

Report Title:	Spencer's Farm Stakeholder Masterplan Document
Contains Confidential or Exempt Information	No - Part I
Cabinet Member:	Councillor Haseler, Cabinet Member for Planning, Parking, Highways and Transport
Meeting and Date:	Cabinet – 21 st July 2022
Responsible Officer(s):	Andrew Durrant, Executive Director of Place Services Adrien Waite, Head of Planning
Wards affected:	Site is within the Riverside Ward, but development will also affect Furze Platt and Belmont

REPORT SUMMARY

This report explains the adopted Borough Local Plan requirement for the preparation of Stakeholder Masterplan Documents and summarises the process and outcomes specifically in relation to the Stakeholder Masterplan Document for Spencer's Farm, Maidenhead.

The report recommends that Cabinet approves the Spencer's Farm Stakeholder Masterplan Document as an important material consideration for Development Management purposes.

1. DETAILS OF RECOMMENDATION(S)

RECOMMENDATION: That Cabinet notes the report and:

- i) Approves the Spencer's Farm Stakeholder Masterplan Document as an important material consideration for Development Management purposes.**

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

Options

Table 1: Options arising from this report

Option	Comments
<p>Approve the Spencer’s Farm Stakeholder Masterplan Document for Development Management purposes.</p> <p>This is the recommended option.</p>	<p>The site promoter, stakeholders, local residents and local planning authority have worked collaboratively on the Stakeholder Masterplan Document. If approved for Development Management purposes, the document will help to ensure a high-quality development that takes into account the views of the local community and other stakeholders.</p>
<p>Not approve the Spencer’s Farm Stakeholder Masterplan Document for Development Management purposes.</p> <p>This is not the recommended Option.</p>	<p>Deciding simply not to approve the Stakeholder Masterplan Document would undermine the Stakeholder Masterplanning process set out in the adopted Borough Local Plan. If there is a significant concern about an aspect (or aspects) of the Stakeholder Masterplan Document, Officers could review the Stakeholder Masterplan Document, and a revised version brought back to Cabinet for approval.</p>

- 2.1 The adopted Borough Local Plan (BLP) places great importance on ensuring that development is sustainable, and that it positively contributes towards the qualities and character of the Borough. The BLP’s Spatial Vision states that: *"...development will be expected to promote sustainability and add to the special qualities of the Borough through high quality design, effective and efficient use of land and protection of valued heritage, natural and other assets."*
- 2.2 To assist in implementing the Spatial Vision, BLP Policy QP1 (Sustainability and Placemaking) introduces a requirement for the preparation of ‘stakeholder masterplans’ for developments that will deliver 100 or more net new dwellings, or more than 5,000 sq. m of employment or mixed use floorspace. The supporting text to Policy QP1 explains that the stakeholder masterplanning process formalises good practice in relation to pre-application discussions, by requiring developers of larger sites to engage with the Council, local community, and other stakeholders at an early stage in the development process.
- 2.3 The developer is responsible for preparing the Stakeholder Masterplan Document (SMD). In summary, the process involves:

- Engagement with the Council, local community and other stakeholders on key issues, priorities, and development options;
 - Preparation of the draft SMD;
 - Consultation on the draft document;
 - Consideration of the consultation responses, with amendments to be made to the draft SMD as appropriate/necessary; and
 - Preparation of the final SMD.
- 2.4 The last stage in the process is for the final SMD to be presented to Cabinet, with a recommendation that the document be approved as an important material consideration for Development Management purposes.
- 2.5 The remainder of this Cabinet report addresses the process of preparing the SMD for Spencer's Farm, the content of the SMD, and the next steps.
- 2.6 Barton Willmore (the site promoter) and IM Land (landowner) have worked through the stakeholder masterplanning process at their own risk. Officers have been supportive of the progress made by Barton Willmore (including work done in advance of the BLP being adopted) on the basis that there are long lead-in times for larger developments, and in order to meet the housing targets set out in the BLP, it was important that this early progress was made with some of the BLP site allocations.
- 2.7 The site allocation proforma for Spencer's Farm (at Appendix C of the BLP) outlines the uses to be accommodated on the site, alongside a number of site-specific design requirements and considerations. The proposed uses are:
- Approximately 330 residential units
 - High quality network of green and blue infrastructure across the site
 - A Primary School (up to three forms of entry)
- 2.8 The site-specific design requirements and considerations address matters including access to the site (including by sustainable modes of transport), boundary treatments, the form of housing (including the need for family housing and affordable housing), and the importance of providing a strong green and blue infrastructure network across both elements of the site.
- 2.9 Consultation on the scheme proposals originally commenced in 2017 prior to the submission of the adopted BLP. Various meetings and exhibition events took place in 2017/18 as detailed in the SMD document.
- 2.10 Further stakeholder and community engagement was carried out in 2021 in the form of webinars and workshops, with a three week public consultation taking place in August 2021.
- 2.11 The requirements for site AL25, as set out in the BLP, were the starting point for determining the matters to discuss with the local community and other stakeholders through the stakeholder masterplanning process.
- 2.12 Barton Willmore created a dedicated project website (<https://www.spencers-farm.co.uk>) along with an email address and phonenumber to enable community members to engage with the project during the COVID-19 pandemic. The

Barton Willmore team have also met with officers, local residents and Councillors over the course of the last 12 months, to discuss particular aspects of the project in further detail.

- 2.13 The feedback at and following the engagement meetings, the Borough Wide Design Guide and pre-application advice from officers and the Council's urban design advisor, all then fed into the preparation of the draft SMD. Barton Willmore were responsible for preparing the draft SMD, in consultation with officers and the Council's urban design advisor.
- 2.14 In summary terms, the SMD prepared provides a description of the site and a summary of the planning policy context; summarises the feedback received during the engagement phase; sets out a series of development objectives for the site; identifies the principal opportunities and constraints associated with the site; and outlines the design principles that will guide the future development of the site.
- 2.15 Some of the main SMD principles and approaches to highlight, include:
- A commitment to deliver a greater proportion of family housing.
 - A commitment to providing formal public spaces within the development to create a community focus and identity to the scheme.
 - Land set aside for a new Primary school, with the size and location of the school site discussed and agreed with Achieving for Children.
 - The provision of a new vehicular access point to the site via the B4447 in the form of a ghost island junction, as well as safe pedestrian/cycling access across the B4447.
 - A commitment to the provision of internal cycle infrastructure including protected space for cyclists in accordance with guidance set out in LTN 1/20 'Cycle infrastructure design'.
 - A commitment to bring forward a number of improvements to the existing pedestrian and cycle networks between the site, town centre and other key destinations within the Maidenhead and Furze Platt/North Town residential area (including Furze Platt train station).
 - An extensive network of footpaths and cycleways within the site, providing safe and direct routes through the site, which connect with existing footpaths and cycleways in the local area.
 - A sensitive approach to the boundaries with existing development, in particular with Aldebury Road and Westmead.
 - A commitment from Barton Willmore to prepare a Design Code for the site, as part of their outline planning application submission.
- 2.16 Barton Willmore organised a four-week community consultation on the draft SMD between 4th March and 4th April 2022. A letter was sent to 1,002 local addresses around the Spencer's Farm site. Barton Willmore also provided consultation information on their website.

- 2.17 Barton Willmore received 51 completed sets of comments. A table summarising the comments received has been provided by Barton Willmore. Against each comment theme is a Barton Willmore view. This summary table is attached as **Appendix A**.
- 2.18 Many of the comments received related to matters that had also been raised at the previous meetings and events. Barton Willmore and Council officers had therefore already had the opportunity to consider many of the issues in preparing the draft SMD. Some of the concerns being raised were in relation to matters of principle, which have been dealt with through the adoption of the BLP (for example, the principle of releasing the land from the Green Belt for development). Other matters are points of detail (too detailed for the SMD) that can be further considered at the planning application stage.
- 2.19 A copy of the final SMD, as recommended for approval for Development Management purposes, is linked as **Appendix B**.
- 2.20 The main changes made to the SMD, as a result of the consultation feedback, include:
- Increased ambition of the vision to focus more on nature and biodiversity enhancements in response to local comments, the vision now includes: *“...Tree lined streets, pollen rich gardens, open spaces, the riverside meadow and the woodland copse will support biodiversity...”*
 - Clarification that the development will predominantly seek to provide family housing in response to resident’s comments relating to high-density flatted development.
 - Improved clarity in diagrams illustrating the edges of the development site and relationship with the surrounding area.
 - An increased emphasis on the potential for offsite-walking and cycling connectivity improvements where appropriate and feasible. This is in response to local comments in relation to traffic as well as comments from the appointed urban designer and a resultant site visit which included walking key routes to and from the site and considering opportunities for improvements.
- 2.21 The Council’s Urban Design advisor has also been engaged throughout the SMD process to provide an independent view on the Stakeholder Masterplanning process, and the role and benefit of the Stakeholder Masterplanning exercise for Spencer’s Farm. There are some outstanding issues with the SMD document that he would like to see addressed. However, the level of design detail is beyond the scope of the SMD document and will need to be assessed at the planning application stage.
- 2.22 An outline planning application was received by the Council on this site on June 6th. Barton Willmore have submitted a Design Code as part of their application in order to develop the design principles outlined in the SMD. The Council’s Urban Design consultant will write a note/informative to cover the above-mentioned issues when consulted by Development Management (DM) colleagues on the outline planning application.

2.23 Barton Willmore will also include a Statement of Community Involvement which will cover all of the engagement and consultation activities that have been undertaken in the period 2017-2022.

3. KEY IMPLICATIONS

Table 2: Key Implications

Outcome	Unmet	Met	Exceeded	Significantly Exceeded	Date of delivery
The SMD helps to deliver a high-quality scheme on Spencer’s Farm, which meets the requirements of the BLP, is appropriate to context and respects its surroundings.	The high-level design principles, developed with input from the local community, and set out in the SMD, are not taken forward/ are watered down.	The high-level design principles, as set out in the SMD, are generally taken forward, and positively influence the planning application proposals/ development on the ground.	The high-level design principles, as set out in the SMD, are mostly taken forward, and positively influence the planning application proposals/ development on the ground.	The high-level design principles, as set out in the SMD, are taken forward and strengthened (with further community input at the design coding stage) and positively influence the planning application proposals/ development on the ground.	Upon determination of the Reserved Matters applications/ completion of the development.

4. FINANCIAL DETAILS / VALUE FOR MONEY

- 4.1 Whilst this report does not have direct financial implications, the masterplanning process has a role to play in ensuring that infrastructure needs are further considered prior to the submission of any future planning applications. This is an important part of the process of ensuring that the resourcing implications of the planned development are fully considered.
- 4.2 The hosting of the engagement sessions, publicity, drafting of the SMD, and organisation of the consultation, were all the responsibility of Barton Willmore (albeit with guidance and input from officers and their advisors).
- 4.3 A Planning Performance Agreement was agreed with Barton Willmore at the start of the Stakeholder Masterplanning process. This Agreement provided funding to the Council to resource the input of specialist officers/ consultants, in particular Stefan Kruczkowski (urban design advice) and Project Centre (highways and education advice).

5. LEGAL IMPLICATIONS

- 5.1 The SMD for Spencer’s Farm will not form part of the Development Plan in the Royal Borough as it cannot set new policy. It would not have the same weight as a Supplementary Planning Document (SPD) produced in accordance with [Regulations 11 to 16 of the Town and Country Planning \(Local Planning\) \(England\) Regulations 2012](#).

- 5.2 SMDs are effectively the first stage in the development process on the larger housing sites within the Borough (in effect an expanded pre-application submission, but with added public engagement intended to allow residents to have an input into the development of the sites). We are therefore expecting the developer at Spencer’s Farm to come forward with a pre-application submission or an outline planning application which would be based upon the SMD following the adoption of the SMD by Cabinet.

- 5.3 In light of the community engagement and consultation undertaken in relation to the SMD, some weight must already be attributed to the SMD, but in accordance with the process prescribed in the adopted BLP, and to give Barton Willmore confidence that the Council is supportive of the design objectives and design principles in the SMD, Officers are recommending that Cabinet formally approves the SMD as an important material consideration for Development Management purposes.

- 5.4 This is a process that will be repeated for other housing sites within the borough. There are 8 housing allocation sites in the BLP that would need to go through this process in order to comply with policy QP1. The Land West of Windsor site had its SMD adopted by Cabinet in October 2021. Currently, in addition to the Spencers Farm site, we have two more sites that have initiated the SMD process, both of which are at an earlier stage than Spencer’s Farm (Lower Mount Farm in Cookham (AL37) and Woodlands Park in Maidenhead (AL24)). Both are likely to be coming to Cabinet with final draft SMDs for adoption in the Autumn/Winter.

