Placemaking Study (October 2019)  
<https://www.rbwm.gov.uk/home/planning/planning-policy/non-development-plan/placemaking/placemaking-and-south-west-maidenhead>
- Borough Local Plan Sustainability Appraisal – various reports  
<https://www.rbwm.gov.uk/home/planning-and-building-control/planning-policy/sustainability-appraisal>

## 12. CONSULTATION

Name of consultee	Post held	Date sent	Date returned
<i>Mandatory: Statutory Officers (or deputies)</i>			
Adele Taylor	Executive Director of Resources/S151 Officer	10.5.22	17.5.22
Emma Duncan	Deputy Director of Law and Strategy / Monitoring Officer	10.5.22	
<i>Deputies:</i>			
Andrew Vallance	Head of Finance (Deputy S151 Officer)	10.5.22	
Elaine Browne	Head of Law (Deputy Monitoring Officer)	10.5.22	30.5.22
Karen Shepherd	Head of Governance (Deputy Monitoring Officer)	10.5.22	12.5.22
<i>Mandatory: Procurement Manager (or deputy) - if report requests approval to award, vary or extend a contract</i>			
Lyn Hitchinson	Procurement Manager	N/A	
<i>Other consultees:</i>			
<i>Directors (where relevant)</i>			
Duncan Sharkey	Chief Executive	10.5.22	11.05.22
Andrew Durrant	Executive Director of Place	10.5.22	18.5.22
Kevin McDaniel	Executive Director of Children's Services	10.5.22	
Hilary Hall	Executive Director of Adults, Health and Housing	10.5.22	17.5.22
<i>Heads of Service (where relevant)</i>			
	All Heads of Service		
Alysse Strachan	Head of Neighbourhood Services	10.5.22	19.05.22
Nikki Craig	Head of HR, Corporate Projects and IT	10.5.22	20.05.22
Lynne Lidster	Commissioning	10.5.22	11.5.22

Claire Lowman	Public Health	10.5.22	20.5.22
Chris Joyce	Head of Infrastructure, Sustainability and Economic Growth	10.5.22	12.5.22
<i>External (where relevant)</i>			
N/A			

Confirmation relevant Cabinet Member(s) consulted	Cabinet Member for Planning, Parking, Highways and Transport	Yes
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## REPORT HISTORY

<b>Decision type:</b>	<b>Urgency item?</b>	<b>To follow item?</b>
If a Cabinet report: Key decision and state the date it was First entered into the Cabinet Forward Plan:  Key Decision  Added to Forward Plan 18 <sup>th</sup> May 2022	No	No

Report Author: Ian Manktelow, Principal Planning Policy Officer, 01628 796200
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## Appendix A - Equality Impact Assessment Screening

### Essential information

Items to be assessed: (please mark 'x')

Strategy		Policy		Plan	X	Project		Service/Procedure	
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Responsible officer	Ian Manktelow	Service area	Planning Policy	Directorate	Place
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<b>Stage 1: EqIA Screening (mandatory)</b>	Date created: 09/05/2022	<b>Stage 2 : Full assessment (if applicable)</b>	Date created : n/a
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**Approved by Head of Service / Overseeing group/body / Project Sponsor:**

*"I am satisfied that an equality impact has been undertaken adequately."*

**Signed by (print):** Adrien Waite

**Dated:** TBC

### Guidance notes

**What is an EqIA and why do we need to do it?**

The Equality Act 2010 places a 'General Duty' on all public bodies to have 'due regard' to:

- Eliminating discrimination, harassment and victimisation and any other conduct prohibited under the Act.
- Advancing equality of opportunity between those with 'protected characteristics' and those without them.
- Fostering good relations between those with 'protected characteristics' and those without them.

EqlAs are a systematic way of taking equal opportunities into consideration when making a decision, and should be conducted when there is a new or reviewed strategy, policy, plan, project, service or procedure in order to determine whether there will likely be a detrimental and/or disproportionate impact on particular groups, including those within the workforce and customer/public groups. All completed EqlA Screenings are required to be publicly available on the council's website once they have been signed off by the relevant Head of Service or Strategic/Policy/Operational Group or Project Sponsor.

#### **What are the “protected characteristics” under the law?**

The following are protected characteristics under the Equality Act 2010: age; disability (including physical, learning and mental health conditions); gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; sexual orientation.

#### **What's the process for conducting an EqlA?**

The process for conducting an EqlA is set out at the end of this document. In brief, a Screening Assessment should be conducted for every new or reviewed strategy, policy, plan, project, service or procedure and the outcome of the Screening Assessment will indicate whether a Full Assessment should be undertaken.

#### Openness and transparency

RBWM has a 'Specific Duty' to publish information about people affected by our policies and practices. Your completed assessment should be sent to the Strategy & Performance Team for publication to the RBWM website once it has been signed off by the relevant manager, and/or Strategic, Policy, or Operational Group. If your proposals are being made to Cabinet or any other Committee, please append a copy of your completed Screening or Full Assessment to your report.

#### Enforcement

Judicial review of an authority can be taken by any person, including the Equality and Human Rights Commission (EHRC) or a group of people, with an interest, in respect of alleged failure to comply with the general equality duty. Only the EHRC can enforce the specific duties. A failure to comply with the specific duties may however be used as evidence of a failure to comply with the general duty.

## Stage 1 : Screening (Mandatory)

### 1.1 What is the overall aim of your proposed strategy/policy/project etc and what are its key objectives?

To approve the publication of the draft South West Maidenhead Development Framework Supplementary Planning Document (SPD) for public consultation, along with supporting evidence base documents.

The draft SPD has been prepared to provide clear and specific guidance to help coordinate the development of major sites allocated in the Borough Local Plan in the South West Maidenhead area, and will include design principles, an illustrative framework masterplan, other key requirements and principles for development, and guidance on the provision and delivery of infrastructure that is required as a result of the development.

It does not (and cannot) develop new policy but elaborates on certain policies in the Borough Local Plan. It should be noted that an Equalities Impact Assessment has been undertaken for the Borough Local Plan.

1.2 What evidence is available to suggest that your proposal could have an impact on people (including staff and customers) with protected characteristics? Consider each of the protected characteristics in turn and identify whether your proposal is Relevant or Not Relevant to that characteristic. If Relevant, please assess the level of impact as either High / Medium / Low and whether the impact is Positive (i.e. contributes to promoting equality or improving relations within an equality group) or Negative (i.e. could disadvantage them). Please document your evidence for each assessment you make, including a justification of why you may have identified the proposal as “Not Relevant”.

**Protected  
characteristics**

**Relevance Level**

**Positive/negative Evidence**

Age	Relevant	Medium	Positive	<p>The Borough Local Plan allocates the South West Maidenhead area for major housing and employment development, and for green infrastructure provision. The Borough Local Plan (Submission Version) was subject to an Equality Impact Assessment in 2017 and also subsequently on adoption, which did not identify any negative impacts for any particular group with protected characteristics.</p> <p>The South West Maidenhead SPD develops the policies and requirements set out in the Borough Local Plan. It does not create new policy.</p> <p>Borough Local Plan Policy 'HO2 Housing Mix and Type' recognises that new homes should support the changing needs of individuals and families at different stages of life, and the expectation is that a proportion of new housing should meet the higher accessibility standards of Requirement M4(2) (Building Regulations). The SPD reinforces the need for different housing types and tenures to meet a range of local needs, including a good mix of family housing and flats.</p> <p>The SPD and subsequent more detailed planning applications will highlight the need to provide for a range of different open spaces to meet the needs of different age groups – eg childrens playspace, orchards/community gardens, informal walking areas etc</p>
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<p><b>Disability</b></p>	<p>Relevant</p>	<p>Medium</p>	<p>Positive</p>	<p>The Borough Local Plan allocates the South West Maidenhead area for major housing and employment development, and for green infrastructure provision. The Borough Local Plan (Submission Version) was subject to an Equality Impact Assessment in 2017 and also subsequently on adoption, which did not identify any negative impacts for any particular group with protected characteristics.</p> <p>The South West Maidenhead SPD develops the policies and requirements set out in the Borough Local Plan. It does not create new policy.</p> <p>Borough Local Plan Policy 'HO2 Housing Mix and Type' recognises that new homes should support the changing needs of individuals and families at different stages of life, and the expectation is that a proportion of new housing should meet the higher accessibility standards of Requirement M4(2) (Building Regulations) and also makes provision for a proportion of homes to be of M4(3) standard to meet higher standards for wheelchair users. The SPD reinforces the need for different housing types and tenures to meet a range of local needs, including a good mix of family housing and flats and a proportion of housing that meets the accessibility standards.</p> <p>In addition the SPD will highlight the importance of connectivity by a range of means travel, including the importance of high quality walking and cycling facilities. Provision of high quality walking and cycling provision, particularly of a segregated nature, and</p>
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				providing good connectivity to local facilities in the local centre on the site could be of benefit to those with physical disabilities in particular.
<b>Gender re-assignment</b>	Not relevant			The draft SPD will have no impact on this protected characteristic.
<b>Marriage/civil partnership</b>	Not relevant			The draft SPD will have no impact on this protected characteristic.

<p><b>Pregnancy and maternity</b></p>	<p>Relevant</p>	<p>Low</p>	<p>Positive</p>	<p>The Borough Local Plan allocates the South West Maidenhead area for major housing and employment development, and for green infrastructure provision. The Borough Local Plan (Submission Version) was subject to an Equality Impact Assessment in 2017 and also subsequently on adoption, which did not identify any negative impacts for any particular group with protected characteristics.</p> <p>The South West Maidenhead SPD develops the policies and requirements set out in the Borough Local Plan. It does not create new policy.</p> <p>Borough Local Plan Policy 'HO2 Housing Mix and Type' recognises that new homes should support the changing needs of individuals and families at different stages of life, and the expectation is that a proportion of new housing should meet the higher accessibility standards of Requirement M4(2) (Building Regulations) and also makes provision for a proportion of homes to be of M4(3) standard to meet higher standards for wheelchair users. The SPD reinforces the need for different housing types and tenures to meet a range of local needs, including a good mix of family housing and flats and a proportion of housing that meets the accessibility standards.</p> <p>In addition the SPD will highlight the importance of connectivity by a range of means of travel, including the importance of high quality walking and cycling facilities. Provision of high quality walking and cycling provision, particularly of a segregated nature, and</p>
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				providing good connectivity to local facilities in the local centre on the site could be of benefit to those with young children.
<b>Race</b>	Not relevant			The draft SPD will have no impact on this protected characteristic.
<b>Religion and belief</b>	Relevant	Low	Positive	<p>The Borough Local Plan allocates the South West Maidenhead area for major housing and employment development, and for green infrastructure provision. The Borough Local Plan (Submission Version) was subject to an Equality Impact Assessment in 2017 and also subsequently on adoption, which did not identify any negative impacts for any particular group with protected characteristics.</p> <p>Places of worship are categorised as ‘Community facilities’ and deemed as making a significant contribution to the wellbeing of residents and the sustainability of communities.</p> <p>The draft SPD makes no specific provision for places of worship but does highlight the scope for the provision of a community facility as part of the local centre. This could have scope to accommodate religious meetings as part of a potential multi-functional facility.</p>
<b>Sex</b>	Not relevant			The draft SPD will have no impact on this protected characteristic.

<b>Sexual orientation</b>	Not relevant			The draft SPD will have no impact on this protected characteristic.
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**Outcome, action and public reporting**

<b>Screening Assessment Outcome</b>	<b>Yes / No / Not at this stage</b>	<b>Further Action Required / Action to be taken</b>	<b>Responsible Officer and / or Lead Strategic Group</b>	<b>Timescale for Resolution of negative impact / Delivery of positive impact</b>
<b>Was a significant level of negative impact identified?</b>	No	None. At this time, it is considered that the proposed South West Maidenhead Development Framework SPD is unlikely to have a disproportionate impact on any particular group.	Ian Manktelow	Positive impacts will emerge over the lifetime of the delivery of the development – this is likely to be over a period of at least 10 years
<b>Does the strategy, policy, plan etc require amendment to have a positive impact?</b>	No	None	Ian Manktelow	n/a

If you answered **yes** to either / both of the questions above a Full Assessment is advisable and so please proceed to Stage 2. If you answered “No” or “Not at this Stage” to either / both of the questions above please consider any next steps that may be taken (e.g. monitor future impacts as part of implementation, re-screen the project at its next delivery milestone etc).

**Appendix B – Draft South West Maidenhead Development Framework  
Supplementary Planning Document**

**TO BE ADDED / ATTACHED AS A SEPARATE DOCUMENT**

# Draft South West Maidenhead Development Framework Supplementary Planning Document

FOR PUBLIC CONSULTATION – JULY 2022



# **South West Maidenhead Development Framework Supplementary Planning Document**

## **Contents**

- 1. Introduction**
- 2. Community and Stakeholder Engagement**
- 3. Planning Policy Framework**
- 4. Area Analysis**
- 5. Vision**
- 6. Design and Delivery Principles and Requirements**
- 7. Infrastructure Delivery**

## **Appendices**

**Appendix 1 – Table Illustrating Link Between the Visions, “High Level” Development Principles, BLP Proforma Requirements, and SPD Principles**

**Appendix 2 – Infrastructure Schedule**

**Appendix 3 – Extracts from the Borough Local Plan – Policy QP1b and Proformas for Sites AL13, AL14 and AL15.**



# 1 Introduction

## 1.1 Purpose

1.1.1 This draft Development Framework Supplementary Planning Document (DFSPD) provides a planning, design, and delivery framework for the South West Maidenhead Strategic Placemaking Area (SWMSPA).

1.1.2 It adds detail to the broad principles and requirements set out in the Borough Local Plan (BLP), in particular, as set out in the proformas for site allocations AL13 (Desborough, Shoppenhangers and Harvest Hill Roads, South West Maidenhead), AL14 (The Triangle Site, Maidenhead) and AL15 (Braywick Park, Maidenhead). However, it is important to note that it does not set new policy, nor is it able to change policy in the Borough Local Plan.

1.1.3 This draft DFSPD has been prepared having regard to national and local planning policy, local infrastructure and environmental considerations and community concerns and aspirations. It has been produced by the Royal Borough of Windsor and Maidenhead (“the Council”) in collaboration with the principal landowners and developers within the South West Maidenhead Strategic Placemaking Area, and in consultation with the community and other stakeholders.

1.1.4 The main purposes of the DFSPD are to:

- Explain the planning policy context within which future planning applications will be considered;
- Identify the key constraints and opportunities affecting development within the Place Making Area;
- Set out the vision for future development;
- Establish broad design principles for the Place Making Area, ensuring a high quality, sustainable and coherent development;
- Coordinate land uses, and set out the green infrastructure strategy for the area;
- Define the principal pedestrian, cyclist, and public transport routes;
- Illustrate the above through diagrams and an illustrative framework plan;
- Identify other key principles and requirements for the development of the area; and
- Assess in more detail the infrastructure required to support planned development and provide a delivery framework that will ensure the coordinated delivery of development and necessary supporting infrastructure.

1.1.5 Following public engagement and consultation, this Development Framework will be adopted by the Royal Borough of Windsor and Maidenhead as a Supplementary Planning Document (SPD).

*Draft South West Maidenhead Development Framework Supplementary Planning Document  
for consultation (July 2022)*

1.1.6 Landowners and developers within the South West Maidenhead Strategic Placemaking Area are preparing planning applications for development of their individual land parcels. This DFSPD has a vital role to play in ensuring that these separate planning applications are coordinated, most importantly, in terms of ensuring the timely delivery of the new infrastructure required to support the development, and to ensure a coherent, high-quality scheme overall.

**1.2 Structure of this Development Framework SPD**

1.2.1 The first part of this DFSPD addresses the community engagement undertaken in preparing this SPD (Section 2), the planning policy context (Section 3) and the characteristics of the place-making area (Section 4).

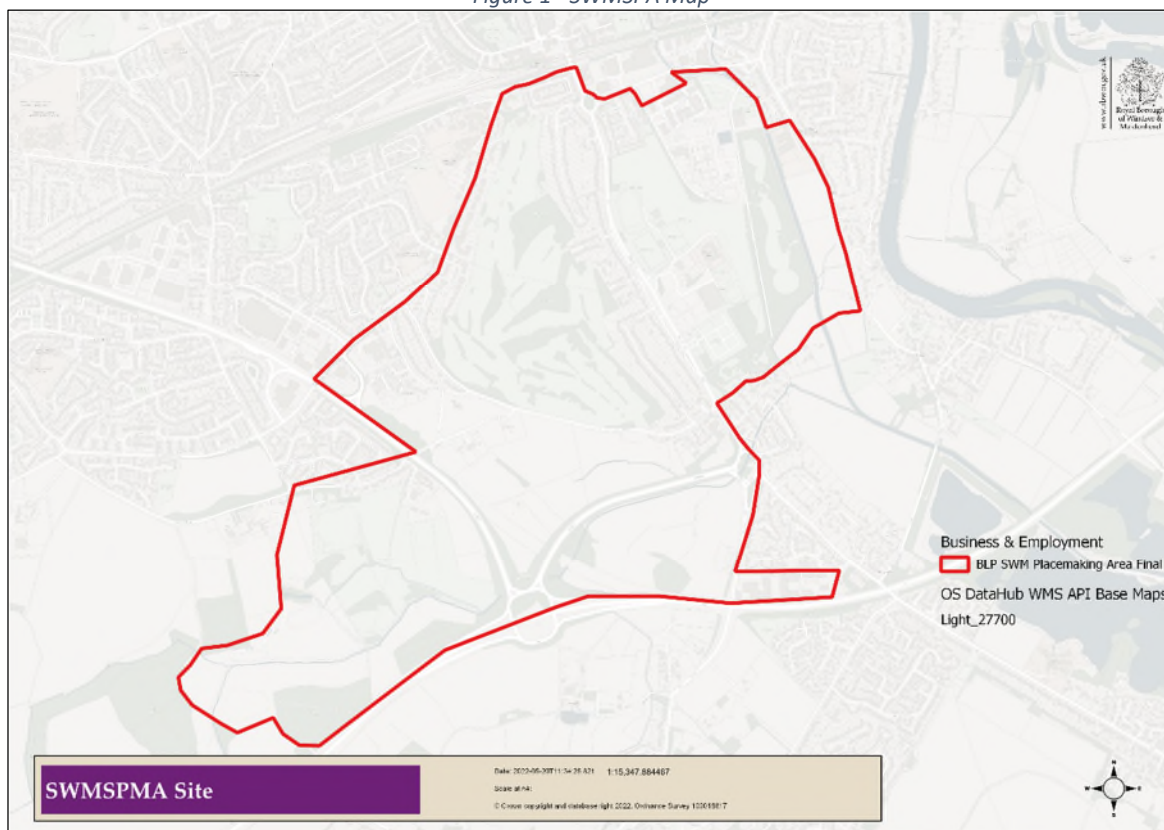
1.2.2 The early community engagement has helped shape the development framework and design principles.

1.2.3 The second part of this DFSPD, sets out the vision for the South West Maidenhead Placemaking Area (Section 5), the development framework, including design principles and framework masterplan (Section 6), and the delivery process, including in relation to infrastructure (Section 7).

**1.3 South West Maidenhead Strategic Placemaking Area**

1.3.1 The SWMSPA is defined on the BLP Policies Map and in Figure 3 of the BLP and is also illustrated in Figure 1 below.

Figure 1 - SWMSPA Map



- 1.3.2 The SWMSPA is in multiple ownerships with both public and private interests represented. The golf course site, north of Harvest Hill Road, is owned by the Council, and the land south of Harvest Hill Road is under the control of a number of different landowners and developers. Together, the land north and south of Harvest Hill Road is allocated in the BLP (AL13) for approximately 2,600 new homes and supporting community infrastructure.
- 1.3.3 The Triangle Site, south of the A308, is allocated for employment uses (site AL14), and Braywick Park is an existing sports and recreation hub, east of Braywick Road (AL15).
- 1.3.4 It should be noted that the SWMSPA includes land beyond the three allocations. This is to recognise the need for new development to consider its surrounding context, and to help ensure that existing and planned development is fully connected.

### Supporting documents and how to respond

- 1.3.5 This DFSPD is accompanied by a Strategic Environmental Assessment<sup>1</sup> (SEA). SEA seeks to ensure that environmental considerations are part of the process of preparing certain plans and programmes.

<sup>1</sup> in accordance with the Environmental Assessment of Plans and Programmes Regulations 2004 (the SEA Regulations)

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for consultation (July 2022)*

- 1.3.6 In order to determine whether an SEA is required of this DFSPD, a SEA Screening Report was produced. This concluded that the SPD is likely to have a significant environmental impact on the surrounding area and will therefore require an SEA in relation to air quality, biodiversity, climate change, cultural heritage, landscape, and material assets. However, the Screening Report also concluded that a Habitats Regulation Assessment (HRA) is not required, as a significant impact of the SPD on any Natura 2000<sup>2</sup> sites can be objectively ruled out at this stage.
- 1.3.7 A consultation statement has also been prepared, setting out how the Council has engaged with local communities and other stakeholders in preparing the SPD and the main issues raised. More details on this can be found in Section 2.
- 1.3.8 The DFSPD is now being published for six-weeks' public consultation, from 6th July to 17<sup>th</sup> August 2022. This is two weeks longer than required by the regulations<sup>3</sup> to reflect the fact that the consultation is being held over the summer holiday period, consistent with the Council's Statement of Community Involvement. During the consultation period, there will be further opportunities for engagement, including at in person and online consultation events. Following the consultation, all comments received will be carefully reviewed and a final version of the SPD will be prepared. It is anticipated that this will be adopted by the Council in Autumn 2022.

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<sup>2</sup> HRA considers the potential adverse impacts of plans and projects on designated Special Areas of Conservation (SACs), classified Special Protection Areas (SPAs) and listed Ramsar sites. This is in accordance with the Habitats Directive and the Birds Directive. SACs, SPAs and Ramsar sites are collectively known as the Natura 2000 network.

<sup>3</sup> [Regulations 11 to 16 of the Town and Country Planning \(Local Planning\) \(England\) Regulations 2012](#)

## 2 Community and Stakeholder Engagement

### 2.1 Process for Community and Stakeholder Engagement

#### **BLP Consultation and Engagement**

- 2.1.1 Community and stakeholder consultation and engagement, in relation to development at South West Maidenhead, began with discussions around the emerging Borough Local Plan. At the pre-submission Regulation 19 stage, the Local Plan allocated land north and south of Harvest Hill Road for residential development, but as separate allocations, and the Triangle site was protected for potential employment needs later in the Plan period.
- 2.1.2 A range of comments and concerns were raised in representations to the pre-submission draft Local Plan, some of which were initially discussed at the Stage 1 Local Plan Examination hearing sessions in June 2018. Following the Stage 1 hearing sessions there was a pause in the Examination process, whilst the Council undertook further work to strengthen the Local Plan policies, in particular to ensure a more comprehensive approach that prioritised placemaking.
- 2.1.3 Hyas were appointed by the Council to prepare a Placemaking Study for South West Maidenhead, to inform the development of a cohesive and comprehensive policy for the area. As part of this work, two Workshops were held in July 2019, with the feedback from these sessions helping to shape the development principles and associated concept proposals.
- 2.1.4 In turn, the Placemaking Study (September 2019) informed revisions to the policy framework for South West Maidenhead. The new policies and associated proforma requirements were published as “Proposed Changes” to the Local Plan, with an opportunity for the local community and other stakeholders to comment.
- 2.1.5 Stage 2 of the Local Plan Examination hearings took place in October-December 2020, with an independently appointed Inspector carefully considering all of the written and oral submissions made in relation to the Plan, its strategy, policies, and site allocations (including as they relate to South West Maidenhead).
- 2.1.6 Following consultation on Main Modifications to the Local Plan (July-September 2021), and receipt of the Final Inspector’s Report in January 2022, the Local Plan was adopted in February 2022.

#### **DFSPD Engagement**

- 2.1.7 In the context of the above, three online public engagement events were held in March and April 2022 to help further in understanding the issues, and to share emerging thinking on the content of the SPD. The events took the form of presentations followed by questions in the chat bar, that were either answered on the night, or had written answers provided on the Council’s website afterwards. The three sessions had three different themes as a focus:

1. Community Needs
2. Connectivity
3. Sustainability and Environment

2.1.8 The questions and comments from the chat bar and written responses from an online response form were gathered together and used to help inform the preparation of this DFSPD. Recordings of the live events were made available on the Council's You Tube channel and there were several hundred viewings of the recordings. Links to all of the above can be found on the Council's website via the following link - <https://www.rbwm.gov.uk/home/planning/planning-policy/non-development-plan/placemaking/placemaking-and-south-west-maidenhead>

## **2.2 Community Key Issues from DFSPD Engagement**

2.2.1 There were a wide range of comments received through this engagement across a large number of themes, prompted by the different themes for each session. However, the greatest level of feedback and comment related to environmental issues including:

- Concern in relation to loss of wildlife on the site
- Concern in relation to the ability to deliver biodiversity net gain
- Loss of trees (and implications for pollution and climate change mitigation)
- Conflicts with the Climate Environment Strategy
- Development needs to be carbon neutral and use renewable sources of energy
- Loss of Green Belt land around Maidenhead
- Concerns about the control of air pollution and odours during construction
- Concerns about flooding on the Triangle site
- Not clear how site can be delivered as sustainable development as defined in the National Planning Policy Framework

2.2.2 Some other notable themes in relation to other matters, included:

- Concerns regarding the maximum height of the apartment blocks that are likely to be on the site
- Concern for housing affordability and housing mix
- Lack of infrastructure to support the development
- Increased traffic volumes
- Improvements to public transport service needed
- Concern about the road access points and parking
- Need for large amount of social and adaptable housing
- More green open space required for mental health
- Community youth centre provision is needed
- Need for healthcare provision

- 2.2.3 A consultation statement setting out the engagement undertaken, not just with the public but also with other agencies and with developers, will be published when this draft SPD is published for consultation.

## 3 Planning Policy Framework

This SPD elaborates on the principles and high-level policy set out in both national and local planning policy documents. The policies and guidance most relevant are summarised below.

### 3.1 National Policy

3.1.1 The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these should be applied. It includes a range of high-level policies relating to sustainable development, transport, housing, the economy, design, the environment, and health. The importance of good design and placemaking is expressed throughout the document and is recognised as a key aspect of sustainable development.

3.1.2 The NPPF<sup>4</sup> also:

- emphasises that the delivery of high quality, beautiful and sustainable buildings and places is fundamental to what the planning process should achieve.
- states that plans should set out a clear design vision so that applicants have clarity on what is likely to be acceptable and they also reflect local communities' aspirations.
- Encourages design guides to be prepared at an area-wide, neighbourhood or site-specific scale, either as part of a plan or as supplementary planning documents.
- Supports early engagement on development proposals, so that issues around infrastructure and housing delivery can be resolved at the pre-application stage.
- Seeks measurable net gains for biodiversity.
- States that proposals should pursue opportunities to promote walking, cycling and public transport use.

3.1.3 The NPPF recommends that Local Planning Authorities make appropriate use of tools for assessing and improving the design of development, including Building for a Healthy Life (BHL, 2020). BHL is the latest edition of Building for Life 12, England's most widely used design tool for creating places that are better for people and nature. BHL can be seen as a 'golden strand' running through the development and planning process and its considerations should be embedded into Local Plans, SPDs and site-specific briefs. It can be used to set expectations for new developments and

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<sup>4</sup> NPPF 2021, section 12

works best when it is used at the inception of a scheme rather than after or towards the end of the design process. It uses a traffic light system to highlight examples of good practice (green), poor practice (red) and in between (amber).

- 3.1.4 Another tool is the National Design Guide, which was published by the Ministry of Housing, Communities and Local Government (now known as Department for Levelling Up, Housing and Communities) in 2021. The National Design Guide, and the National Model Design Code and Guidance Notes for Design Codes illustrate how well-designed places that are beautiful, healthy, greener, enduring, and successful can be achieved in practice. Design Codes are a set of illustrated design requirements that provide specific, detailed parameters for the physical development of a site or area.

