



Land West of

cannondown road

Cookham



Stakeholder Masterplan Document

February 2023



contents

	the purpose of this document	2		traffic & access	24		design objectives: character	45
	<i>document structure</i>	2		<i>community guidance & advice</i>	25		<i>street scenes & houses which reflect cookham</i>	46
				<i>highways engineers' response & access proposals</i>	26			
	seeking a shared vision	3		design objectives: layout	29		next steps	47
	<i>stakeholder & community engagement</i>	4		<i>public landscaped areas & sustainable drainage</i>	30			
	<i>bringing our shared vision to life</i>	6		<i>ecological areas & connections</i>	34		appendices	48
	<i>community benefits</i>	7		<i>pedestrian, cycle & vehicle connections</i>	35		<i>the inspiring character of cookham village</i>	49
				<i>underground services & easements</i>	36		<i>stakeholder presentations & responses</i> [separate volume]	
	background & context	8		<i>drainage strategy</i>	37			
	<i>planning context</i>	9		<i>streets & spaces with a village character</i>	38			
	<i>site context</i>	11		<i>cycle & car parking</i>	40			
	<i>site characteristics</i>	13		<i>types & sizes of the new homes - private & housing association</i>	41			
	<i>summary of the community guidance & advice</i>	14		<i>energy & sustainability</i>	42			
	<i>agreeing the constraints & opportunities framework</i>	18		<i>infrastructure delivery</i>	43			
	<i>heritage & sir stanley spencer</i>	19						
	<i>landscape & visual technical note</i>	19						
	<i>agreeing the key development principles</i>	20						

Copyright © 2023 DHA Architecture Ltd. All rights reserved. Limited reproduction and distribution permitted for the sole purpose of the planning of this named development only.

Ordnance Survey data © Crown Copyright. All rights reserved. Licence number 100042157.

the purpose of this document

This Stakeholder Masterplan Document (SMD) has been prepared by Bellway Homes in collaboration with the Royal Borough of Windsor and Maidenhead (RBWM) to guide future development on Land West of Cannodown Road, identified as Allocation AL37 within the RBWM Borough Local Plan (BLP).

This SMD provides information on the site constraints and opportunities, the design objectives and the engagement process undertaken which in turn has informed the preparation of a series of design principles and a masterplan which subsequent planning application(s) will be expected to accord with.

The SMD has multiple aims:

- Informing the development management process.
- Enabling the local community and other stakeholders to fully engage with the planning and design of the site.
- Improving the efficiency of the planning and development process by providing greater certainty at the planning application stage.
- Ensuring that the new development framework delivers the sustainability and place-making aspirations of the BLP thereby creating a high quality environment.

The SMD has been approved by RBWM for Development Management purposes and so will represent an important material consideration in the determination of the subsequent planning application(s).

Document Structure

This SMD sets out the process that has been undertaken to inform the preparation of the Stakeholder Masterplan which will guide future development at AL37, the structure of which is summarised below:

<p>seeking a shared vision 3</p> <ul style="list-style-type: none"> - A summary of the SMD process, the stages of consultation and the development objectives. 	<p>design objectives: layout 29</p> <ul style="list-style-type: none"> - Key objectives and design principles for the development layout, which have been informed by local and national design guidance and technical assessments, and a summary of the feedback received from the community engagement. 	<p>next steps 47</p> <ul style="list-style-type: none"> - The subsequent stages of design and consultation, leading up to a planning application and beyond.
<p>background & context 8</p> <ul style="list-style-type: none"> - Introducing the site, and a summary of the planning policy context and the stages of community engagement which the Bellway team has undertaken. 	<p>design objectives: character 45</p> <ul style="list-style-type: none"> - General objectives for the townscape and architectural character, which have been informed by local and national design guidance, and a summary of the feedback received from the community engagement. 	<p>appendices 48</p> <ul style="list-style-type: none"> - Photos of Cookham's unique inspiring streets and spaces. - Details of the presentations and stakeholder responses at each stage of the process (provided in a separate volume).
<p>traffic & access 24</p> <ul style="list-style-type: none"> - The strategies for pedestrians, cycles and vehicles moving into, through and beyond the site, and a summary of the feedback received from the community engagement. 		

NB: the 'design objectives' described and shown diagrammatically in the chapters above will inform the future applications, but they are illustrative only - they will be subject to detailed design review and consultation at application stage.

seeking a shared vision



A memorable character



A network of public green spaces



Making the most of the site's unique features

Reflecting local identity



Direct, safe routes & connections



Biodiversity enhancements



stakeholder & community engagement

Engagement Strategy

Working with the local community and stakeholders is a key part of the evolution of the masterplan. Ahead of carrying out consultation with stakeholders and the Cookham community as part of the production of the Cannondown Road 'stakeholder masterplan' document, an engagement strategy was agreed with representatives of Royal Borough of Windsor and Maidenhead.

To ensure that feedback is received as the masterplan progresses, it was agreed to carry out a two phased consultation programme.

The engagement process included both online and in person meetings, events and information sharing / feedback opportunities to ensure the process was accessible for all.

Engagement Activities

Phase 1

The Phase 1 engagement was focused on setting out and discussing the site's constraints and opportunities, seeking inputs from the community based on their local experience. This process identified broad principles / parcels of development.

Cannondown Road Working Group

A Cannondown Road working group was set up to ensure that the key stakeholders and interested residents were provided with an opportunity to view the project information early on, so as to allow them to feed into the plans at a point where they have most influence.

Those invited to join the group included:

- Member of Parliament
- Royal Borough of Windsor and Maidenhead senior leadership
- Bisham and Cookham Ward Members
- Cookham Parish Council
- Cookham Neighbourhood Plan Working Party – which includes representatives from the Cookham Society, WildCookham and Save Cookham
- The Cookham residents

During Phase 1, three meetings with the working group were held:

Session one, 3 March 2022, online meeting – introduction to the team and process. Understanding and gaining local feedback and experiences in regards to the existing conditions. Set out and gain inputs from group members on the site's technical constraints and opportunities, and how this feeds into the next session.