6. RISK MANAGEMENT

Table 3: Impact of risk and mitigation

Risk	Level of uncontrolled risk	Controls	Level of controlled risk
Local community concerns and issues are not taken into account at the planning application stage.	Medium	Approve the Spencer’s Farm SMD for development management purposes, ensuring that the comments from the local community are considered at the planning application stage.	Low
Other developers and promoters (for other sites allocated in the BLP) resist preparing	Medium/ Low	Approve the Spencer’s Farm SMD for development management purposes (demonstrating the benefits/ effectiveness of the process).	Low

Stakeholder Masterplans.			
Design principles in the SMD are watered down in delivering the development	Medium/ High	Approve the Spencer's Farm SMD for development management purposes – which includes a commitment from Barton Willmore to prepare a Design Code for the site, for agreement prior to any granting of outline planning permission.	Low

7. POTENTIAL IMPACTS

- 7.1 Equalities. Officers consider that the SMD for Spencer's Farm meets the Basic Conditions in relation to human rights requirements.
- 7.2 Equalities. Equality Impact Assessments are published on the [council's website](#). 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.
- 7.3 An [EQIA screening form](#) has been completed and signed by the relevant Head of Service. The recommendations in this report have no identified equality impacts.
- 7.4 Climate change/sustainability. The SMD aligns with the policies and requirements of the BLP, which was subject to Sustainability Appraisal/ Strategic Environmental Assessment. In addition to this, Officers confirm that the SMD meets the Basic Conditions, in terms of sustainability.
- 7.5 Data Protection/GDPR. The consultation on the draft SMD was undertaken by Barton Willmore. Any sensitive information shared with Officers was handled in accordance with the GPDR regulations and the statement on the way the Planning Policy team in the Planning Department handles personal data.

8. CONSULTATION

- 8.1 The process of engagement and consultation on the draft SMD for Spencer's Farm is described above. Officers believe that the form and amount of engagement is as envisaged by the adopted BLP (in relation to the preparation of SMDs) and accords with the principles set out in the Council's Statement of Community Involvement.

9. TIMETABLE FOR IMPLEMENTATION

Table 4: Implementation timetable

Date	Details
1 st August 2022	Subject to Cabinet's approval, the SMD will become an important material consideration in the assessment and determination of planning applications on the Spencer's Farm site.

10. APPENDICES

10.1 This report is supported by 2 appendices:

- Appendix A – EQIA
- Appendix B - Summary of consultation responses, with Barton Willmore comments
- Appendix C – Spencer's Farm Stakeholder Masterplan Document – April 2022 (Version for Approval).

11. BACKGROUND DOCUMENTS

11.1 This report is supported by 3 background documents:

- National Planning Policy Framework (NPPF) - <https://www.gov.uk/government/publications/national-planning-policyframework--2>
- [Adopted Borough Local Plan](https://consult.rbwm.gov.uk/file/5883688)
<https://consult.rbwm.gov.uk/file/5883688>
- [Equalities Impact Assessment](https://www.rbwm.gov.uk/home/council-and-democracy/equalities-and-diversity/equality-impact-assessments)
<https://www.rbwm.gov.uk/home/council-and-democracy/equalities-and-diversity/equality-impact-assessments>

12. CONSULTATION

Name of consultee	Post held	Date sent	Date returned
<i>Mandatory:</i>		<i>Statutory Officers (or deputies)</i>	
Adele Taylor	Executive Director of Resources/S151 Officer		24/06/22
Emma Duncan	Deputy Director of Law and Strategy / Monitoring Officer		24/06/22
<i>Deputies:</i>			
Andrew Vallance	Head of Finance (Deputy S151 Officer)		23/6/22

Elaine Browne	Head of Law (Deputy Monitoring Officer)		
Karen Shepherd	Head of Governance (Deputy Monitoring Officer)	17/5/22	17/5/22
<i>Other consultees:</i>			
<i>Directors (where relevant)</i>			
Duncan Sharkey	Chief Executive	17/05/22	17/05/22
Andrew Durrant	Executive Director of Place	17/05/22	18/05/22
<i>Heads of Service (where relevant)</i>			
Adrien Waite	Head of Planning	06/05/2022	24/06/22
Chris Joyce	Head of Infrastructure, Sustainability and Economic Growth		
<i>External (where relevant)</i>			
N/A			

Confirmation relevant Cabinet Member(s) consulted	<p>Cllr Andrew Johnson (Leader) Cllr Phil Haseler (Cabinet Member for Planning, Parking, Highways & Transport)</p> <p>Cllr David Coppinger (Cabinet Member for Environmental Services, Parks & Countryside & Maidenhead)</p>	<p>Sent to Cllr Haseler on 06/05/2022, returned on 09/05/2022</p>
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REPORT HISTORY

Decision type:	Urgency item?	To follow item?
Council decision	No	No

Report Author: Garry Thornton – Principal Planning Policy Officer

Appendix A – Equalities Impact Assessment (EqIA) Screening

Essential information

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

Strategy		Plan	X	Project		Service procedure	
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Responsible officer	Adrien Waite, Head of Planning	Service area	Planning	Directorate	Place
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Stage 1: EqIA Screening (mandatory)	Date created: 06/05/2022	Stage 2: Full assessment (if applicable)	Date created:
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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:

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.

EqIAs 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 EqIA 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 EqIA?

The process for conducting an EqIA 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?

The Stakeholder Masterplan Document (SMD) has been prepared to guide future development on Spencer's Farm, identified as Allocation AL25 within the Royal Borough of Windsor & Maidenhead's (RBWM) adopted Borough Local Plan (BLP).

The Stakeholder Masterplan document aims to:

- Inform the Development Management process;
- Enable the local community and other stakeholders to engage with the planning and design process for the site, far early than would normally be the case;
- Improve the efficiency of the planning and development process, by providing greater certainty in advance of the planning application stage; and
- Ensure that the new development framework delivers the sustainability and place-making aspirations of the BLP, thereby creating a high-quality environment

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 characteristic	Relevance	Level	Positive or negative	Evidence
Age	Relevant	Medium	Positive	The Borough Local Plan proposes allocation of site AL25, Spencer's Farm, for residential uses and supporting community infrastructure. The adopted Borough Local Plan was subject to an Equality Impact Assessment in 2017, which did not identify any negative impacts for any particular group with protected characteristics. The Stakeholder Masterplan Document for Spencer's Farm develops the policies and

				<p>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 Stakeholder Masterplan Document recognises the need for different housing types and tenures to meet a range of local needs, and future planning applications will need to comply with Borough Local Plan policy.</p> <p>In addition, both the allocation site proforma for AL25 and Stakeholder Masterplan Document make provision for a Primary School.</p> <p>There is nothing in the Stakeholder Masterplan Document which is considered to disproportionately impact on any particular individual or group.</p>
Disability	Relevant	High	Positive	<p>The Borough Local Plan proposes allocation of site AL25, Spencer's Farm, for residential uses and supporting community infrastructure. The adopted Borough Local Plan was subject to an Equality Impact Assessment in 2017, which did not identify any negative impacts for any particular group with protected characteristics.</p> <p>The Stakeholder Masterplan Document for Spencer's Farm 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 Stakeholder Masterplan Document recognises the need for different housing types and tenures to meet a range of local needs, and future planning applications will need to comply with Borough Local Plan policy.</p> <p>In addition, both the allocation site proforma for AL25 and Stakeholder Masterplan Document make provision for a Primary School.</p> <p>There is nothing in the Stakeholder Masterplan Document which is considered to disproportionately impact on any particular individual or group.</p>
Pregnancy and maternity	Relevant	Low	Positive	<p>The Borough Local Plan proposes allocation of site AL25, Land west of Windsor, for</p>

				<p>residential uses and supporting community infrastructure. The Borough Local Plan (Submission Version) was subject to an Equality Impact Assessment in 2017, which did not identify any negative impacts for any particular group with protected characteristics.</p> <p>The Stakeholder Masterplan Document for Spencer's Farm develops the policies and requirements set out in the Borough Local Plan. It does not create new policy.</p> <p>There is nothing in the Stakeholder Masterplan Document which is considered to disproportionately impact on any particular individual or group.</p>
Race	Relevant	Medium	Positive	<p>The Borough Local Plan proposes allocation of site AL25, Spencer's Farm, for residential uses and supporting community infrastructure. The adopted Borough Local Plan was subject to an Equality Impact Assessment in 2017, which did not identify any negative impacts for any particular group with protected characteristics.</p> <p>The Stakeholder Masterplan Document for Spencer's Farm 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 Stakeholder Masterplan Document recognises the need for different housing types and tenures to meet a range of local needs, and future planning applications will need to comply with Borough Local Plan policy.</p> <p>There is nothing in the Stakeholder Masterplan Document which is considered to disproportionately impact on any particular individual or group.</p>
Religion and belief	Not relevant			
Sex	Not relevant			
Sexual orientation	Not relevant			
Gender re-assignment	Not relevant			
Marriage/civil partnership	Not relevant			

Outcome, action and public reporting

Screening Assessment Outcome	Yes / No / Not at this stage	Further Action Required / Action to be taken	Responsible Officer and / or Lead Strategic Group	Timescale for Resolution of negative impact / Delivery of positive impact
Was a significant level of negative impact identified?	No	At this time, it is considered that the proposed Stakeholder Masterplan Document is unlikely to have a disproportionate impact on any particular group.		
Does the strategy, policy, plan etc require amendment to have a positive impact?	No			

Appendix B – Barton Willmore summary of consultation responses

Development objective comment		
	Comments from feedback form (unedited)	Team response
Formal public spaces	No comment.	
Frontages	No comment.	
Hierarchy of streets	No comment.	
Local character references	No comment.	
Publicly accessible open spaces	<ol style="list-style-type: none"> 1. There is an amount of green belt land that would be lost. There is no way of recovering that or providing any alternative. Once the land has been used for other purposes it is lost for ever. 2. We moved here because of the lovely open spaces. All this will be compromised. We have enjoyed many years of beautiful open space and would like to carry on enjoying it. We chose this estate to live on because of the open space surrounding it, but if more houses are built the estate will become very claustrophobic. I have a young grandson and love taking him for walks over the green open spaces. I do a lot of driving for my job so it is nice to be able to go for walks on my doorstep. 3. We need to keep our green spaces. 4. The land itself is greenbelt land and should not be built on. 5. It is so lovely to have all this countryside on our doorstep. Do we really need another 330 houses instead of countryside that we need??? Really hope that this does not go ahead and ruin my peaceful and happy home/environment. 6. Firstly, I think it is criminal to our local green belt. Walking the dogs along the surrounding footpaths really opens your eyes to the amazing wildlife, some being quite rare, that we are so lucky to have. Building such a large development will destroy habitats and cause a catastrophic reduction in wildlife. 7. I don't agree to this plan to build on green belt land. 8. I believe that it should have been retained as greenbelt and be maintained as agricultural land. 9. Losing Green belt goes against climate change policies set out by Government and we will lose vital wildlife habitat. 10. This proposal removes a substantial amount of Green Belt. If this goes ahead, Cookham will be almost joined to Maidenhead. 	<p>The part of the site proposed for residential development and to provide a school site is no longer Green Belt land. This was removed from the Green Belt within the BLP.</p> <p>The development will enable the creation of new publicly accessible open space for the benefit of new and existing residents. The site is currently private land without public access.</p>

<i>Woodland copse and tree belts</i>	<i>No comment.</i>	
Veteran oak tree	<ol style="list-style-type: none"> 1. The access point is an has several well-established trees and hedges, damage to these would be catastrophic. 	The proposed vehicular access has been carefully designed. The existing oak tree located along the site frontage will be retained, and the impact on the root protection areas of other important trees has been minimised as far as possible in order to avoid unacceptable arboricultural impacts.
<i>Views to riverside meadows</i>	<i>No comment.</i>	
Maidenhead Ditch	<ol style="list-style-type: none"> 1. Also as an old maidonian are take exception to the reference of the Maidenhead ditch. This has always been know as Strande water, yet another example of strangers just wanting to come in build on land make money and move on. 	We have updated the document to reference Maidenhead Ditch / Strand Water to reflect the different names by which the waterway is known.
<i>Range of everyday facilities</i>	<i>No comment.</i>	
Land for a primary school	<ol style="list-style-type: none"> 1. Furze Platt does not need a new selective primary school. 2. There is already a school (st marys) so why build another one. 3. I do not understand why there is a need for another school so close to an existing one. The traffic on this road is already high when the kids finish, parents park everywhere and kids run into the road. 4. The proposed school will create noise and traffic pollution. All of this will ruin our quality of life here. 5. How can Maidenhead need another primary school this close to three others? With the three primary schools already on Cookham Road there is already significant traffic hold ups during rush hour especially during the school drop off and pick up times. Exiting from Sandringham Road during these times can already take up to ten minutes and this can only be increased with this number of extra houses even before the school is built. 6. The addition of a Primary School will in particular only exacerbate as the "school run" already results in congestion. Between Aldebury Road and Norfolk Road, there are already three Primary Schools that have their only access onto Cookham Road adding another will make this even worse. Its so bad currently that I try to avoid going out until after 9-30 and between 3 and 4 due to the congestion. 	<p>The land for a primary school is a requirement from RBWM based on their assessments of need and evidence within the BLP.</p> <p>RBWM will be responsible for the design and delivery of the school.</p>