## **3.2 Local Policy**

- 3.2.1 The RBWM Borough Local Plan 2013-2033 (BLP) was adopted in February 2022. The BLP provides a framework to guide development in the Royal Borough to 2033, including a spatial strategy and policies for managing development. Policy QP1b (South West Maidenhead Strategic Placemaking Area) within the BLP designates this area as the focus for a significant proportion of the Borough's housing, employment and leisure growth during the Plan period and adds that it should be delivered as a high quality, well connected sustainable development. The Policy (copied in full at Appendix 3) contains a set of key principles and requirements, including:

- a co-ordinated and comprehensive approach to development of the area to avoid piecemeal or ad-hoc proposals
- Creation of a distinctive, high quality new development
- Provision of the necessary infrastructure ahead of or in tandem with the development
- Provision of a balanced and inclusive community
- Measures to minimise the need to travel and improved connections
- Green infrastructure, biodiversity net gain
- Measures to reduce climate change and environmental impacts

- 3.2.2 The supporting text for Policy QP1b includes a schematic Framework Plan and Plan Key (Figures 3 and 4 of the BLP). These were produced for the SWM Placemaking Study (October 2019) and are indicative only. Indeed, it should be noted that the 'red edge' boundary shown on the Framework Plan is slightly different to that on the Adopted Policies Map, and it is the latter that is correct. The proposed new illustrative Framework Plan (see section 6 of this DFSPD) has a boundary that is consistent with the Adopted Policies Map.

- 3.2.3 The placemaking area contains three allocations, AL13), AL14 and AL15. Each of these allocations has its own proforma in Appendix C of the BLP (attached at Appendix 3 of this DFSPD, for ease of reference). The proformas set broad development parameters and will help to guide the design and delivery of the sites. A summary of the proforma requirements is provided below:



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Site ref.	Uses	Area (ha)	Requirements
AL13	Approx. 2,600 homes, educational, open space, community / retail uses	89.93	20 requirements, including creation of two distinct neighbourhoods.
AL14	General industrial / warehousing uses	25.7	32 requirements. Not all of site will need to be developed for employment.
AL15	Strategic Green Infrastructure site	54.1	11 requirements. Emphasis on provision of links to surrounding areas

3.2.4 The BLP includes many policies that are relevant to this SPD, including:

- SP2 – Climate Change
- QP1 – Sustainability and Placemaking
- QP2 – Green and Blue Infrastructure
- QP3 – Character and Design of New Development
- QP3a – Building Height and Tall Buildings
- HO1 – Housing Development Sites
- HO2 – Housing Mix and Type
- HO3 – Affordable Housing
- ED1 – Economic Development
- TR1 – Hierarchy of Centres
- TR5 – Local Centres
- NR1 - Managing Flood Risk and Waterways
- NR2 - Nature Conservation and Biodiversity
- NR3 - Trees, Woodlands, and Hedgerows
- As well as others relating to environmental protection and infrastructure.

3.2.5 It is important to note that this SPD provides more detailed guidance to supplement the Local Plan Policy QP1b, but it cannot change the BLP policies.

3.2.6 Policy HO1 provides for 14,240 dwellings in the Plan period up to 2033 and allocates a number of sites, including AL13. The proforma for AL13 is part of Policy HO1 and therefore has full policy weight. However, HO1 adds that in meeting the proforma requirements, flexibility may be applied to allow for changes in circumstance or to enable alternative solutions that would deliver the same (or better) planning outcomes.

3.2.7 Policy HO2 sets out that an appropriate mix of dwelling types and sizes should be provided, in accordance with the evidence in the Strategic Housing Market Assessment (SHMA) 2016, unless an alternative mix is appropriate. Many of the sites delivered in the Borough (and particularly in Maidenhead) since 2013 have been urban sites that are best suited to high density flatted schemes. There is an opportunity to provide an appropriate mix of family housing and flats on the South West Maidenhead site in order to achieve a mixed community, although the Council

is also mindful of the need to deliver 2,600 homes overall on the site, in accordance with the BLP. HO2 also sets out a requirement that on greenfield sites of 100 or more net new dwellings, 5% of the market housing should be provided as fully serviced plots for custom and self-build dwellings.

- 3.2.8 Policy ED1 identifies the Triangle site AL14 for new industrial and warehousing space but adds that due to flood risk and other constraints, not all of the site will be developed for employment purposes. ED1 adds, in clauses 8 and 9, that given the shortage of industrial space in the Borough and limited scope to allocate new sites, the priority (across RBWM) should be to deliver smaller 'flexible' units that meet the needs of the Borough's firms, with mezzanine floors where possible above industrial units. Clause 10 states that at the Triangle site, larger units (e.g., B8 distribution units) will only be permitted where they are required to secure the delivery of a mix of units as part of a comprehensive scheme, with a high standard of design to reflect the 'gateway' nature of the site.
- 3.2.9 The Borough Local Plan was supported by a detailed evidence base. A [Placemaking Study](#) for South West Maidenhead was prepared by consultants Hyas, and this was published in 2019 and informed Policy QP1b and the proformas for AL13-15. Two stakeholder workshops were held in July 2019 to inform the study. A wide range of other evidence base documents were produced for the BLP, including Sustainability Appraisal, Habitats Regulation Assessment (including air quality), Green Belt analysis, Strategic Housing Market Assessment (SHMA), Housing and Economic Land Availability Assessment (HELAA), Strategic Highways Modelling, Infrastructure Delivery Plan (IDP), Tall Buildings Strategy, Strategic Flood Risk Assessment and Viability.
- 3.2.10 With regards to other Local Plans, the Council is preparing a Joint Central and Eastern Berkshire (JCEB) Minerals and Waste Plan with Wokingham, Bracknell and Reading Councils. This is at an advanced stage of production and is expected to be adopted later in 2022. Once adopted, it will supersede the existing Minerals Local Plan 1997/2000 and Waste Local Plan 1998. Amongst other things, the JCEB Minerals and Waste Plan encourages the prior extraction of sand and gravel deposits when this is viable and practicable within Minerals Safeguarding Areas (MSA) as part of large development proposals. The proforma for site AL13 requires that a minerals assessment is undertaken to assess the viability and practicality of prior extraction of minerals.

### **3.3 Supplementary Planning Documents**

- 3.3.1 In June 2020, the Borough Council adopted the Borough Wide Design Guide as a Supplementary Planning Document. This supports the BLP policies by setting out in detail what the Council considers to be design excellence in the Royal Borough. Developers are expected to take the Design Guide into account when designing new development proposals in the Borough. It will also be used by development management officers in assessing future planning applications at South West

Maidenhead. The SWM SPD does not, therefore, seek to repeat this detailed design guidance.

- 3.3.2 Several other SPDs are expected to be produced and adopted to support the Borough Local Plan, including a Building Heights and Tall Buildings SPD, a Sustainability and Climate Change SPD, a Parking SPD and an Affordable Housing and Planning Obligations SPD. The Building Heights and Tall Buildings SPD is likely to be published for consultation towards the end of the Summer 2022 and adopted by around the end of the year. It is anticipated that work on the other SPDs will commence later in 2022.

### **3.4 Other Relevant RBWM Plans and Strategies**

- 3.4.1 In addition to the BLP, its evidence base, and other SPDs, there are several other plans and strategies relevant to this SPD. In February 2021, the Council adopted the Environment and Climate Strategy 2020-2025, and in March 2021, a Position Statement on Sustainability and Energy Efficient Design was published as a material consideration in the determination of planning applications. The Position Statement sets out the requirements which will be sought on new developments in order to deliver on the requirements set out in the NPPF, national and local commitments towards climate change and the Council's Environment and Climate Strategy. Amongst other things, it requires that all development shall be net-zero carbon unless this would not be feasible.

- 3.4.2 Other relevant RBWM corporate strategies include:

- Corporate Plan (2021-26)
- Housing Strategy (2020-2025)
- Biodiversity Action Plan
- Local Cycling and Walking Infrastructure Plan (LCWIP)
- Bus Service Improvement Plan

## **4 Area Analysis**

### **4.1 Introduction**

- 4.1.1 This section of the SPD sets out the context, constraints and existing uses of the SWMSPA, with an analysis of the strengths, weaknesses, opportunities, and threats associated with development within the area.
- 4.1.2 The site analysis has been primarily informed by work undertaken by Hyas during the production of the South West Maidenhead Placemaking Study, which was prepared against the policies in the submission version of the BLP. Further studies and assessments have also been completed by the promoters and landowners of the sites that make up the SWMSPA.
- 4.1.3 However, further analysis and assessment of the various sites within the SWMSPA will be required at the planning application stage. It should be noted that this is a high-level study and some of the details provided within the SPD may develop and evolve following further work.

### **4.2 Context and Existing Land Uses**

- 4.2.1 The SWMSPA is a large area of land to the south-west of Maidenhead railway station, extending from the railway line southwards to the M4.
- 4.2.2 The land is currently used for a mix of open space, leisure, residential and employment activities. The area includes at its most northerly point, the Courtlands Estate, a housing estate comprising buildings up to 5-6 storeys in height. A large part of the northern and central part of the site comprises Maidenhead Golf Course, with Braywick Park and Ockwells Park forming two separate, significant green open spaces to the east and south-west of the SWMSPA respectively. The Triangle site in the south of SWMSPA is an undeveloped site bounded by the A308(M), Ascot Road and the M4 motorway.

### **4.3 Landscape Character and Views**

- 4.3.1 Maidenhead is renowned for being a green town with leafy approaches benefitting from the rich landscape backdrop of the Thames Valley to the east and north, the Chilterns margins to the north-west and wider open countryside to the west and south.
- 4.3.2 The key characteristics of the SWMSPA are a diverse rural landscape with mixed farmland, remnant woodland areas and copses including some of ancient origin. There are historic designed landscapes with mature parkland trees and rural lanes with grass verges, ditches, and hedgerows, along with vernacular building forms with red brick, timber frames and weatherboard details with brick boundary walls of manor estates and numerous footpaths and bridleways.

#### **4.4 Ecology**

4.4.1 Bray Meadows Site of Special Scientific Interest (SSSI) is located to the east of the Braywick Park allocation AL15. Great Thrift Wood SSSI is just outside of the SWMSPA area. There are also several Local Wildlife Sites (LWS) and Local Nature Reserves (LNR) within and close to the area, including The Gillet LNR (near the railway station), Braywick Park LNR and LWS and Ockwells Park LNR.

4.4.2 Biodiversity mitigation measures will be required and assessed through the planning applications process.

#### **4.5 Trees and Hedgerows**

4.5.1 There are Tree Preservation Orders in place across the SWMSPA, including along the western boundary near Shoppenhangers Road. Towards the south of the site, there are several large TPO areas that cover most of the land within AL13 that lies to the south of Harvest Hill Road.

4.5.2 There are also several large mature groups of trees between the fairways on Maidenhead Golf Course, including the ancient woodland of Rushington Copse. There is some broadleaved woodland along the eastern edge of the AL13 site. There is also a tree copse on the Triangle site, which is a potential ancient woodland, a matter that will be investigated further. In addition, there are tree belts along the motorways in this area.

#### **4.6 Conservation and Heritage**

4.6.1 There are several heritage designations on or near the SWMSPA. For example, there is the Grade II listed 'Clocktower' approximately 280m to the northeast of the AL13 site at Maidenhead Railway Station. The Sustainability Appraisal produced for the BLP did not anticipate that there would be any impact on this asset, particularly as the elevated railway at Maidenhead Railway Station prevents views to the development.

4.6.2 Approximately 70m south of AL13, on the south side of the A308(M) within the AL14 site, there is 'Mesolithic site, Moor Farm, Holyport', a monument scheduled under the Ancient Monuments and Archaeological Areas Act 1979. The site proforma for AL14 requires that the development retain, conserve, and enhance the setting of this scheduled ancient monument.

*Figure 2 - Mesolithic site, Moor Farm, Holyport, Bray Wick*



*(Modern Ordnance Survey mapping: © Crown Copyright and database right 2018. All rights reserved. Ordnance Survey Licence number 100024900.)*

#### **4.7 Access, Transport and Movement**

- 4.7.1 Several key local roads into Maidenhead Town Centre run through the area which is well located in relation to the A404(M), A308(M) and the M4.
- 4.7.2 Development in the SWMSPA will need to address the impacts of the development including tackling congestion, improving connectivity and permeability north-south and east-west, particularly for pedestrians and cyclists through the area and into the surrounding town and local communities. The northern part of the SWMSPA adjoins the Maidenhead Town Centre Air Quality Management Area (AQMA) and, as development in such proximity to the AQMA may worsen emissions in the area, mitigation measures such as designing for greater walking and cycling and enhanced public transport should be maximised to reduce negative impacts on air quality.
- 4.7.3 North-south connections are currently provided by the existing road corridors of Shoppenhangers Road and Braywick Road. Opportunities for accommodating bus or cycle lanes will need to be investigated further. Further south, the AL14 site (allocated for industrial and warehousing uses) is separated from the AL13 housing allocation by the A308(M).
- 4.7.4 East-west connections from the SWMSPA out to adjoining areas, especially Braywick Park and south-west to Ockwells Park are currently limited.

#### **4.8 Flood Risk**

- 4.8.1 The AL13 part of the SWMSPA is completely within Flood Zone 1, according to the Flood Map for Planning 2020. The development passes the Sequential Test for allocation for residential and educational facilities use as no sites at lower risk are reasonably available.
- 4.8.2 About 36% of AL14 is in Flood Zone 1, with 27% in Flood Zone 2 and about 37% in Flood Zone 3 (Flood Map for Planning 2020). The BLP Inspector concluded, in her final report, that as industrial development is a less vulnerable use, the Triangle site passes the sequential test, and this is appropriate in Flood Zones 2 and 3a. Policy NR1 of the BLP also confirms that the sequential test is not required for sites allocated for development. Moreover, it is not necessary to build upon the entire allocated site to deliver the quantum of industrial floorspace required by the Plan. The evidence base for the Triangle site is still being developed, particularly in relation to flood risk.

#### **4.9 Ground Conditions**

- 4.9.1 The land in the SWMPA has a range of topographies, but generally slopes up towards the centre. Most of the land is classed as Grade 4 agricultural land. The AL13 site lies within a mineral safeguarding area and there are expected to be sand and gravel deposits beneath the ground.
- 4.9.2 As the placemaking area is predominantly greenfield land, there is not expected to be any issues with contamination, although the Council's GIS records indicate that there may be potential contamination issues with some already developed parts of the wider area, including within AL15 and close to the Holiday Inn on Manor Lane.

#### **4.10 Services and Amenities**

- 4.10.1 There are several existing schools within or near the SWMSPA, including Oldfield Primary School, Braywick Court School, Larchfield Primary and Nursery School, and Desborough College. The IDP produced for the BLP identified a need for a new 4 form entry primary school and a new 7 form entry secondary school on the AL13 site and these are a requirement of the BLP site proforma.
- 4.10.2 There are several doctor's surgeries in the vicinity of the site, with the nearest being the Ross Road Medical Centre. There are other GP surgeries within the town centre. The IDP notes that the existing health infrastructure is under increasing pressure due to a rise in population, demographic factors, and the inadequacy of some of the surgery buildings which are outdated and are no longer fit for purpose. There may be an opportunity within the proposed Local Centre for a new medical facility to replace some of the existing GP surgeries close to the site.
- 4.10.3 Thames Valley Police (TVP) have an aspiration for a 'touchdown office' in the SWMSPA to reinforce the visibility of policing in the new community.

4.10.4 With regards to sports and community facilities, Braywick Park contains a range of sporting facilities. A new Leisure Centre has recently opened within Braywick Park, replacing the Magnet Centre. There are three libraries close to the site, Maidenhead Library, Boyn Grove Library and Cox Green Library. The Green Lane allotment site is on the north-eastern edge of the SWMSPA.

#### **4.11 Utilities**

4.11.1 Maidenhead Wastewater Treatment Works is located to the east of the SWMSPA and has a catchment that covers all of the town. The Council and Thames Water signed a Statement of Common Ground in 2020 in relation to the Borough Local Plan. It was agreed that whilst there are no proposed upgrades to Maidenhead Sewage Treatment Works (STW) in the 2020-25 period, the proposed levels of growth can be accommodated. It added that the capacity of the STW will be continually monitored as growth comes forward and that should upgrades be necessary, they will be put in place in time to support the scale of development planned in the BLP, including in Maidenhead.

4.11.2 The Licensed Electricity Distribution Network Operator (DNO) for the Borough is Scottish and Southern Energy Power Distribution (SSEPD). Cadent, formally National Grid Gas Distribution Limited is the gas network strategic infrastructure provider for the Borough. Electric and gas network operators have a legal duty to respond to requests for new supplies, and it is not anticipated that there would be any constraints in terms of the provision of such utilities for the South West Maidenhead development.

#### **4.12 Noise, Vibration and Air Quality**

4.12.1 The northern edge of the SWMSPA adjoins the Maidenhead Air Quality Management Area (AQMA). Whilst not within the AQMA, development in such proximity to the AQMA may exacerbate emissions in the area. The Sustainability Appraisal (SA) found that whilst there might be a minor negative impact on air and noise pollution, the promotion of non-car travel would help to reduce transport related emissions.

4.12.2 However, the Habitats Regulation Assessment (HRA) was updated in March 2020, and this assessed the impact of the development within the Proposed Changes version of the BLP. As part of the air quality appropriate assessment, Ricardo Energy & Environment undertook further analysis and this work concluded that there would be no adverse impact on the site integrity of any European site due to changes in air quality. The Ricardo report, appended to the HRA document, also concluded that whilst there would be some increase in concentrations of pollutants at receptor points, no relevant locations (including areas assigned as AQMAs) were at risk of exceeding the national Air Quality Objectives in 2033 for scenarios containing the Proposed Changes Plan development.



4.12.3 The SEA/HRA Screening Document produced for this SPD states that “There is likely to be scope within the site to ensure new residents are situated away from major sources of air pollution, such as roads, through careful design and layout and the use of GI [Green Infrastructure] buffers...”.

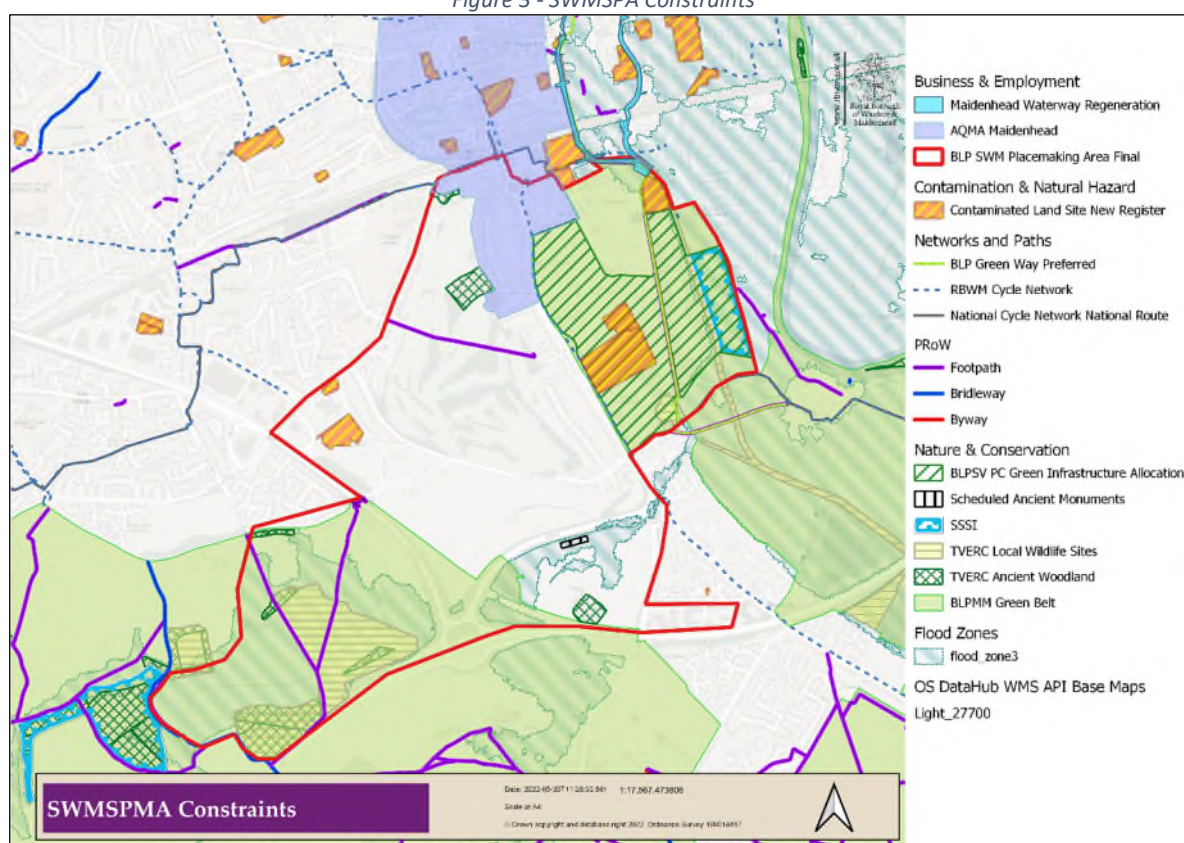
4.12.4 Approximately 400m east of Braywick Park is a licensed waste site which includes the Braywick Recycling and Refuse Centre. There is also an inert waste recycling site to the western end of Kimber’s Lane, adjacent to the A404(M).

4.12.5 The southern areas of the SWMSPA are also adjacent to the A404(M) and A308(M). It may be the case that those parts of the site closest to these roads may be adversely affected by noise and air quality issues. This will need to be looked at in more detail, and appropriate noise mitigation measures provided should they be needed at the planning application stage.

### 4.13 Strengths, Weaknesses, Opportunities and Threats (SWOT)

4.13.1 Figure 3 below shows some of the key constraints present in the SWMSPA<sup>5</sup>.

Figure 3 - SWMSPA Constraints



<sup>5</sup> The status of the woodland on the AL14 site is to be investigated further.

- 4.13.2 Building on the initial work undertaken by HYAS for the SWM Placemaking Study (2019), the section below sets out a summary of the strengths, weaknesses, opportunities, and threats for the SWMSPA.
- 4.13.3 The main **strength** of the area is that it has very good accessibility, located immediately south of the town centre and railway station, with access to the Elizabeth Line and strategic roads, including the M4, the A308(M) and A404(M). It has good proximity to existing assets and facilities, including those in the town centre and open spaces/leisure.
- 4.13.4 With regards to **weaknesses**, the roads within and surrounding the area act as barriers to connectivity, as well as limiting access e.g., to open space at Ockwells Park and Braywick Park. It currently has poor connectivity, particularly for pedestrians.
- 4.13.5 Turning to **opportunities**, the scale of development requires a new approach to the design and delivery of the area in order to create a new character in this area and attract new investment and new residents to support local services and enable the provision of new businesses. Furthermore, a co-ordinated approach to development will support delivery of renewables and low carbon living at scale. There are also opportunities for the delivery of innovation in green buildings, walkable neighbourhoods, pedestrian and cycle priority, shared facilities to make efficient use of land and public transport provision, biodiversity net gain and the building of mixed and balanced communities.
- 4.13.6 Finally, turning to **threats**, the size and capacity of the area will likely require higher densities, with pressure on green space, trees and environmental impacts that will need to be mitigated. The development could result in some pressure on existing facilities and infrastructure in the town, including on the highway network, and again this will require mitigation.
- 4.13.7 The policies in the Borough Local Plan, supported by the guidance in this SPD, help to ensure that both the issues and the opportunities associated with development in the SWMSPA can be fully addressed through the planning applications process.

## 5 Vision

### 5.1 The Vision

5.1.1 The adopted Borough Local Plan (2022) sets out a spatial vision for the Borough (BLP, page 18), and a series of related objectives (BLP, pages 19-22). Important themes include:

- Protecting and enhancing the special qualities of the Borough's built and natural environments
- Promoting sustainable development and high-quality design
- Making effective and efficient use of land
- Ensuring necessary new infrastructure is delivered alongside development
- Providing jobs and homes for residents, in a safe, healthy and sustainable environment

5.1.2 Within this broad context, Policy QP1b – South West Maidenhead Strategic Placemaking Area (SWMPA (referred to as SWMSPA elsewhere within this SPD)), presents a Vision specifically for South West Maidenhead. This Vision states the following:

*“SWMPA will be an area that fulfils a variety of roles for both the local area and Maidenhead as a whole. The provision of infrastructure and other functions will contribute in a number of ways to a more sustainable, more distinctive and more desirable part of town.*

*A sense of place and distinctiveness will emerge in different ways across the SWMPA. Maidenhead is renowned for being a green town with leafy approaches benefitting from the rich landscape backdrop of the Thames Valley to the east and north, the Chilterns margins to the north-west and wider open countryside to the west and south. Retaining the existing trees and landscape buffers along the strategic road corridors at the southern end of the SWMPA will maintain the sense of leafy enclosure and new residents will benefit from improved access to and integration with the significant green spaces of Ockwells Park and Braywick Park as well as new and improved blue infrastructure. New and existing communities alike will live a greener existence among a flourishing network of green streets and spaces which will accommodate biodiversity and people harmoniously.*

*In 2019 the Council committed the Royal Borough of Windsor and Maidenhead to become carbon neutral by 2050. This challenging commitment will require a proactive approach by many parties, including the residents of Maidenhead. As new communities become established, more sustainable patterns of living will become enshrined to enable new residents to instinctively choose to reduce their environmental impact. The choice to live in South West Maidenhead will be a choice to live more sustainably and with this will come the opportunity to live better, more sociable, more connected and healthier lives.”*

- 5.1.3 The vision for SWMSPA has been translated into a series of policy principles and requirements (Policy QP1b (5)), with further site-specific requirements included in the site proformas for AL13, AL14 and AL15. The table at Appendix 1 shows the relationship between the Vision for the SWMSPA, the policy principles and requirements set out in Policy QP1b (5), and the site-specific requirements set out in the three relevant site proformas. The site proforma requirements are attached in full at Appendix 3.

## 6 Design and Delivery Principles and Requirements

### 6.1 Introduction

6.1.1 Drawing on the context and analysis in earlier sections, this section sets out:

- An Illustrative Framework Masterplan for the area
- Design Principles for development in the South West Maidenhead area
- Other Delivery Principles and Requirements

6.1.2 The SWMSPA incorporates a variety of sites, uses, and characters. The DFSPD coordinates the holistic design of the place in a comprehensive way to avoid piecemeal or isolated parts of development and coordinate strategic green infrastructure. Overall, development proposals across South West Maidenhead must adhere to the following key overarching design principles:

#### **Overarching Design Principles**

- Ensure a holistic approach to the design of the place in a comprehensive way to avoid piecemeal or isolated parts of development and coordinate strategic green infrastructure.
- Create distinct neighbourhoods, which are walkable in size and organised around centres of activity which include a mix of uses.
- Include a varied residential character and a mix of housing types that can contribute to creating legibility and a sense of place.
- Provide a vibrant local centre that is legible, distinct and easily accessible from surrounding development promoting the use of local facilities and facilitating more sustainable lifestyles.
- Set new development within high quality public realm and open spaces, including suitable provision for landscape, ecology and biodiversity.
- Ensure that development is designed to incorporate measures to adapt to and mitigate climate change, including the delivery of net zero carbon development on site where this is feasible.