Session two, 24 March 2022, online meeting – collectively identifying the framework elements of the masterplan including the access, open space, green and blue *infrastructure* etc. This will include identification of development parcels.

Session three, 25 May 2022, online meeting – present the findings of the engagement to date and issue the masterplan for stakeholder's comment. Seeking a consensus on the draft stakeholder masterplan document and identifying and changes required.

Community Engagement

In addition to the working group, the approach to engaging with the local residents included the following activities;

Project website – www.cannondownroad.co.uk

The website included consultation material to download and feedback facilities. Alerts were issued to those subscribed when new information is released and the website will be used throughout the life of the project.

To date, the website has had 602 unique views and has 60 subscribers.

Resident Workshop – 3 May 2022, in person

A workshop was held to develop the principles of the masterplan.

All of the detail provided at the event was also uploaded to the website and the same questions asked to give flexibility to residents for online or in-person engagement. As part of this event, it was made clear what the site's constraints and opportunities are and

residents were asked to comment on the proposed development parcels.

Leaflets

Two leaflets were issued during phase 1. This first to raise awareness of the proposals and invite people to join the working group and sign up to the website for alerts. And the second to invite residents to join the workshop.

Meetings

At different points the project team were invited to attend specific meetings with stakeholders, such as Cookham Parish Council, and individual members of the community. The project team attended these meetings on an ad hoc basis.

The feedback from Phase 1 is set out in the *community guidance & advice* chapter (page 14) and detailed feedback from meetings and events is set out in the appendix.

Phase 2

After the Phase 1 engagement with stakeholders and residents, the stakeholder masterplan document was provided to RBWM officers to view in draft form for 21 days to provide comments ahead of the formal 4 week consultation taking place. This formal consultation formed Phase 2 of the process.

During this period the project team also fed back on how the response to the Phase 1 consultation informed the proposals and sought comments on the draft stakeholder masterplan document.

Cannondown Road Working Group

During Phase 2, a further meeting with the working group was held, as detailed below:

Session four, September 2022, online meeting - a final catch all meeting with the group to set out changes made since the previous meeting, to discuss any outstanding issues, agree the draft stakeholder

masterplan document and set out the next steps on the preparation of the document for approval by the Council.

Community Engagement

To feedback to and engage with the local residents on the draft stakeholder masterplan document, the Phase 2 engagement activities included:

- Website: Updating the project website: www.cannondownroad.co.uk - and issuing a notification to website subscribers.
- Resident event: Holding an in person event with residents to provide the opportunity to find out how the proposals had evolved and share feedback on the draft stakeholder masterplan document.
- Webinar: Holding an online event with residents to provide the opportunity to find out how the proposals had evolved and share feedback on the draft stakeholder masterplan document. The webinar was recorded and uploaded to the project website for public viewing.
- Leaflet: Issuing an update leaflet inviting residents to take part in the 4 week consultation and advertise the in person and online events.

Stakeholder Engagement

A meeting was held with Councillor Gerry Clark, Bisham and Cookham ward member who, together with Ward Councillor Mandy Brar, is a member of the Cannondown Road Working Group. Councillor Clark requested a meeting following the fourth working group session to further discuss themes including affordable housing provision, benefits that could be delivered for the community and timescales for planning and delivery of the site.

Information gathered during Phase 2 has been analysed and captured in this final Stakeholder Masterplan Document. This document will be submitted to Cabinet for approval.



Set up Cannondown Road Working Group and hold first session

Cannondown Road Working Group second session

Hold online / in person community events to workshop the plans

Cannondown Road Working Group third session

Draft Stakeholder Masterplan Document prepared for consultation

Hold online / in person community events on the proposed masterplan

Cannondown Road Working Group fourth session

Submit Stakeholder Masterplan Document for Council approval

Formal 4 week consultation on Stakeholder Masterplan Document

March

April / May

June / July

September / October

January

bringing our shared vision to life

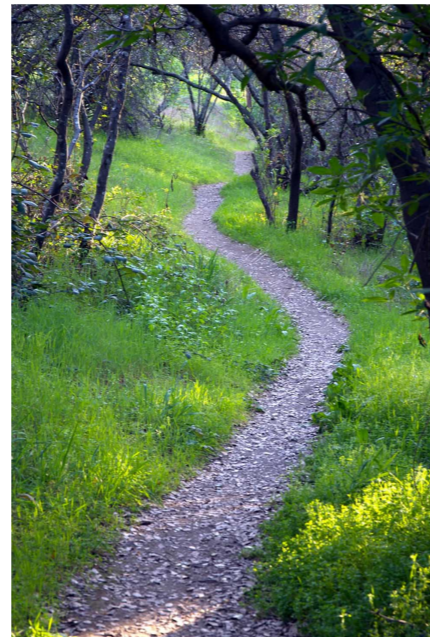
The evolved masterplan is reproduced right, having been informed by the stakeholder process and the opportunities and parameters of the site and its setting within Cookham.

- d The main entrance is from Cannondown Road. Arthur Close provides a pedestrian and cycle connection, and potentially vehicle access for about 5 homes only. It also provides an access for emergency vehicles if the main access is blocked. There is no access available via Lesters Road due to third party ownership.
- d Pedestrians can move freely through the site along well-connected footpath routes which could also provide to the Public Right of Way to the northwest.
- d The site has a well-connected legible perimeter-block structure, with tree-lined streets punctuated by landscaped public green spaces.
- d Along the southern boundary will run an acoustic fence alongside a continuous ecology corridor, providing habitats for wildlife as well as softening the views of the timber fence.
- d The new homes are set well back from Cannondown Road behind a well-landscaped frontage and boundary hedgerow.