	<ol style="list-style-type: none"> 7. Cookham Road has 3 schools and the traffic at school times is already very heavy. Another school will just make matters worse. 8. There is already a primary school 200m from the new proposed school, at school start and finish times it is currently very difficult to leave/enter Aldebury Road and the parents already park inconsiderably and any new school will cause major issues as many will not comply with supposed parking arrangements, as a retired police officer I have spent many hours dealing with school parking issues and the many problems caused by them to local residents. 	
<i>Rail access</i>	<i>No comment.</i>	
Local road network	<ol style="list-style-type: none"> 1. I fill the roads can not take another 300houses.congestion is bad enough now. 2. I am against this development on environmental ground and the increase in congestion/pollution which will be brought by 330+ more cars. 3. Once again these proposals have given no consideration to the infrastructure surrounding the site. There are few households that have at least 2 cars, that plus the additional traffic associated with schools of any size will create a volume of traffic which the minor road leading into Maidenhead will be unable to carry safely. 4. I just can't believe a housing and school development on the scale proposed would have ever been considered due to the current heavy traffic along the adjoining roads that already have 4 schools in close proximity and, an area of high residential housing density. Not only do I feel it would result in adverse road safety but, certainly wouldn't benefit the environment caused by further vehicle emissions of additional traffic at School times. It's bad enough now when it can result in near stand still along the Cookham Road. 5. The local road system will not cope with thousands of extra vehicle movements every day. 6. Access to cookham road will be a nightmare. St Mary's already causes severe traffic problems in the morning and again in the afternoon for people living in aldebury road, so if there are 2 	<p>The transport evidence base produced by RBWM to inform the Borough Local Plan, which allows for development at the Spencer's Farm site, demonstrates the local highway network within the vicinity of the site, including the B4447 Cookham corridor towards Maidenhead town centre, is predicated to operate within capacity.</p> <p>A detailed Transport Assessment is also currently being produced and will assess the traffic implications of the proposals (using survey data collected in the weekday peak periods prior to the pandemic – as agreed with RBWM).</p>

	<p>schools in close proximity it will be chaos. If where you are proposing to build these houses there is only one way for all the traffic to come out and that will be via aldebury road. SO I AM SAYING A BIG EMPHATIC NO TO THIS SCHEME</p> <ol style="list-style-type: none"> 7. I can not understand why you would willing want to add more traffic to a busy road. No matter what you do parents will drive their kids to school some because they have no choice and others because it quicker. 8. The surrounding area to this proposed site is already often chaotic with traffic 9. The plans for 330 dwellings and a new school will cause even more traffic/parking concerns for our area. 10. 1-2 cars per house is realistic. Living in very close proximity to this - we have seen a dramatic increase in traffic down Maidenhead Road to link through to Cookham and Maidenhead over the last 3 years (particularly over the past year), and it is heavily used instead of the Switchback Road. Rush hour is extremely challenging particularly for walkers and cyclists where drivers have no regard at all for the safety or rights of individuals - speed and distance when overtaking. I have seen a report analysing the data that RBWM provided which an expert in Cookham has analysed and shared this in the consultation demonstrating a deeply concerning impact on the traffic and gridlock that Cookham and the surrounding area will endure because of this. I am shocked to hear how little regard has been paid to this report given it is using RBWM data. For the road I live on peak time will increase by 52 extra cars - that is 1 a minute. This is significant. All this traffic has one route through to Cookham and beyond, whether Switchback or Maidenhead Road is taken. It is also an extremely challenging junction already to exit or enter from on both ends of Maidenhead Road to B4447 and A4094. 11. There has been no consideration to the increase in traffic and the impact it will have on Cookham and traffic flow in this area. There is too much speeding in this area and nothing being done about it. 12. I am concerned about the amount of building in Cookham and in particular in the area where I live (there are three proposed developments very close). I am concerned for the infrastructure and in particular increase in traffic on Maidenhead Road as a result of these three developments. 13. In particular the traffic on Maidenhead Road and the Switchback Road. 14. Secondly, living on Maidenhead road which is a fast, busy, narrow main road, I fear for the safety of drivers and fellow neighbours' 	<p>The analysis is considering the capacity and safety of local junctions and takes into account background traffic growth and the traffic generated by schemes that have planning permission, including Land at Hollands Farm, Bourne End.</p> <p>To offset the development, it is proposed to bring forward the following improvements:</p> <ul style="list-style-type: none"> • A308 Furze Platt Road / Switchback Road South signals • B4447 Cookham Road / A4 Saint-Cloud Way / A4 Bad Godesberg Way Roundabout; • improvements on the main pedestrian and cycle routes between the site and the town centre and other key destinations. <p>It is acknowledged that the road-over-rail bridge on the B4447 Cookham Road immediately to the west of the site is subject to a 13 tonne mgw (maximum gross weight) limit. The weight limit is in place to stop large vehicles, primarily those associated with the nearby Furze Platt Industrial Estate as well as through lorry movements, from travelling across the overbridge in order to protect the character of the area and prevent damage to the bridge. The only large vehicle that will require regular access to the development site will</p>
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	<p>properties as adding traffic to the already dangerous road could risk lives.</p> <p>15. I consider the proposed access onto the highway to be dangerous. It is immediately adjacent to the bridge which has poor visibility over its crest with a busy section of road adjacent to it during school start and finish times. As a resident of Sandringham Road, existing at busy times is difficult enough. This development will exacerbate the problem.</p> <p>16. The bridge on the A4447 is not fit for purpose (needs strengthening), so how is it going to cope with hundreds of extra cars?</p> <p>17. INCREASING TRAFFIC.</p> <p>18. Not to mention the increase in traffic that 330 new dwellings will bring and the school.</p> <p>19. I am very concerned that the access to the site will not be adequate for the volume of traffic generated by the new houses and the school. The existing Aldebury Road access towards the proposed site is already very problematic with a steepish slope to Cookham Road and the volume of traffic generated by the existing primary school only a short way down the road. I am only too aware of how much congestion this school already generates in the morning and afternoon, making it extremely difficult to get out of and into Aldebury Road. Surely this should give a warning of the future problems but on a larger scale. The new access to the site might in principle be fine but once it reaches the Cookham Road movement of traffic is going to be very much impeded with tail backs and hold ups. I think this will also encourage people to turn into Aldebury Road to drive through the estate and use the other access road by St Mary's school ... which, as I have said, is already badly congested at school times. Despite what has been said, I think this really does need to be reconsidered not just for the existing residents of Aldebury Road but for the users of any new development.</p> <p>20. The current junction already has issues with accidents and near misses due to the gradient of the road and the road junction position, the local access to Aldebury Road for the residents is already busy and with a potential extra 300 houses which in real terms means an extra 600 cars using this junction you will have queues trying to get in and out and at school times will be near impassable. This will be a large impact on the lives of the current residents. It will also mean as there will be no access to the north side of Aldebury Road everyone from that side will then have to drive round the whole estate to get out onto Cookham Road adding to the chaos by the current school and meaning extra time in trying to leave or return to their homes. There seems to be an awful lot of</p>	<p>be a refuse vehicle. It is important to note there will be no increase in the number of refuse vehicle movements serving the Aldebury Road residential area, or to the routing strategy, as a result of the proposed development – the existing vehicle accessing the existing residential area will also serve the proposed site when built out. Any school buses serving the proposed primary school on the site will also need to adhere to the existing weight limit and there are ample opportunities to access the wider highway network to the south of the site without crossing the bridge, i.e. this is direct route towards the A4 and town centre. The structural wear associated with the axle weight of the additional light vehicle movements crossing the bridge travelling to/from the site will be negligible, particularly in comparison to the existing traffic crossing the bridge.</p>
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	<p>inconvenience that is going to be inflicted on the current residents!</p> <ol style="list-style-type: none"> 21. There is also an issue with heavy traffic locally with the surrounding schools this will only increase by injecting a further 200+ cars – delivery vehicles to an already busy area 22. The main problem with this development is that extra traffic that will result in 660 additional cars. Currently, the roads stretching from St Mary's to Furze Platt Senior School is logjammed at peak times. It is particularly bad at the entry of Aldebury road and the B4447. 23. Living so close to the development and experiencing the current traffic that accumulates at both entrances of Aldebury Road onto the B4447 I can imagine the negative impact of 330 houses and a school will have on the infrastructure. Realistically, 330 houses are likely to result in 660 cars (two per household). At present during peak times (especially school times) it is so difficult to exit this estate as one of the entrances has St Mary's primary school located there and this in turn impacts both entrances. 	
<i>Public Rights of Way</i>	<i>No comment.</i>	
<i>Pedestrian routes</i>	<i>No comment.</i>	
<i>Cycle routes</i>	<i>No comment.</i>	
Local bus services	<ol style="list-style-type: none"> 1. you will not get people out of cars taking their children to school without offering them an alternative. This could be an opportunity to think about a school bus. There are not many things that I think are better in the US, but this is one of them. Everything gives way to the yellow school buses morning and evening. Without something like this, parents are still going to drive their children to school, unless they live just round the corner. Primary school children should not be cycling along busy main roads to school. 2. I heard a councillor mention that the bus stops were going to be improved. Currently the 37 Wycombe bus comes from Cookham and goes along Queensway once an hour towards Maidenhead. Coming from Maidenhead it turns at the garage, up to Queensway and then joins Cookham Road also once an hour. The only other bus that comes near Aldebury Road only goes in one direction from Maidenhead up the Cookham Road once an hour. It doesn't go back the way it came! So much for public transport to the site! 3. No provision for any services has been included in the plan for this site so any of the new residents will have to travel by car to even get to a local shop 	<p>The proposed development will assist in bringing forward substantial financial contributions towards local transport measures, including:</p> <ul style="list-style-type: none"> • Improvements to existing bus stops (potentially to include Real Time Passenger Information, increased kerb heights (i.e. Kassel kerbs) to be fully accessible for disabled people; and improved bus shelter provision. <p>There are genuine opportunities for future residents to travel by non-car modes – The Furze Platt Senior School, a parade of local shops including Co-Op on Shifford Crescent, Furze Platt industrial estate, and Furze Platt railway station are all located within a ten-minute walk from the site. Maidenhead town centre is</p>

		approximately 20 minute walk from the site.
Design principles		
Building typology	<ol style="list-style-type: none"> 1. We need affordable housing for locals, in their 20's and 30's not houses over £250,000. Working habits and commuting patterns have changed since these plans were proposed. 2. It is unsatisfactory that you do not set a standard within any plan for the design of the houses to include environmental and smart home efficiencies such as solar panel or underground heating options, electronic charge points for cars. To advise you guide and pass over to the builder who then determines that is neither helpful nor productive in partnering to ensure that any new houses that are built are new homes for the future in line with sustainability and meet the borough plan for lowering carbon emissions to help tackle the climate crisis. https://www.rbwm.gov.uk/home/environment-and-waste/energy-and-sustainability/environment-and-climate-strategy 	<p>The affordable housing provision will be in accordance with the Council's policy.</p> <p>Energy efficiency measures will be set within detailed design and reserved matters applications and will need to be in accordance with local and national requirements.</p>
Family housing	<ol style="list-style-type: none"> 1. One other problem is the building of flats and not houses. It is so important to build houses with gardens for young families so that children can have "time outside" which will help their mental health and well-being and prepare them for their adult life. The stresses on our young children are 100 fold more than way back in the 1970-80's and every family should have access to a garden and not live in flats. 	The proposal will predominantly provide dwellinghouses with private gardens with a limited number of flats.
Building height	<ol style="list-style-type: none"> 1. Loss of privacy and overlooking - The suggested estate is of a huge capacity and I am concerned about high rise buildings and on lookers. 	Neighbouring amenity including privacy will be considered by the Council at reserved matters stage at which point the layout and location of windows will be fixed.