*BLP Links: QP1b, AL13, AL14, AL15, QP1*

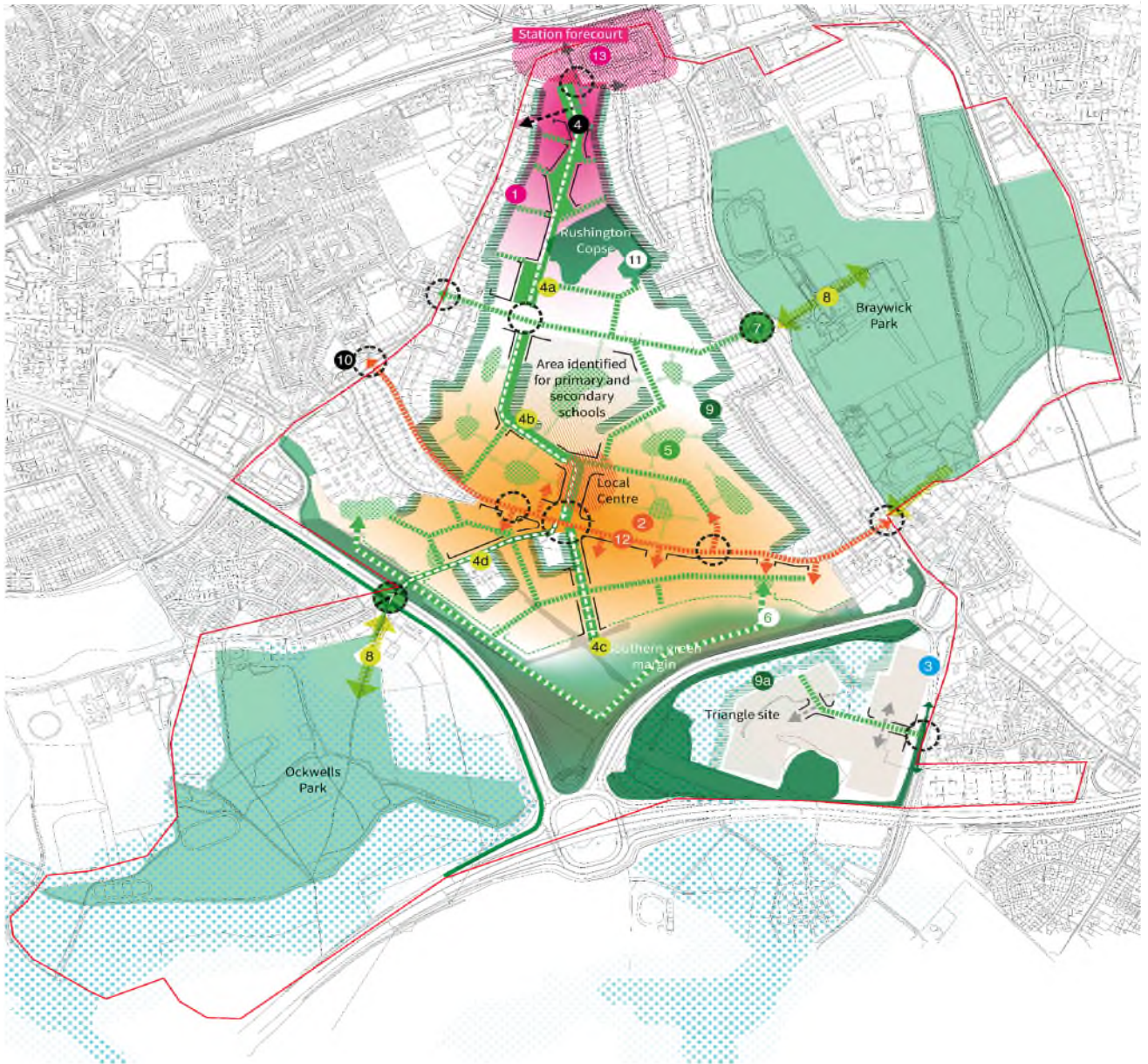
*Other Links: Corporate Plan*

6.1.3 The key principles within this section of the DFSPD are set out in boxes, with further supporting detail provided below. References are made to relevant policies in the Local Plan, including the policy requirements in the proformas for sites AL13, AL14 and AL15 that are set out in Appendix C of the Local Plan. It is important to note that the principles set out below are to be read alongside the requirements of the proformas – they do not replace the proforma requirements but may add detail and potential approaches to delivery.











## **6.2 Illustrative Framework Plan**

- 6.2.1 The preparation of an Illustrative Framework Plan draws together the various influences on the study area to set out an approach that can guide future delivery.
- 6.2.2 The Illustrative Framework Plan (Figure 4) provides an illustration of how key design principles may come together across the Placemaking Area. It is not intended to represent a masterplan for the area. The illustrative block form and other supporting design information is intended to provide the context for communicating the key principles. Further masterplan design work will be necessary to determine the layout of development in each area and through this subsequent process, greater understanding of constraints may result in a variety of block arrangements and relationships between open space, streets and development.

Figure 4 - Illustrative Framework Plan


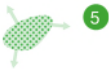







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	<p>The northern neighbourhood comprises a low traffic, high density development near to the station and the town centre. Development block form is arranged as a regular grid to provide direct access to the green spine as the location of open space in the neighbourhood and the main way of moving around by bike or by foot. Vehicular access is provided away from the green spine where possible.</p>
  	<p>The Harvest Hill neighbourhood includes residential areas to the north and south of Harvest Hill Road and is focussed around the school and local centre located in the southern part of the golf course site.</p>
	<p>The Triangle site lies to the south of the A308(M). It comprises solely employment use but is arranged to encourage access by bike and by foot, and as an attractive means of travel for those working in this location and wanting to access other parts of the south west of Maidenhead outside of work time and by sustainable means. The developable area will be defined by flood and other constraints for which more investigation needs to be carried out (determined at planning application stage). Development layout should be able to accommodate a range of employment units including smaller business units to support the local economy and a diversity of operators. Internal arrangement of employment units should be considered with regards to the street scene and creating a high quality and safe public realm suitable for use by pedestrians and cyclists. Offices, ancillary uses, and smaller business units can contribute to an active elevation along key routes into and around the site, and HGV circulation and docking would be more appropriately accommodated away from the main public realm areas.</p>
 	<p>The green spine forms a legible continuous route connecting north to south at all times, prioritising pedestrian, and cycle movement through the provision of a segregated pedestrian and cycle route of no less than 4m wide where combined (or minimum 2.5m bi-directional cycle route and 1.5m pedestrian route if separate). Different parts of the green spine will include different modes of transport.</p>
	<p>The green spine in the northern neighbourhood is the primary sustainable movement corridor with direct sight lines towards the town centre, landmarked along its length by building frontage and public realm features. The green spine includes a variety of formal open spaces along its length.</p>
	<p>To the north of the Harvest Hill neighbourhood the green spine is multi-functional providing a means of sustainable movement as well as ecological connectivity. Vehicular access is routed alongside the spine in this development area, but additional open space is located within residential areas, accessible from the green spine.</p>
	<p>To the south of Harvest Hill Road, the green spine performs an ecological and movement function. It should be designed to encourage people to access the local centre by sustainable means as an easy choice for walking and cycling.</p>





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	<p>Pedestrian and cycle improvements and coordination of built frontage (fronting onto Kimbers Lane from both sides) and planting help improve safety and the attractiveness of the link along Kimbers Lane to Ockwells Park.</p>
	<p>Throughout the Harvest Hill neighbourhood green space for recreation and for wildlife is integrated throughout the development and includes pocket parks, small greens, retained woodland and hedgerows. These spaces create a network of green infrastructure and should be well connected in a legible and permeable way to the green spine.</p>
	<p>The southern green margin contributes to biodiversity gain across the south west Maidenhead area and as an ecological facility should be connected to the wider network of wildlife corridors and habitats. Some public routes linking east to west can be provided through this area and development fronting it from the north should create a positive relationship with the edge of the green margin which slopes away to the south.</p>
	<p>The junction on Braywick Road at the Braywick Leisure Centre entrance and the footbridge over the A404(M) providing a route to Ockwells Park should both be improved to provide more legible and easy to access routes to these significant areas of green space and leisure facility. Opportunities to create ecological continuity at the crossings should also be explored bearing in mind both ground and airborne wildlife.</p>
	<p>Braywick and Ockwells parks provide important strategic green spaces and leisure facilities for the whole of Maidenhead and improvements to the access points from the south west Maidenhead area, not only serve the residents of the new development but help in connecting existing communities to these regional facilities including to future schools. They may also provide the opportunity for enhancements to biodiversity, but careful consideration should be given to the compatibility between this and the important recreational role these parks have.</p>
	<p>Retained existing planting and new planting along the rear of neighbouring properties to the site can contribute to connectivity for wildlife benefit.</p>
	<p>Planting can be used to screen large employment buildings where these do not provide a significant value in forming a gateway on the approach by road from the south. Building location and form (to be determined at planning application stage) may determine where, and to what extent, planting is required.</p>

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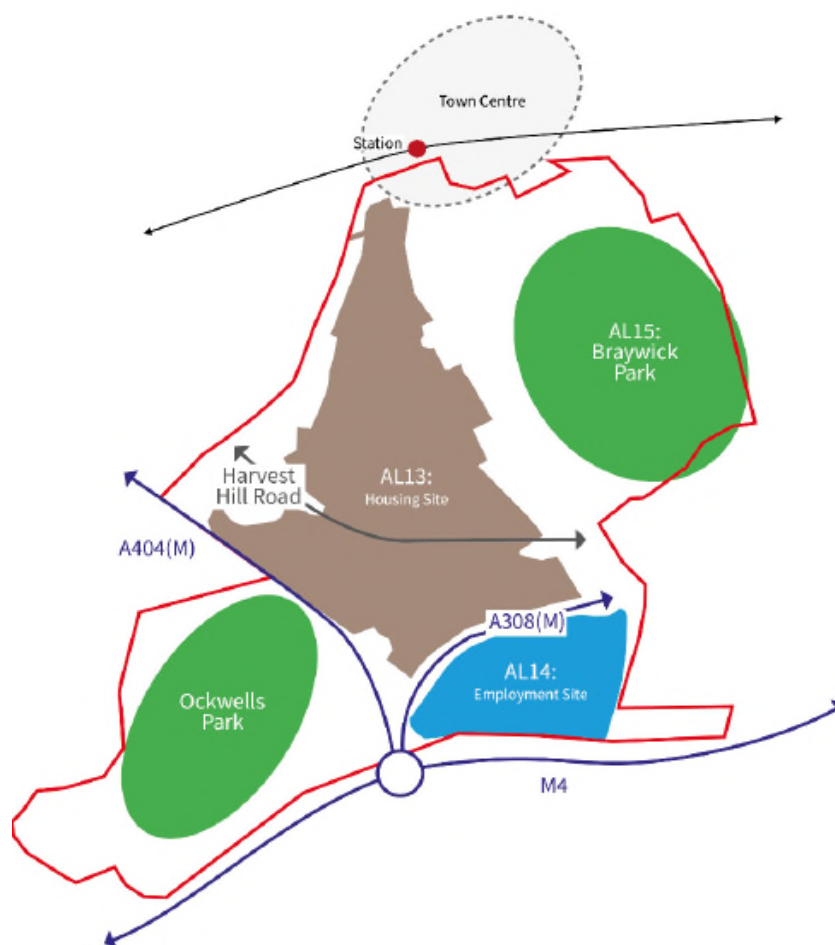
	<p>A series of key junctions exist across the development area where key routes cross or link with other destinations. In these locations public realm improvements help integrate the whole of the south west of Maidenhead making it a sustainable place, connected with the wider town and safe for pedestrians and cyclists. Built form, public realm and highways design all play an important role in improving these gateways.</p>
	<p>Individual areas of ecological value across the south west Maidenhead area such as Rushington Copse to the north of the site area are very valuable in ensuring the biodiversity of the area. These individual landscape components should be linked together to bring greater ecological value through connected habitats.</p>
	<p>The Harvest Hill Road corridor should have a variety of character along its length. The opportunity for safe pedestrian and cycle provision should be explored.</p>
	<p>Vehicular access to areas to the north and the south should be designed to contribute to the legibility along the corridor and the changing character. Each individual access should be considered in the context of the whole corridor and other nearby accesses in order that one access does not prohibit another being delivered and being designed well. All vehicular access from Harvest Hill Road to the north or the south should be designed in a way that does not prohibit a suitable quantity and location of pedestrian and cycle crossings and does not hinder pedestrian and cycle connectivity in a north-south or east-west direction.</p>
	<p>To the very north of the site the opportunity to connect directly with the town centre and create access to the railway station should be explored. Development form should safeguard the long-term potential to realise this possibility where the short-term opportunity does not exist.</p>
	<p>Existing vehicular access to and from the site.</p>
	<p>Potential additional access to be explored.</p>
	<p>Green streets, connecting to the green spine and other key routes and providing a legible choice of pedestrian and cycle movement around and between neighbourhoods. Street design should include the consideration of access to open space, ecological continuity and amenity value, accommodating various user groups, relationship with buildings on either side of the street primarily designed to overlook the street and with entrances from the street, and providing an easy to navigate network which connects areas within and beyond the site itself.</p>

	<p>Built form overlooks key routes providing access to homes and other uses from the street and avoiding rears of properties onto important routes which need to be safe and attractive.</p>
	<p>Flood risk area.</p>

### **6.3 Design Principles**

6.3.1 The South West Maidenhead area, while made up of a series of distinct sites in different landownership, also represents an important part of the town, contributing in a variety of ways to the function and identity of the town as a whole. Together, the various allocations making up the SPMSPA serve to contribute to social, environmental, and economic improvements locally and for the good of the town more widely. Land use and development patterns around the south of the town have to date dictated particular patterns of movement and community definition, and in particular movement and relationships in an East-West direction have been limited. The design and planning of new development in this area offers the opportunity to address this and the following series of overarching design principles outline how this should be done in an effective way:

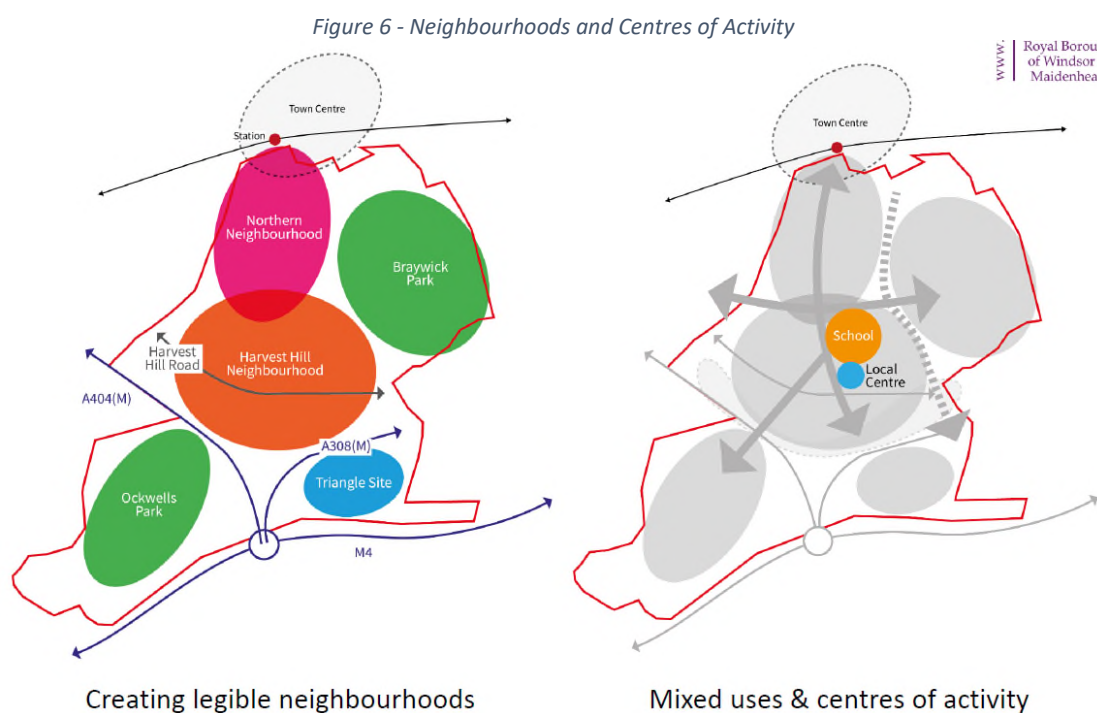
*Figure 5 - South West Maidenhead Strategic Placemaking Area*



***Approach to Placemaking & Creating Distinct Neighbourhoods***

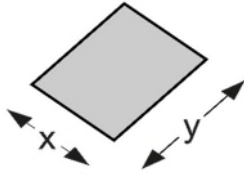
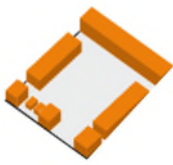
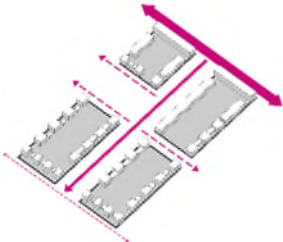
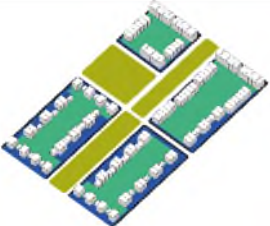
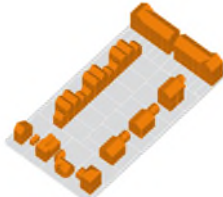
- 6.3.2 The SWMSPA should comprise distinct neighbourhoods which are walkable in size organised around a legible centre. The northern most neighbourhood should be oriented towards the town centre, given its proximity, and in doing so establish a new town centre neighbourhood. At Harvest Hill (to the south) the location and accessibility of the local centre should reflect that development will extend to the south of Harvest Hill Road. The Triangle site, whilst not requiring its own local centre, should consider how people will move between their workplace and any nearby facilities in a sustainable way.
- 6.3.3 Varied residential character and a mix of housing types can help create balanced communities and also allows a variety of building form and appearance to help with the legibility of the place. Variations in character and mix between the different neighbourhoods will help ensure they are distinct from one another. Building and public realm typologies should reflect the different lifestyles which will emerge in each of the neighbourhoods.

- 6.3.4 The local centre at Harvest Hill is most suitably located within reach of the most amount of people (including existing residents) and co-located with the school to support the resilience of local centre facilities and to help with a behavioural shift towards more sustainable mobility patterns. The mix of uses at the centre would contribute to a vibrant local centre and include retail, residential and community facilities. This variety and associated building and public realm design will mean the centre is legible, distinct and easily accessible from surrounding development, promoting the use of local facilities and facilitating more sustainable lifestyles.
- 6.3.5 Employment provision at the Triangle site can make an important contribution to the economy locally and should be designed in a way that encourages sustainable travel to and from work. Routes to, and gateways into the site should be designed to accommodate pedestrians and cyclists, as well as service vehicles to promote local trips by bike or on foot.



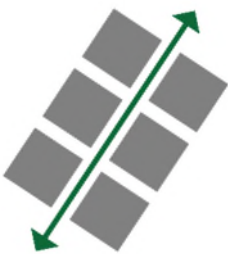


- 6.3.6 Design of the urban block structure throughout the area follows a sequence of structure first and detail later. Applicants are encouraged to use the following methodology:

NB: Rectangular blocks are shown for ease of illustration.

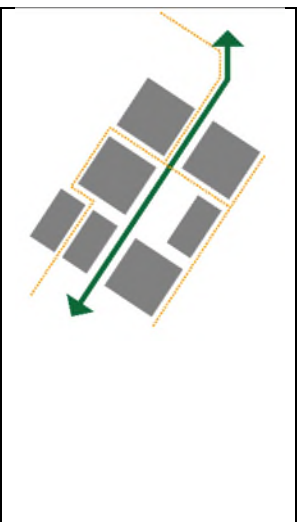
<p>1. Block size and shape</p>	<p>This determines the permeability and legibility of the development. Varying block dimensions in relation to surrounding streets and green infrastructure is at the foundation of the variation in character throughout the development. Block dimension and shape should respond to the variety of local constraints and opportunities and facilitate the changing function and identity of green infrastructure as a framework for biodiversity and ecological performance, recreation and sustainable movement.</p>	
<p>2. Divide the Block</p>	<p>Arrange the buildings around the perimeter according to character areas. Non-site-specific example block plans for each character area can be used to inform the site-specific response in each character area.</p>	
<p>3. Street Hierarchy</p>	<p>Combine blocks in a layout to create a legible street hierarchy. It is important to consider which edges of the blocks form which streets.</p>	
<p>4. Public and Private Space</p>	<p>Different approaches to private and public space, at the front and rear of buildings, boundaries, parking and the public realm are suitable in different character areas. Varying these elements builds on the foundation of the block structure to affect the changing character throughout the development.</p>	
<p>5. Architecture &amp; Detail</p>	<p>Not until the structure is right should the detail be considered but it can help to reinforce the structure and distinctiveness of character area if considered carefully.</p>	

- 6.3.7 The following diagrams and descriptions identify the key design principles to be considered across the SWMSPA. These are not intended to represent a masterplan for any given site or location. Illustrative block form and other supporting design information is intended to provide the context for communicating the key principles.
- 6.3.8 The purpose of the following sections of the SPD is to add further guidance on the interpretation of the Illustrative Framework Plan acknowledging that this does not represent a masterplan for any given site. The following design principles can assist as further work is undertaken by highlighting which aspects are of most importance in the overall placemaking approach.

### **Approach to Northern Neighbourhood**

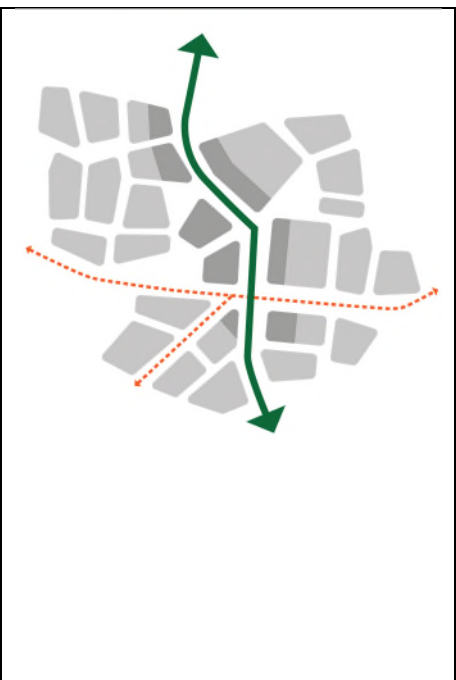
<p>To the north of the SWMSPA, nearest to the town centre, development is at its densest. Development organised as a series of regular blocks in a grid form helps ensure everyone has easy access to nearby facilities and public open space. There is the opportunity for higher density in this area due to its connectivity and walkable distance to the town centre. Direct access to the central green spine from all streets ensures people benefit from these convenient connections and proximity to the town centre.</p>	
<p>Building orientation helps reinforce the central green spine as the main focus of movement, activity and recreation. Building elevations may be setback to create larger open spaces but these should avoid obstructing the main route of the green spine and open spaces should function as events along its route rather than alternatives to the green spine. The legibility along the green spine and block to block is helped by these contrasts between enclosure and open space.</p>	
<p>Building heights and features can help the legibility of the green spine and the distinction between different buildings on similar dimension blocks. Taller corners, or contrasting form, materials or ground floor use, and floor to ceiling heights can help wayfinding between blocks and mark the corners of open spaces or mark the gateway between contrasting sections of the green spine.</p>	

Accommodating vehicular access within the northern development area should avoid compromising the quality and function of the green spine as a high-quality public realm environment primarily for use by pedestrians and cyclists. Where necessary to run parallel to the green spine, the vehicular route should not obstruct or dominate the green spine through the development. Alternatively, routes should be found for vehicular access which avoid conflicting with the green spine and access blocks from the rear or side streets. This may result in more circuitous routes for vehicles which in turn results in walking and cycling becoming recognised as more convenient, quicker choices.

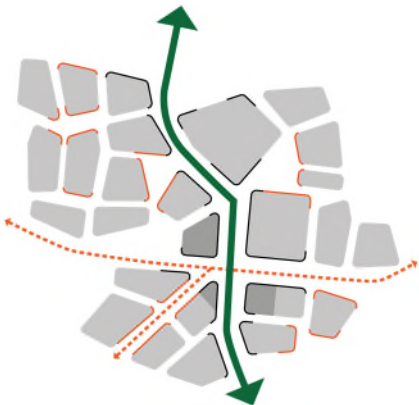
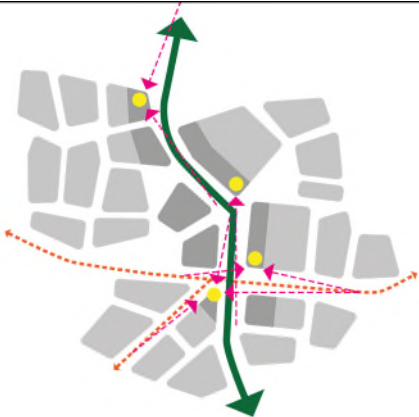


### **Approach to Harvest Hill Neighbourhood**

The new neighbourhood at Harvest Hill extends to the north and the south of Harvest Hill Road. It is important for the sustainability of the place and for the desirability as liveable place that the Harvest Hill Road does not form a barrier between parts of the new community. The legibility of the green spine through the development blocks is paramount. Block form should be organised to give priority access along the green spine with side streets creating direct routes to the green spine. The hierarchy of building form should draw attention to the green spine as the primary route through the development so that it is obviously the first choice for movement by pedestrians, cyclists and public transport users.





<p>In addition to the primary block form, good legibility and way finding around the neighbourhood is created using a variety of elevations and building frontages. As well as a clear focus upon the green spine, other important routes and areas of public space can be marked by changes in the building frontage and elevations. This may include taller and more continuous terraces, or a language of materials and elevational treatments and roof lines which frame spaces and mark the corners and gateways between different streets and spaces.</p>	 <p>The diagram shows a central vertical green line with arrows at both ends, representing a 'green spine'. To the left and right of this spine are several grey rectangular blocks of varying sizes, representing building footprints. Dashed orange lines with arrows indicate other routes or boundaries within the layout.</p>
<p>Views along the green spine and between important locations and destinations, such as the school entrance, the local centre, and bus stops should be marked by landmark features. This may include the use of taller or more contrasting building forms, changes in materials but can also be helped by the design of the public realm and choice of street trees and furniture in these locations. Reduction of clutter, over provision of signage, highways posts and rails etc., generally throughout the development will help to ensure this is a people friendly place and easy to navigate.</p>	 <p>This diagram is identical to the one above but includes several yellow dots placed at various points along the green spine and at street intersections. Pink arrows point from these dots towards the green spine, indicating specific views or landmark features along the route.</p>

*Housing and Density*

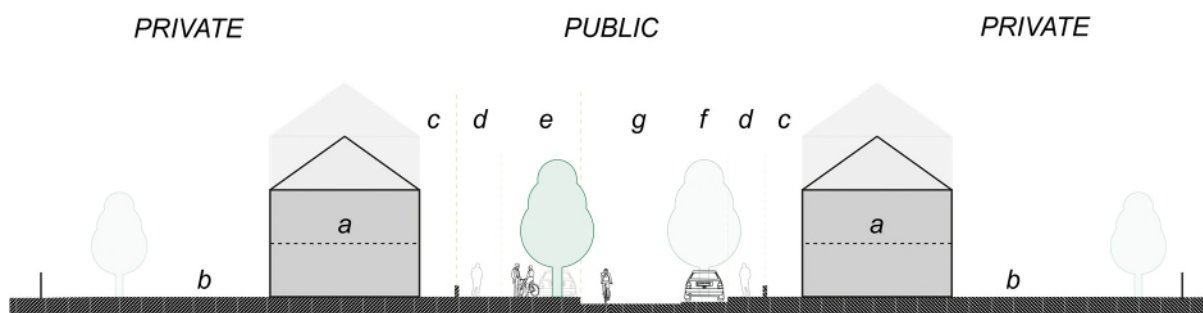
6.3.9 There is an opportunity at south west Maidenhead to create a place which combines high quality housing, a vibrant community and safe and sociable public spaces. In creating this place there must be a balance between the benefits of a critical mass of people to support local facilities and create a sociable and active public realm, and the accessibility and inclusiveness of the public realm and privacy people enjoy within their homes and the environment they live within. Building at density must be coupled with adequate provision and accessibility to high quality public realm and a mix of open space from private to public, active and passive. The environment must be one which makes higher density living attractive.

6.3.10 South west Maidenhead offers a sustainable location for housing and the provision of a mix of building typologies, heights, and living accommodation arranged over multi-storeys contributes to this sustainability. Creating an environment which is welcoming to a variety of people and different family make ups involves the design of streets and spaces as well as the buildings themselves. Family housing could comprise different types and tenure of properties but must be coupled with good access to a variety of open space, and an attractive and safe environment.