community benefits

- Community orchard
- Nature trails
- Trim trails
- Outdoor gym
- Play facilities
- Pedestrian links to the new sports pitches & pavilion
- Pedestrian links to the Public Right of Way



background & context



planning context

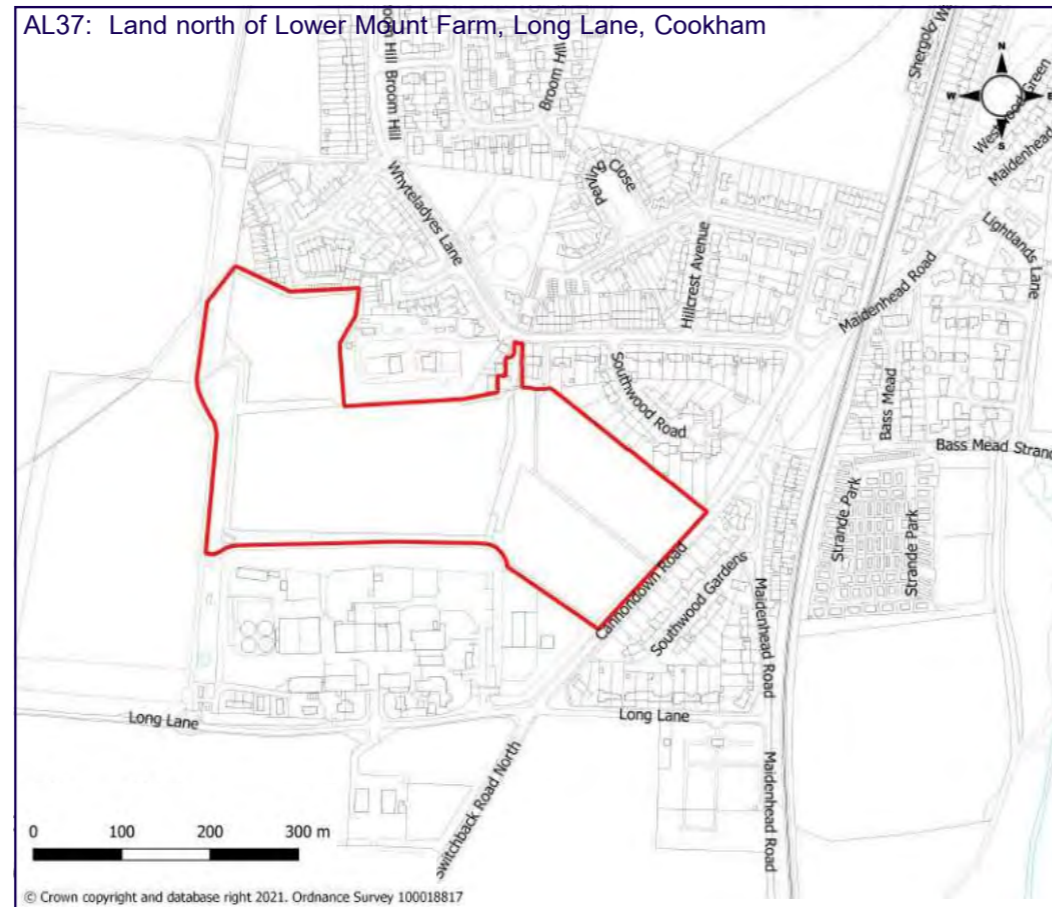
The Borough Local Plan (BLP) for the Royal Borough of Windsor and Maidenhead was adopted at the Extraordinary Council meeting on Tuesday 8 February 2022. The BLP covers the period 2013 – 2033.

Policy QP 1 (Sustainability and Placemaking) states that “Proposals for sites bringing forward developments of 100+ net new dwellings, or 5,000 sq. m of employment or mixed use floorspace (outside of the three defined placemaking areas of Maidenhead Town Centre, South West Maidenhead and Ascot), will be expected to be in conformity with the adopted stakeholder masterplan for the site.”

Policy HO 1 (Housing Development Sites) states that “The Borough Local Plan will provide for at least 14,240 new dwellings in the plan period up to 2033. The Spatial Strategy sets out that development will be focused on existing urban areas, primarily Maidenhead, but also Windsor and Ascot.” The Policy lists a series of site allocations, including the Land north of Lower Mount Farm, Long Lane, Cookham under site reference AL37, with an estimated capacity of 200 dwellings.

For the avoidance of doubt, AL37 is the subject of this SMD, now referred to as ‘Land West of Cannondown Road, Cookham’.

Criterion 4 of Policy HO 1 states that “Site specific requirements and considerations for each of the allocated housing sites are set out in individual site proformas which are located in Appendix C. The proformas form part of this policy and will be expected to help guide the design, decision making and delivery of the sites as they come forward for development. In meeting the proforma requirements, flexibility may be applied to allow for material changes in circumstance as a result of the passage of time or to enable alternative solutions that will deliver the same, or preferably, a better planning outcome”.



The site-specific proforma in Appendix C of the BLP indicates that this site is 8.78 hectares in site, with an approximate capacity of 200 dwellings. The proforma sets out the following requirements:

“Development of the site will be required to:

1. Provide family housing with gardens
2. Provide a strong high quality green and blue infrastructure network across the site that is highly connected to the surrounding area and capable of supporting enhanced biodiversity, recreation, food production and leisure functions
3. Have appropriate edge treatment and transition to the countryside with a need to minimise the impact on long distance views from the south-west, south and south-east
4. Connect to the Public Rights of Way network
5. Provide pedestrian and cycle links through the site to improve connectivity
6. Ensure that the development is well-served by public bus routes/demand responsive transport/ other innovative public transport solutions, with appropriate provision for new bus stop infrastructure, such that the bus is an attractive alternative to the private car for local journeys, including to nearby GP surgeries and leisure facilities
7. Provide appropriate mitigation measures to address the impacts of noise and air pollution to protect residential amenity
8. Ensure that the sewer systems including treatment works will be reinforced prior to the occupation and use of the housing
9. Be of high quality design which responds positively and sensitively to the character (including height) of the surrounding areas
10. Provide 40% affordable housing
11. Provide 5% of market housing units for custom and self build opportunities
12. Address potential risks to groundwater
13. Consider flood risk as part of a Flood Risk Assessment as the site is larger than one hectare
14. Demonstrate the sustainable management of surface water runoff through the use of Sustainable Drainage Systems (SuDS) in line with policy and best practice; any proposed surface water discharge must be limited to greenfield runoff rates
15. Undertake a minerals assessment to assess the viability and practicality of prior extraction of the minerals resource, as the site falls within a Minerals Safeguarding Area.”