		<p>Notwithstanding this, the site and relationship to neighbours comfortably affords sufficient separation distances such that amenity will be safeguarded.</p> <p>The need to ensure amenity and privacy is protected is mentioned on several occasions within the SMD at paragraph 3.2, pages 18 and 19.</p> <p>The buildings height and densities are justified at paragraph 6.5 and 6.6 of the SMD.</p>
<i>Building density</i>	<i>No comment.</i>	
<i>Block principles</i>	<i>No comment.</i>	
Western boundary	<ol style="list-style-type: none"> 1. Site lines appear to be focused on the original Spencers Farm development, again without thought to neighbouring properties. Three stories will certainly afford clear views into Culham Drive for example, even with the existing tree cover or any new proposed tree growth. For safety reasons Railway site management has to regularly prune over growth and dead branches from the vegetation usually resulting in gaps in the cover that provides. 	As above.
<i>Northern boundary</i>	<i>No comment.</i>	
Southern boundary	<ol style="list-style-type: none"> 1. As a fairly new resident to North Maidenhead i have been enjoying the open green space which the council is now so keen to build on. My house backs directly onto the site and whilst i appreciate the plans include a school on the southern border i feel that increasing the volume of open space to the southern border would greatly benefit residents. I understand this could mean less houses. I am also not happy about the idea of 3 story apartments going up directly to the West of our properties. We do not need more apartments in Maidenhead....have you seen the Town centre? 	As above.
<i>Eastern boundary</i>	<i>No comment.</i>	

<p>Vehicular access at Cookham Road</p>	<ol style="list-style-type: none"> 1. I would like to see a commitment to a roundabout at junction with Cookham Road, as otherwise there will be many accidents with so many vehicles (and many speeding downhill from the railway bridge) 2. My main concern is the exit / entrance for this site. The traffic around school drop-off and pick-up is already very heavy. This will just add to the load on the main road. This hasn't been thought through and any traffic survey carried during normal term time will show this is going to be horrendous. There needs to be investment in another exit / entrance to this estate. 3. The biggest of all concerns is the planned entrance to the new estate via the Cookham Road right next to the Spencer's Railway Bridge. This bridge is already weakened and as a result traffic is moved into the centre of the road. This "new" turning would be on a very dangerous part of the Cookham Road (numerous car accidents have occurred over the last 8-9 years, with cars turning right into Aldebury Road, from Cookham Road).... unable to see the fast cars coming from Gardener Road and the blind bridge. I can foresee numerous accidents might occur. 4. Also, the proposed run through of traffic along Aldebury Road will greatly affect those of us who live next to the road. The traffic along Cookham Road will be gridlocked due to all the extra vehicles (it is bad enough now). 5. There is only one main entrance to the whole estate. Surely this is hazardous in emergencies, etc, or even in normal times. 6. The access point along the B4447 is on a dangerous bend, close to a site where there have been multiple accidents. The access point has been proposed as additional land to be added to the greenbelt. 7. My main concern is the proposed access to the new development. The existing junction from Cookham Road into Alderbury Road is already very dangerous and there are accidents regularly. The sight line when turning right into Alderbury Road is compromised by overgrown vegetation on one side and a narrowing of the bridge on the other side due to its weakened structure. This means cars approaching the junction over the bridge are not seen until it is too late which has often been the cause of accidents. The junction is too near the bridge. 8. Another issue of concern is obviously that of traffic and a single entrance site for the number of potential vehicles that this development would generate. At the workshop I heard someone suggest that a total of up to 900 daily 'journeys' could potentially take place, and that was only to do with the school! How many of you have tried to get through the town, or onto 	<p>The proposed site access junction is in accordance with current design guidance, including in terms of visibility (e.g. adequate visibility is achievable to the right to see a vehicles emerging over the crest on the bridge) and will operate within capacity with negligible queuing and delay during the weekday morning and evening peak periods, including during school drop-off and pick up times.</p> <p>It has been assessed by an independent Safety Auditor who has identified no highway safety concerns and will also be evaluated by the Council's own design check process.</p> <p>As part of the access works, the existing northern Cookham Road / Aldebury Road priority junction would be closed and Aldebury Road 'diverted' to form a new priority junction with the proposed site access road. Appropriate access is therefore maintained to existing properties without the need to travel around the southern part of the estate.</p> <p>The proposed main access onto Cookham Road has been designed to accommodate the largest refuse vehicle currently used in the Borough and therefore smaller delivery vehicles will</p>
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	<p>the A4 if the M4 is closed? Cookham Road is almost not fit for purpose now on a morning, so how the addition of cars for 330 new homes, or a school of between 400 to 600 children is not going to significantly increase the problem, I fail to see. I would also question the person who says that the new entrance will be safe and have good visibility onto Cookham Road. It's a nice idea, but I think it may be more difficult than he imagines.</p> <ol style="list-style-type: none"> 9. While we are being told that the junction will be adequate I can find no evidence of a traffic survey being carried out looking at the busiest times of day, has this been done? 10. The Gardner Road and Cookham Road (the only roads into the town) are already congested, at school times the traffic is terrible. 11. Access is too restricted. 12. I live around 2-300m from the proposed site and find it hard to believe that the transport assessment that thinks its acceptable to have the only access to this site to be on to Gardener Road via Aldebury Road. The Cookham Road is busy at the best of times and is frequently backed up going into Maidenhead at peak times already. 13. It will cause gridlock of traffic at the junction of the development and Gardner Road / Cookham Road, with the increase in vehicular traffic resulting from a development incorporating 330 homes and a school. 14. (CLLR) The bend on the Cookham Road where the access to the site will be is already extremely dangerous, and we are still none the wiser as to how you plan to deal with this or, indeed, how you would evacuate the site if this access were blocked for some reason. 	<p>also be able to use it safely.</p> <p>There is no national or local policy restricting the use of a single point of access to serve the proposed development and RBWM agree that a single vehicular point of access is fully acceptable in principle to serve the development.</p>
<p>Ped/cyc access at Cookham Road</p>	<ol style="list-style-type: none"> 1. I would like to see proper provision for safe cycling routes at that new junction, especially for cyclists turning into the new development coming from the town 2. The triangle piece of green grass (which will become the vehicle entrance to the new estate) is also used twice daily by hundreds of children walking to school at St Mary's R.C. School, Ellington School and St Luke's School, this will make it extremely dangerous for the children and the entrance to the new estate should be re-routed to Bass Mead and Stande Park, or a new entrance constructed over the railway, off the Maidenhead Road. 3. You say that there will be pedestrian and cycle ways operating at the main entrance. I turn cold just thinking about this. 300 plus houses, 600 children all trying to get in and out of one entrance at particular times - either for school or work. 	<p>A 2.0m wide footway will be provided on both sides of the proposed site access road via Cookham Road and a segregated 3.0m wide cycle facility will be provided in the eastern side. This will connect with the existing footway provision located at the northern end of Aldebury Road and on the northern side of the B4447 Cookham Road along the site frontage.</p>

		<p>The proposed development will assist in bringing forward substantial financial contributions towards local transport measures, including:</p> <ul style="list-style-type: none"> • infrastructure improvements on the main pedestrian and cycle routes between the site and the town centre and other key destinations within Maidenhead and the Furze Platt / North Town residential area, including pedestrian crossing provision, widening some footways and the introduction of dropped kerbs / tactile paving where they are currently missing.
<p>Ped/cyc/emergency via Westmead</p>	<ol style="list-style-type: none"> 1. I live on Westmead. Your proposals for the use of Westmead as a pedestrian, cycle route and emergency vehicle access are laughable and completely blinkered. Again I wonder how many of the main players in this site's development plan have even walked down Aldebury Road and onto Westmead at different times of the day. As one resident said, we have delivery vans and walkers' cars driving in and in the case of the cars, parking all over the place, often on pavements. There are regularly cars parked on the corner into Westmead, obstructing visibility both ways. Our driveway is often used by large vans as a turning place, and ambulances have an almost impossible task. Often residents can't even get out of their driveways. Of course parents will see Westmead as a great place to pull in and drop their children off, or just park so that they can escort their young children into school. It will be chaos. It's fairly obvious that it won't take too long before a developer will just decide that Westmead would do very nicely as an alternative route into the site. As far as putting bollards in, to deter vehicles, we know that some motorcycle riders even get onto the Green Way footpath, so a wide path such as is being proposed is likely to be an open invitation to them. 2. In the zoom meeting last year the people of Westmead were firstly reassured there would be no access from this road to the new estate. Then, a bit later on, it was said that an emergency access could be made from Westmead if needed. This doesn't fill me with any confidence about anything that has been said so far. It appears, that in reality, Westmead 	<p>The proposed emergency access at the northern end of Westmead would only need be used by a fire engine in the event there was an emergency on the site at the same time the main access onto Cookham Road was blocked – an exceptionally unlikely scenario. Collapsible bollards (or similar) will be placed at the entrance to proposed pedestrian/cycling/emergency access on Westmead to prevent general vehicle access. The carriageway on Westmead is sufficiently wide to allow a fire engine to use the emergency access on the worst case basis that parked cars are present along the full length of the street.</p>

	<p>is there to be used in future for whatever is necessary.</p> <p>3. Having emergency access via Westmead means having an extra road built in the area, which is already busy with parked cars for the residents and I am sure they will not appreciate the extra issues.</p>	
<i>Ped/cyc bridge over railway line</i>	<i>No comment.</i>	
<i>Street hierarchy</i>	<i>No comment.</i>	
<i>Street typology</i>	<i>No comment.</i>	
Internal street network / accommodating overspill parking	<ol style="list-style-type: none"> 1. The other major concern is the car parking in and around Spencer's Farm, we have lived here 43 yrs and at first it was ok but lately no one can park anywhere as it is too congested and to add a potentially extra 600 cars (300 new households each with 2 cars) to this small area will cause major problems. 2. I am concerned about parking issues. St Mary's School is just a few metres away from the site and there is nowhere for parents to park except on bits of the main road and residential roads nearby. In Sandringham Road, opposite the school, so many parents have to park there - including on the pavement - that drop off and pick up times are extremely hazardous for the residents and children alike. I am concerned about the amount of car parking space that will be available on this new site. If there is not enough, then the traffic jams will tail back onto the Cookham Road. 3. The additional traffic on the Cookham road. Where the rail line crosses over the Cookham road, due to the poor visibility of oncoming traffic from the Cookam end, causes problems for traffic going towards the town. The additional traffic will cause more problems and perhaps an accident or two. In my opinion there should be traffic lights or some way of letting the traffic through more safely. 4. My other concern is that the new development will add to the problems of an already over populated area and the parking problems associated with this. I have lived in Green Leys for 45 years and parking which was never a problem has become a nightmare. More houses means more cars adding to the problem. 5. Inadequate parking and access - Parking is already an issue on the Aldebury estate as there are a number of properties without off road parking, so the pressure of another estate could cause a huge impact on traffic and a significant parking demand. The increased demand and potentially double the amount of traffic if not more the proposed new 	<p>An appropriate level of car and cycle parking will be provided in accordance with the standards sets out in RBWM Supplementary Planning Guidance – Parking Strategy (May 2004) or any future standards that are adopted at the time of a planning application.</p> <p>The RBWM Parking Strategy (May 2004) does not have set standards for Electric Vehicle (EV) charging points for new developments, however the developer is committed to providing EV charging points across the site.</p>

	development would add to this, combined with the restricted access issues outlined above, will present a serious threat to highway safety.	
<i>Permeability</i>	<i>No comment.</i>	
<i>Cycle network</i>	<i>No comment.</i>	
<i>Green corridors</i>	<i>No comment.</i>	
<i>Open space provision</i>	<i>No comment.</i>	

<p>Ecology and nature conservation</p>	<ol style="list-style-type: none"> 1. I am against this development on environmental grounds. I am concerned about the destruction of habitat/green belt 2. What about the impact on the existing wildlife habitat? it will be totally destroyed. As a young boy I often found reptiles of grass snakes, lizards and may I add, the occasional Adder let alone all the small discrete mammals. Does this development management body plan/intend to remove and re-home all these poor creatures? I very much doubt it. 3. Destruction of wildlife and green belt land. There are wild badger, deer, foxes, red kites and other wild life on the site. 4. Finally, what is going to happen to all the beautiful wildlife once you take away their habitat? Soon there won't be a blade of grass or a tree left standing if you continue with this destruction. We are very angry and sad that you want to destroy the environment without any thought for the people, animals and birds that live here! 5. The site is a wildlife haven and building on it would be massively detrimental to the environment. 6. Not too mention pollution/ wildlife disruption. 7. I do not know how you can proceed with such a plan, in an area that is enjoyed by the local community and wildlife. It will have a very negative impact on many residents living here 8. Yet more land/fields, wildlife and much enjoyed environment destroyed in an already congested housing area. 9. I don't doubt your good intentions, with all the talk about biodiversity and landscape maintenance etc. Our family walk, watch birds and are keen nature lovers. We feel sorry that this development is taking away established habitats of animals, and can only hope that if this site is eventually developed, some may return. 10. Removing green field where we have many wild animals. 11. Detrimental impact upon Wildlife - There is lots of wildlife that inhabit the proposed sight and I worry about the impact this will have on the local animals. I often see deer and birds in the fields and I imagine there are a lot more 	<p>The principle of the development on the site has been established through allocation within the BLP.</p> <p>The delivery of ecological and biodiversity enhancements is mentioned throughout the SMD which, along with the Council's requirement for a net biodiversity gain, will ensure that this is robustly delivered within the development.</p> <p>We have amended the Vision within the SMD to include the following specific references to biodiversity and pollen rich areas:</p> <p>"... Tree lined streets, pollen rich gardens, open spaces, the riverside meadow and the woodland copse will support biodiversity..."</p>
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occupying the area. We will also lose the view of the surrounding fields.