Accommodating family housing: (see Figure 7)

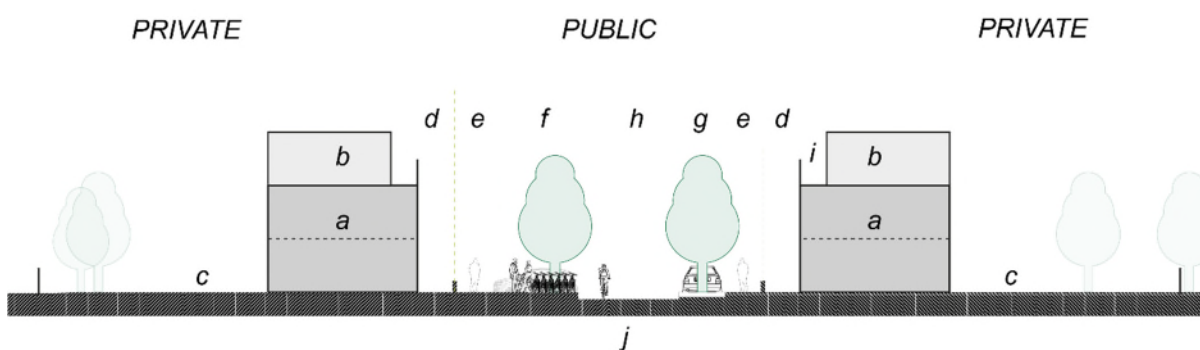
- 6.3.11 Family housing can include apartments and duplex units above ground floor and groups of different types of properties configured together in a building or a block. Units which do not have ground floor accommodation should where possible have routes to access some private or communal (for residents) outside space. For family housing overlooking of the outside space from the property is important for the safety of children. Un-supervised space is impractical for young families. Providing living accommodation above ground floor will also have consequences for street width, block depth (enabling the provision of private space) and the green spine design.
- 6.3.12 Generally, streets and spaces should be wider where buildings and living accommodation is within taller buildings. But quality of the street space and its function is also important. With less dedicated private gardens the streets and spaces around buildings will need to function as amenity and play space. This can be a very positive way of improving sociability and community cohesion as people get to know their neighbours through more communal activity, but if there is poor provision (quantity or quality) the potential benefits are undermined.
- 6.3.13 For above ground floor accommodation, the greenness of streets and spaces is important. Street trees improve the outlook from above ground floor units and can help with privacy in denser environments. Street trees and tree planting in private and communal spaces should be included in all neighbourhoods whether higher density or not. The choice of species and size of trees and other planting can vary to help with street hierarchy and legibility as well as their scale suitable to building height and street width.

Figure 7 – Accommodating Family Housing



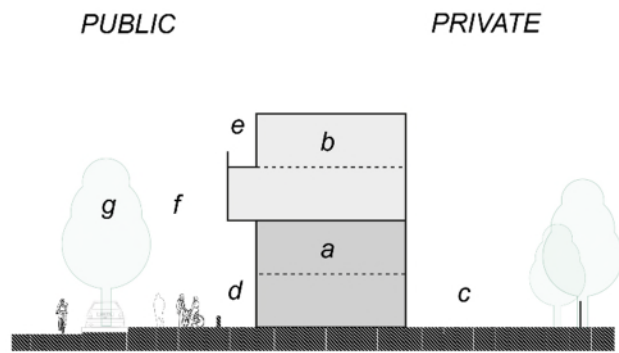
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<i>a</i>	2 or 3 storey house in single ownership
<i>b</i>	Includes private rear garden
<i>c</i>	Privacy strip/front garden
<i>d</i>	Pedestrian walkway (some widened public realm allowing street play and/or bike parking)
<i>e</i>	Verge with Tree include SUDS or other planting where possible
<i>f</i>	Regular trees between parking
<i>g</i>	Narrower carriageway reduces speeds

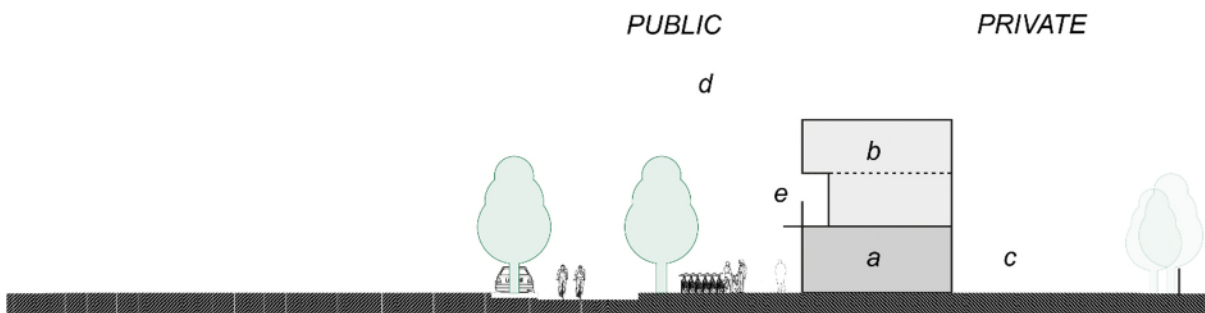


<i>a</i>	2 storey house
<i>b</i>	Apartment Above
<i>c</i>	Access to split rear garden reflects multiple ownership
<i>d</i>	Privacy strip/front garden
<i>e</i>	Pedestrian walkway (some widened public realm allowing street play and/or bike parking)
<i>f</i>	Occasional groups of end on parking and increased bike dock/parking
<i>g</i>	Regular trees between parking
<i>h</i>	Narrower carriageway reduces speeds
<i>i</i>	Balcony for above ground floor units (front or rear depending on street aspect)
<i>j</i>	With the increase in units along a street care should be taken that car parking does not dominate

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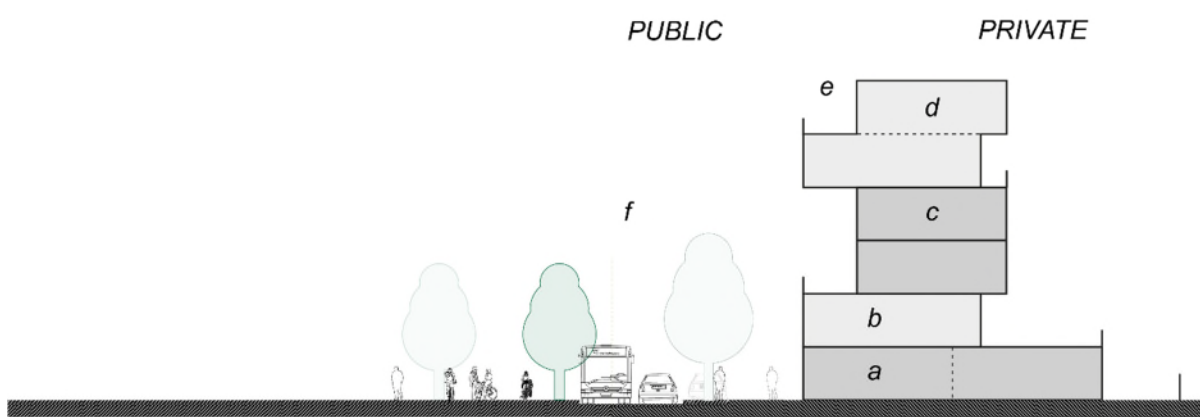


<i>a</i>	2 storey house
<i>b</i>	Duplex above
<i>c</i>	Includes private rear garden for ground floor unit only
<i>d</i>	Privacy strip/front garden
<i>e</i>	Configuration of larger above ground floor units reflects limited access to outside private space
<i>f</i>	Taller buildings either side of the street should be accompanied by wider streets and more flexible and multi-purpose public realm
<i>g</i>	Larger trees and generous public realm increases amenity value and use of the street as a communal and sociable space



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<i>a</i>	Non-residential use
<i>b</i>	Duplex unit above
<i>c</i>	Access to rear garden from unit above ground floor (consider implications on access to ground floor unit)
<i>d</i>	Non-residential ground floor adds activity to the street which should be reflected in space provided in the public realm
<i>e</i>	Balcony for above ground floor units (front or rear depending on street aspect)



<i>a</i>	Non-residential use
<i>b</i>	Apartment Above with outside space
<i>c</i>	Duplex above with Balcony
<i>d</i>	Duplex above with Balconies
<i>e</i>	Configuration of larger above ground floor units reflects limited access to outside private space
<i>f</i>	Taller residential buildings most suited to overlooking the green spine or spaces integrated with the spine as part of the northern development area

*School Provision*

6.3.14 The school site offers a number of opportunities including its location close to the centre of Maidenhead, location at the heart of the Illustrative Framework close to the local centre with all the associated new facilities this will offer, and the good transport connections particularly for pedestrians, cyclists and public transport.

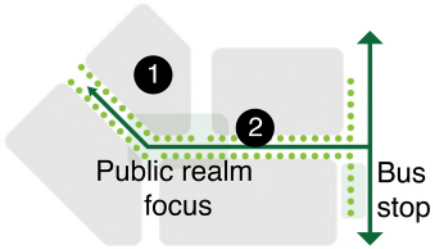
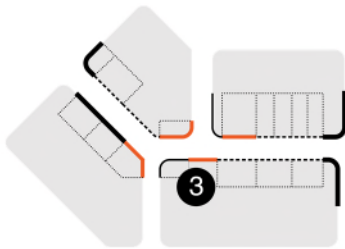
- 6.3.15 As per the Borough Local Plan, the school should provide seven forms of entry for secondary school and a 4 forms of entry primary school, as well as necessary nursery and early years provision. The schools should be co-located and at a location within or in close proximity to the Local Centre. The school facilities should be capable of dual use as community facilities for example for use of buildings for local groups and sports facilities for sports use by the community.
- 6.3.16 Ideally, all the school sports facilities would be located on the main school site. Should this not be possible, an element of off-site provision could be provided in Braywick Park to cater for peak usage (e.g., for major sporting events). Access to the off-site sports provision would need to be improved to allow safe access for the school.
- 6.3.17 To be fit for purpose for use by the school, areas used for school purposes including open grassland would need to be secured to prevent any casual use by the public. This could be done sensitively and in combination with the provision of a wider network of green infrastructure across the Placemaking Area, including part of the route of the green spine to promote an open setting and enable wildlife links between different sites.

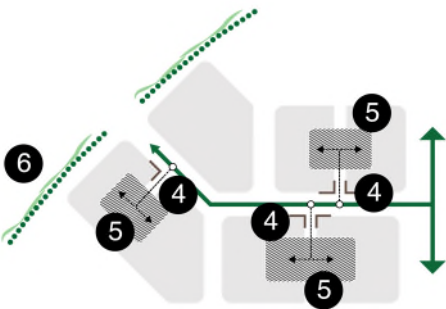
### **Approach to Triangle Employment Neighbourhood**

- 6.3.18 The Triangle site is located at a key gateway to the town of Maidenhead and is an important highly visible part of the Placemaking Area. Development on the site will therefore need to be of a high-quality design reflecting its positioning at this prominent southern edge to the town and a place where many people will experience in their day to day lives. It will also need to reflect its edge location to strengthen the boundary to the remaining Green Belt, ensuring it is defensible and permanent.
- 6.3.19 In line with employment policies in the Borough Local Plan<sup>6</sup>, priority should be given to accommodating units that can meet the needs of local firms. This is likely to take the form of smaller 'flexible' units for small and medium sized businesses. Larger units could be acceptable where they are required to secure the delivery of an overall mix of units as part of a comprehensive scheme and ensure that the allocation is delivered to a high standard reflecting the 'gateway' nature of the site.

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<sup>6</sup> Policy ED1 and Site AL14

<p>1. At junctions within the site there is the opportunity to create events in the street scene and building landmarks. Building form, public realm and road design can respond to these features.</p> <p>2. Public Realm &amp; Tree Planting: along Ascot Road and within the site care should be given to the continuity of the public realm and the safety and experience of pedestrians (particularly at crossings). Consideration should be given to the location of a bus stop adjacent to the site along Ascot Road. The main routes within the site should be tree lined and include convenient bike parking close to building entrances. There may be the opportunity to establish a bike share scheme (in coordination with other neighbouring and town centre development) with bike docking located centrally within the site. Some short term on-street car parking could also be included along key routes for visitors.</p>	 <p>The diagram illustrates a site layout with several buildings represented by grey shapes. A green dotted line traces a path through the site, starting from a point labeled '1' and ending at a point labeled '2'. Below the path, the text 'Public realm focus' is written. To the right of the site, a vertical green double-headed arrow is labeled 'Bus stop'.</p>
<p>3. Building Elevation: Variation along building elevations owing to internal arrangements and mix of unit sizes enhances the street scene and improves the visual appearance of buildings from a pedestrian and cyclist's perspective.</p>	 <p>The diagram shows a plan view of buildings with internal room divisions indicated by dashed lines. A specific area is highlighted with an orange outline and labeled with the number '3' inside a black circle.</p>

<p>4. Corners: Where buildings include ancillary, office operation and comprise a mix of smaller units, these, as well as pedestrian entrances should be concentrated at corners, helping to focus activity at junctions and overlooking the public realm.</p> <p>5. Rear service courtyards: turning areas for HGVs, access for other service vehicles and longer term car parking where possible should be located to the rear of buildings to minimise the prominence of vehicle noise and activity along the key route into the site.</p> <p>6. Planting: varied planting screen buildings in particularly sensitive locations.</p>	
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### ***Incorporating Green Infrastructure & Open Space***

- 6.3.20 Overall the study area can become united through the delivery of strategic green links. The opportunity presented by an area stretching from the settlement and countryside edge to the edge of the town centre is that a new sustainable green links can be established for the benefit of both people and nature. Creating continuity across the area through the use of this strategic green infrastructure can ensure that the identity of this new development, and the study area as a whole is rooted in the perception of Maidenhead as a green town.
- 6.3.21 Landscape and open space can become fundamental to how people will live within and use the area, with new green and open spaces being provided that can contribute to a variety of aspects of community life – such as creating connections and movement along green corridors, providing education in the landscape, day-to-day interaction with wildlife and the promotion of biodiversity.
- 6.3.22 A hierarchy of green spaces can also determine and support patterns of living among communities in the new development ensuring this is a place where it is possible to live sustainably. A high-quality framework of green space and landscape can become the centrepiece of the place.
- 6.3.23 A multifunctional green spine extends north-south through the area, located within easy reach of all residential areas. The spine compliments Braywick Road and Shoppenhangers Road as north south routes. The inclusion of public transport and



high-quality pedestrian and cycle routes addresses the risk of increased traffic by providing a convenient alternative to the car. Creating a series of legible green infrastructure junctions with other routes around and into the area allows the green spine to become a preferred route for pedestrian and cycle access to the local centre from other existing residential areas -reducing car traffic along Braywick and Shoppenhangers roads.

6.3.24 Braywick Park and Ockwells Park in addition to being regional destinations currently become more accessible local resources for new and existing local residents, ensuring access to a wide range of recreational and nature experiences are within easy reach of people's homes by foot and by cycle.

6.3.25 Around the south of the developed area, land alongside the A404(M) and A308(M) are less attractive for development and can be used to enable ecological continuity establishing a southern green margin around the south of the town which also serves a recreational purpose.

### ***Approach to the Green Spine***

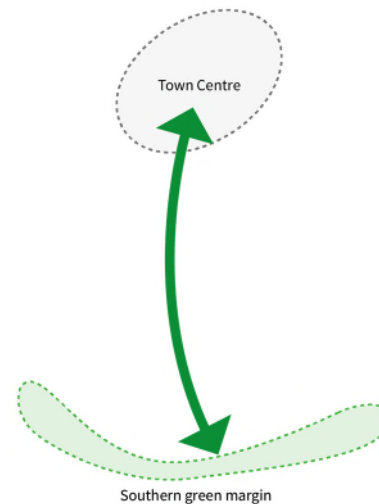
6.3.26 The green spine performs a structural and functional role in the placemaking of the area to the south west of Maidenhead. The following key principles summarise how the green spine performs this role and how it will become an influential part of a shift to a more sustainable and liveable place:

#### **Green Spine**

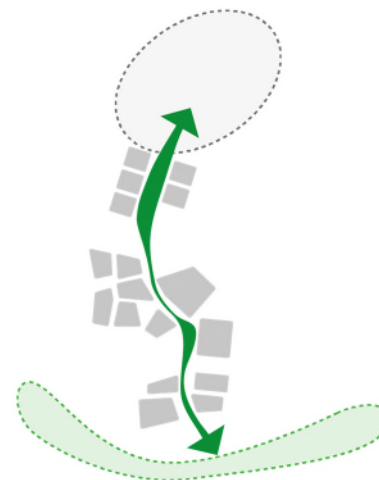
- The spine maintains a strong north south continuity through all neighbourhoods.
- The design of the green spine varies within each neighbourhood reflecting the different demands of the spine relative to different residential and mix of uses.
- The green spine serves an important opportunity to ensure ecological capital and connectivity becomes an everyday part of people's lives and integrating this into a multi-functional corridor is important.
- Pedestrian and cycle movement are a priority along the length of the spine, but it may also accommodate other modes of travel.
- Built form and other routes and open spaces should respond to the green spine as the primary route so that all areas are well connected to the spine and the spine itself is a safe a legible route.

BLP Links: QP1b(5e,g), AL13(2,3)

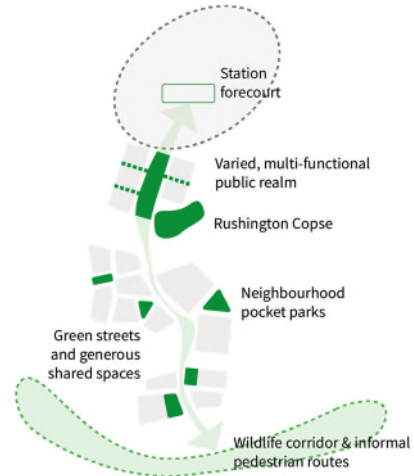
The green spine plays a strategic role linking the town centre through the entire site, connecting in the south with the southern green margin. This connection serves several strategic purposes: to prioritise sustainable movement and to promote behaviour change by providing easy access between locations for pedestrians, cyclists and public transport leading to greater walking and cycling locally as well as throughout the town as a whole; to establish important ecological continuity throughout the south of Maidenhead and ensure new provision of habitats and green infrastructure is integrated with existing surround corridors and ecological capital; a recreational and sociable location extending throughout new development to support community cohesion and wellbeing by making high quality connected spaces available within easy reach of every home.



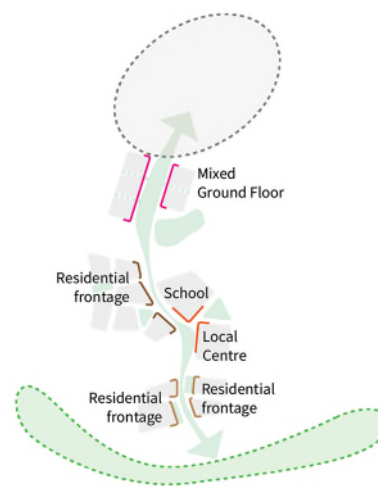
The design of the green spine varies along its length (see also various cross section diagrams illustrating variation) responding to the development form and layout along its length and how this reflects the varied identity and function of the spine in these different locations:



To the north the spine serves as a primary route through higher density development organised around a grid layout. Here the spine provides the majority of the public open space and is overlooked by a mix of uses resulting in it needing to respond to multiple user groups. See also Green Spine Cross Section A for further illustration.



Within the Harvest Hill neighbourhood, north of Harvest Hill Road the spine connects people to the core facilities of the Harvest Hill neighbourhood at the local centre and the school, as well as access to public transport. It must be highly legible, prioritise pedestrian and cycle movement and facilitate people making easy choices in favour of sustainable movement options. Public open space within this neighbourhood takes the form of more community scale spaces within the residential areas and while connections and signposting to these spaces can occur along the green spine it does not itself need to accommodate spaces for recreational purposes. See also Green Spine Cross Section B for further illustration.

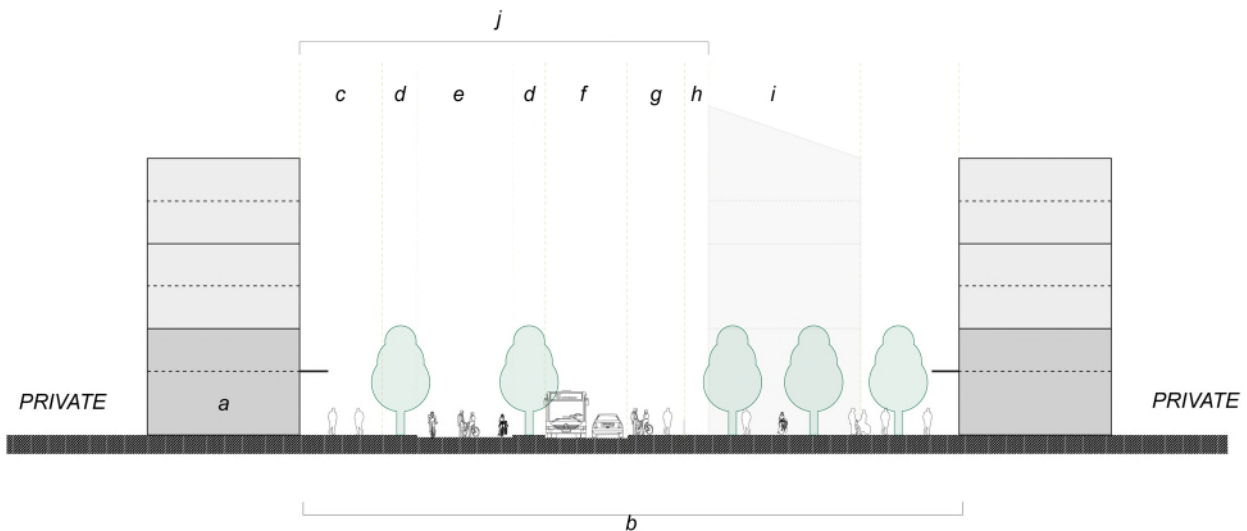


<p>To the south of Harvest Hill Road the green spine has a purpose in facilitating people’s connections north by foot or by bike by making the green spine a legible continuous route from the south extending north. Surrounding development here will be entirely residential however so the scale and function of the green spine takes the form of an oversized residential street. Along its whole length, to the north and the south of Harvest Hill Road, the green spine will accommodate tree planting, address ecological continuity and provide an attractive setting for overlooking residential properties. South of Harvest Hill Road the green spine may also provide a solution for parking and local play space (see Green Spine Cross Section B for further illustration).</p>	
<p>The Green Spine contributes to creating a network of high-quality footpaths and cycleways linking the site into its wider area. Along its length are several significant junctions to other connections with surrounding neighbourhoods and destinations. At these locations the buildings and public space in and around the green spine create legible way marking to these surrounding areas and destinations enabling people to easily find their way and encourage them to consider walking or cycling before driving. These links also the opportunity for existing residents in the area to find their way to the green spine as means of longer journeys which avoids using Braywick or Shoppenhangers roads.</p>	

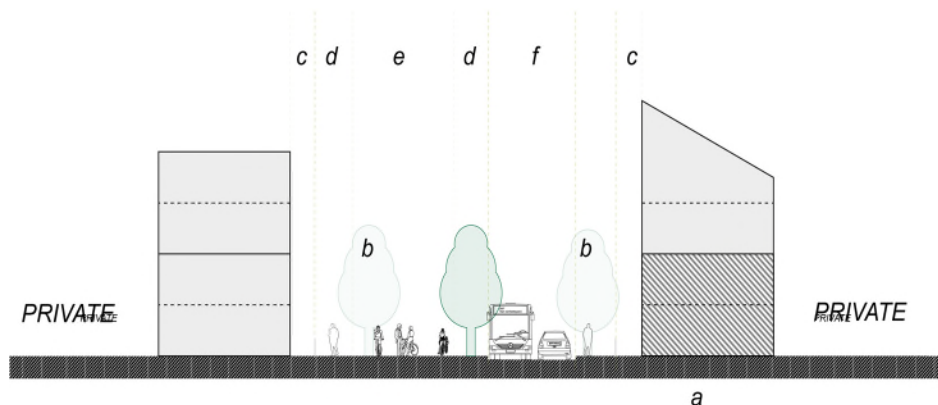
6.3.27 The illustrations below in Figure 8 show how the nature of the green spine could vary in different locations along the spine

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Figure 8 - Illustrative Cross Sections of the Green Spine

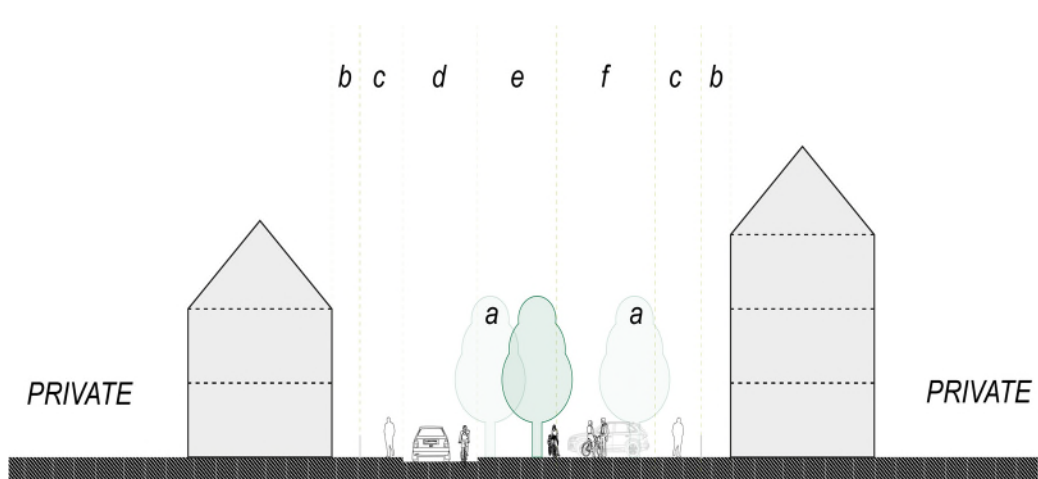


Green Spine Cross Section A	
<b>a</b>	Increased ground floor to ceiling height for non-residential uses helps legibility and overlooking of public realm
<b>b</b>	Occasional widening to create public open spaces
<b>c</b>	Generous north side public realm
<b>d</b>	Verge with Tree include SUDS or other planting where possible
<b>e</b>	Central designated cycle route
<b>f</b>	Where necessary vehicular route located along south side of spine
<b>g</b>	Pedestrian walkway
<b>h</b>	Privacy strip to buildings if required
<b>i</b>	Landmark building on corners or at transitions between contrasting sections of the spine
<b>j</b>	Green spine enclosed between buildings, width of spine not less than height of buildings either side



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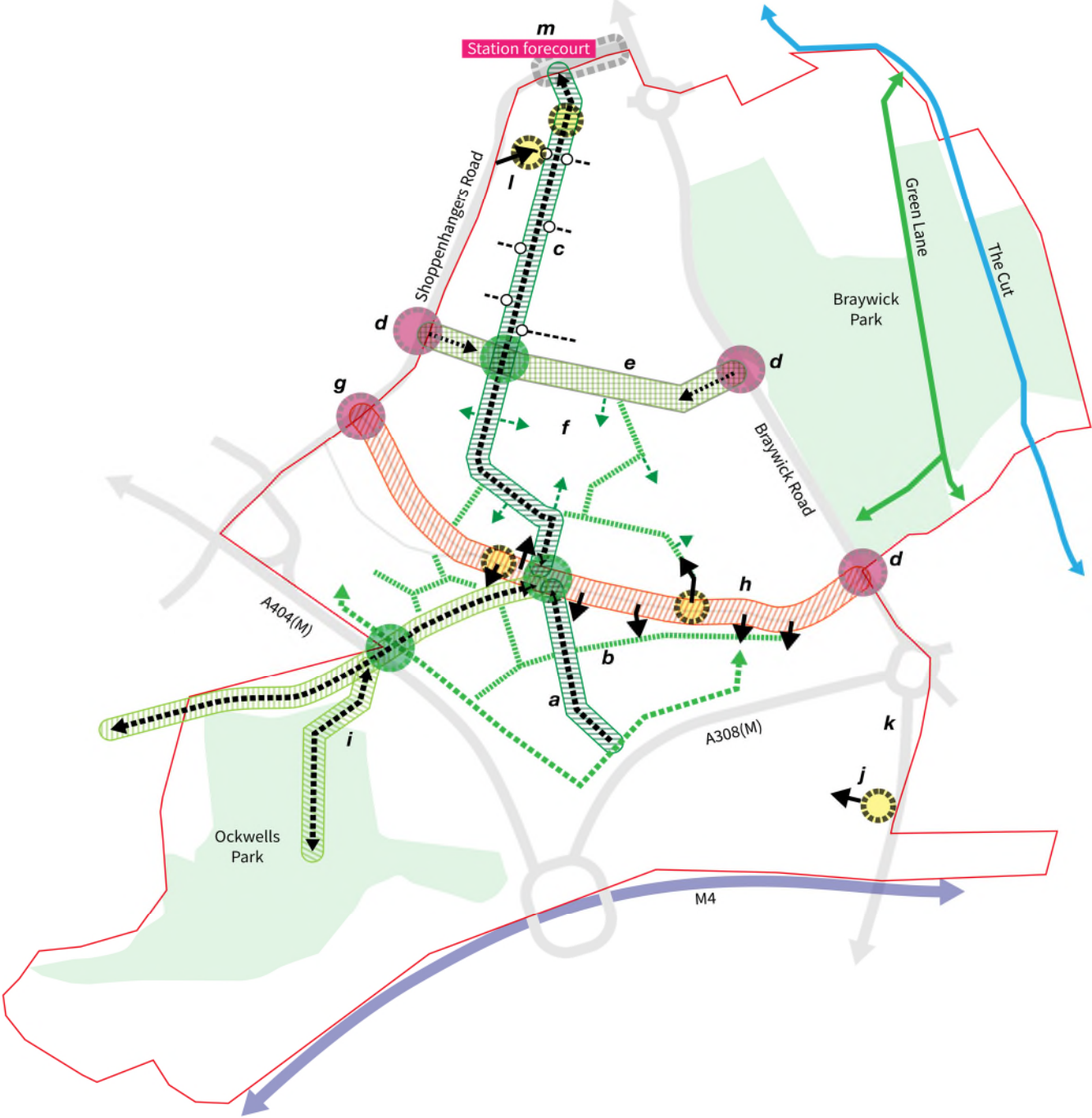
Green Spine Cross Section B	
<b>a</b>	Local Centre or School entranced integrated to built form and prominent
<b>b</b>	Occasional trees along route
<b>c</b>	Privacy strip to buildings if required
<b>d</b>	Verge with Tree include SUDS or other planting where possible
<b>e</b>	Shared cycle route and public realm wide enough to accommodate two way cycling and pedestrians stopping
<b>f</b>	Where necessary vehicular route located along south side of spine