The site-specific proforma should also be read in the context that the BLP contains a number of other policies which will be relevant to this site and the proposals. This document does not repeat each of those policies, but they have been taken into account in the evolution of this stakeholder masterplan.

The National Design Guide

The recently introduced National Design Guide seeks to outline and illustrate the Government's priorities for well-designed places, in the form of ten characteristics (opposite). It is based on national planning policy, practice guidance and objectives for good design as set out in the National Planning Policy Framework and supports paragraph 134 which states that permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions:

CHARACTER

- ☞ Context - *enhances the surroundings*
- ☞ Identity - *attractive & distinctive*
- ☞ Built form - *a coherent pattern of development*

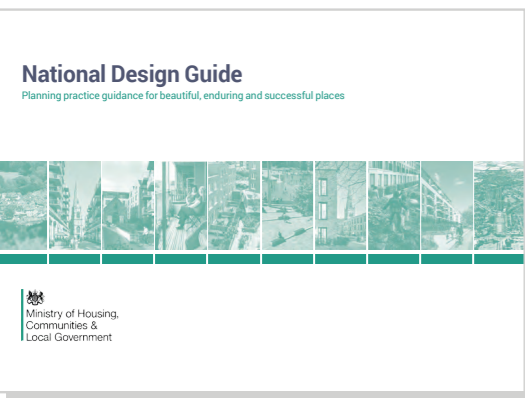
COMMUNITY

- ☞ Movement - *accessible & easy to move around*
- ☞ Nature - *enhanced & optimised*
- ☞ Public spaces - *safe, social & inclusive*
- ☞ Uses - *mixed & integrated*

CLIMATE

- ☞ Homes & buildings - *functional, healthy & sustainable*
- ☞ Resources - *efficient & resilient*
- ☞ Lifespan - *made to last*

The National Design Guide seeks well-designed, characterful places, which carefully consider and positively respond to these ten characteristics in a mutually supporting way.



Building for a Healthy Life

Building for a Healthy Life is the latest edition of and new name for Building for Life 12. It is a Design Code to help people improve the design of new and growing neighbourhoods, produced by Design for Homes in partnership with Homes England, NHS England and NHS Improvement. It sets out 12 considerations to create successful places - from macro through to micro scale. These considerations are addressed within every chapter of this document on the following pages:

INTEGRATED NEIGHBOURHOODS

- ☞ Natural connections
- ☞ Walking, cycling & public transport
- ☞ Facilities & services
- ☞ Homes for everyone

DISTINCTIVE PLACES

- ☞ Making the most of what's there
- ☞ A memorable character
- ☞ Well defined streets & spaces
- ☞ Easy to find your way around

STREETS FOR ALL

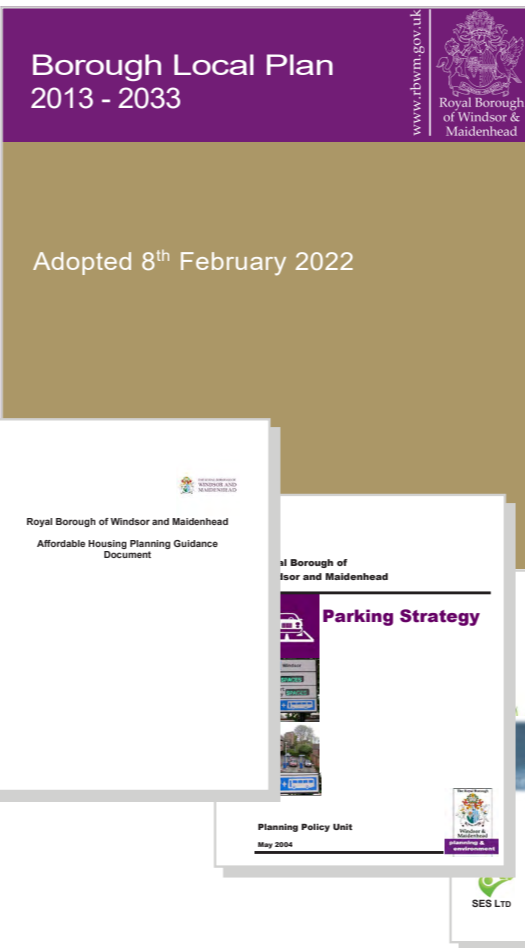
- ☞ Healthy streets
- ☞ Cycle & car parking
- ☞ Green & blue infrastructure
- ☞ Back of pavement, front of home



RBWM Borough Local Plan

The Borough Local Plan (BLP) is the key document that provides the framework to guide the future development of the Royal Borough of Windsor and Maidenhead. The Plan looks at the scale and distribution of development and explains how the Council and its partners will deliver it in a sustainable manner that maintains and enhances the quality of the places that make up the Royal Borough of Windsor and Maidenhead.

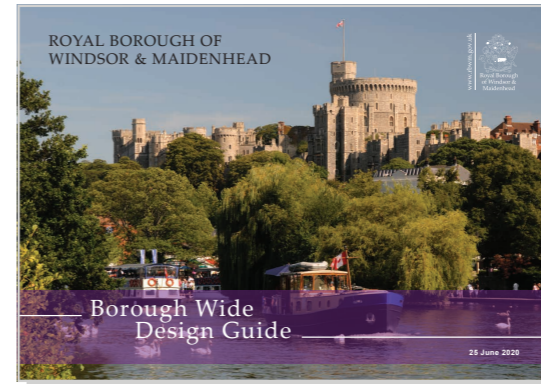
The BLP is supported by Planning Guidance Documents including parking, open space and affordable housing.