12. If development proceeds on the 19-hectare greenfield site at Spencer's Farm, this will substantially reduce the current foraging area for the existing wildlife such as deer, foxes, badgers etc. which can usually be seen currently at the site of Spencer's Farm. If the 330-home development goes ahead and existing wildlife foraging areas are consequently reduced, this will probably lead to territory issues (e.g., badgers), with existing groups of wildlife forcing them further afield and this combined with a dramatic increase in road traffic result in a large increase in road traffic accidents with wildlife. There probably are several badger setts in and around the Spencer's Farm site. It is critical that existing setts are left in situ. There could be territory issues if more than one group currently forage in the area, which probably would result in a decline in the existing badger population that inhabits Spencer's Farm and surrounding countryside.
13. The wildlife I currently see on a regular basis will be disturbed and no matter how much you say you will provide for the wildlife it will not be as it currently is.
14. There is a vast array of wildlife living on the fields including - Deer's, pheasants, Badgers and foxes as well as the many birds, including herons, swans and geese - by building on this field we will destroy the habitat for these beautiful animals we will create pollution
15. In addition there is a lot of wildlife which uses that space including wild deer. I do not support the loss of the natural habitats that this space constitutes.
16. Also, the wildlife will suffer by losing this green space as many of their habitats will be lost. I have seen several wild deer on that land. It is lovely to have this green space in Maidenhead as we seem to be losing it everywhere and the town is getting be just houses
17. (Cllr) Please give due regard to biodiversity in terms of wildlife retreats, wildflowers, support for pollinators, swift boxes, bat boxes and so on, and please consult with Wild Maidenhead over the details. Please consider the idea of having a community garden here.

<p>Flooding/Surface water drainage</p>	<ol style="list-style-type: none"> 1. The risk of making local flooding issues worse are staggering, we already live on the edge of a flood plain, our house is less than 20meters from a flood zone 2 and 75 meters from a flood zone 3, according the Environmental Agency, building on local fields will only make that worse. There are no flood mitigation schemes you can put in place which will be better than not developing Spencers Farm. 2. The field in question is a flood plain. It floods regularly and is in the valley water table. You cannot change the nature of the environment. We are in the Thames valley and it floods. No matter how many channels you dig. Look for Brown field sites on higher ground NOT green field sites in the valley bottom. 3. I understand the reason for extra houses being built, but this land is also in the "Flood Plain" (I have lived here for 43 years and I have photos to prove this) and it is regularly flooded in the winter time. 4. If you build on this flood plain, you are placing our homes at a flood risk as we live on the edge of the fields off Aldebury Road. These fields have flooded in the recent past! 5. The land is subject to flooding and parts are currently underwater or saturated. Building on a flood plain would have a massive knock on effect for the areas around the site. 6. With regard to potential flooding, it seems that you have taken at face value the 'flood mitigation' plans, but I was living here when the area flooded a few years ago. At that time your ditches, tanks and little ponds would all have been flooded, and all of the excess run off water from the housing and school could only have increased the water level on Westmead, where almost all the gardens were flooded. Unless you had seen the level of flooding then, you would be excused for accepting the carefully confident explanations that are being put forward. You cannot mitigate that amount of water. 7. This are has been flooded many times in the 25 years I have been here. 8. Increasing risk flooding. 9. Ground stability and drainage - I have serious concerns about the impact the proposed works could have on the stability of our property. The land is greenbelt and suffers from significant moisture and have previously had serious flooding. I'm concerned this development could cause flooding in the surrounding areas and therefore pose a subsidence concern. Any excavation work could have a serious adverse impact upon the stability of the existing structures. I have concerns about the impact of the proposed development on surrounding properties in terms of drainage as well as ground stability. 	<p>There was a significant scrutiny from the Council and Inspector in respect of flood risk at the site through the evidence gathering and EiP stages as the plan moved towards adoption. In full knowledge of the flood risk at the site, the allocation was found to be sound, and the site is now allocated for development within BLP.</p> <p>As stated within the SMD, no dwellings will be built within the flood plain and the site will be re-profiled to minimise the risk of flooding. The surface water drainage proposals will ensure surface water runoff collects within on-site attenuation basins and flood risk to properties surrounding the site will not increase.</p> <p>No additional text within the SMD is considered necessary.</p>
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10. Secondly, it probably will increase the risk of flooding both to properties in the new development and the existing properties in the area if this development goes ahead.
11. My main concern on this site is building on flood plain. I have seen pictures from local residents of the flooding on this site and it is considerable. I do not see how 330 homes on an area that is prone to flooding will help.
12. From flood risk to traffic chaos this development is a mess. I am told by my local councillor that the inspector did not receive the up-to-date information re flooding and if she had it might have made a difference. As a home owner at Westmead we are the ones who will be left with the flood risk...completely at the mercy of how much effort and care the developers put into mitigation. We are certain we will be left with homes that we can never sell. This flooding will end up being like the cladding scandal...a mess that home owners will be left to pick up the pieces.
13. The area is flood plain and the 300 houses will impact the chance of flooding, the chance of flooding has increased across the country due to global warming, I cannot see how this will be alleviated as the excess water has to go somewhere and I would prefer it not to flood my area.
14. Flooding, Spencer's Farm is prone to flooding, we overlook the land and walk our dog there each day, the ground I always sodden – regardless of the amount of rain, even light rainfall produces small lakes. The greenbelt is our natural flood defence system, without which, we'd all be under water. It's the vital soil buffer surrounding the large number of water courses we have in the surrounding area. The great sponge that absorbs storm water and the floodwater of our streams, rivers and ponds, the vital importance of which will increase with climate change. When we destroy our countryside by concreting over it, we obliterate its ability to protect us in these ways. We create more pollution and impermeable flood plains with no soakaways, too often with nowhere for the resultant water run off to. Westmead in particular will suffer if this development is allowed to go ahead, which also poses issues with building insurances – having lived on a flood Plain previously.
15. The flood water will just be directed to neighbouring properties, the properties in Westmead already suffer from the floor levels.
16. (CLLR) My concerns remain about flooding. Residents do not feel they have been listened to on this, or suitably reassured. There have been five significant flooding events to the east of the Aldebury Road area in the last 30 years, and current predictions are that flooding events

	<p>will increase over the next one hundred years.</p>	
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<p>Social infrastructure provision</p>	<ol style="list-style-type: none"> 1. can the town cope without another drs surgery as Maidenhead keeps building properties with no extra amenities. 2. I also wonder where all these people in the new houses will be able to register for doctors, dentists, etc 3. Whats about schools, doctors 4. This will only be made much worse. We already have huge pressure on our services such as GP services who are struggling to cope with the demand. 5. I am concerned about the amount of building in Cookham and in particular in the area where I live (there are three proposed developments very close). I am concerned for the infrastructure and in particular increase in traffic on Maidenhead Road as a result of these three developments. 6. This development is totally over the top and will place unbearable strains on local infrastructure. 7. Local services are also not designed for the sort of influx of residential numbers that this development will bring into the area immediately around Spencer’s Farm. 8. What investigations have been carried out into the effect on local services such as GP surgeries to determine if they will be able to take on the extra residents particularly allowing for the development of the Magnet Leisure Centre site? While I understand that people need somewhere to live this development seems to be far too big for the local infrastructure and a smaller development would be much more appropriate 9. We don’t have the infrastructure, school places, doctors etc... to cope with this development size. 10. I also do not see any plans to include infrastructure such as doctor surgeries on here. 11. We also have a lack of local NHS Hospital / care facilities There is no emergency care in the borough, and by overloading us with 330 new properties - which will house families the hospital's that are already at breaking point will not cope at all - see below a message received from Cookham Medical Centre on the 11th March: ‘The Emergency Departments at Wexham Park and Frimley Park Hospitals are currently experiencing an increasing level of demand which is likely to continue throughout this weekend. Please only attend if you have severe symptoms or suffering from a life threatening condition’ This is before you add 330 homes to an already struggling NHS – the additional on these homes will bring our NHS to their knees. 	<p>Infrastructure needs and provision was considered by the Council through the development of the BLP. As a result, the site is required to provide the site for a primary school. CIL will also be due on the development.</p> <p>No updates to the SMD required.</p>
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Land for primary school	<ol style="list-style-type: none"> 1. I agree with the person who said that the siting of the school opposite Lutmans Lane is definitely not a good idea, especially after seeing that the playing fields would back onto the lane. The suggestion I heard about putting up a high fence is surely not serious - I may be wrong, but could a developer really be so insensitive as to not only take away an open view, but close any view off by a high fence. 	<p>RBWM will be responsible for the design and delivery of the school.</p> <p>All detail relevant to the school design has been removed from the SMD following discussion with the Council.</p>
Play facilities	<ol style="list-style-type: none"> 1. (CLLR) I think you need to reconsider the idea of placing a children's playground on flood zone 3. One year, this area was under water for 4 months. Children might see their play equipment rising up out of the flood water and think it a fun game to try and wade out to it. 	<p>This open space and playspace is appropriate within flood zone 3.</p>
Consultation matter	<ol style="list-style-type: none"> 1. Several of the plans are confusing rather than informative. 2. It's clear that as developers you feel that this is a perfect site for you to have a stake in, and a small majority of our council have managed to get it approved on the BLP. I appreciate that you are giving residents a voice, but our voices over the past years don't seem to have had much effect and I wonder if you would really change your plans in the light of the concerns of those who live in this area. The concerns are genuine, particularly for those who may eventually end up living on the site and facing some of the issues we have raised. 3. I know these forms are only so that you can tick the appropriate boxes, as are concerns don't seem to be taken on board. 4. I cannot support this plan but will look forward to engaging with the group to see how best we can work together to make better use of the site. 	<p>No changes to the SMD required as a result of these comments.</p>

<p>Council comment</p>	<ol style="list-style-type: none"> 1. What is our current borough council thinking of? I've lost all confidence in our governing borough council members over this development proposal. 2. New property nowadays does allow for there own garaging, its all on the road. Great eh, the farm makes money, the builder makes money not really caring about the rest of the community and the impact it has on the local country side and the people living here. Yes you'll give the council money for what ever sweetens their purse, a nursery school, widen the road at no extra cost to allow you permission to build. Yes I am being cynical but history shows me that the majority of time I'm proven right. Perhaps if the Borough spent our money more wisely such as letting social facilities go like the tennis club, golf course so they can recoup there losses. Knocking buildings down and building flats all over the place. Whats in Maidenhead any more? Youve got my post code so youll know where to find me, Im sure Im not alone in my thoughts 3. My concerns relate to the climate emergency declared by the council 2 years ago. It is a huge amount of houses/school on this piece of land, car and traffic increase and flow and there will be a negative impact on our services and the environment. 4. My main problem with the development on this site is that with the best will in the world, you are being guided by councillors and others who have a vested interest in seeing this development take place, and who have smoothed over potential problems in several areas, by using clever words and computer modelling to prove their points. I have to wonder how many of your company, and indeed councillors actually live at this end of Maidenhead, and are on this part of Cookham Road on a regular basis? 5. There was never a full consultation with residents, despite what the council says and this land has been turned down before on grounds of unsuitability. 6. You will not find any local support for this. It has been totally pushed through as a vanity project. The entire BLP was voted in despite none of us residents getting any answers to our questions until after it was passed. Even conservative councillors sated their worries but felt forced into voting for it. It is a total and utter farce. 	<p>No changes to the SMD required as a result of these comments.</p>
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Other point

1. We are worried about noise
2. By building on Spencers Farm you will adversely affect our well-being and property value
3. The development is far too large and totally unnecessary - over crowding as usual to profit as much as possible from the development.
4. Increasing acoustic pollution.
5. To build houses it's necessary to remove all the garbage that has been buried in this site. I hope they are not going to build on top of this site before clean it.
6. I wish to make you aware of a number of strong objections that I have with regards to the proposed development of Spencers Farm. As an immediate neighbour to the site of the proposed development, I am of the view that the proposed development will have a serious impact on our standard of living.
7. Noise - Noise or disturbance arising from the actual execution of the works, which will be months on end of continuous work and heavy duty machinery and also a school being suggested close by to our property, I worry about the on going disturbance it will cause. I am very unhappy about the possible development and wish for it to be reconsidered. I do not approve of this dev
8. This build will also likely devalue our property as losing the view of open green space is likely worth a loss of £20k according to local estate agents.
9. This could potentially be a school site as proposed but with a very small number of homes, maximum 50 - well constructed, environmentally sympathetic homes that would sit well in the natural environment and be an exemplar for other developments in the area. It is time for developers to lead the way in relation to the true meaning of sustainability - so that their legacy will still be standing in many many years and will be in harmony with nature, promoting the positive impact that it has to have for the future survival of humanity. Show us all what you can really do for good.
10. The noise of a massive development being built and the after effects of potentially 1200 extra people in the area will disturb the current peace of the area, which was one of the main reasons for moving to this location.
11. Please reconsider the need for this development – we have a climate emergency and this development will not help that at all.
12. (CLLR) Nevertheless, you will continue to promote this site, regardless of the issues. When you do, please ensure that you give proper regard to truly affordable housing, namely social housing followed by affordable rent. 'Affordable' homes for purchase are still not affordable, and simply serve to push up house prices. Please do not use viability to

	<p>reduce the amount of affordable housing. Yes, the developer will need to put considerable flooding mitigations in place, but they are also building on greenfield land, so there is no reason not to deliver 40% affordable housing. This is something you must take into account when setting a price for the land and the ultimate purchaser must take into account when buying it.</p>	
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SPENCER'S FARM

———— *Maidenhead* ————

STAKEHOLDER MASTERPLAN DOCUMENT

May 2022

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Vision

Spencer's Farm is a northern extension to Maidenhead. Our vision is to provide quality homes within a vibrant community with an emphasis on creating a healthy place for people and nature.