Green Spine Cross Section C	
<b>a</b>	Occasional trees in spaces
<b>b</b>	Front gardens
<b>c</b>	Pedestrian walkway
<b>d</b>	Narrow carriageway with occasional passing places
<b>e</b>	Mixed central green area with space to cycle/walk
<b>f</b>	Occasional parking areas integrated within spine area accessed from adjacent streets

Access, Movement & Wayfinding





Figure 9 - Access and Movement Diagram



Access and Movement Key:

	<b>a</b>	The Green Spine provides a continually connected and legible route for pedestrians and cyclists throughout the South West Maidenhead areas
		Key junctions and gateways within the green infrastructure network
		Additional routes attractive to pedestrians and cyclists
	<b>b</b>	E-W links across the area to the south of Harvest Hill Road provide alternative choices to Harvest Hill Road for pedestrians & cyclists
	<b>c</b>	In the northern neighbourhood all routes lead to the green spine as the primary movement corridor and recreation space
		Urban form and street design assist the legibility and gateways at key vehicle access points
	<b>d</b>	Improvements at key points along the Braywick and Shoppenhangers Road corridors help with the overall legibility
	<b>e</b>	The existing public right of way is improved to provide an important E-W link to and from the area and linking other communities
		Create legible access from the green spine into residential areas
	<b>f</b>	Create clear entrances in multiple places to the schools site and potential shared facilities
	<b>g</b>	The Harvest Hill road corridor is improved to provide an attractive and legible route through the heart of the neighbourhood National Cycle route 4, (traffic free)
		Vehicular access
	<b>h</b>	Vehicular accesses off of Harvest Hill Road should contribute to the overall corridor legibility and safety
	<b>i</b>	Links to and from Ockwells Park can be improved to be more legible and safe, including frontage to Kimbers Lane.
	<b>j</b>	Create a legible entrance to the Triangle site using building scale, entrances and orientation



	<b>k</b>	Various improvements to walkways, cycleways, bus stops, and planting help improve sustainable access to the Triangle site.
	<b>l</b>	Primary northern vehicular access is prominent and easy to navigate using built form and public realm to create a legible entrance
	<b>m</b>	Longer term, a clear route through to the station may be established. Development in the short term should not prohibit this.
		The southern green margin provides an opportunity for an additional pedestrian and cycle link from E-W
		Green Lane: National Cycle route 4 -traffic free
		The Cut: attractive pedestrian route connecting N-S

6.3.28 Existing routes and layout of development has predicated movement into and out of the town centre in a north-south direction with the area occupied by the golf course creating a separation between Desborough to the west and Braywick to the east.

6.3.29 As the new neighbourhoods emerge there is the opportunity to improve connections in an east west direction around the south of the town as well as new development creating north-south movement to and from the town centre providing better choices of sustainable movement for existing residents as well as offer new residents more convenient options than the car for local journeys.

6.3.30 Overall, the area will become a well-connected area using sustainable means of transport and prioritising public transport, pedestrian and cycle movement. The development of the specific allocated sites at the centre of the study area provides the opportunity to create links which have not previously existed and, by so doing, overcome the dominance of vehicular movement outside of the area. Establishing two new neighbourhoods in the area provides the opportunity to consolidate residential development within easy reach of existing public transport and the town centre facilities. Embedding sustainable transport and movement into the structure of the place allows for the greatest potential for reduction of car use locally.

6.3.31 Establishing this new network of green links and pedestrian and cycle routes helps in relieving many of the existing challenges at roads and junctions throughout the study area. Rather than solely relying on piece meal 'improvements' to existing highways and junctions aimed at increasing capacity for vehicles and measured by the extent to which the car journey is eased, the approach to transport and movement should be a strategic and pro-active one, ensuring sustainable choices are possible and favoured above other traffic generating options. The overall approach therefore

seeks to establish a place where car use is not an inevitability, and that quality of life and alternative choices are desirable alternatives.

## **Approach to Harvest Hill Road**

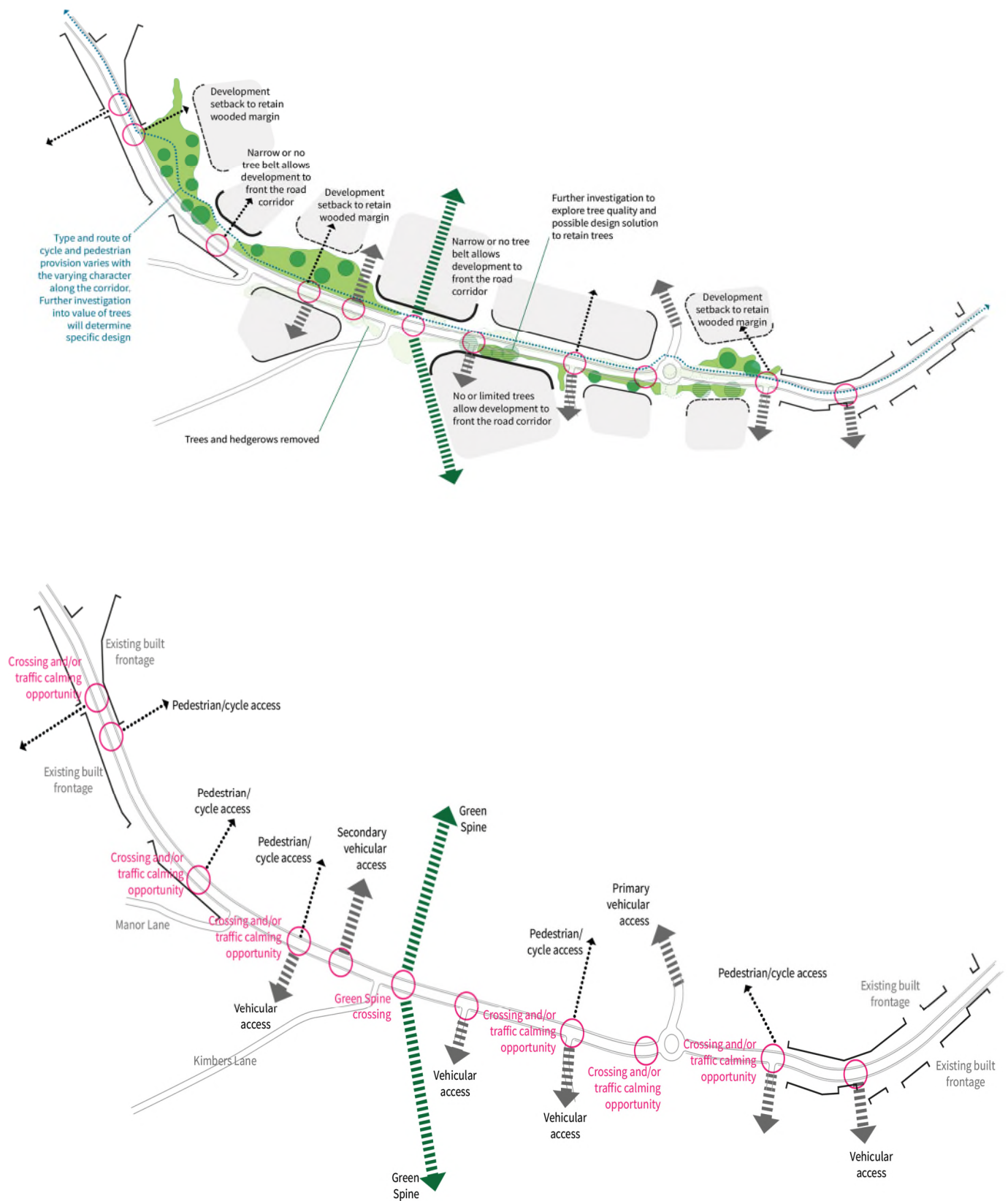
### **Harvest Hill Road Corridor**

- To integrate the corridor within a new neighbourhood giving it purpose as an East-West route as well as an environment which brings together development to the north and south
- To maintain all of the existing movements whilst creating a more pleasant, connected network.
- To create an attractive, diverse, safe and inviting corridor that shifts mode of travel from vehicular to a more people focused approach.
- To retain the green characteristics of the corridor through the retention of and provision of new green assets, landscaping and open spaces
- To contribute to creating a network of convenient walking and cycling links by providing high levels of segregation and prioritization, with multiple crossing points located at locations which provide the best access to local and wider networks and activities.

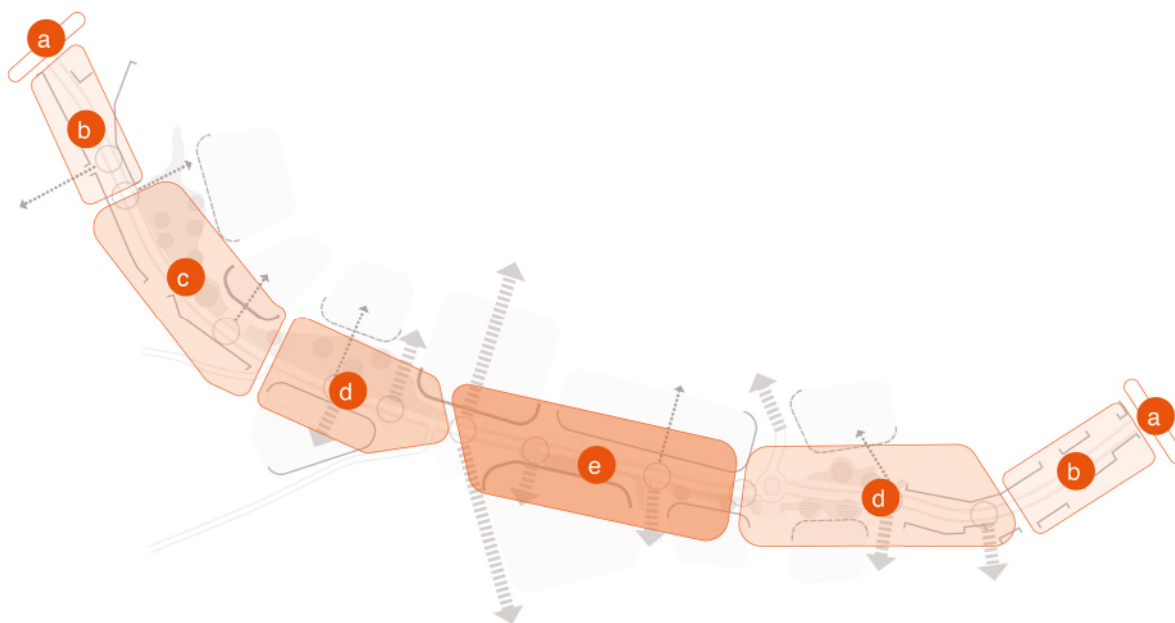
*BLP Links: QP1b(5e, f), AL13 (1ii, 15e)*

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Figure 10 - Diagrams Illustrating the Approach to Harvest Hill Road



*Figure 11 - The varying identity and function of the Harvest Hill Road corridor*



**a:** The junctions of Harvest Hill Road with Shoppenhangers and Braywick Road, as well as managing changing movements into and out of Harvest Hill Road should also consider how their design can better serve E-W connections and the integration of pedestrian and cycle movements along Harvest Hill Road as well as along Shoppenhangers and Braywick roads.

The priority and legibility of these road users should inform the design of the public realm at these junctions to promote these as the preferred choice for local journeys.

**b:** Existing development towards the Shoppenhangers and Braywick road corridors exists for up to approximately 200m on both sides of the Harvest Hill Road corridor. Although limited to the existing carriageway, better provision for cyclists and pedestrians and design which reduces speeds will improve the environment for existing residents and help integrate them with the new communities within the development by ensuring good access to the local centre and safe movement along the Harvest Hill corridor to open space and for local journeys.

**c:** New development on one side of Harvest Hill Road offers the opportunity for more comprehensive design of the corridor but needs to allow for the integration of existing properties which are accessed from Harvest Hill Road. While they can benefit from the improved environment, lower speeds and better cycling and pedestrian provision, they also present constraints to the design of built form and public realm of new development on the opposite side of the road.

**d:** Where new development is proposed on both sides of Harvest Hill Road there is the greatest opportunity for a comprehensive design of the corridor including the option of segregated cycle ways and generous pedestrian public realm on both sides of the carriageway. These areas are likely to be the most preferable locations for additional crossings where built form and public realm can be design in a coordinated way on both sides of the road to promote a safe and legible location to cross the road. These areas remain periphery to the local centre with residential uses on both sides of the road. The design of the built form, and accompanying public realm can assist in the understanding and ease of access to the local centre with careful consideration in crossing location and design of routes to school and daily trips, particularly by residents to the south of Harvest Hill road, to shops, open space and other facilities.

**e:** The central area of the Harvest Hill corridor coincides with the location of the school and the local centre on the north side of the road (within the golf course site). The local centre in this location is within easy reach of the most amount of residents and the design of the corridor along this stretch should reflect the need for easy access across the corridor in a N-S direction. Changing priorities reflected in the carriageway width, design of cycle and pedestrian facilities and the use of materials will distinguish this area as being the centre of the neighbourhood.

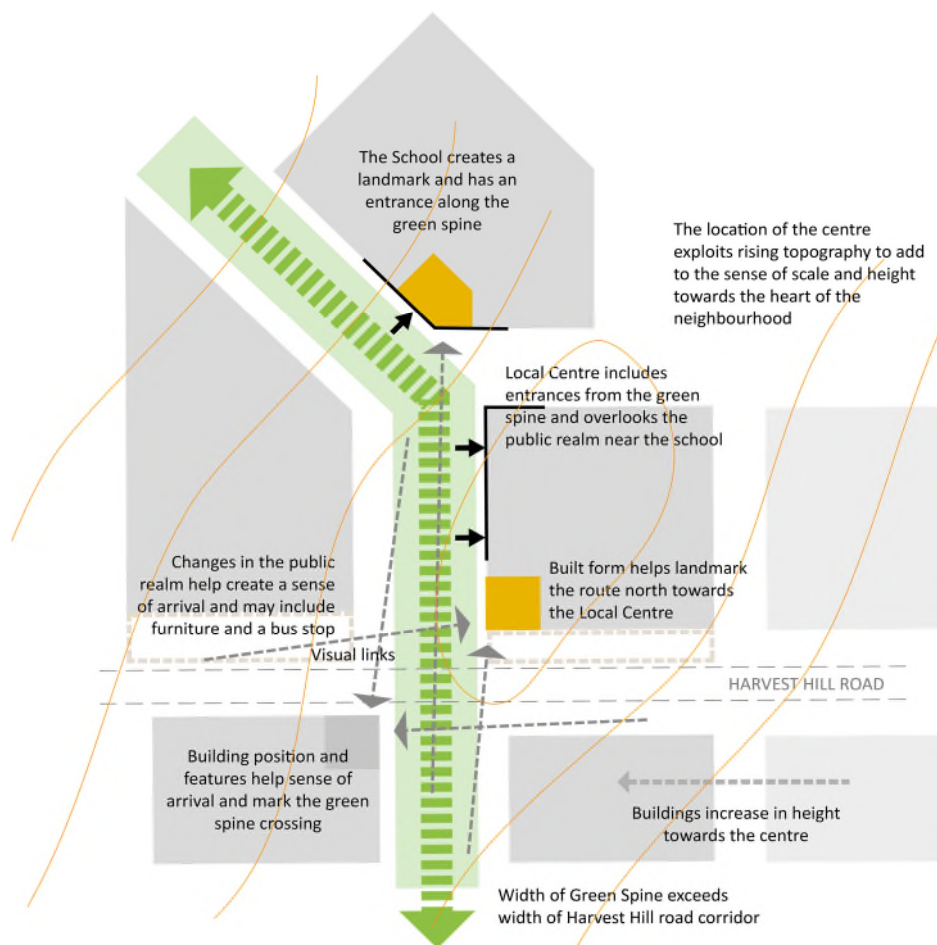
The design of built form and public realm on both sides of the road should be coordinated and facilitate a safe a sociable environment for all users. Access into residential areas, and the school and local centre, as well as connections with the green spine are all likely to coincide along this length of the corridor requiring careful design to avoid conflicts and an undesirable environment.

*Creating a sense of arrival:*

6.3.32 Even though the mix of uses at the local centre maybe co-located with the school (within the Golf Course site) and there is benefit in this in creating a vibrant and active public realm, the built form at Harvest Hill Road also plays a role in the legibility of the local centre. For this reason, creating a sense of arrival at the mid-point along the Harvest Hill Road corridor and where the green spine crosses Harvest Hill Road is important in announcing the local centre, promoting pedestrian and cycle movement in a north-south direction and encouraging a reduced reliance or preference for car use locally.

6.3.33 Harvest Hill Road serves an existing purpose as a vehicular route around the south of Maidenhead. Currently there are few accesses from Harvest Hill Road to areas to the north and the south other than to existing residential areas at the east and west ends of the corridor. With new development to the north and the south new accesses and connections mean the Harvest Hill Road corridor will fulfil a new role as a route through the heart of the new neighbourhood. The design of the road, surrounding public realm and buildings plays a part in the creation of this new neighbourhood but Harvest Hill Road will still serve a purpose in connecting east to west.

Figure 12 - Harvest Hill Road - Creating a Sense of Arrival



6.3.34 As a result, the journey along the corridor for those travelling through the area should recognise the arrival at and departure from the new neighbourhood. Changing public realm design and proximity and height of buildings can help the sense of place and contrast along the corridor. Likewise for pedestrians and cyclists moving around the new neighbourhood the legibility of the area begins with creating a sense of centre around the school and the local facilities.

6.3.35 The topography along Harvest Hill Road helps create this sense of arrival where the local centre and the green spine crossing coincide with the high point along the road corridor. Moving towards the centre is moving up hill adding to the sense of growing scale and density and vice versa moving away from the centre.

*The Green Spine crossing the Harvest Hill Road corridor*

6.3.36 The continuity of the green spine from the north at the town centre to the southern green margin to the town is an important principle of the overall framework plan for south west Maidenhead.

- 6.3.37 There are various junctions with the green spine along its length where maintaining this continuity needs careful consideration. At the crossing of the green spine with Harvest Hill Road there are a number of considerations for maintaining this continuity whilst also meeting other objectives for the design of Harvest Hill Road itself, and the design and performance of the development parcels to the north and the south of Harvest Hill Road:

*Green Spine continuity:*

- 6.3.38 From the north and the south the green spine should meet the Harvest Hill Road corridor in the same location in order to maintain visual continuity of the green spine across Harvest Hill Road. The crossing of Harvest Hill Road is a direct link between north and south parts of the green spine.
- 6.3.39 The design of the built form should consider the legibility of the green spine to the north and south of Harvest Hill Road and be promoted as the preferred choice for movement for residents on both sides of Harvest Hill Road. The continuity of the green spine helps overcome the barrier of the road corridor and ensure the cohesion of the whole community across the Harvest Hill corridor.

*Green Spine and an integrated local centre*

- 6.3.40 The Local Centre and the School are indicated as being located on land towards the southern end of the golf course site, but they serve a residential area which extends to the south of Harvest Hill Road and to the very southern limits of the development along the A404(M) and the A308(M). It is important therefore that visual links and physical connections are created between areas to the south with the School and Local Centre to the north. The green spine offers the facility to do this.
- 6.3.41 The design of the public realm straddling the Harvest Hill corridor and extending northwards towards the School and the Local Centre can help to ensure the legibility of the local centre to residents north and south of Harvest Hill Road with the location of the school and facilities of the local centre fronting on to and landmarking this space. Vehicular movement along Harvest Hill Road is retained and so it is important that the design of the built form and public realm facilitate easy access and legibility between north and south ensuring all residents feel a part of one neighbourhood.

**Next Steps with masterplanning & design control**

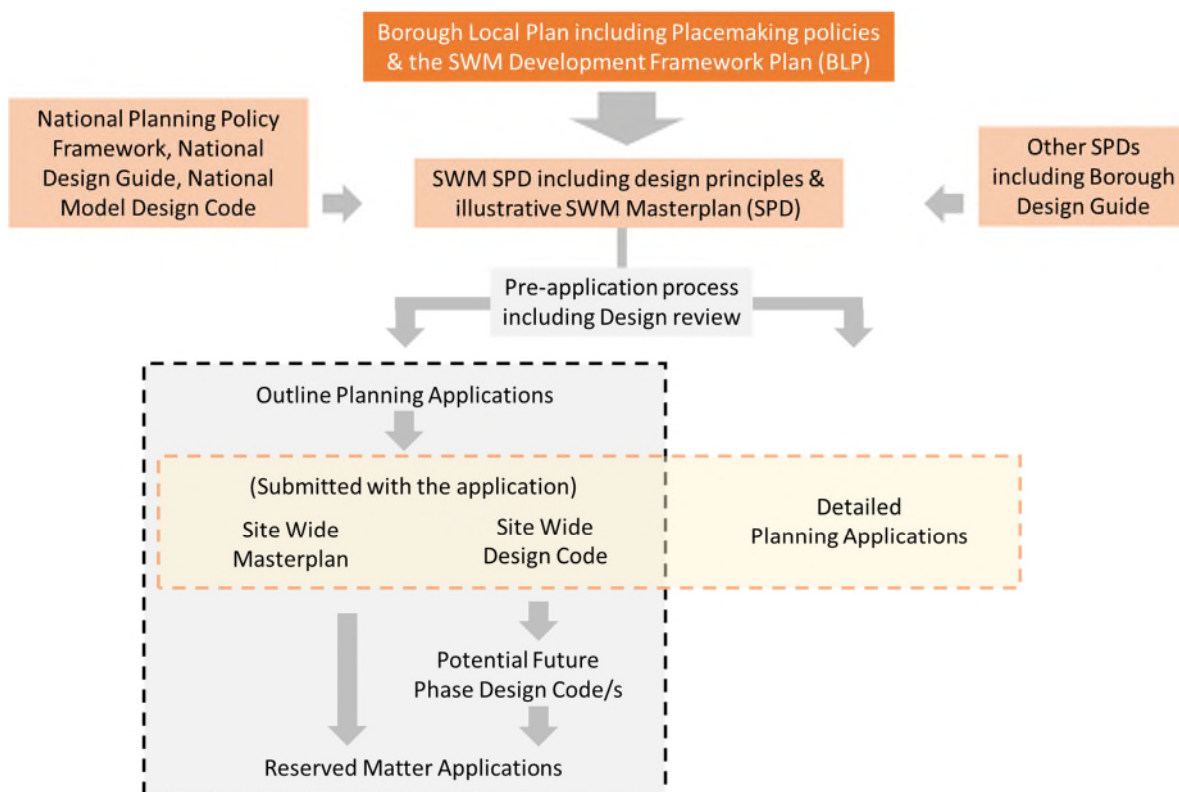
- 6.3.42 The Illustrative Framework set out in this document provides a visual representation of the broad disposition of land uses and key strategic matters that site specific proposals are anticipated to accord with. It has evolved the conceptual work set out in the Borough Local Plan and provides further information relating to a number of key design themes and related principles that are particularly important in terms of securing a high-quality development across the Placemaking Area. It is illustrative and does not define in detail how separate areas will definitively be developed.

- 6.3.43 Further placemaking and design related work will therefore need to be undertaken by individual landowners & developers as they bring forward more detailed proposals for their specific sites. Masterplans and Design Codes are particularly relevant to large and long term multi-phased developments such as that coming forward in this area, acting as a mechanism to assist in the delivery of comprehensive and coordinated development and high-quality design outcomes. They provide a mechanism through which individual applicants will be able to demonstrate how they have addressed design requirements set through national and local policy, enabling more effective and efficient determination of separate applications.
- 6.3.44 Masterplanning is about place making. A good Masterplan should tell a ‘story’ about the place as it is now and how it will be in the future as it is developed. Incorporating Masterplanning into the planning process enables issues to be addressed collaboratively and in a coordinated and comprehensive way before the detailed elements of a development are established. This helps to enable the overarching development objectives for the site to be realised and reduces the potential for design quality compromises and delays at the detailed planning application stage.
- 6.3.45 Across SWM it is recognised that landowners and developers will bring forward proposals at different speeds and covering different geographic areas. How each separate proposal meets national and local policy will need to be demonstrated.
- For larger sites with multi-phase proposals, likely to be submitted (at least in part) as outline planning applications, these should be supported by the preparation of a ‘Site Wide Masterplan’ and ‘Site Wide Design Code’ prepared by the landowner/developer. These should show how the land use and design matters have been considered, and how delivery of development will accord to the design principles and criteria as set out in the BLP, this SPD and other relevant documents and policies. These will also need to set out how the site interfaces with adjoining development sites, including how appropriate connectivity with any adjoining sites is to be achieved and explain how a comprehensive approach has been taken.
  - For smaller sites where single-phase proposals are likely to be submitted in detail, these will also need to be accompanied by a ‘Site Wide Masterplan’ (reflecting the actual detailed proposal) and ‘Site Wide Design Code’ (again to reflect the detailed proposal but enabling consistent consideration by Officers) prepared by the landowner/developer. These will also need to set out how the site interfaces with adjoining development sites including how appropriate connectivity with any adjoining sites is to be achieved and explain how a comprehensive approach has been taken.
- 6.3.46 Site Wide Masterplans and Design Codes should be submitted alongside and as part of supporting material related to the relevant planning application/s. For larger sites with subsequent future phases, it may be appropriate for the preparation of Design Codes for any future sub-area or phase to be required by



condition to be submitted and approved by the Council prior to approval of reserved matter applications and commencement of development on that sub-area/phase. A summary of how the overall process is provided in Figure 13 below.

*Figure 13 - Sequence of design control, masterplans and design coding*



### Site Wide Masterplans

6.3.47 Each Site Wide Masterplan should set how proposals for individual development plots will come forward in a planned and comprehensive way, whilst still allowing for design flexibility and innovation at the detailed design stage.

6.3.48 Each Site Wide Masterplan will establish a spatial strategy for the key components within the site and at the interface with adjoining development sites. As a minimum, they should contain information on matters such as:

- Placemaking: to set out the approach to residential and other built development plots, character, scale and density. This should also include other specific supporting infrastructure such as education and health facilities.
- Green infrastructure: approach to open spaces, landscape, biodiversity and ecology.
- Access, wayfinding, & movement: Access points and key movement routes and corridors.

- 6.3.49 Each Site Wide Masterplan will also need to show how the specific proposal aligns and integrates with adjoining development areas in the placemaking area. In the absence of other approved adjoining Site Wide Masterplans and Codes, the material will need to demonstrate how proposals accord with the policies and principles set out nationally, within the Borough Local Plan, this SPD, other relevant policy documents. Such material will be needed to illustrate conformity and give confidence that a comprehensive approach to the SWM allocation site has been appropriately considered and incorporated in the design thinking.