RBWM Borough Wide Design Guide

The Design Guide supports Local Plan policies by setting out in detail what the Council considers to be design excellence in the Royal Borough. The Guide has two main purposes:

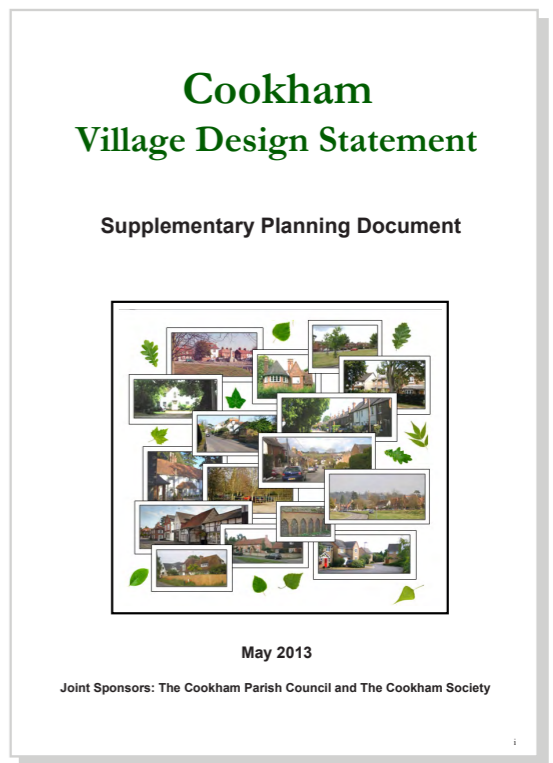
- ☞ To help guide a major step change improvement in the quality of new development and places created across the Royal Borough.
- ☞ To provide guidance to council members, officers, developers and local communities on how to ensure future development has the required high quality and inclusive design to create beautiful places that function well.



Cookham Village Design Statement

The Village Design Statement (VDS) for Cookham parish has been produced by residents. It describes the character and setting of Cookham's three settlements, with particular reference to the physical and tangible qualities that residents most value. The VDS provides local guidance to those seeking to make planning applications, and assists the Borough Council in considering whether the proposed development is sympathetic to the local character.

The VDS provides guidance to support existing planning policy, and also assist the implementation of Section 7 of the National Planning Policy Framework which expects developments to respond to local character and history.



site context

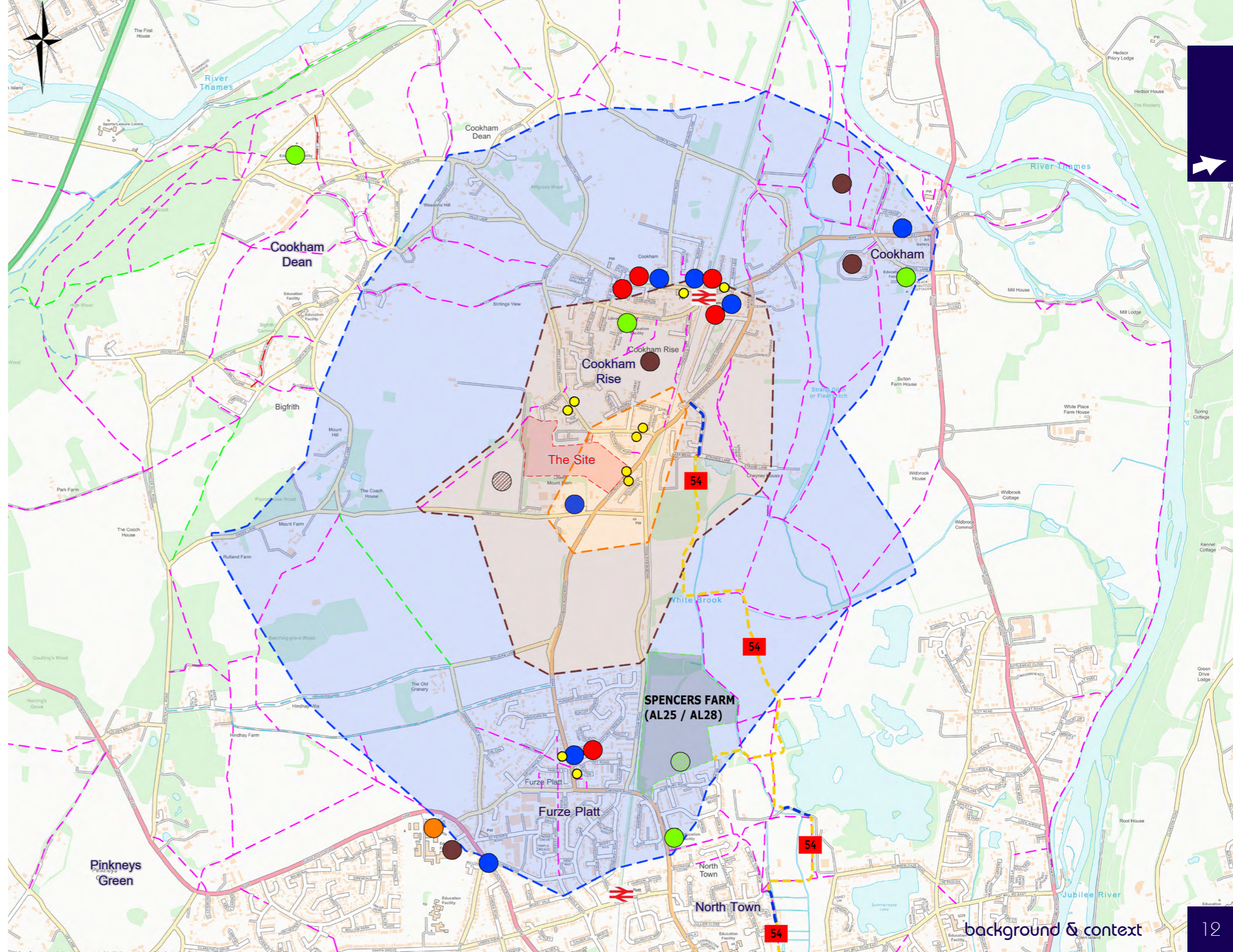
- The site is approximately 8.78 hectares in size and is irregularly shaped. The site is located to the west of Cannondown Road on the southern edge of Cookham Rise. It sits approximately 3 km north of Maidenhead Town Centre, where key shops, services and facilities are available.
- Following the adoption of the Local Plan, the site has been removed from the Green Belt and is allocated for residential development.
- To the north of the site are a number of residential properties located off Southwood Road, Whyteladyes Lane, Arthur Close and Lesters Road. To the south east of the site, beyond Cannondown Road, are residential properties on Southwood Gardens. To the south of the site is the Lower Mount Farm Industrial Estate whilst to the west the land is in agricultural use, with an area immediately adjacent to the site having planning permission for use as sports pitches.
- A public right of way runs adjacent to the north western point of the site.
- Parts of the site have been used for gravel extraction during the twentieth century.
- The site is dissected (into four smaller parcels of land) by a series of hedgerows, but other than that the majority of vegetation is located along the site's boundaries.