Tree lined streets, pollen rich gardens, open spaces, the riverside meadow and the woodland copse will support biodiversity, whilst pedestrian friendly streets will make this a safe place for residents to travel to the school.



trees

Retention of existing woodland copse and peripheral tree belts



delivering homes

The scheme can provide up to 330 homes 40% of which are 'affordable' contributing to the local areas housing need



built character

Local character will be identified and reflected through materials, building typologies, plot character, street relationships, building relationships, hard and soft landscaping.



education

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

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green belt

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



connections

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



flood zone

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



adjoining neighbourhood

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

1. Introduction

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

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

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

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

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

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

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

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

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Maidenhead



Figure 1. Site and surrounding area

2. Context

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

Site Description

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

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

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

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

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

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

Planning Policy Context

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

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

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

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

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

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

- The National Design Guide;
- National Model Design Code and Guidance Notes;
- LTN 1/20 'Cycle infrastructure Design';
- Gear Change;
- Secured by Design;
- Building for a Healthy Life;
- Lifetime Homes Design Guide;
- Manual for Streets 1&2;
- Environment Act 2021; and
- NHS Long Term Plan.

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

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

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Figure 2. Aerial Photograph of site

3. Constraints & Opportunities

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

Site Constraints

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

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

Site Opportunities

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

- The central and western part of the site lies outside the functional flood plain therefore can accommodate residential development at the scale proposed (i.e. approximately 330 dwellings and a site for a primary school);
- Access can be taken from the B4447 (Cookham Road/ Gardner Road) in the southwestern corner of the site with a potential for emergency pedestrian/ cycle access from Westmead;
- There is an opportunity to link into the Green Way and wider PRoW / cycle network which pass the site along the eastern boundary across the Maidenhead Ditch;
- There is an opportunity to create a sustainable development which enhances pedestrian and cycle links within the urban area including to Furze Platt station taking account of LTN1/20;
- The proposals will consider the relationship between properties that adjoin the southern boundary of the site and seek to ensure that the amenity and privacy of these properties is respected;
- The re-profiling of the site presents the opportunity to both provide gradients suitable for development but to also ensure that drainage systems can convey water and reduce flood risk;

- Surface water run-off from the scheme can be attenuated on-site within basins situated between the development edge and Flood Zone 3;
- A single prominent Veteran oak tree is situated centrally on the eastern edge of the developable land, providing an opportunity to be a focal point within the open space;
- There is also the opportunity to plant a new specimen oak tree to ensure the succession of the existing tree over the long term;
- The majority of the site is dominated by intensive agricultural practices and being of limited ecological value there is a significant opportunity to provide a range of new habitats of higher quality which will contribute towards the biodiversity net gain requirement.
- A church spire is visible from the centre of the site that could inform street alignment in order to create a purposefully designed vista;
- The retention of trees along southern and western site boundaries benefits the setting of the development and the relationship with neighbouring dwellings and the railway line; and
- A block of woodland sits to the north of the site which can be retained to create a natural backdrop to the development area and be an asset to the landscape infrastructure.



Figure 3. Site Constraints and Opportunities Plan

4. Stakeholder & Community Engagement

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

Consultation Activity

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

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

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

Summary of 2017/18 Stakeholder Engagement

1. Involving local representatives

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

2. Consultation meetings

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

project team and these are summarised below:

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

3. Public Engagement

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

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

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

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

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

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

4. Pre-application Engagement

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

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



Figure 4. Pull-up Banner from Public Exhibition

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

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

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

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

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

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

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

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Maidenhead



Figure 5. Masterplan from Public Consultation

Stakeholder Engagement 2021

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

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

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

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

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

Consultation Webinar

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

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

Consultation Workshop

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

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

Consultation Period for Feedback

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

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

Independent Urban Design Review

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

4.30. Where possible this document has been updated to reflect the comments received. The proposals for the site will be discussed at the pre-application and application stages with RBWM planning and tree officers. Comments relating to detailed design will be addressed and fixed within a hybrid Design Code which will be submitted alongside the Design and Access Statement as part of the Outline Planning Application; and completed prior to determination of any future Reserved Matters applications. The Code will provide clarity and certainty for future developers and be focused on non-negotiables, establishing unambiguous design requirements.

Final Spencer's Farm Stakeholder Masterplan Document

4.31. In contrast to the engagement activities in 2021, which sought views and comments on all aspects of the draft SMD and the emerging masterplan, consultation focusing only on the development objectives and the design principles set out in the SFSMD, was carried out in 2022. A key message in the consultation material for 2022 was that Spencer's Farm was now a housing allocation in the adopted Borough Local Plan. As such, the principle for residential-led development on the site had been agreed and it was comments on the more detailed aspects of the SMD that were being sought.

4.32. A letter was sent to 1,002 local addresses around the Spencer's Farm site. This informed recipients of the upcoming consultation exercise and also let them know that the consultation website had been updated to reflect work that had been undertaken on the SMD since 2021.

4.33. A four-week consultation period was held, running from to Friday 4 March to Monday 4 April 2022 and a total of 51 sets of comments were received. These were collated, analysed and reported back to the project team, to establish the extent to which changes could be made to the SMD before its formal approval.

4.34. The main themes and points of interest from the 2022 consultation exercise closely reflected those matters identified in 2021 as of key importance to the local community. The development objectives and design principles most commented on related to the following topics:

- The proposed site access
- Westmead emergency access
- Effect on the local road network
- The plans for the new primary school
- Ecology and nature conservation
- Flooding
- Drainage
- Social infrastructure provision
- Sustainability
- The type of housing proposed

4.35. Where possible, the SMD has been updated to reflect the comments received.

4.36. The forthcoming planning application will be accompanied by a Statement of Community Involvement covers all of the engagement and consultation activities that have been undertaken for Spencer's Farm over the period 2017-2022. It provides full responses from the project team on key topics and questions from the local community.

Figure 6. Counsellor Stakeholder Leaflet

Consultation Feedback & Takeaways from 2021 Stakeholder Engagement

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

Built Form

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

Primary School

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

Site Access

- **How will the Westmead access be maintained as emergency access only?** Access from Westmead will be maintained for emergency vehicle use only by the installation of bollards to prevent access by cars.
- **What will the design of Westmead access be?** A low key design for the Westmead access will be characteristic of its main pedestrian/cycle and occasional emergency access function.
- **Is there enough capacity for the new houses and the primary school?** A Traffic Assessment has assessed traffic flows likely to be generated by the development and the school and the design has been designed accordingly.
- **Will the main access be safe for pedestrians?** Segregated footpaths and cycle paths will form part of the highway design in line with LTN1/20 and Gear Change.

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Maidenhead



Drainage

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

Open Space

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

? The proposed access of collapsible bollards to

head access will be n.

transport Assessment and the access junction

paths with crossing points

- **Is there an alternative location for the main access?** The identified access from the B4447 is the only deliverable access within the highway.
- **Is a second point of access required?** The Transport Assessment has concluded that sufficient capacity exists to serve the development from a single point of vehicular access. A single access point will minimise disturbance to the residential estate to the south of the site.
- **Will the proposals include a pedestrian bridge over the railway to north west corner of the site to facilitate footpath connectivity?** There is no policy requirement for development proposals at Spencer's Farm to deliver a pedestrian/cycling bridge over the Maidenhead to Bourne End/Marlow railway line. The provision of any footbridge over the railway would require land outside of this development and it is therefore not possible to deliver this infrastructure. The masterplan design would not prejudice the delivery of a bridge in the future.

5. Development Objectives

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

Creating Places and Character

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

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

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



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



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

Enhancing Existing Features

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

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



Site photo of the veteran oak tree



Site photo of the Maidenhead Ditch

Connectivity in and Around the Site

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

Facilities

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

Education

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

Health

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

Leisure

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

Retail

5.9. A Co-Op Food store is located 6 minutes walk from the site, a Costcutter is 11 minutes walk and a Tesco Express is 12 minutes walk away. Maidenhead town centre is approximately 2.2km (26 minutes walk) south of the site which offers a wide range of shops and services.

Transport

Rail

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

Road

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

Leisure Footpaths

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

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

Off Site Walking and Cycling Improvements

5.14. Taking into account the location of local facilities and services shown in figure 7 and pedestrian and cycle catchments, the proposed development will bring forward a number of improvements to the existing pedestrian and cycle network between the site, town centre and other key destinations within the Maidenhead and Furze Platt/ North Town residential area.

5.15. The proposed improvements will maximise the opportunities for travel to/ from the site by sustainable transport modes, including improving accessibility for vulnerable road users and the mobility impaired, and will also provide a benefit to existing residents and employees in the area.

5.16. The improvements will be set out in more detail as part of any future planning application on the site and will be brought forward either as on-site works, off site S278 improvements or through financial contributions.

Bus Services

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

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Maidenhead

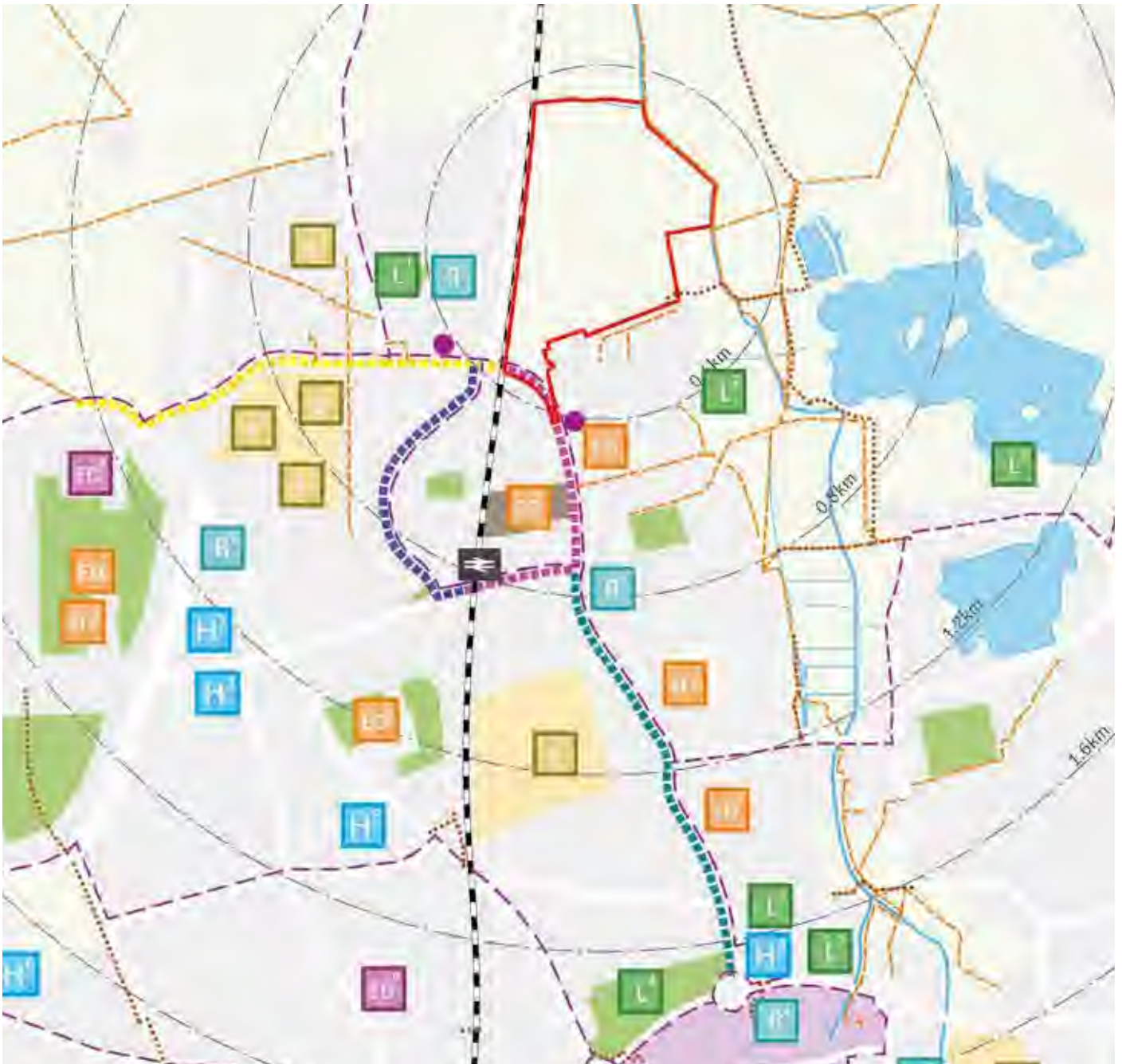
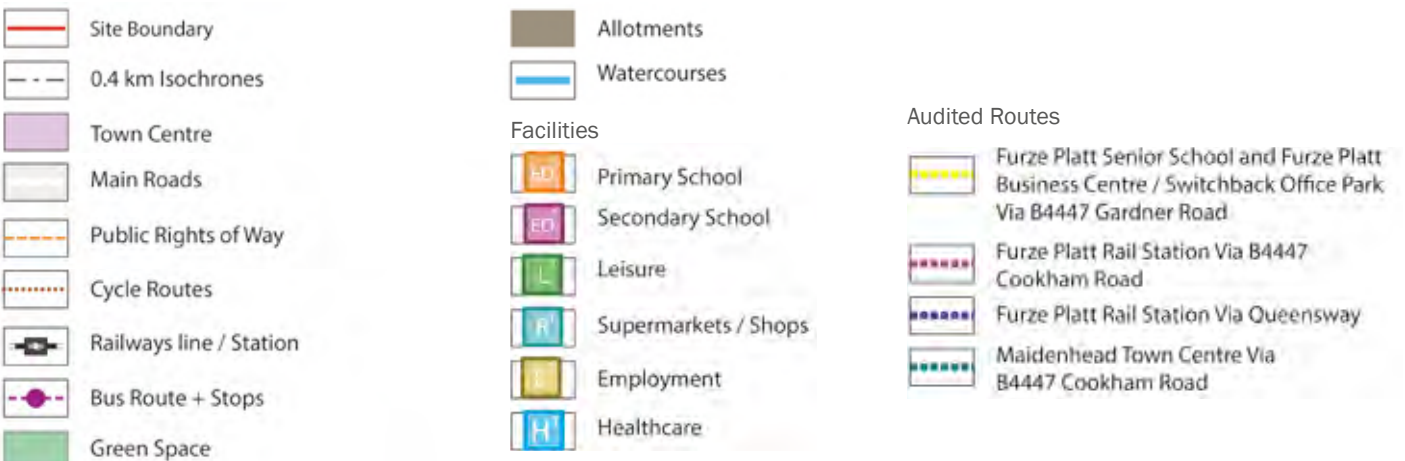