### **Site Wide Design Codes**

- 6.3.50 A Design Code will be needed to provide additional design information for each separate site and proposal. This should establish elements that are considered to contribute to the creation high quality place making, starting from the most strategic elements working through to more focused detailed elements.
- 6.3.51 For larger, multi-phase proposals likely to be submitted as outline planning applications, Design Codes will need to be approved prior to commencement of any specific phase. These should be submitted alongside the outline application. They should correspond to an appropriate area which may be the entire area of the application, any sub-area of the site and/or alternative approach for example related to differences in character and/or phasing. Where there are future sub-areas or phases, additional design codes may be required by condition prior to the preparation and submission of related reserved matters applications for such sub areas/phase.
- 6.3.52 For smaller, single-phase proposals likely to be submitted in detail, a Design Code should also be provided as part of the application material. The provision of Design Codes as part of outline and full applications will enable applicants to demonstrate they have considered and comply with policy and guidance set nationally and locally, thereby enabling consistent and efficient consideration by Officers.
- 6.3.53 To ensure that Design Codes are effectively implemented, a 'Compliance Checklist' should also be produced as part of each detailed proposal. This will set out how the elements of Design Code have been considered and addressed, set out in a simple, template table. For larger scale multi-phase proposals, applicants submitting detailed/Reserved Matters applications for each phase will be expected to complete the Checklist as part of each phase/submission to confirm their proposals accord with the approved Design Code.
- 6.3.54 It is likely given the duration of the South West Maidenhead Area development that the circumstances within which the code will operate will change over time. The Compliance Checklist should also make provision for applicants to acknowledge where a code may no longer be fit for purpose and provide design justification for any proposed deviations. This may necessitate amendments to Design Code details

approved via variation of condition applications (or where amendments were minor as non-material amendments)

### **Design review**

- 6.3.55 The adopted Borough Wide Design Guide Supplementary Planning Document requires large projects to be the subject of review by Design South East (D:SE). This would be expected to be undertaken at pre-application stage and be funded by the developer.
- 6.3.56 As the South West Placemaking area is subject to specific design and placemaking policies in the Borough Local Plan and this site related Supplementary Planning Document, it will be at the discretion of RBWM as to whether specific proposals for development across the area ought to be considered through a Design Review process. Where it is considered necessary, the Council will ensure that any Design Review is focused on testing the compliance of proposals against the established design policies and principles.
- 6.3.57 Whilst it is recognised that individual schemes may come forward at different times, wherever possible design reviews will consider adjoining proposals to enable a comprehensive consideration to be given.

## **6.4 Other Delivery Principles and Requirements**

6.4.1 This section outlines the range of other principles and requirements relevant to development in the South West Maidenhead placemaking area. They are grouped under three categories:

- Community Needs
- Connectivity
- Sustainability and the Environment

However, they often cover inter-connected issues, so it is important to consider them in the round and in particular the relationship they have with the design principles set out above.

6.4.2 A number of the principles derive directly from the proformas that set out site specific policy requirements for the allocated sites or from other policy requirements in the Borough Local Plan. As such they are direct policy requirements in the Plan. To ensure simplicity the boxes below do not distinguish between principles and policy requirements.

## **6.5 Community Needs**

### **Housing**

#### **Housing Mix**

To deliver broadly half the housing development as family housing and half as flats (recognising that some of the family housing might be delivered through new typologies of housing) with the proportion of family housing increasing further south on the AL13 site

*BLP Links: AL13 (1ii), QP1(b)(5d), HO2*

- 6.5.1 In relation to the dwelling mix of housing, Table 12 of the Borough Local Plan sets out information on housing size mix from the 2016 Strategic Housing Market Assessment (SHMA) and Policy HO2 of the Plan indicates that development should provide an appropriate mix of dwelling types and sizes, reflecting the most up to date evidence in the SHMA, but where evidence demonstrates an alternative housing mix would be more appropriate, this will be taken into account. Across all tenure types, the SHMA indicates a broad mix of 45% 1 and 2 bed homes, and 55% 3 and 4 bed homes.
- 6.5.2 Given that a significant proportion of housing supply in the Borough, and particularly in Maidenhead, will come forward from developments of flats in the town centre, it is important that developments on greenfield sites provide a higher proportion of family housing. In the case of the AL13 site in South West Maidenhead, it is recognised that given its proximity to the town centre at its northern end, and the overall scale of development to be accommodated (approximately 2,600 homes), achieving a very high level of family housing on the site would be unrealistic. However, the aim should be to deliver broadly half of the development as family housing and half as flats. As the design principles above highlight however, some of the family housing will need to be more innovative forms of housing within a higher density setting.
- 6.5.3 The design principles also highlight that the northern neighbourhood will be facing more to the town centre and generally consist of higher density development. As such the proportion of family housing will be expected to increase from north to south across the AL13 site, and the proportion of flats is expected to be low at the southern part of the site, especially south of Harvest Hill Road.

### Affordable Housing

To deliver 30% affordable housing across the AL13 site with a tenure mix in accordance with the Policy HO3 of the Local Plan and a dwelling size mix that enhances the level of housing delivered relative to flats, particularly further south on the site

*BLP links: AL13 (13), QP1b (5d), HO2, HO3*

*Other Links: Housing Strategy, Corporate Plan*

6.5.4 The affordable housing requirements for the AL13 housing site are set out in Policy HO3. In summary they are:

- 30% of units to be affordable housing
- A tenure mix of 45% social rent, 35% affordable rent and 20% intermediate tenures
- All provision should be on site

6.5.5 In relation to the dwelling mix for affordable housing, having regard again to Table 12 of the Borough Local Plan and Policy HO2 of the Plan, the indicated mix for affordable housing is set out at the bottom of Table 1.

6.5.6 However, there is a high proportion of 1 and 2-bed flats available as relets of existing properties and many households in temporary accommodation need rented family housing. Consequently, there should be more emphasis on houses and the dwelling mix being sought for new build affordable housing in South West Maidenhead should be based on the mix set out in Table 1 below (rather than the SHMA figures shown at the end for comparison).

*Table 1 - Affordable Dwelling Types in New Build*

	1BF	2BF	2BH	3BH	4BH	
Rent	10%	10%	20%	30%	10%	80%
• Social Rent 45%						(45%)
• Affordable Rent 35%						(35%)
Shared ownership	5%	10%	5%	-	-	20%
	15%	20%	25%	30%	10%	100%
SHMA	35-40%	25-30%		25-30%	5-10%	

6.5.7 The affordable housing should be provided in a way that avoids large clusters of affordable housing, ensuring it is well integrated with the market housing and that the design and appearance of the development is “tenure blind”. The Council will be preparing a Supplementary Planning Document on Affordable Housing and regard should be had to this document when it is available.

### Other Housing Requirements in the Local Plan

- 6.5.8 The Local Plan sets out a range of other requirements in relation to provision of new housing in Policy HO2 that are relevant to the AL13 site. This includes:
- Ensuring homes are adaptable to changing life circumstances
  - Providing 30% of homes on the site as accessible and adaptable dwellings in accordance with Building Regulations M4(2)
  - Providing 5% of the dwellings to meet the wheelchair accessible standard in Building Regulations M4(3)<sup>7</sup>
  - Providing 5% of the market housing as fully serviced plots for custom and self-build housing
- 6.5.9 Concerning the requirement for 5% of dwellings to meet the wheelchair accessible standard, it is recognised that in practice this is often provided as part of the affordable housing requirement (normally social rent or affordable rent). However, developers are also encouraged to consider providing wheelchair accessible housing as part of market housing provision.
- 6.5.10 In relation to the self and custom build requirement, which applies to sites of 100 or more net dwellings and is therefore required on the AL13 site, the fact that individual applications for parts of the AL13 site may come forward for less than 100 dwellings does not mean those proposals should not provide for 5% self and custom build. In the absence of a single application for the site, each application will be required to deliver 5% custom and self-build housing.
- 6.5.11 Policy HO2 indicates that every self-build/custom build plot will need to a plot passport. This is to be prepared by the developer. The Council will prepare further guidance on self-build/custom build provision, including in relation to the content of plot passports and how they fit in the planning application process. The Council will also seek further information regarding the specific requirements of those on the self-build and custom build register to ensure that developers are able to ensure that the self/custom build plots that they provide can best meet the requirements of those on the register.

### Community Infrastructure

- 6.5.12 The design principles highlight the key requirements for the two schools and the importance of their relationship to the local centre, sustainable modes of travel and the green spine. The timing of the delivery of the two schools is likely to be different with the primary school being needed earlier in the development period but potentially being developed in more than one phase.

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<sup>7</sup> The M4(2) and M4(3) requirements should be applied unless evidence can be provided to demonstrate that such provision would be impracticable or render the scheme unviable

- 6.5.13 The secondary school, however, is not likely to be required until towards the end of the plan period. As such there is likely to be a period of time when the land for the secondary school is vacant and development occurs around it. As such a temporary use for the site should be considered, but one which does not prevent the secondary school from being provided when needed. **As part of this consultation, we would welcome your views on what might be appropriate temporary uses for the site.**

#### **Local Centre and Community Building**

To deliver in a timely manner a Local Centre that lies at the heart of the southern neighbourhood incorporating a mix of uses including retail, leisure, community facilities including space for police, health and recycling facilities. It should be located on the north side of Harvest Hill Road, be near to and visible from Harvest Hill Road and close to the schools, as well as being highly accessible by sustainable modes of transport.

BLP links: AL13(5), QP1(b)(5c), IF6  
Other Links: Corporate Plan

- 6.5.14 The scale of development means that it is appropriate and necessary to provide a range of community facilities on site and this is set out in the Local Plan, enabling residents to access local facilities to meet every day needs without the need to travel further afield.
- 6.5.15 At the heart of the Harvest Hill neighbourhood, a multi-purpose community building should be provided, creating a focus for the new community. The specification for such a facility should be worked up closely with community representatives, groups and stakeholders. **As part of this consultation, we would welcome your views on what sort of facilities and uses should be accommodated within this facility.**

#### **Health provision**

To explore with the relevant health providers the scope to provide a health hub within the local centre, including the possibility of the relocation of health provision from the surrounding area

BLP links: AL13(5), QP1(b)(5c), IF6  
Other links: Corporate Plan

- 6.5.16 The scale of residential development in South West Maidenhead will generate significant additional demand for primary health care facilities. Existing surgeries in the area have little additional capacity. Consideration is being given to the primary health care provision in the wider area, including the scope for the relocation of some existing primary healthcare provision onto the AL13 housing site to form a health hub. This should form part of the local centre. As such provision would be a

mix of new health provision for the AL13 site and re-provision, a mix of funding would be needed (see section 7).

- 6.5.17 The scope exists to combine a health hub with the provision of a multi-purpose community building, and this option should be explored further.
- 6.5.18 As the health hub would be meeting a combination of new and existing needs, development should contribute proportionately to the costs of the new provision, having regard to the balance between new patients arising from the development and existing patients from the surrounding area.

### Open Space

- 6.5.19 The design principles highlight the importance of establishing a strong green infrastructure framework and the approach to the provision of open space in the two neighbourhoods on the AL13 site. The open space standards in the Borough Local Plan provide important guidelines in relation to types of open space, quantity, accessibility (walking distance) and quality.
- 6.5.20 It will be important for development proposals to provide a range of different open spaces to meet different needs, including high quality new amenity open spaces and play facilities for older and younger children (including Local Areas of Play (LAPs), Locally Equipped Areas for Play (LEAPs) and Neighbourhood Areas for Play (NEAPs).
- 6.5.21 A further key consideration is ensuring that clear mechanisms are in place to secure the long-term maintenance of open space.

#### **Employment**

To provide new industrial and warehousing space on AL14 the Triangle Site in accordance with Policy ED1 of the Borough Local Plan

*BLP links: ED1, AL14(3)*

*Other Links: Corporate Plan*

- 6.5.22 The Policy context section of this SPD summarises the Policy requirements in relation to the nature of the industrial and warehousing space to be provided on the site. The focus of the employment development on this site is one of delivering smaller industrial units for small and medium sized firms. The supporting text to the policy explains the reasons for this, including meeting growth needs and historic under-provision, and a negative industrial pipeline.



## **6.6 Connectivity**

### **Connectivity**

To deliver development that is highly connected both within the development areas and to the surrounding areas, with a focus on enhancing connectivity for walking, cycling and public transport. This infrastructure to be delivered in a timely manner to ensure that the use of sustainable modes of travel is available to new residents and occupants early on in the development.

*BLP links: QP1b(5e,5f), AL13(3, 15, 16, 17), AL14(5, 6, 8, 9, 10, 11), AL15(1, 2), IF2*

*Other Links: Corporate Plan, Local Cycling and Walking Infrastructure Plan*

- 6.6.1 The development areas in South West Maidenhead, and especially the AL13 housing site, are well located to major destinations in the town, particularly the town centre and the railway station but also other destinations such as the Braywick Leisure Centre and major parks and open spaces. The provision and enhancement of high-quality sustainable connections to those destinations, both within and beyond the development area, will be key in delivering sustainable development. Similarly providing the right connections, particularly those relating to sustainable modes of travel to key local facilities on the site, including to the employment opportunities on the Triangle site, will further contribute to the sustainability of development. The early delivery of key elements of the walking and cycling and public transport infrastructure will help embed sustainable travel “habits” for those in living or working in the development areas.
- 6.6.2 The Illustrative Framework and related design principles set out key principles for access, movement and wayfinding. This section outlines in more detail some of the specific measures needed to deliver those principles

### **Walking and Cycling within surrounding areas**

To provide high quality walking and cycling connections between development areas and the wider area, in particular connecting with the walking and cycling network identified within the Local Cycling and Walking Infrastructure Plan (LCWIP), including:

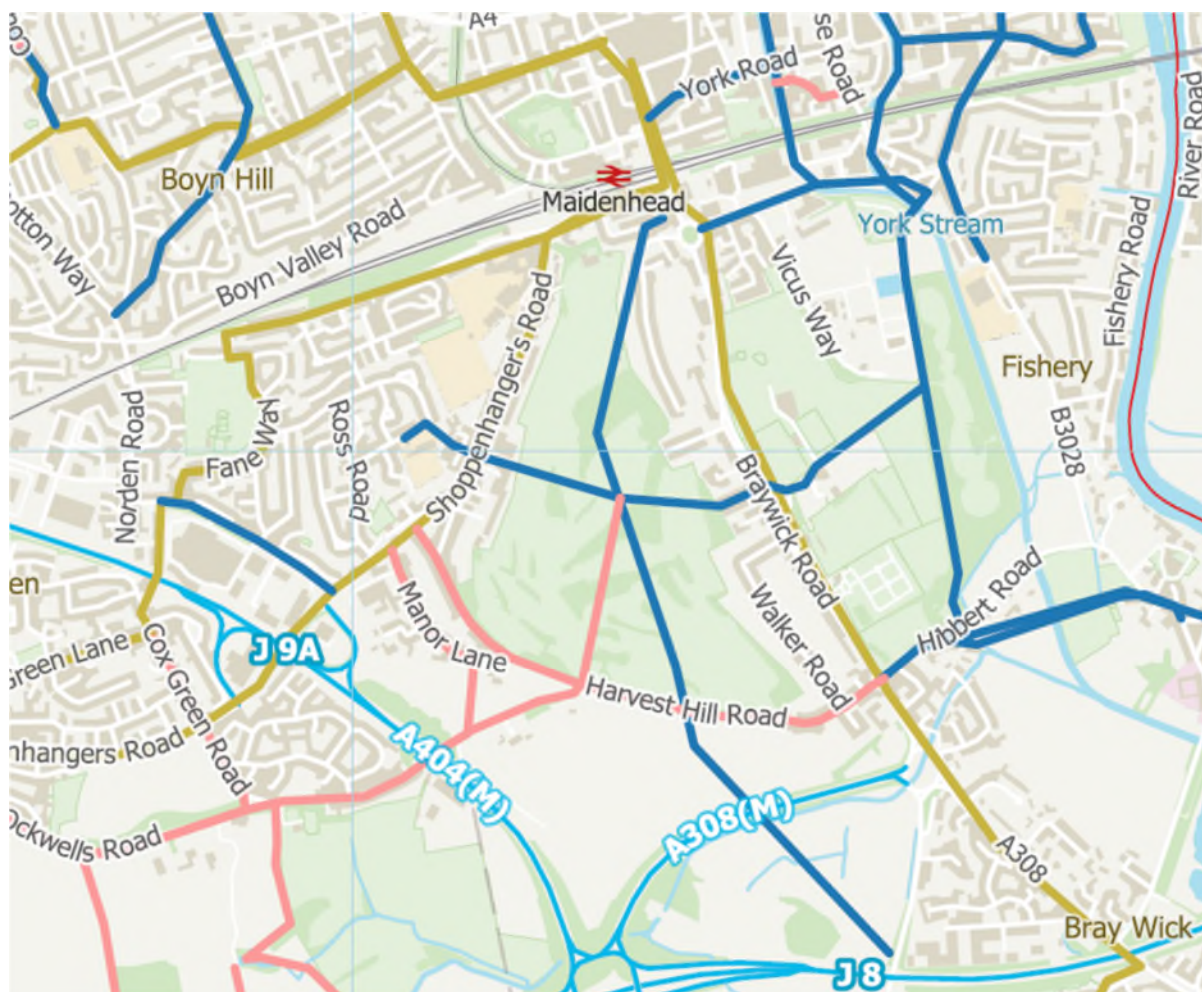
- New cycling and pedestrian crossing across Braywick Road to the leisure centre for the current footpath across the golf course
- New means of crossing Braywick Road at the east end of Harvest Hill Road to link with the new segregated walking/cycling route along the north side of Harvest Hill Road, potentially as part of a wider junction improvement
- Improvements along Braywick Road to the town centre
- Improvements to the bridge over the A404(M) and to the quality of the environment either side to improve the quality of access to Ockwells Park
- A series of walking and cycling measures to/from the Triangle site and improved connections to the town centre and the AL13 site
- Creation of attractive and legible direct links to the railway station and beyond to the town centre

*BLP links: QP1b(5e), AL13(3)(15)(16), AL14(5)(8)(10), AL15(2), IF2*

*Other links: Corporate Plan, Local Cycling and Walking Infrastructure Plan*

- 6.6.3 It essential that high quality, including wherever feasible segregated, walking and cycling routes, are provided to connect to key destinations outside of the main development sites. These routes will also need to connect to the wider walking and cycling network, as defined in the Local Cycling and Walking Infrastructure Plan, to ensure that those living or working in the new development can sustainably reach other parts of the town and further afield on foot or by bike.

Figure 14 - The wider walking and cycling network in the South West Maidenhead area



- 6.6.4 This new provision to ensure a fully connected development will involve a combination of provision of new walking/cycling paths and improvements to means of crossing key routes/barriers such as Braywick Road and the A404(M) to improve the accessibility of key facilities for pedestrians and cyclists. In the case of the existing footbridge over the A404(M) which provides a key link to Ockwells Park, this should include both a refurbishment of the bridge and an improvement to the environment either side of the bridge. New walking/cycle paths will need to meet the Department for Transport standards for new provision wherever possible.
- 6.6.5 One of the requirements for the AL13 and AL14 sites in the Borough Local Plan is to discuss further, including with National Highways (formerly Highways England), the feasibility of a pedestrian and cyclist bridge over the A308(M) connecting the employment development on the Triangle site with the new housing development immediately to the north, and if deliverable any such bridge should create a distinctive landmark on the approach to Maidenhead. However, if not feasible, the Local Plan indicates that alternative sustainable access solutions would need to be explored and implemented that provide comparable benefits for the movement of pedestrians, cyclists and public transport users in the area.

- 6.6.6 As a result, further work has been undertaken to consider the options. In summary that work has concluded that the alternative to the bridge involving pedestrian and cyclist crossings on the northern and eastern side of the Braywick Road roundabout, and improved walking and cycling connections along Braywick Road to the town centre and also to the AL13 Housing area could provide comparable benefits to the bridge and is the preferred approach. It was noted as part of this work that the bridge option was more expensive having regard to the potential level of use of the bridge.

**Walking and Cycling within development areas**

To deliver high quality segregated walking and cycling infrastructure that ensures high quality north/south and east/west connectivity, including:

- Along the north/south green spine
- East/west along the north side of Harvest Hill Road, extending beyond the site in either direction
- The existing footpath across golf course land
- East/west connectivity across the parcels of land to the south of Harvest Hill Road
- Within the Triangle site
- Provision of secure, high quality and accessible cycle parking facilities – at key destinations within the development (e.g., school, local centre, employment development) and for all dwellings

To recognise the fundamental relationship of the walking/cycling network with the green infrastructure network across the development area

*BLP links: QP1b(5e), AL13(3, 15, 16), AL14(5, 8, 10), IF2*

*Other links: Corporate Plan, Local Cycling and Walking Infrastructure Plan*

- 6.6.7 The development provides the opportunity to create a high quality, segregated walking/cycling network, connecting up with the wider walking and cycling network beyond the development sites. This will need to be carefully planned alongside the green infrastructure network. Making the right connections to key destinations within the development areas, notably to open spaces, the schools and the local centre will be essential to ensure these are truly accessible and attractive to reach on foot or by bike.

**Public transport**

To ensure that development is well-served by public bus routes/demand responsive transport/other innovative public transport solutions, with appropriate provision of new bus stop infrastructure, such that the bus is an attractive alternative to the private car for local journeys. To ensure bus routing integrates closely with the location of the local centre, school and commercial development.

*BLP links: QP1b(5e), AL13(3, 16,17), AL14(5,6,10), AL15(5), IF2  
Other Links: Corporate Plan, Bus Service Improvement Plan*

6.6.8 The approach to public transport provision is also one where it is important that public transport provision to serve the new housing and employment development is well integrated with the existing network and consistent and supports the implementation of the recent Bus Service Improvement Plan (BSIP) (November 2021)<sup>8</sup>. Survey information in the BSIP of non-bus users identified the following measures as the top three actions that would make people use buses:

1. Cheaper fares
2. More frequent services
3. More bus routes

6.6.9 The new development needs to be well served by public transport, connecting the development with key destinations in the surrounding area is critical, but it is also important to ensure key facilities such as the local centre and the schools are well connected by public transport too.

6.6.10 The measures that should be considered to deliver the public transport provision needed in South West Maidenhead, informed by the BSIP include:

- Diversion of an existing bus route or 'new sub-route', initially along Harvest Hill Road to serve early housing development to the south of Harvest Hill Road, and then through the residential development to the north of Harvest Hill Road (including the local centre and the school)
- Improved frequency of buses
- Trialling cheaper fares for the route through the site over an extended period of time to encourage greater patronage
- Provision of additional bus stops with real time passenger information
- Incorporation of bus priority measures
- Consideration should be given to conversion of buses to electric buses at the earliest opportunity

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<sup>8</sup> See [https://www.rbwm.gov.uk/sites/default/files/2021-11/rbwm\\_bus\\_service\\_improvement\\_strategy\\_november\\_2021.pdf](https://www.rbwm.gov.uk/sites/default/files/2021-11/rbwm_bus_service_improvement_strategy_november_2021.pdf)

- 6.6.11 The Borough Local Plan and the Bus Service Improvement Plan also highlight the potential of demand responsive transport, and this too could be explored further to enhance the public transport accessibility of the area.

Vehicular Access and Off-Site Junction Improvements

- 6.6.12 The access, movement and wayfinding section of the Design Principles illustrate the location of the main vehicular access points to the development areas, including the importance of the Harvest Hill Road corridor.

**The wider road network**

As part of mitigating the impact on the wider road network, to provide/fund improvements to the following junctions:

- Braywick Road roundabout
- Shoppenhangers Road/Norreys Drive
- Holyport Road/Windsor Road
- A4/A404(M) Thicket Roundabout and Cannon Lane/Henley Road/Bath Road (A4) roundabout
- M4 J8/9 (a contribution)
- Improvements to Harvest Hill Road/Braywick Road – to be explored further and linked to improved pedestrian/cycle crossing

*BLP links: QP1b(5f), AL13(15), AL14(9)*

*Other Links: Corporate Plan*

- 6.6.13 Traffic modelling work for the Borough Local Plan identified the need to improve a number of road junctions across the town to address the impact of development proposed in the Plan. Further modelling work has been undertaken to test the need for junction improvements focusing in on junctions around the South West Maidenhead area, and necessary improvement measures have been identified and costed. The junctions needing improvement are identified above, shown on the plan (Figure 14) below and are also included in the Infrastructure Schedule at Appendix 3.
- 6.6.14 The junction of Harvest Hill Road with Braywick Road is a location where it is essential to provide a high-quality walking/cycling crossing. However, following early consultation, further consideration is required of traffic movements at that junction, and in particular those vehicles that would want to turn right at that junction but cannot at present due its current configuration. The output from that consideration may result in further improvements being identified.

Figure 15 – Location of required junction improvements



6.6.15 Although the development in South West Maidenhead is likely to have wider impacts than the junctions identified above, some improvements have been or will need to be provided through other means. It is important, therefore, that the specific junction improvements identified above are provided for by funding from development on the AL13 and AL14 sites.

## 6.7 Sustainability and Environment

### **Sustainable Building - Net Zero Carbon**

Deliver net zero carbon development (operational) in developments across the area, and consider approaches that take account of the 'whole life carbon' emissions of development. In achieving net zero carbon, to contribute towards meeting the Royal Borough's renewable energy targets through on site renewable provision.

BLP links: QP1b(5i), SP2

Other Links: Corporate Plan, Environment and Climate Strategy, Position Statement on Sustainability and Energy Efficient Design

6.7.1 In 2019 the Council declared a climate emergency and then adopted an Environment and Climate Strategy the following year. This sets out the approach and actions locally to address climate change, based around 4 themes:

- Circular Economy
- Energy
- Natural Environment
- Transport

6.7.2 The implications of this strategy relate to a number of aspects of development at South West Maidenhead and the content of this SPD. In relation to energy, reducing our energy consumption, decarbonising our supply of energy and increasing local renewable energy generation is key to realising the Borough's zero carbon aspirations.

6.7.3 The Borough Local Plan (Policy SP2) sets out that all developments need to demonstrate how they have been designed to incorporate measures to adapt to and mitigate climate change. Policy QP1b for the South West Maidenhead area indicates that one of the key principles for the placemaking area is that development includes measures to reduce climate change and environmental impacts including suitable approaches to sustainable energy, recycling and construction.

6.7.4 Taking forward these aspirations at a practical level in relation to new development, the Council has adopted a Position Statement on Sustainability and Energy Efficient Design (March 2021). This sets out requirements which will be sought on new developments in order to deliver on the requirements set out in the National Planning Policy Framework (NPPF), national and local commitments towards climate change and the Council's Environment and Climate Strategy.

6.7.5 The Council expects developers to meet the requirements and follow the guidance in this Position Statement, and in particular follow the energy hierarchy of:

- Be lean: use less energy
- Be clean: supply energy efficiently
- Be green: use renewable energy

and specifically, all development:

- To be net zero carbon (operational)
- To include detailed energy assessments
- Maximising on site renewable energy generation

The net zero outcome should be achieved on site where feasible, but where it is not feasible, to contribute towards a carbon offset fund. The Council's strong preference and expectation, particularly on greenfield sites such as those in South West Maidenhead, is that net carbon is achieved on site. Furthermore, to be genuinely



sustainable, developers are encouraged to consider the ‘whole life carbon’ impact of their development, taking account of the energy used in the construction, maintenance and demolition phases of a building, as well as the operational phase.

6.7.6 There is guidance and good practice available to assist in ensuring development achieves zero carbon. Developers should look to apply the LETI Design Guidance on Zero Carbon<sup>9</sup>. The Council will also be producing a Supplementary Planning Document on Sustainability and Climate Change – regard should be had to this document when it is available.

6.7.7 The Position Statement sets out other requirements including:

- Reduce potential overheating and reliance on air conditioning systems by applying a ‘cooling hierarchy’
- Recognising quality regimes such as Passivhaus or Home Quality Mark
- New homes to use three phase power supply
- Provision of electric vehicle (EV) charging facilities
- High speed internet to facilitate homeworking
- Minimise the use of water including application of a water usage target

6.7.8 In relation to EV charging facilities, it should be noted that from July 2022 changes to the Building Regulations are bringing in a requirement that all new residential buildings with a parking space must have an electric vehicle charging point.