Local Routes & Services

- Site
- Spencer's Farm
- 400m Walking Isochrone
- 1000m Walking Isochrone
- 2000m Walking Isochrone
- Bus Stop
- ✂ National Rail Station
- Footpath (PROW)
- Bridleway (PROW)
- Restricted Byway (PROW)
- Byway Open to All Traffic (PROW)
- 54 National Cycle Network
- Retail Amenity
- Primary School
- Future Primary School
- Secondary School
- Leisure Amenity
- Future Leisure Amenity
- Healthcare Amenity

NB: Isochrones measured from location of proposed site access on Cannondown Road and do not take into account other pedestrian entrances into the site



site characteristics

This part of the document focuses on the allocation site and its immediate neighbours, looking at the features which exist on and alongside the site, as well as the planning and design requirements which have a spatial component and the advice on these matters provided by the Stakeholders.



summary of the community guidance & advice

Please refer to the separate appendix document for full details of the presentation materials and responses received at each stage of consultation.

Feedback was provided on a number of topics at the various meetings and events. The summaries below highlight comments made in relation to the masterplan development.

Throughout the process, 114 responses were received via email, Freephone call and the project website. Feedback was also provided in conversations held at community events, Working Group meetings and stakeholder meetings which has been included in this document.

To note, throughout the discussions held concerns were raised in relation to the impact of construction traffic, existing traffic problems in Cookham, noting specific issues, and questions about assessments – this is detailed in the appendix document. A summary of highways comments relating to the masterplan are included below.

Cannondown Road Working Group Session One, 3 March 2022

Site location

- The site is a gateway into Cookham and it is important for the development to be inviting.

Environment

- Green and blue infrastructure is important to any future development – with the need to retain hedges to the east and a natural boundary to the west to give a countryside edge to the development.
- Retain the existing tree line, and as many trees as possible in general on site.

Open Spaces

- Ease of access to green open spaces beyond the site for existing residents is important.
- Provide public open space at the western end of the site to provide a transition into the countryside.
- Preference for green open spaces to be included between the new and existing homes rather than near the farm.
- Include play spaces which are suitable for children of all ages and that spaces should support social interaction.

Noise/Air Quality

- Adjacent industrial units and complaints about noise would need to influence the design.
- Development should be away from the industrial units but not pushed up against the existing neighbours.

Sustainability

- The local community would like to see an environmental and economic sustainable build including a heat pump network and Passivhaus criteria, and providing above minimum space standards.

Drainage

- There are existing drainage issues on Whyteladyes Lane and under Cannondown Bridge.
- Concerns were raised regarding water run off on the site and whether this would travel downhill and cause flooding off site.
- Would the community be able to access the open spaces on site if these were concentrated around the proposed drainage / ponds or would they become boggy.
- Where will the drainage under Cannondown bridge and Whyteladyes Lane be linked.

Highways and Connectivity

- Pedestrian links / crossing at Whyteladyes Lane was suggested, noting this forms part of the route from the site to the green space and school to the north.
- Consideration to utilising Long Lane for the site access was encouraged.
- The safety of pedestrian travel was highlighted, specifically on Whyteladyes Lane.
- Pedestrian access via Arthur Close and Lesters Road (connecting the site via the existing public footpath) were identified as an option.

Housing Need

- Affordable housing in Cookham is predominantly maisonettes and there was a preference for this to carry through into the design rather than flats.
- Family sized homes are required locally.
- It was felt that new homes should exceed minimum space standards.

Scale

- The scale of the development was discussed, with questions asked regarding housing numbers and whether this might be less than 200.
- Preference for a density that complements existing properties in Cookham.

Character

- Cookham is a village and the character needs to remain as a village with separation between Cookham and Maidenhead key to this.
- The scheme should 'integrate' into the existing settlement.
- The scheme should be built as a series of smaller clusters, rather than one large development.
- Important to complement the character of Cookham through the development
- New buildings to be good quality and sustainable.

Cannondown Road Working Group Session Two, 24 March 2022

Through the conversations held a list of key considerations for the development parcels was formed and confirmed with the group members. This included:

- Inclusion of family homes with gardens
- Inclusion of starter homes
- Going beyond minimum standards for new homes
- Splitting the site into three development parcels to retain a village character
- Avoiding the inclusion of exposed fences onto open spaces
- Consideration for the inclusion of more than one vehicular access into the site, including an access from Arthur Close.
- Avoid use of straight roads within the site improving the scheme's character and reducing speeding
- Design the layout to have a 20 mile per hour speed limit
- Keep building heights to 2 storeys
- Use design principles set out in the neighbourhood plan masterplan

Cookham Parish Council Meeting, 29 March 2022

Character of Cookham

- Importance of recognising and strengthening the character of Cookham
- Importance of the green setting of Cookham, along with the wider cultural reference to Stanley Spencer and how this related to the site.
- Preference for premium housing types to complement the village.
- The Village Design Statement for Cookham was referenced, which included features such as the organic feel of the design of the village.