Figure 7. Walking Distances to Facilities Plan



6. Design Principles

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

Built Form

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

Building Typology

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

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

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

Building Height & Density

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

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

Block Principles

6.7. Perimeter block principles will be applied throughout the development with clear fronts and backs clearly identifies public and private spaces whilst maximising natural surveillance over public spaces and streets.

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Figure 9. Urban Form Principles Plan

Development Edges

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

Western Boundary

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

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

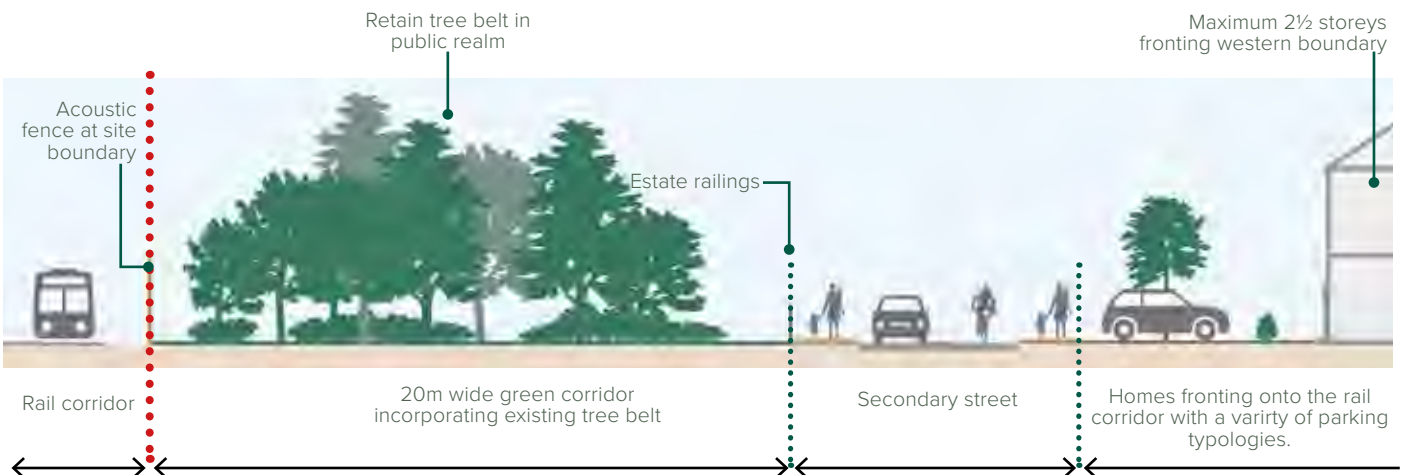


Figure 10. Western boundary with rail line

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Northern Boundary

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



Southern Boundary

6.12. The school playing fields are located adjacent to the southern boundary. This will ensure an open aspect is retained for the existing residents of properties fronting on to this edge. The school design, layout and boundary features are a consideration for RBWM.

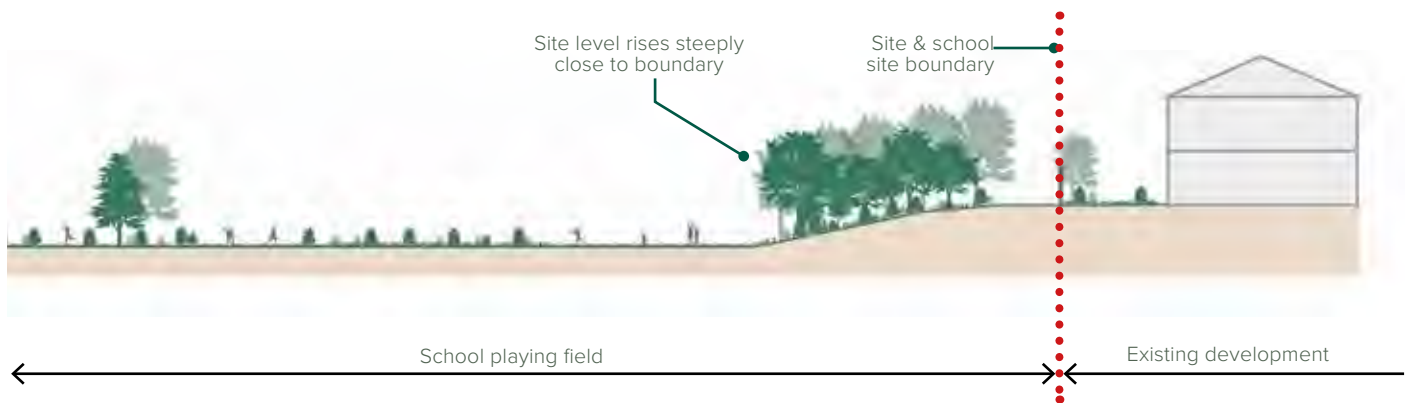


Figure 11. Southern Boundary across school site

Eastern Edge

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

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

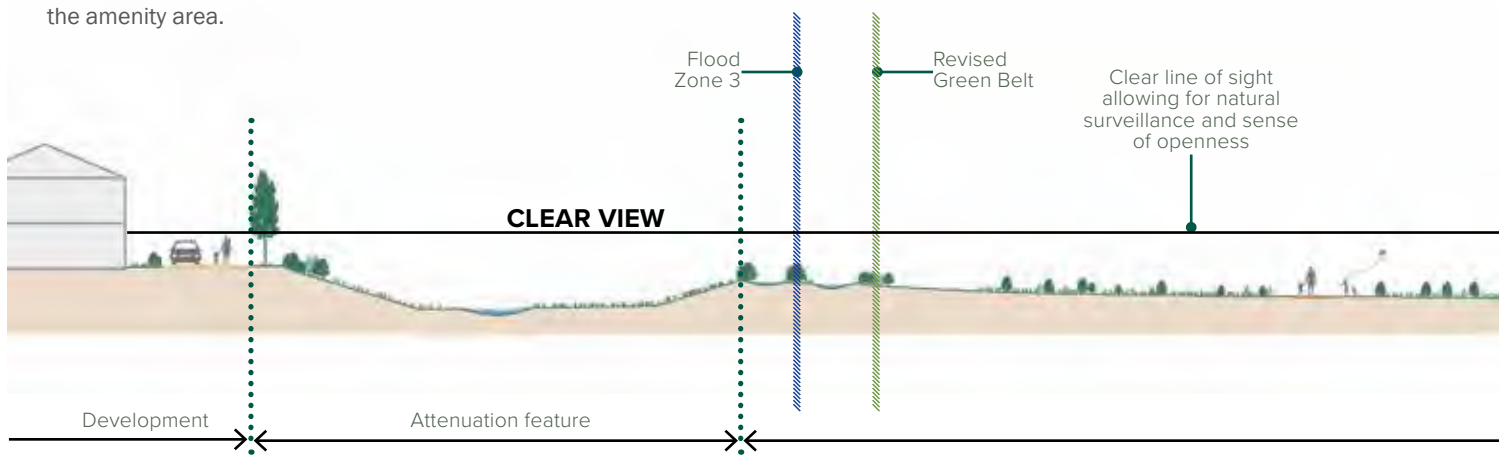


Figure 13. Eastern Edge Cross Section - Option One

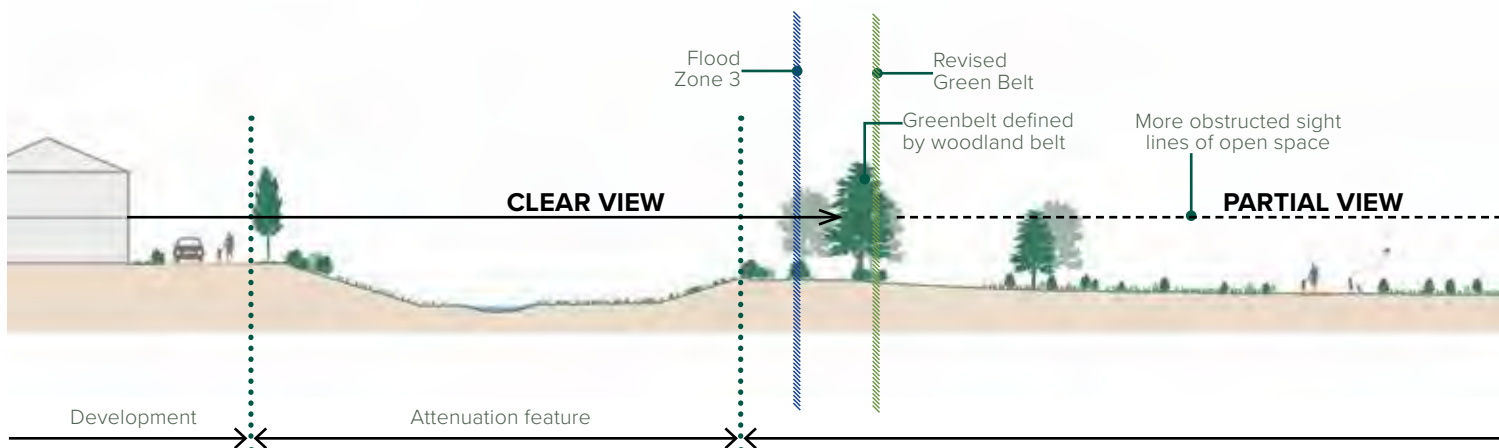


Figure 12. Eastern Edge Cross Section - Option Two

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Access and Movement Framework

Access Locations

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

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

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

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

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

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

Street Hierarchy

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

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

Street Typology

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

- 1. Primary Street** A 6m carriageway with a protected 3.0m cycleway and separate 2.0m wide footway will be provided on the eastern side of the site to fully reflect the design principles set out in LTN 1/20. This will continue along the full site frontage of the proposed school site (and tie in with the proposed pedestrian/cyclist connection to Westmead). A 2.0m wide footway will be provided on the western side of the proposed access road. These will be separated from the carriageway by a 2.5m wide verge to be planted with an avenue of street trees. The proposed main street has been shown to extend along the full length of the frontage of the potential primary school site in order to provide flexibility with regards to the precise location of the vehicular access to the school. Beyond the entrance to the

proposed primary school, traffic will have substantially dispersed across the various secondary streets and the proposed network of secondary streets will be sufficient to accommodate the expected vehicle demands without the need for an extension of the main street further into the site, which would represent an inefficient use of the land and contrary to the design rationale seeking to be achieved.