6.7.9 The scale of development in the South West Maidenhead area provides the opportunity for the provision of centralised energy systems to be provided. Developers should work together to explore this option, exploring that latest technology for heat networks.

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<sup>9</sup> [Climate Emergency Design Guide | LETI](#)

### **Biodiversity Net Gain**

Development across the area should deliver at least 10% biodiversity net gain, applying the following hierarchy:

1. To maximise the level of biodiversity on the two main development allocations (AL13 and AL14) through protection and retention of existing habitats and species wherever possible, and through on-site mitigation within those allocated areas; then
2. To secure biodiversity gains elsewhere in the placemaking area covered by this SPD; then
3. If 10% net gain is still not achieved, for the remaining gains to be delivered on land in proximity to the placemaking area where possible and appropriate.
4. Elsewhere in the Borough, potentially through a biodiversity net gain credit scheme

In following this approach, careful regard should be had to the design principles set out in Section 6.3 above.

BLP links: QP1b(5h), AL13(8), AL14(25), NR2

Other links: Corporate Plan, Environment and Climate Strategy, Biodiversity Action Plan

6.7.10 The Borough Local Plan sets out a policy requirement that development proposals will demonstrate a net gain in biodiversity by quantifiable methods such as the use of a biodiversity metric. It also sets out a mitigation hierarchy to avoid, then mitigate and as a last resort to compensate for any adverse biodiversity impacts. The Environment Act (2021) introduces a requirement for development to deliver a 10%<sup>10</sup> net gain in biodiversity. Policy QP1b requires delivery of net gain across the placemaking area that reflects its nature conservation interest.

6.7.11 Considering the application of these principles and requirements to the South West Maidenhead area has resulted in the formulation of a local hierarchical approach whereby not just the mitigation hierarchy is applied but mitigation is focused as much as possible on protection and mitigation within the allocated site areas, AL13 and AL14. Particular opportunities exist to maximise biodiversity gain in the southern fringe to site AL13 shown in the Illustrative Framework, and on parts of the Triangle site AL14 where a combination of green belt designation and flood risk limit the extent of the developable area. The opportunity for mitigation in the wider placemaking area covered by the SPD, and potentially beyond, is likely to need to be explored further also.

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<sup>10</sup> The 10% net gain in the Environment Act formally comes into force in December 2023 but the Council believes that developers should be applying this approach at the earliest opportunity.

- 6.7.12 In developing mitigation measures it is important that the identified mitigation is species specific and has particular regard to mitigating for species that are under threat or have been lost. Net gain should relate to priority species identified in the Biodiversity Action Plan. Similarly, the use of native species in new habitat creation is another very important principle.
- 6.7.13 Development on the site allocations in the South West Maidenhead area provides the opportunity to design in from the start opportunities to maximise the on-site retention and mitigation of biodiversity, whilst recognising the need to accommodate the development identified in the Borough Local Plan. The design principles highlight the importance of the green infrastructure network required across the development areas and their significance in providing ecological connectivity.
- 6.7.14 The Government's metric 3.0 provides the basis for calculating net gain at present but the latest metric should be used. The Council may develop further guidance in relation to biodiversity net gain. It should be noted that there would be a 30-year protection for biodiversity improvements and funding agreements must cover maintenance for that period. Enforcement and monitoring will be essential, and funding will need to be secured to undertake this work. Communication and engagement will also be very important.

#### **Trees**

Development should look to maximise the retention of trees on the development sites whilst having regard to the scale of growth identified in the Local Plan, and deliver significant additional new tree planting

BLP links: QP1b(5g), AL13(7, 9), AL14(14, 15), NR3

Other Links: Environment and Climate Strategy

- 6.7.15 It is recognised that to accommodate the level of growth planned for the areas, some loss of trees will be required. The proformas in the Borough Local Plan for sites AL13 and AL14 (included at Appendix A of this SPD) set out a number of requirements in relation to trees and landscape buffers on the two development areas that need to be reflected in development proposals. These can be summarised as, on the AL13 housing site:

- Retention of Rushington Copse
- Retention of other mature trees and hedgerows wherever possible
- Retention and enhancing of boundary trees and landscape buffers
- Protecting trees from the impact of development

and on the AL14 site:

- Retain all valuable trees and reinforce the tree landscape buffers to the A308(M) and the M4 and along all site boundaries

6.7.16 Tree surveys and related assessments and plans to the standards defined in the Local Plan Policy NR3 will be very important in applying these principles and requirements in practice, including in particular in relation to the golf course part of the AL13 site and the consideration of the value of 'The Clump' on the Triangle site. Similarly, every opportunity should be taken to deliver significant new tree planting in the area.

### **Other Issues**

6.7.17 There are a wide range of other environmental issues that will need to be considered as part of bringing forward development proposals for the area. The Borough Local Plan, including both the site-specific requirements in the Proformas in Appendix C of Plan (and Appendix 3 of this SPD), together with the wider suite of policies in the Plan provide set out what is expected in relation to those issues. Some of those key issues are highlighted below:

#### Food Production

6.7.18 Food production should be incorporated into the green infrastructure network to enable a significant proportion of new residents the opportunity to participate in or benefit from on-site food production in the residential development. This could take various forms including:

- Allotments
- Micro allotments – smaller scale plots for those wanting more limited growing space
- Community gardens and/or orchards
- The incorporation into gardens of pre-prepared growing space

#### Flood Risk

6.7.19 There are areas of flood risk on both the AL13 and AL14 sites and development proposals for both sites will need to be accompanied by a robust Flood Risk Assessment.

6.7.20 There is particularly significant flood risk on the AL14 site which will affect the extent of the developable area, and the Local Plan proforma for the site highlights issues of surface water flooding and risk to groundwater that will need to be addressed. The watercourse "The Cut" also runs along the northern part of the site and the site is also crossed by Chawbridge Bourne at its western end. If practicable and appropriate, an undeveloped 8 metre buffer should be provided on both sides of these watercourses to provide access for maintenance and maintain a wildlife corridor.

- 6.7.21 In relation to the AL14 site, although employment uses are classified as a “less vulnerable use” and the Government’s planning practice guidance indicates that less vulnerable uses are appropriate in zones 1, 2 and 3a (but not 3b), the Council’s Sequential and Exceptions Test report<sup>11</sup> prepared as evidence to support the Borough Local Plan, sets out a range of key considerations for the Flood Risk Assessment (FRA) including ensuring floodplain storage capacity and safe evacuation of the site. Only once the FRA has been concluded can the developable area of the site (from a flood risk perspective) be confirmed.
- 6.7.22 Policy NR1 of the Local Plan provides more detailed requirements in relation to managing flood risk and waterways.

#### Scheduled Ancient Monument

- 6.7.23 There is a scheduled ancient monument on the northern edge of the AL14 site. Development proposals will need to ensure that they conserve and enhance the scheduled ancient monument and its setting, having particular regard to the ‘wet’ nature of the site. To ensure this, a setting study will need to be undertaken.

#### Environmental Protection

- 6.7.24 There are a number of potential pollution concerns that will need to be addressed by development proposals. These include:
- Noise and air pollution from existing nearby sources of pollution such as the A404(M) and the A308(M) and its impact on new residents
  - Potential pollution generated by the new development, including its implications for the nearby Town Centre Air Quality Management Area
  - Potential impact on environmental quality during the construction phase.
- 6.7.25 The Environmental Protection chapter of the Borough Local Plan (Policies EP1 - EP5) puts in place strong policy safeguards to ensure that development proposals address these and other environmental protection issues.

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<sup>11</sup> [2019 ‘Sequential and Exception Test’ document](#)

## 7 Infrastructure Delivery

### 7.1 Infrastructure Delivery Principles and Approach

#### **Infrastructure Delivery Principle**

That development in South West Maidenhead should fully mitigate its impacts in terms of necessary infrastructure provision. This should be reflected in the cumulative level of funds provided through Community Infrastructure Levy and section 106 agreements from development from the AL13 and AL14 sites, taking account of other funding sources where it is appropriate to do so.

BLP links: QP1b (5a, c), AL13 (various), AL14 (various), IF1

Other Links: Corporate Plan, Community Infrastructure Levy Charging Schedule

- 7.1.1 It is essential that the impact of new development at South West Maidenhead is fully mitigated, in terms of the provision of the required new or improved supporting physical and community infrastructure. There is a range of infrastructure required to deliver a successful place and this is highlighted in the Local Plan and in this SPD. This section focuses on the “hard” physical infrastructure of a strategic nature, much of which is provided “off-site”, to consider how this can be delivered collectively, having regard to the fact that there are a number of different landowners/developers who will deliver development in the area.
- 7.1.2 Whilst some other potential sources of funding have been identified, it is expected that most of the new infrastructure needed to support development at South West Maidenhead will be funded by the planned development, through Community Infrastructure Levy (CIL) payments and section 106 (S106) contributions.
- 7.1.3 Given the scale of the planned development, the number of different landowners and developers involved, and the length of the likely delivery period, the Council will be adopting a precautionary approach in securing developer contributions towards necessary supporting infrastructure. Whilst at this stage in the planning process the Council has undertaken some preliminary design work for junction improvements, looked at recent comparable costs for infrastructure delivery elsewhere, and used a range of other techniques to arrive at reasonable cost estimates for the required new infrastructure, it is inevitable that these costs will change, as further design work is completed, and delivery constraints more fully understood.
- 7.1.4 Accordingly, in setting out the costs for the necessary supporting infrastructure, the Council needs to factor in contingencies into the costs. Where there is a preliminary design a cost estimate has been worked up including optimism bias. However, other estimates are not based on costed schemes. As such, at this stage a 10% risk allowance is included across all the different elements of the infrastructure package to reflect the level of uncertainty at this stage in the infrastructure planning process. The Council will keep the costs and allowances for risk under review.

- 7.1.5 In negotiating S.106 financial contributions, the Council will seek to minimise any risk that the overall receipt from S.106 contributions, CIL and other identified funding sources is insufficient to deliver the required supporting infrastructure in full. The Council will also seek to ensure that those landowners and developers that are last to bring forward planning applications on their land are not left with a disproportionately high CIL/ S.106 burden - by including appropriate contingency and risk allowances as outlined above in the cost estimates for the required infrastructure and by reviewing the costs and delivery of infrastructure as the overall scheme is progressed.

#### **Infrastructure Delivery Approach**

That the following sequential steps be taken to considering the funding of infrastructure required as a result of the South West Maidenhead development:

1. To assess infrastructure needs and costs
2. To consider other funding sources, where it would not be appropriate for South West Maidenhead development to fully fund an element of the infrastructure requirement in its entirety
3. To consider potential CIL receipts from the AL13 site
4. Any remaining funding gap to be funded from section 106 contributions from the AL13 and AL14 sites, having regard to the more limited range of infrastructure impacts arising from the AL14 site

That the overall aim is to ensure an equitable distribution of infrastructure costs across the different development interests in the South West Maidenhead area

That this assessment is updated as and when required to inform negotiations on section 106 agreements.

BLP links: QP1b(5a, c), AL13 (various), AL14 (various), IF1

Other Links: Corporate Plan, Community Infrastructure Levy Charging Schedule

#### **Step 1 Infrastructure Needs and Costs**

- 7.1.6 As part of the preparation of the Borough Local Plan, an Infrastructure Delivery Plan was prepared setting out the infrastructure required to support the growth set out in the Plan. This included a consideration of the infrastructure requirements for the South West Maidenhead area and in particular the specific site allocations in the Plan (sites AL13, AL14 and AL15), some of which were subsequently reflected in the site-specific requirements in the proformas at Appendix C of the Local Plan.
- 7.1.7 This assessment has formed the basis for considering the infrastructure requirements in this SPD. However, further work has also been undertaken to

understand the infrastructure requirements for the development of the area and the potential timing of delivery. This work has included:

- Additional traffic modelling and work to determine the nature of required off-site junction improvements, and their costs
- Consideration of the Harvest Hill Road corridor from a highways and urban design perspective, including costing work on the potential segregated walking/cycling route
- Further consideration of walking, cycling and public transport provision in the context of emerging strategies
- Further consideration of potential locations for the school site and the broad timing of when the schools may be required
- Discussions with health providers about the need for a health facility on site

7.1.8 As a result of the original and further work an infrastructure delivery schedule has been prepared for the South West Maidenhead area (see Appendix 2). This includes an indication of the potential costs of the different elements of infrastructure. Over time, these costs will be refined as more information becomes available, and this table, and its implications for development contributions will be updated. Any updates will be provided on the Council's website to inform any ongoing discussions with developers.

7.1.9 In summary a range of infrastructure requirements that need to be funded by financial contributions have been identified arising from development in the South West Maidenhead area. These include:

- Strategic network highway junction improvements
- Local network highway junction improvements
- Improvements to walking and cycling infrastructure
- Improvements to public transport provision
- Provision of a new secondary school and primary school
- Community and health provision

In addition, there will be a range of other primarily on-site infrastructure that will need to be provided by developers such as vehicular accesses, open space and green infrastructure, transport infrastructure provision internal to the site, etc.

7.1.10 In broad terms the wider infrastructure needs related to the site amount to around £100m - £110m (excluding land costs – see below). This is broadly split as set out in Table 2.



*Table 2 - Indicative Infrastructure Costs (excluding land costs)*

<b>Type of Infrastructure</b>	<b>Indicative cost</b>	<b>Indicative Cost + 10% risk allowance</b>
Strategic Highway Junction	£10.0m	£11.0m
Local Highway Junctions	£19.4m	£21.3m
Walking and Cycling	£11.2m	£12.3m
Public Transport	£1.7m	£1.9m
Schools	£51.5m	£56.7m
Community and Health	£6.2m	£6.8m
<b>Total</b>	<b>£100.0m</b>	<b>£110.0m</b>

Given the uncertainties with estimating costs, including land costs (see below), an additional 10% is included in the costs and shown in Table 2.

- 7.1.11 In identifying the infrastructure requirements of the area we have taken a proportionate approach in identifying how different infrastructure should be funded. We have also, however, aimed to keep the approach relatively simple to ensure that the key infrastructure requirements are fully addressed. This is in the interests of clarity and certainty. Smaller contributions could have been identified towards other infrastructure provision and detailed arguments could be made one way or another about proportions of impact, but this would not assist in delivering a comprehensive approach to development where the key impacts are addressed.
- 7.1.12 In addition, in considering the cost of providing community facilities including the schools, it is considered appropriate and equitable to include an appropriate cost for the land in the overall cost of the infrastructure. This SPD indicates that the main community uses, notably the schools and the local centre incorporating health and community facilities, should be located on the land north of Harvest Hill Road where there is a single ownership. This is meeting the needs for community facilities not just on land north of Harvest Hill Road but also the residential development south of Harvest Hill Road. The cost of providing those community facilities is both the build cost and the cost of the land.
- 7.1.13 Without some allowance in the infrastructure costs for the cost of the land, the developer of land to the north of Harvest Hill Road would be funding the full land costs for the various community facilities, which would not be equitable. As such some value needs to be attached to the land, as a means of ensuring an equitable distribution of costs. As this land cost is potentially a complex one to determine for which the Council is likely to need to take further advice, at this point in time no allowance is included in the infrastructure cost for land costs but will be included in the final version of this SPD. **We welcome views as part of this consultation on the best approach to determining the appropriate cost of the land.**
- 7.1.14 It is open to the different landowner/developer interests of the residential development to reach an equalisation agreement between themselves on this issue, but in the absence of any agreement, there is a role for this SPD in relation both to

this land value issue and the wider distribution of infrastructure costs across the different development parcels in the area to seek to ensure an equitable distribution of costs. This will help to ensure that the full infrastructure package required to mitigate the impacts of this development is delivered.

### Step 2 Other Funding Sources

7.1.15 Most of the infrastructure identified above is required in its entirety to mitigate the impact of the development in the South West Maidenhead area. However, in relation to the provision of the secondary school, the health facility, and junction improvement on the strategic highway network (J8/9), it is recognised that the provision of that infrastructure is related not just to South West Maidenhead growth but to the needs from a wider area. As such only a proportion of those costs should be funded by the South West Maidenhead development, with the remaining funding coming from other sources outside of South West Maidenhead development.

7.1.16 It is assumed that a proportion of the following schemes are funded by other sources as follows:

- Secondary school – 50% funded by other sources
- Health Facility – 60% funded by other sources
- M4 Junction 8/9 – there would be a maximum £3m contribution from South West Maidenhead development with the remainder funded by the Government

Broadly, those other funding sources would need to fund about £25.5m - £28.0m of the total £100.0m - £110.0m of infrastructure costs.

### Step 3 Potential Community Infrastructure Levy (CIL) receipts

7.1.17 The level of CIL that is chargeable and the types of development that can be charged are set out in the Council's CIL Charging Schedule<sup>12</sup>. CIL is chargeable on the housing development on the AL13 site<sup>13</sup> but is not chargeable on the industrial and warehousing development on the AL14 site. Based on approximate level of development anticipated on the AL13 site of 2,600 homes, assuming a broad mix of 50% housing, 50% flats, and applying an indicative dwelling size for different dwelling types, it is estimated that the housing development will generate about £40-42m in CIL.

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<sup>12</sup> <https://www.rbwm.gov.uk/home/planning/planning-policy/community-infrastructure-levy/cil-charging-schedule>

<sup>13</sup> The current rate is £295.11 per square metre of residential development. This is index linked so changes each year.

Step 4 Addressing the Funding Gap

7.1.18 Taking account of the other funding sources and potential CIL receipts<sup>14</sup>, as it stands the funding picture is as set out in Table 3:

*Table 3: Determining the Funding Gap*

	<b>Based on indicative costs only</b>	<b>Based on indicative costs + 10% risk allowance</b>
<b>Total Infrastructure Cost (excluding land cost)</b>	£100.0m	£110.0m
Less		
<b>Other funding sources</b>	£25.5m	£28.0m
Less		
<b>Estimated CIL receipts</b>	£41.0m	£41.0m
Equals		
<b>Funding Gap</b>	£33.5m	£41.0m

7.1.19 There is therefore an approximate £33.5m - £41.0m + land costs funding gap at present. This will need to be made up by additional section 106 contributions from development.

The Triangle Site (AL14) contributions

7.1.20 Some of the impact of development in the South West Maidenhead area will be caused by the industrial and warehousing development on the Triangle Site (AL14). Section 106 contributions will be expected to address that impact. Section 6 explains the options considered in relation to sustainable walk/cycle links from the site to the wider area and the preferred option.

7.1.21 As such it is considered that contributions are required for the following:

- Sustainable off-site measures to enable pedestrians and cyclists to reach the site
- A contribution towards improvements for walking and cycling to the town centre/wider walking/cycling connectivity including to the AL13 site
- A contribution towards public transport provision in the area
- A contribution to some junction improvements

7.1.22 In relation to walking and cycling improvements a package of measures has been identified. As of today, contributions to the following would be expected to be the following amounts:

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<sup>14</sup> Using £41m as the mid-point of the £40m - £42m range

- Improvements in the vicinity of the site/Braywick Road roundabout - £2.6M
- Contribution to the cost of improvements to walking/cycling to the town centre/wider connectivity including to the AL13 site = £2.5m

7.1.23 In relation to the impact of the development on the highway network, development of the site will have the most impact on the Braywick Roundabout and Junction 8/9 of the M4. A proportionate approach between the impact of the Triangle site and the AL13 housing site should be taken to the contribution of the Triangle site to the cost of those improvements. Table 4 below sets out the peak hour traffic generation of the two sites on the Braywick Roundabout

*Table 4 Braywick Roundabout traffic data*

Site	AM	PM	Total
AL13	405	768	1,173 (55.3%)
AL14	506	444	950 (45.7%)
Total of both developments	911	1,212	2,123

This indicates that around 45% of the additional traffic from the two main South West Maidenhead development sites is generated by the AL14 site. Based on this proportion and the indicative cost to the South West Maidenhead development of the improvements at Braywick Roundabout and M4 Junction 8/9, a formula has been developed to calculate the contribution towards these two junction improvements which will vary depending on the level and type of employment use provided on the site as follows:

- B2 Industrial development – £6,788 per 100 square metres
- B8 Warehousing – £1,687 per 100 square metres.

Based on an indicative 80,000sq.m development, with 60,000sq.m as B2 industrial and 20,000sq.m B8 warehousing, this would result in a contribution to junction improvements of £4.4m.

7.1.24 It is important that the site is also well served by public transport and as such the site should also contribute towards public transport provision. The level set out below in Table 5 assumes 45% of the total public transport package for South West Maidenhead is funded by the AL14 site.

7.1.25 Based on current day information the total contribution from the Triangle site is summarised in Table 5 below.

Table 5 Section 106 contributions from the AL14 Triangle Site

Nature of Infrastructure mitigation	Indicative Cost	Indicative cost + 10% risk
Walking, cycling provision	£5.1m	£5.6m
Public Transport improvements	£0.8m	£0.9m
Junction improvements	£4.4m	£4.8m
<b>Total</b>	<b>£10.3m</b>	<b>£11.3m</b>

The final level of contribution in relation to the junction improvements and public transport will depend on the land use mix of the proposed development on the Triangle site.

#### The Housing Site (AL13)

7.1.26 The contribution from the Triangle site reduces the total funding gap to about £24m – see Table 6 below.

Table 6 Remaining Funding Gap

	Based on indicative costs only	Based on indicative costs + 10% risk allowance
<b>Funding Gap</b>	£33.5m	£41.0m
Less		
<b>Contribution from Triangle Site</b>	£10.3m	£11.3m
Equals		
<b>Remaining Funding Gap</b>	<b>£23.2m</b>	<b>£29.7m</b>

This should be funded by additional section 106 contributions from the housing site (AL13). As it stands, this is in the region of £23.2m-£29.7m plus land costs. This amounts to around £8.9k-£11.4k per dwelling plus land costs which are still to be determined, including how they are factored into the S106 contributions.

7.1.27 In terms of the approach to distributing the remaining funding gap across the different landowner/developer interests on the AL13 site, there are three potential options:

1. A per dwelling unit contribution
2. A contribution based on the type of dwelling unit (eg 1 bed flat, 3 bed house etc)
3. A contribution based on the square metres of floorspace in the development

It is considered that a contribution based on the square metres of development would be the most equitable way of distributing the contributions across different developers/landowner interests across the site. This could be calculated based on a 2,600 dwelling development on the AL13 site, assuming a broad half and half split of houses and flats, and apply recognised square metre areas for different house types

and sizes to arrive at total square metre area for the site and hence a cost per square metre. As a guide, based on the funding gap for the residential development, this amounts to around £114 - £146 per square metre S106 contribution. This would apply to all types of residential development. **However, as part of the consultation on this draft SPD we would welcome your views on these different potential approaches.**

- 7.1.28 The figures set out above provide an indication of the level of additional S106 contributions required. This will need to be kept under review in the light of changing costs and the level of contributions received and committed. However, following through the precautionary approach, any S106 contributions at present should be based on the higher end of the range figures quoted.

#### Planning Reform

- 7.1.29 The recently published Levelling-Up and Regeneration Bill proposes the replacement of the current development contributions system based on the Community Infrastructure Levy and section 106 agreements with a new Infrastructure Levy, based on property values. However, the Bill is at the beginning of its progress through Parliament and there will be further secondary legislation to accompany the new system.
- 7.1.30 As such there is no clarity on when the new system will come into force and what transitional arrangements will apply. Given that it is anticipated that planning applications are likely to come forward for parts of the South West Maidenhead area before the new system comes into force, this guidance has been prepared on the basis of the current CIL and section 106 system. Clearly, there may need to be updates to the guidance in due course to reflect the changing system.

## **7.2 Timing and Phasing**

### **Infrastructure Delivery Timing**

That infrastructure should be delivered in a timely manner, in tandem with development, to ensure that the impact of development is addressed at the right time.

In relation to the provision of infrastructure to support sustainable modes of travel, the focus should be the introduction of provision early in the development/relevant phase of development to ensure sustainable travel habits are embedded early on.

BLP links: QP1b (5a, c), IF1  
Other Links: Corporate Plan

- 7.2.1 The precise timing of the delivery of infrastructure will be determined by the individual planning applications and the related overall delivery timetable for the

housing and employment development. However, the following elements of infrastructure are priorities for early delivery:

- Harvest Hill Road walking/cycling route
- Braywick Road pedestrian/cycle crossing to the leisure centre
- Braywick Road roundabout
- Holyport Road A308 improvement
- Public transport measures
- Sustainable travel measures related to the AL14 site

7.2.2 It is anticipated that the secondary school will not be required until towards the end of the Local Plan period, but the primary school will be required earlier but may be built in more than one phase.

7.2.3 Further consideration will need to be given to the timing of the provision of the local centre and the associated community facilities, relative to the timing of residential development and key infrastructure. However, as a principle, the early delivery of the local centre will further assist with new residents using local facilities rather than travelling further afield and help to establish early on the heart of the new neighbourhood. There will also need to be coordination in relation to the timing of the health hub, having regard to the generation of new demand from the residential development.

### **7.3 Viability**

#### **Viability**

The starting point for considering the viability of development in the area is the viability assessment work that informed the Borough Local Plan. In line with the National Planning Policy Framework (NPPF) and the Planning Practice Guidance (PPG), it is up to the applicant to demonstrate whether particular circumstances justify the need for a viability assessment at the application stage.

BLP links: IF1

7.3.1 Viability assessments to inform the preparation and examination of the Local Plan were undertaken in 2017 with an update in 2019. The 2019 update in particular undertook an assessment of the AL13 housing site based on 2,600 dwellings. It included allowances for CIL and also £32m of section 106 contributions. This level of contributions is broadly in line with the contribution levels for the AL13 housing site identified in this SPD.

7.3.2 In relation to employment, the 2017 Viability assessment included a generic assessment of large industrial development on a greenfield site and this showed good viability against benchmark land values.

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Appendix 1 Table Illustrating Link Between the Visions, “High Level” Development Principles, BLP Proforma Requirements, and SPD Principles

SWMPA Vision	Policy QP1b Principles and Requirements	Site Proforma Requirements (see also Appendix 3)	SPD References
<p>The provision of infrastructure and other functions will contribute in a number of ways to a more sustainable, more distinctive and more desirable part of town.</p>	<p>b. Creation of a distinctive, sustainable, high quality new development which provides a strong and identifiable gateway into Maidenhead from the south;</p>	<p>AL13 - 1, 11 AL14 - 1, 2, 4, 16, 17, 19, 20, 21, 27 AL15 - 3</p>	<p>Sections 6.2 – 6.3</p>
	<p>c. Provision of the necessary social and physical infrastructure ahead of or in tandem with the development that it supports in order to address the impacts of the new development and to meet the needs of the new residents.</p>	<p>AL13 - 3, 5, 6, 15 AL14 - 9, 31, 32 AL15 - 3</p>	<p>Sections 6.3 – 6.6 Section 7.1 – 7.2</p>
<p>New and existing communities alike will live a greener existence among a flourishing network of green streets and spaces which will accommodate biodiversity and people harmoniously.</p>	<p>d. Development that provides for a balanced and inclusive community and delivers a range of sizes, types and tenures, including affordable housing, in</p>	<p>AL13 - 1, 13, 14, AL14 - AL15 -</p>	<p>Section 6.5</p>

*Draft South West Maidenhead Development Framework Supplementary Planning Document for consultation (July 2022)*

	accordance with other policies in the Plan.		
The choice to live in South West Maidenhead will be a choice to live more sustainably and with this will come the opportunity to live better, more sociable, more connected, and healthier lives.	e. Provision of measures to minimise the need to travel and maximise non-car transport modes, including provision of a multi-functioning green link to create a continuous north-south corridor through the whole SWMSA.	AL13 – 1, 3, 15, 16, 17 AL14 – 5, 6, 7, 8, 10, 28 AL15 – 1, 2, 4, 5	Sections 6.3 and 6.5
	f. Enhancement of existing and provision of new vehicular and non-vehicular connections to and across the SWMSA.	AL13 - 3, 15, 16, 17 AL14 - 5, 8, 11 AL15 - 1, 2, 4, 5	Sections 6.3 and 6.5
Retaining the existing trees and landscape buffers along the strategic road corridors at the southern end of the SWMPA will maintain the sense of leafy enclosure and new residents will benefit from improved access to and integration with the significant green spaces of Ockwells Park and Braywick Park as well as new and improved blue infrastructure.	g. A strategic green infrastructure framework and network of green spaces to meet strategic and local requirements, including retention of existing green spaces and edges where possible and provision of new public open space in accordance with the Council’s standards.	AL13 - 2, 4, 7, 9, 15 AL14 - 12, 13, 14, 15, 26 AL15 - 6, 8, 9, 10	Sections 6.3 and 6.7
	h. Delivery of a net gain in biodiversity across the area that	AL13 - 2, 4, 7, 8 AL14 - 13, 25	Section 6.7

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<p>New and existing communities alike will live a greener existence among a flourishing network of green streets and spaces which will accommodate biodiversity and people harmoniously.</p>	<p>reflects its existing nature conservation interest.</p>	<p>AL15 - 7, 8</p>	
<p>In 2019 the Council committed the Royal Borough of Windsor and Maidenhead to become carbon neutral by 2050. This challenging commitment will require a proactive approach by many parties, including the residents of Maidenhead. As new communities become established, more sustainable patterns of living will become enshrined to enable new residents to instinctively choose to reduce their environmental impact. The choice to live in South West Maidenhead will be a choice to live more sustainably and with this will come the opportunity to live better, more sociable, more connected, and healthier lives.</p>	<p>i. Measures to reduce climate change and environmental impacts including suitable approaches to sustainable energy, recycling and construction.</p>	<p>AL13 - 5, 10, 19, 20 AL14 - 18, 22, 23, 24 AL15 - 11</p>	<p>Sections 6.3, 6.6 and 6.7</p>

## Appendix 2 Infrastructure Delivery Schedule

This table sets out the main strategic/off-site elements of the infrastructure requirements and estimates of costs. As explained in section 7.1 of this SPD, these are draft estimates and will be kept under review and are based on a range of different approaches to estimating costs. The costs exclude land costs at this stage, but these will be included in the final version of the SPD, once further work has been undertaken.