Site Location and Boundary Treatments

- Sensitive boundary treatment between the industrial land and future homes, may be required to the south of the site.
- The treatment of boundaries would need to be carefully considered, especially at the new junction with Cannondown Road.

Pedestrian / Cycle Connectivity and Safety

- Importance of safety of children on their way to school.
- Desire for more direct pedestrian routes and for further consideration to be given to the location of the off-site pedestrian crossing.
- Additional pedestrian / cycle links would encourage future residents to use active methods of travel. A safe link to the secondary school could be beneficial.

Vehicular Access

- It was highlighted that the masterplan for the emerging Neighbourhood Plan included three points of access (via Cannondown Road, Arthur Close and Lesters Road).
- Three points of vehicular access would help to retain the village character.
- Three points of access on the parish council masterplan came from a place-making perspective and are high-level at this stage in terms of technical input.
- Request that the two additional points of access be assessed for feasibility.

Vehicle Parking

- There is a paragraph in the Village Design Statement to avoid car parking in front of homes.
- Electric Vehicle (EV) charge points provision needed for each home and, more generally, for visitor spaces throughout the site.



Sustainability

- ☞ Preference for Bellway Homes to exceed Building Regulations.
- ☞ PV panels - parish councillors keen to minimise their visual impact when taking the setting of the site into account.

House Type and Size

- ☞ Preference for flats not to be included on the site.

Open Space

- ☞ Tension between the amount of green space and developable area / building space standards.
- ☞ Preference against exposed rear gardens and obscured parking to avoid security issues.

Development Phasing

- ☞ Preference for phased development to take place in three separate parcels to retain the village's character, minimise construction impact and allow the local services to manage the increase in resident numbers.
- ☞ There are three distinct parcels (served by each point of vehicular access on the parish masterplan for the site).

Resident Workshop – 3 May 2022

Residents were asked to leave answers to the following questions. The summaries below highlight comments made in relation to the masterplan development only. Further details are set out in the Appendix document.

Question 1: Are there any further constraints or opportunities you'd like us to consider?

- ☞ The location of sewage discharge.
- ☞ The speed limit off Cannondown Road needs changing to 30 mph, if vehicular access is via this road.

- ☞ The frontage to Cannondown Road is very important. There is a need to keep a village feel – with trees and houses set back from road.
- ☞ Concerns regarding vehicular access via Cannondown Road.
- ☞ Concerns raised regarding flooding across the site and the rest of Cookham, specifically near the pumping station.
- ☞ Landscaping and the replacement of any trees that are removed would be important along with planting new trees.
- ☞ Landscaping and the countryside outlook currently enjoyed on Switchback Road should be preserved.
- ☞ Existing congestion on the local highway network, including speeding on Whyteladyes Lane and Cannondown Road.

Question 2: What should we know about Cookham?

- ☞ There is no pavement on Long Lane.
- ☞ There is a lack of parking locally, specifically Whyteladyes Lane.
- ☞ There are local issues with sewage and capacity of foul drainage.
- ☞ Need for retention of the separation between Cookham and Maidenhead.
- ☞ Flooding off the hill on the site onto neighbouring gardens.
- ☞ The bus route only serves the area once an hour and the train service is often unreliable.
- ☞ routes to school need to be safe for pedestrians.
- ☞ Pollution from extra vehicles.
- ☞ Impact of the development on the existing wildlife in the fields was raised including foxes, badgers, deer and owls.

Question 3: What types of open space is needed?

- ☞ Places for people to walk dogs.
- ☞ Places for children to play safely.
- ☞ Publicly accessible open space for those with disabilities – including flat pathways for ease of access.
- ☞ Allotments for existing and future residents.

- ☞ Inclusion of mature trees in the landscaping scheme.
- ☞ Public footpaths to Cookham Dean and the Greenbelt.
- ☞ Public and landscaped gardens.
- ☞ Front of the site to stay green and open.
- ☞ Planting and landscaping to filter views for existing residents of the new homes.

Question 4: What types of homes do you think are needed in Cookham? (such as starter homes, family homes, affordable homes, number of bedrooms etc.)

- ☞ Need for new homes across the country and specifically in Cookham.
- ☞ Family homes.
- ☞ Homes for those downsizing.
- ☞ Starter homes for young professionals.
- ☞ Affordable homes that are truly affordable for those trying to buy their first home.
- ☞ Homes with adequate space for future residents to allow for various life events, including possible future restrictions as we experienced during Covid-19.
- ☞ Energy efficient homes, inspired by Passivhaus standards. Consideration for features such as shared boilers which generate their own electricity, use of local materials and local construction workers etc.

Question 5: Is there any local building style/character that you think should be included in the new housing design?

- ☞ The village feel is important.
- ☞ Cookham is built with traditional, local red brick and tile. It would be important for the homes to fit in and look weathered in 10 years.
- ☞ keep sense of community and reflect the character of Cookham.
- ☞ Housing design including character cottages to be incorporated to be in keeping with the village feel.
- ☞ The inclusion of adequate parking spaces was highlighted as important to prevent parking elsewhere offsite.

- ☞ Local materials and local tradespeople could be used to help mirror local design and character.
- ☞ Reflect the character of the attractive homes along the high street.

Question 6: Do you have any comments on the proposed access for vehicles, pedestrians and cyclists?

- ☞ Traffic speeds, specifically along Switchback Road N (B4447) which could be a problem for vehicles leaving the site.
- ☞ Whyteladyes Lane is a busy road with existing trouble surrounding speeding vehicles.
- ☞ Headlights of vehicles at the new point of access could impact on existing properties the other side of Cannondown Road.
- ☞ Preference for vehicular access to be via Cannondown Road and not via Arthur Close.
- ☞ Departure access via Arthurs Close would have a dangerous bend for road users.
- ☞ Arthur Close would be appropriate for pedestrians but not for vehicles.
- ☞ Acceleration noise of cars accessing / leaving the site would impact existing residents.
- ☞ Lester Road is too narrow to allow through traffic from the development.
- ☞ The safety of vehicular access via Cannondown Road was questioned. There were concerns it could lead to traffic accidents.
- ☞ concern that there are too many existing junctions on Cannondown Road.
- ☞ Access could be via a roundabout on Cannondown to slow traffic down and ensure safety.
- ☞ There was existing difficulty with on-street parking in Cookham.
- ☞ No need for a footpath going west from the site, as it only leads to a single-track road with no pavement.
- ☞ Long lane could be too busy as it's a single-track road.
- ☞ Include EV provision on site.
- ☞ Importance of the safety at the junction on Switchback Road.