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

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

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Maidenhead

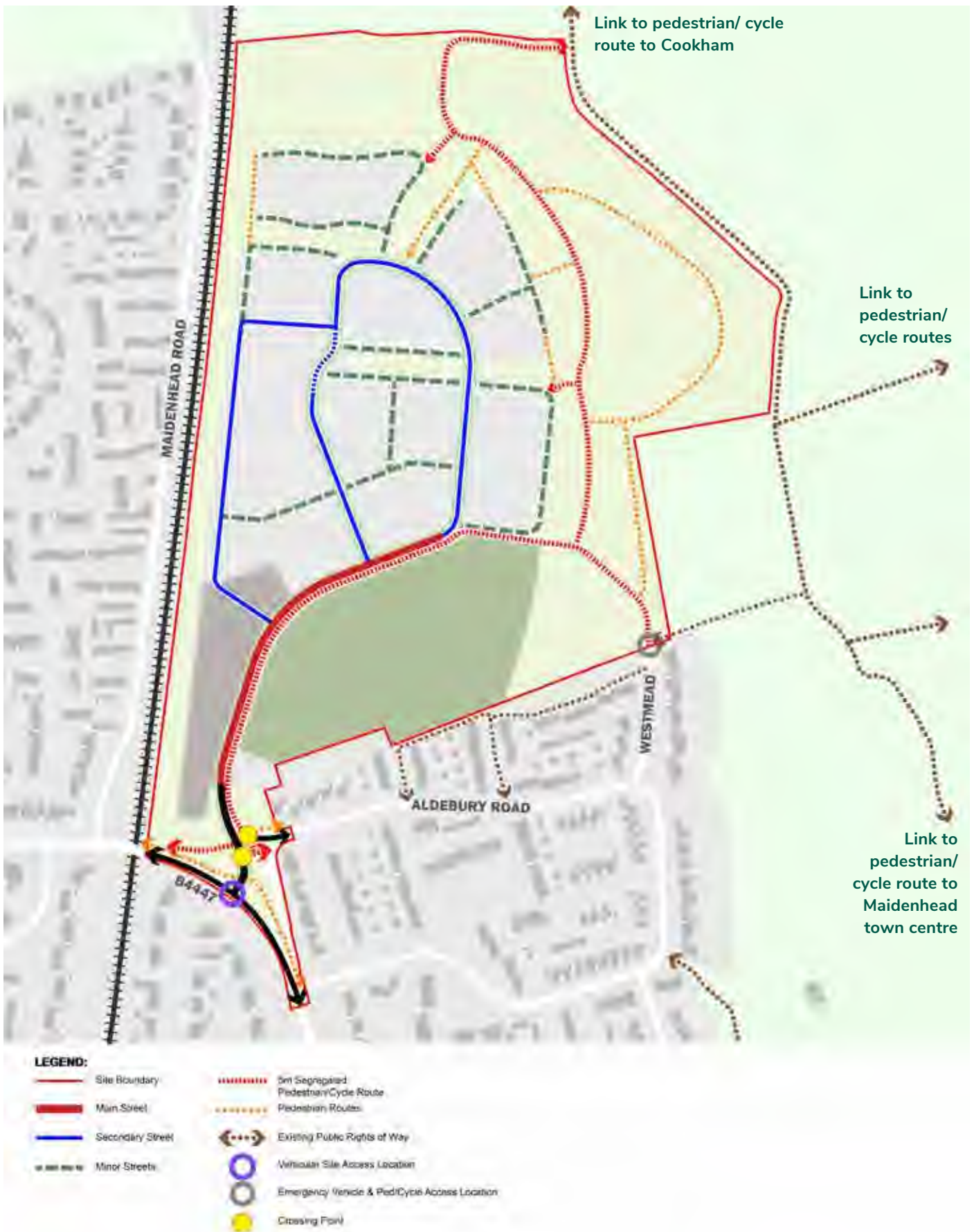


Figure 14. Access and Movement Principles Plan

Internal Street Network

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

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

Permeability

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

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

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



Precedent Image: Shared surface edge treatment



Precedent Image: Shared private drive at Taplow Riverside

Cycle Network

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

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

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

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

6.29. To the north of the site, a footpath/cycle path route will run up through the wooded area and link into the Public Right of Way Network, including the designated signed Green Way corridor from Cookham, through the centre of Maidenhead, and on to Bray, and National Cycle Route 50 which forms a traffic-free route between

Maidenhead Road in Cookham to the south with Ray Mill Road West to the north of Maidenhead town centre.

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



Pedestrian/cycle network across the development & open space



Precedent Image: Active travel corridor along the Main Street

Green and Blue Infrastructure

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

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

Surface Water Drainage

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

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

Green Corridors

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

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

Open Space Requirements

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

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

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

Ecology and Nature Conservation

6.36. Ecology and nature conservation principle are as follows:

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

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

Figure 15. Green and Blue Infrastructure Principles Plan

Social Infrastructure

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

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



Primary School

- The proposed development will safeguard a site of no less than 2.8Ha for RBWM's future delivery of a primary school with up to 3 forms of entry.
- The school site will be located adjacent to the southern boundary to ensure accessibility for both new and existing residents and be in close proximity to site access.



Open Space

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



Play Facilities

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

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7. The Stakeholder Masterplan

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

Stakeholder Masterplan

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

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

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

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LEGEND:

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

Figure 16. Stakeholder Masterplan

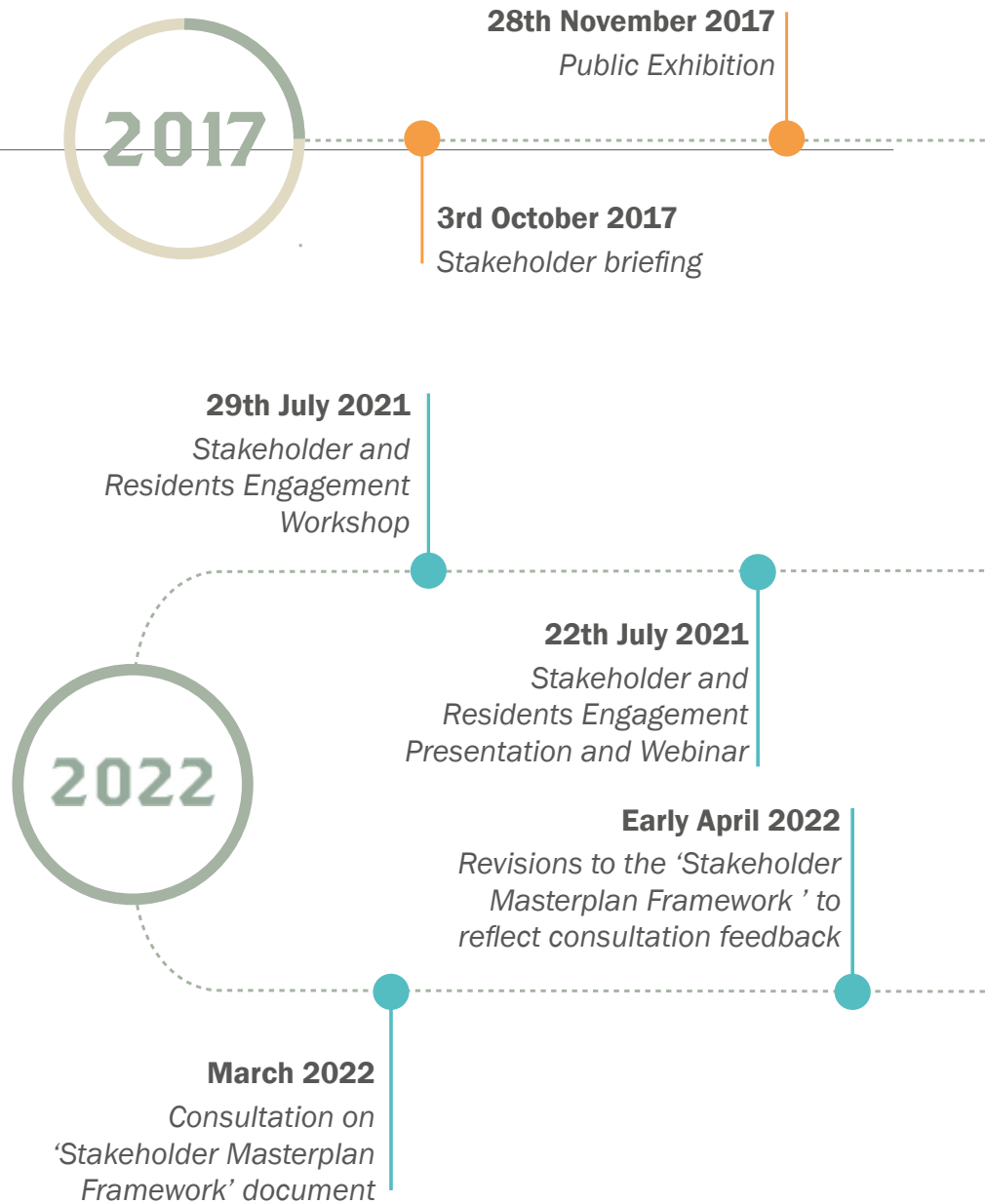
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Anticipated Delivery

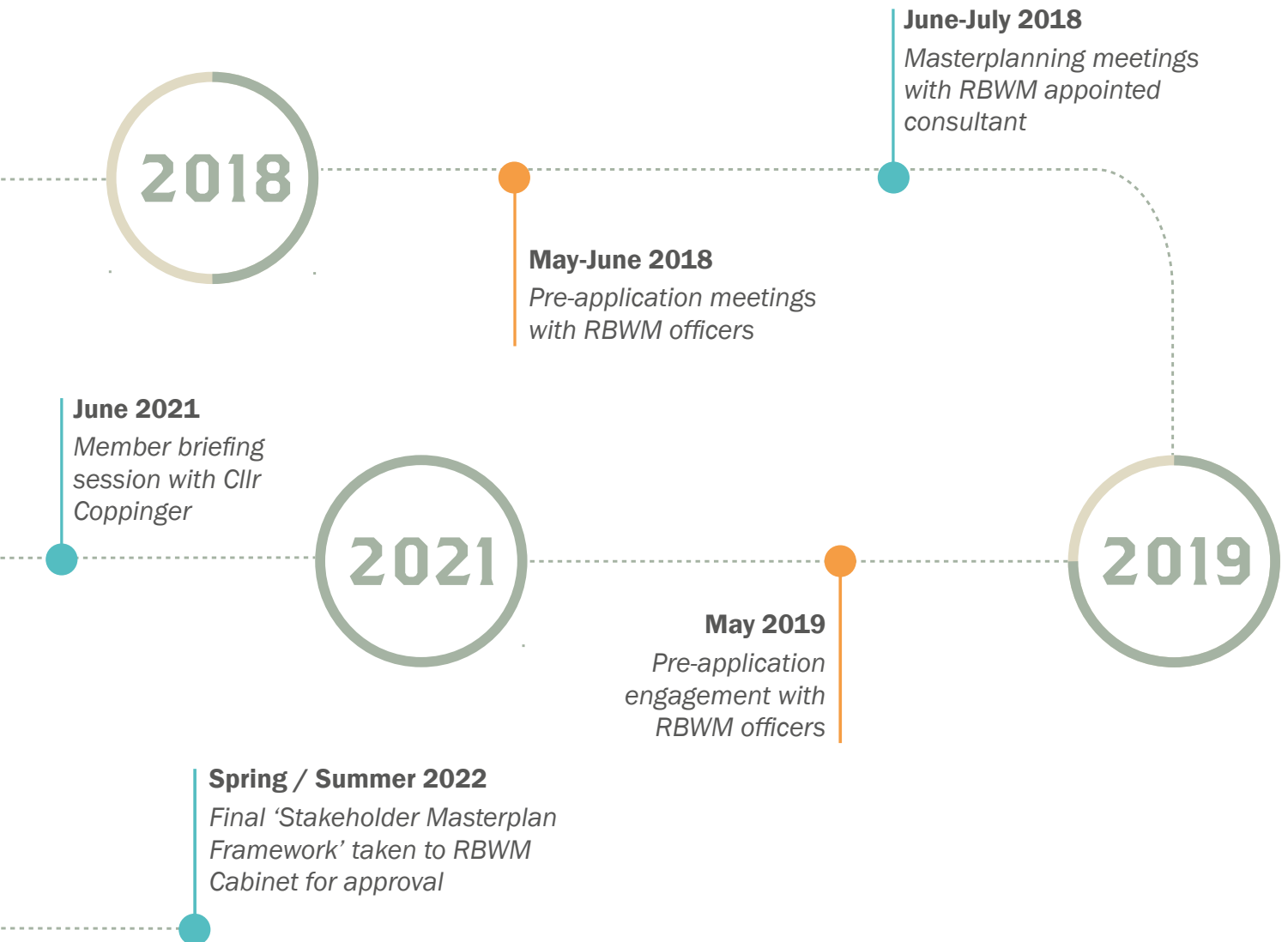
7.2. Any application(s) for the development of the site will be brought forward in accordance with the principles contained within this SMD and any deviations will need to be clearly justified in the submitted Design and Access Statement.

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



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

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