Infrastructure requirement	Estimated cost	Funding Sources	Indicative proportion from other funding sources	Potential amount to be funded from other sources	Delivery by whom	Comments
<b>Strategic Junction improvements</b>						
M4 Junction 8/9	£10.0m	CIL S106 Government funding	n/a	£7.0m	National Highways	Cost based on preliminary estimate. Inclusion in schedule subject to further information from National Highways. Local contribution to the scheme assumed to be a maximum of £3m
<b>Sub Total</b>	<b>£10.0m</b>			<b>£7.0m</b>		
<b>Other Junction Improvements</b>						
Braywick Road roundabout	£8.9m	CIL S106	0%	£0	RBWM	Based on costed preliminary scheme design.
Norreys Drive/ Shoppenhangers Rd	£4.0m	CIL S106	0%	£0	RBWM	Based on costed preliminary scheme design.
Thicket Roundabout (A404M/A4)	£3.0m	CIL S106	0%	£0	RBWM (in consultation with National Highways)	Based on costed preliminary scheme design.
Holyport Road	£0.5m	CIL S106	0%	£0	RBWM	Based on costed preliminary scheme design.
Braywick Road/Harvest Hill Road junction	£3.0m	CIL S106	0%	£0	RBWM	Preliminary estimate

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Infrastructure requirement	Estimated cost	Funding Sources	Indicative proportion from other funding sources	Potential amount to be funded from other sources	Delivery by whom	Comments
<b>Sub Total</b>	<b>£19.4m</b>			<b>£0</b>		
<b>Sustainable Travel – Walking/Cycling</b>						
Harvest Hill Road walking/cycling route	£5.0m	CIL S106	0%	£0	RBWM or CALA Homes	Based on costed preliminary scheme design.
New crossing of Braywick Road to Leisure Centre	£0.3m	CIL S106	0%	£0	RBWM	Preliminary estimate
Improved connections to Ockwells Park	£0.8m	CIL S106	0%	£0	RBWM	Preliminary estimate based on bridge refurbishment comparables and improvements to the approaches
Sustainable walk/cycle connections to Triangle site	£5.1m	CIL S106	0%	£0	RBWM	Cost based on preliminary scheme design and benchmark costs
<b>Sub Total</b>	<b>£11.2m</b>			<b>£0m</b>		
<b>Sustainable Travel – Public Transport</b>						
Public transport measures	£1.7m	CIL S106	0%	£0	RBWM/Bus operators	Based on cost estimates for the measures identified in this report
<b>Sub Total</b>	<b>£1.7m</b>			<b>£0m</b>		
<b>Schools</b>						
Secondary school	£32.7m	CIL S106 Government funding	50%	£16.4m	RBWM/CALA Homes	Cost estimated provided by Achieving for Children – based on 7 form entry school
Primary School	£18.8m	CIL S106	0%	£0	RBWM/CALA Homes	Cost estimate provided by Achieving for Children – based on 4 form entry school + nursery
<b>Sub Total</b>	<b>£51.5m</b>			<b>£16.4m</b>		

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<b>Infrastructure requirement</b>	<b>Estimated cost</b>	<b>Funding Sources</b>	<b>Indicative proportion from other funding sources</b>	<b>Potential amount to be funded from other sources</b>	<b>Delivery by whom</b>	<b>Comments</b>
<b>Community facilities</b>						
Community building/facility	£2.7m	CIL S106	0	£0	RBWM/CALA Homes	Based on 900 sq m building + land cost
Health facility	£3.5m	CIL S106 Government/ NHS	60%	£2.1m	NHS/RBWM/ CALA Homes	Based on 1,000 sq m building + land cost
<b>Sub Total</b>	<b>£6.2m</b>			<b>£2.1m</b>		
<b>Overall Total</b>	<b>£100.0m</b>			<b>£25.5m</b>		

## Appendix 3 Borough Local Plan Policy QP1b and Site Proformas for Sites AL13, AL14 and AL15

6

### Quality of Place

#### 6.7 Policy QP1b South West Maidenhead Strategic Placemaking Area

##### Policy QP 1b

##### QP1b South West Maidenhead strategic placemaking area

1. The South West Maidenhead Strategic Area (SWMSA), as defined on the Policies Map, is the focus for a significant proportion of the Borough's housing, employment and leisure growth during the Plan period and should be delivered as a high quality, well-connected, sustainable development in accordance with the key principles and requirements set out below and in accordance with other relevant policies in the Development Plan.
2. The SWMSA comprises the following allocated sites:

Ref	Site	Use
AL13	Desborough, Harvest Hill Road, South West Maidenhead	Approximately 2,600 homes plus new local centre
AL14	The Triangle site (land south of the A308(M), west of Ascot Road and north of the M4)	Strategic employment site for new general industrial and warehousing floorspace
AL15	Braywick Park, Maidenhead	Mixed use strategic green infrastructure space accommodating indoor and outdoor sports facilities, public park, special needs school and wildlife zone

**Table 5 Allocated sites in South West Maidenhead strategic placemaking area**

The above allocations are identified on the Policies Map. Detailed site specific requirements for each site are set out in Appendix C and form part of this policy.

3. To ensure that development in the SWMSA as a whole comes forward in a strategic and comprehensive manner, planning applications on individual land parcels should accord with the principles and requirements set out in the Development Framework Supplementary Planning Document (SPD), incorporating a masterplan and approach to the approval of design codes; phasing of development and infrastructure delivery for the SWMSA as a whole.
4. The Development Framework SPD will be produced by the Council in partnership with the developers, landowners, key stakeholders and in consultation with the local community.

## Quality of Place

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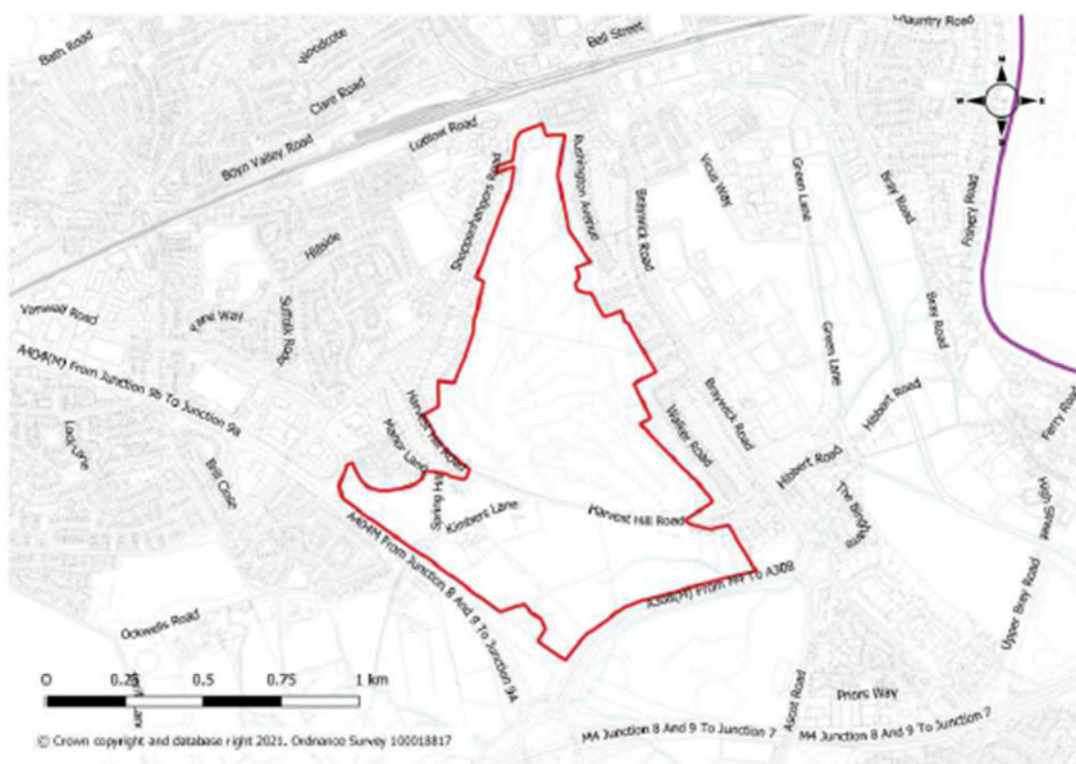


5. The design and delivery of development within the SWMSA should adhere to the following key principles and requirements:
  - a. A coordinated and comprehensive approach to development of the Area to avoid piecemeal or ad-hoc development proposals;
  - b. Creation of a distinctive, sustainable, high quality new development which provides a strong and identifiable gateway into Maidenhead from the south;
  - c. Provision of the necessary social and physical infrastructure ahead of or in tandem with the development that it supports in order to address the impacts of the new development and to meet the needs of the new residents.
  - d. Development that provides for a balanced and inclusive community and delivers a range of sizes, types and tenures, including affordable housing, in accordance with other policies in the Plan.
  - e. Provision of measures to minimise the needs to travel and maximise non-car transport modes, including provision of a multi-functioning green link to create a continuous north-south corridor through the whole SWMSA.
  - f. Enhancement of existing and provision of new vehicular and non-vehicular connections to and across the SWMSA,
  - g. A strategic green infrastructure framework and network of green spaces to meet strategic and local requirements, including retention of existing green spaces and edges where possible and provision of new public open space in accordance with the Council's standards.
  - h. Delivery of a net gain in biodiversity across the area that reflects its existing nature conservation interest.
  - i. Measures to reduce climate change and environmental impacts including suitable approaches to sustainable energy, recycling and construction.

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## Site Allocation Proformas

### AL13: Desborough, Harvest Hill Road, South West Maidenhead



Allocation	<ul style="list-style-type: none"> <li>Approximately 2600 residential units. Educational facilities including primary and secondary schools. Strategic public open space, formal play and playing pitch provision. Multi-functional community hub including retail as part of a Local Centre</li> </ul>
Site Area	<ul style="list-style-type: none"> <li>89.93 ha</li> </ul>
<p><b>Site Specific Requirements</b></p> <p>Development of the site will be required to:</p> <p>In addition to the requirements set out in other policies in this plan, particularly those in Policy QP1b: Placemaking Principles for South West Maidenhead Strategic Area, the development of the site will be required to:</p> <ol style="list-style-type: none"> <li>Create two new distinct neighbourhoods, each forming a clear sense of place and sustainable function:             <ol style="list-style-type: none"> <li>The northern neighbourhood will be orientated towards the town centre making the most of proximity to the railway station and town centre facilities. Here, building heights, densities and typologies will reflect those in the town centre and will promote patterns of living which reduce reliance on the car</li> <li>Residential development in the southern neighbourhood will be focused around a new local centre on or near to Harvest Hill Road, where services and facilities are concentrated and housing densities and building heights of 4 to 6 storeys reflect the area's accessibility and contribute to its vibrancy. Residential areas will reduce in density away from the Local Centre, allowing for the provision of family homes with gardens whilst retaining a high quality network of connections</li> </ol> </li> </ol>	

## Site Allocation Proformas

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2. Create a dense and high quality green and blue infrastructure network across the site capable of supporting biodiversity, recreation, food production and leisure functions
3. Provide a highly connected green spine running from the northern edge near the railway station through the northern neighbourhood, the central green space, the southern neighbourhood, the Local Centre and south towards the employment site. The spine will carry the main sustainable public transport, biodiversity and green infrastructure networks and be intensively connected with the rest of the site. It will not carry cars or other private means of vehicular transport
4. Provide a central green area combining existing ecological assets and new publicly accessible spaces, retaining the existing public right of way across the golf course and including measures to enhance biodiversity, will create a distinction between the northern and southern neighbourhoods
5. Provide a range of services and facilities within the Local Centre including local convenience retail, leisure, community facilities, including space for police, health, and local recycling
6. Provide a seven forms of entry secondary school and a 4 forms of entry primary school, as well as necessary nursery and early years provision. The schools should be co-located on a shared site totalling a minimum of 9.2 ha within or in close proximity to the Local Centre. These facilities should be capable of dual use as community facilities
7. Retain Rushington Copse, together with other mature trees and hedgerows where possible, and include mitigation measures, including buffer zones where necessary, to protect trees from the impacts of development
8. Safeguard protected species and conserve and enhance the biodiversity of the area in addition to providing net biodiversity gain across the site and adjoining open spaces within the South West Maidenhead Strategic Area (SWMSA) as a whole
9. Retain and reinforce the tree landscape buffers to the A404(M) and A308(M) and along all of the site boundaries to maintain the sense of a leafy enclosure and setting to the development
10. Provide appropriate mitigation measures to address the impacts of noise and air quality in order to protect residential amenity
11. Retain long distance views to and within the site, with particular regard to the impact of tall buildings on existing long distance views and the amenity of existing properties surrounding the sites
12. Conserve and enhance the setting of the nearby Scheduled Ancient Monument to the south of the A308(M) at Moor Farm, Holyport
13. Provide 30% affordable housing in each planning application containing residential development
14. Provide 5% of market housing units as custom and self build plots (fully serviced)
15. Enhance access to and within the site in accordance with Policy QP1b: Placemaking Principles for South West Maidenhead Strategic Area, including
  - a. Strengthening east west connections across the site
  - b. An access to the north of the site from the existing Golf Course access on Shoppenhangers Road
  - c. The exploration of a new vehicular link between Shoppenhangers Road and Braywick Road that would provide an additional access into the site and deliver environmental and public realm improvements to the south of the railway station
  - d. The creation of attractive and legible direct links from the northern part of site to the railway station and beyond into the town centre
  - e. Making Harvest Hill Road the main vehicular access into and through the new residential development area. Improvements to its junctions with Shoppenhangers Road and Braywick Road will be required for vehicular traffic and such improvements should make better provision for safe pedestrian and cycle crossings
  - f. Where east-west connections cross existing road corridors, improvements to pedestrian and cycle crossings are required. The design of public realm, landscaping and tree planting around the public right of way which crosses the Golf Course should be used to increase the prominence of the right of way where it meets Shoppenhangers Road and Braywick Road
  - g. A safe, attractive green link between this site and the new leisure facilities and existing open space at Braywick Park should be established and improvements made to the non-vehicular crossing over the A404(M) to improve the attractiveness of the link from the Site to Ockwells open space
  - h. Further discussion is needed, including with Highways England, over the feasibility of a pedestrian and cyclist bridge over the A308(M), and if deliverable, this should create a distinctive landmark on the approach to Maidenhead and facilitate the safe movement of pedestrians and cyclists between the Triangle site and South West Maidenhead. Alternatively, if demonstrated not to be feasible, alternative sustainable access options would need to be explored and implemented that

## Site Allocation Proformas

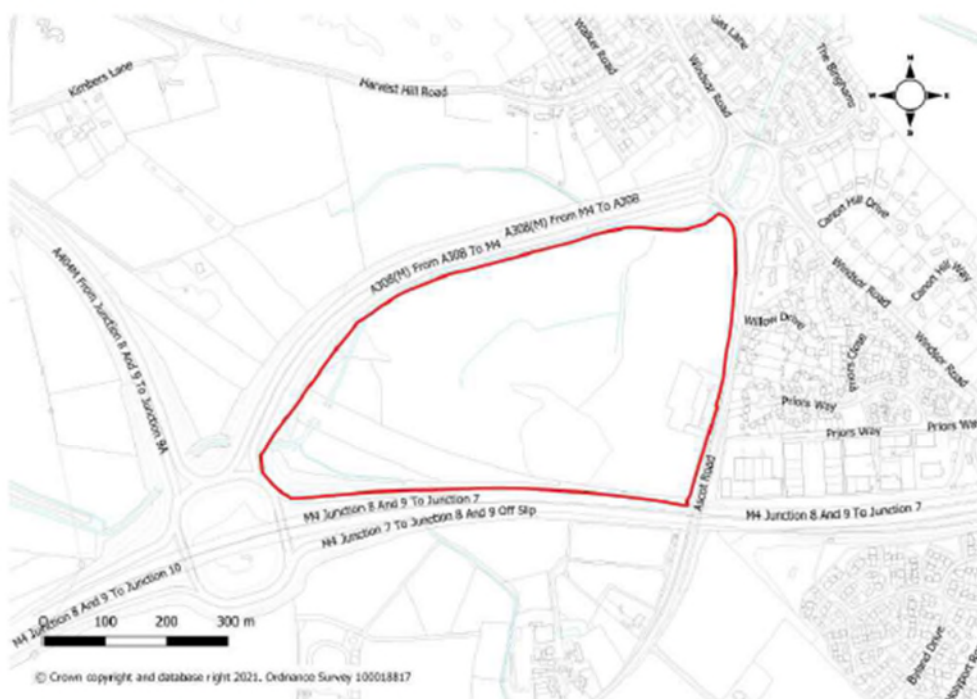
provide comparable benefits for the movement of pedestrians, cyclists and public transport users in the area

- i. Opportunities to create a relationship and access between this site and existing residential areas to the south-east and south-west should be explored to provide access for existing residents to the new development and its facilities and green space
16. Promote sustainable travel and mitigation measures such as improved public transport provision and walking and cycling routes to mitigate the impact of development on the Maidenhead Town Centre Air Quality Management Area (AQMA)
17. Ensure that the development is well-served by public bus routes/demand responsive transport/other innovative public transport solutions, with appropriate provision for new bus stop infrastructure, such that the bus is an attractive alternative to the private car for local journeys
18. Undertake a minerals assessment to assess the viability and practicality of prior extraction of the minerals resource as the site falls within a Minerals Safeguarding Area
19. Consider flood risk as part of a Flood Risk Assessment as the site is partially located within Flood Zone 2 and larger than one hectare
20. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge must be limited to greenfield runoff rates.

## Site Allocation Proformas

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### AL14: The Triangle Site (land south of the A308(M) west of Ascot Road and north of the M4), Maidenhead



Allocation	<ul style="list-style-type: none"> <li>General Industrial/Warehousing uses</li> </ul>
Site Area	<ul style="list-style-type: none"> <li>25.70 ha (Note: not all of the site will be developed for employment purposes due to flood risk and other constraints)</li> </ul>
<p><b>Site Specific Requirements</b></p> <p>Development of the site will be required to:</p> <ol style="list-style-type: none"> <li>1. Be considered as a gateway site to the town of Maidenhead and an important highly visible part of a wider South West Maidenhead growth area</li> <li>2. Facilitate comprehensive development and effective placemaking in the South West Maidenhead Area</li> <li>3. In line with Policy ED1, provide a suitable and sustainable mix of B2 and B8 uses</li> <li>4. Explore how best to make efficient use of the site, which may include some E(g)(iii) space above industrial uses</li> <li>5. Promote sustainable travel and mitigation measures such as improved public transport provision and walking and cycling routes to mitigate the impact of development on the Maidenhead Town Centre Air Quality Management Area (AQMA)</li> <li>6. Ensure that the development is well-served by public bus routes/demand responsive transport/other innovative public transport solutions, with appropriate provision for new bus stop infrastructure, such that the bus is an attractive alternative to the private car for local journeys, including to railway stations</li> <li>7. Provide adequate vehicle and cycle parking provision proportionate to and in line with the implemented sustainable transport measures</li> <li>8. Provide pedestrian and cycle links to Desborough (AL13) with connectivity to the surrounding area and Maidenhead Town Centre</li> <li>9. Address impacts of vehicle movements on Ascot Road and Braywick Road roundabout</li> </ol>	

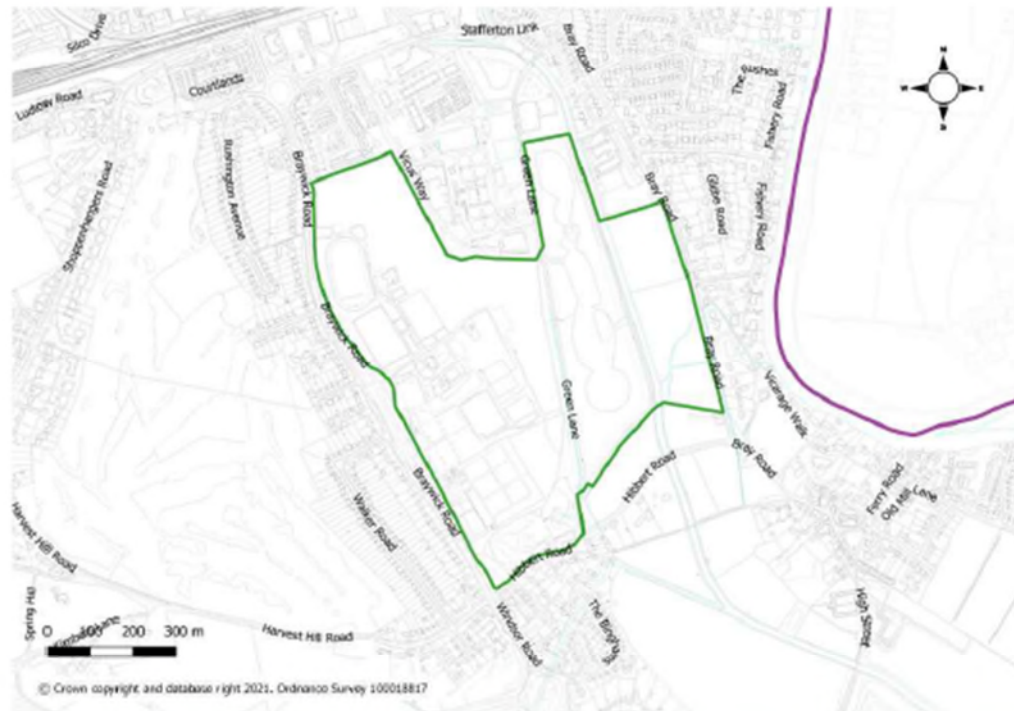
## Site Allocation Proformas

10. Further discussion is needed, including with Highways England, over the feasibility of a pedestrian and cyclist bridge over the A308(M), and if deliverable, this should create a distinctive landmark on the approach to Maidenhead and facilitate the safe movement of pedestrians and cyclists between the Triangle site and South West Maidenhead. Alternatively, if demonstrated not to be feasible, alternative sustainable access options would need to be explored and implemented that provide comparable benefits for the movement of pedestrians, cyclists and public transport users in the area
11. Enhance vehicular and non-vehicular access to and within the site in accordance with Policy QP1b: Placemaking Principles for South West Maidenhead Strategic Area
12. Provide high quality green and blue infrastructure across the site at both ground and upper levels. This should include green walls and roofs, sitting out areas for employees and robust and generous provision of landscaping in vehicle parking areas
13. Treat the existing water course on the site in a sensitive way to enhance biodiversity and ecosystem health
14. Retain all valuable trees and reinforce the tree landscape buffers to the A308(M) and M4 and along all of the site boundaries to maintain the sense of a leafy enclosure and setting to the development
15. Strengthen the boundary to the remaining Green Belt to ensure it is defensible and permanent, for example through landscape planting or a tree belt
16. Be of a high quality design that supports the character and function of the surrounding area
17. Be designed sensitively to consider the privacy and amenity of neighbouring residential properties
18. Provide appropriate mitigation measures to address any impacts of the site in terms of noise, pollution and air quality on adjoining residential areas
19. Ensure that building heights and densities reflect those of the surrounding area
20. Consider and retain long distance views to and from the site, particularly the impact of tall buildings on historic views and the amenity of existing properties surrounding the sites
21. Address topographical issues across the site
22. Address fluvial flooding issues, including by avoiding any built development within Flood Zone 3b areas which are located to the north and west of the site. Any development should be supported by a robust Flood Risk Assessment, demonstrating that the development would manage flood risk on site without increasing flood risk elsewhere and taking account of the impacts of climate change
23. Address surface water flooding and potential risks to groundwater
24. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge must be limited to greenfield runoff rates
25. Conserve and enhance local biodiversity and local Priority Habitat areas
26. Provide high quality green landscaping surrounding the site
27. Provide a high quality public realm
28. Be supported by an appropriate Travel Plan
29. Retain, conserve and enhance the setting of the nearby the Scheduled Ancient Monument to the south of the A308(M) at Moor Farm, Holyport
30. Provide appropriate Archaeological Assessment
31. Provide strategic waste water drainage infrastructure
32. Connect to/provide all required utilities.

## Site Allocation Proformas

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### AL15: Braywick Park, Maidenhead



Allocation	<ul style="list-style-type: none"> <li>A mixed use Strategic Green Infrastructure site to serve Maidenhead, providing a sports hub, a public park, a special needs school and multi-use games area, a 'wildlife zone' comprising the Braywick Local Nature Reserve and a Site of Special Scientific Interest. The site will remain in the Green Belt. (Note: planning permission has already been granted for the leisure centre and the special needs school/multi use games centre and these have been either completed/occupied or are under construction.)</li> </ul>
Site Area	<ul style="list-style-type: none"> <li>54.1 ha</li> </ul>
<p><b>Site Specific Requirements</b></p> <p>Development of the site will be required to:</p> <ol style="list-style-type: none"> <li>Be a highly connected place that provides links to surrounding residential areas, both existing and proposed (including AL13, Desborough), the town centre and improved links between the sports hub to the west and the publicly accessible parts of the nature reserve/Site of Special Scientific Interest (SSSI) to the east</li> <li>Provide cycle and pedestrian links to be north-south (for example to the town centre) and east-west (for example to AL13, Desborough and the nature reserve)</li> <li>Provide a range of sporting facilities (indoor and outdoor) to create a high quality strategic sporting hub for Maidenhead. This will include a leisure centre to replace the Magnet Leisure Centre which is to be decommissioned</li> <li>Encourage links between the new proposed school and sporting facilities at Braywick Park, including the new leisure centre</li> <li>Encourage improved public transport access for users of the site</li> <li>Be a major focus of Borough's green and blue infrastructure network, delivering a wide range of environmental and quality of life benefits</li> </ol>	

## Site Allocation Proformas

7. Preserve and enhance biodiversity by avoiding built development next to existing areas of biodiversity value, including the Nature Reserve/SSSI and the cemetery which will prevent noise/light pollution from affecting wildlife in accordance with the objectives of the Bray to Eton Pits and Meadow Biodiversity Opportunity Area
8. Take opportunities for setting pitches in woodland or landscaping, improving planting around buildings and car parks and providing trees and hedgerows along newly created footpaths wherever possible
9. Maintain rural open character of site that is part of the green wedge extending in from the south towards the heart of the town centre
10. Extend, maintain and reinforce the existing soft boundary character along Braywick Road which is comprised of trees and landscaping with intermittent views into the Park
11. Avoid built development in areas subject to flooding and address surface water flooding issues.