Question 7: From your local experience, is there anything else you'd like us to be aware of? (such as public transport, local roads in Cookham, additional walking routes etc.)

- ☞ It was noted that there are existing issues with congestion locally.
- ☞ It was questioned how the infrastructure would cope with additional residents and vehicles.
- ☞ Concerns were noted regarding road noise generated by the development.
- ☞ Safety of parents and children on the school run.
- ☞ Concerns were noted regarding impacts on pollution.
- ☞ Traffic calming measures and street lighting would be out of character.
- ☞ Existing public transport isn't adequate and the bus service would need to improve.
- ☞ Provision of enough parking for new residents is important.
- ☞ Tactile paving and consideration for accessibility for those with disabilities was important through the site.
- ☞ There is a cycle path on Cannondown Road for children going to Furze Platt School.
- ☞ The pumping station on Lightland Lane was referenced, including the foul drainage south rising main into Maidenhead.

Cannondown Road Working Group Session Three, 25 May 2022

Feedback was received by working group members both prior to and following the meeting, which is outlined below:

- ☞ There was support for the consultation undertaken to date, with one member noting that, whilst there was further work to do it was encouraging to see how far the plans had come.
- ☞ Highways was referenced in the feedback received including access, impacts on the wider highway network and ensuring safety on pinch points including the railway bridge and the High Street.

- ☞ Affordable housing was referenced, with members seeking clarity on the tenure and actual affordability. It was questioned whether there was demand for 4-bedroom homes from local housing providers.
- ☞ Pedestrian safety was referenced, with a working group member thinking the Arthur's Close access would resolve pedestrian safety from the west of the site. It was questioned whether Bellway Homes could work with the Council to add further pedestrian safety measures along Cannondown Road.
- ☞ There was interest in seeing a pedestrian crossing delivered along Whyteladyes Lane for pedestrians coming through Arthurs Close.
- ☞ The open space within the site was discussed, including the landscaping that would front onto Cannondown Road. It was noted that the front of Broom Hill off Whyteladyes Lane could be a good example of how this can be delivered.
- ☞ It was questioned how the open space would be managed and who would be responsible for this.

Royal Borough of Windsor & Maidenhead, July 2022

The draft SMD was shared with RBWM for comment for a 21 day period. A summary of the feedback received is outlined below:

- ☞ Move energy and sustainability section to be incorporated into the main document
- ☞ Better integrate heritage into the main document
- ☞ Move inspiration pages to Appendix
- ☞ Urban design comments on:
 - How the references have translated into the imagery and approach
 - Materials and inclusion of the timber framed details
 - Use of cul-de-sacs, hammerheads – impact on connectivity
- ☞ Update images to include solar PV on the roofs
- ☞ The location of the 6 'villages' not clear in the masterplan

- ☞ Some of the requirements in the AL37 proforma do not get covered in the masterplan – air quality/ pollution from adjoining industrial site for example
- ☞ Not clear on how much of the affordable housing would be social rented
- ☞ Comments on presentation, i.e. font size and accessibility

Resident Event, 27 September 2022 and Webinar, 29 September 2022

Feedback received from conversations held during the in person and online events related to the SMD / layout is summarised below:

Principle / Support

- ☞ Support for the proposals – noting need for new homes and how well the plans had responded to feedback
- ☞ Objection for the proposals – noting scale, traffic, drainage, and impact on public services

Access

- ☞ Questions asked whether there would be pedestrian access through Arthur Close into the site
- ☞ Support for pedestrian access through Arthur Close for people trying to get to the secondary school
- ☞ Support for vehicular access through Arthur Close to a small number of homes only
- ☞ Objection to vehicular access through Arthur Close due to safety of Whyteladyes Lane
- ☞ It was felt that access through Lesters Road was desirable
- ☞ Concern that the residents will use the emergency access at Lesters Road instead of driving down to Cannondown entrance/exit

Highways

- ☞ Vehicle speeds off site are high at the rear of the station
- ☞ Need for a better bus service

House type - Support for:

- ☞ Affordable housing
- ☞ 2 bed homes
- ☞ Smaller dwellings
- ☞ Homes for younger people
- ☞ Self-build properties

Design

- ☞ Happy to see that the suggestion to use Broom Hill as a precedent had been taken into consideration
- ☞ Consideration needed for boundary treatments for those at Lesters Road
- ☞ Move the park proposed next to Cannondown Road further into the site
- ☞ Frontage hedge needed to minimise visual impact
- ☞ Homes to be kept under 3 storeys
- ☞ Include gardens
- ☞ Be sensitive of the Stanley Spencer setting

Scale

- ☞ Some felt that the number of homes was too large for the site / Cookham and the density proposed could impact on the character of Cookham

Utilities and services

- ☞ It was questioned if there was enough capacity in the local network to provide the energy (electricity) for the new homes
- ☞ It was questioned how the sewerage would be discharged
- ☞ Concern about Thames Water and drainage for the site
- ☞ Concern about capacity of local education facilities

Feedback forms and email responses received from 20th September – 19th October

During the Phase 2 consultation a feedback form was provided for residents to leave answers to the following questions. A standalone email response was also provided, this has been included under Question 5 'General comments', followed by a summary of the parish council's response to the consultation and details of further meetings held at this stage.

24 responses were received to the formal consultation via email and digital feedback form on the project website.

Question 1: Landscape and greenspaces - Is there anything else you think we should consider regarding landscape and greenspaces?

- ☞ The plans have been thoughtfully considered and are satisfactory.
- ☞ The current existing mature tree on the north east corner of Cannondown Road / Southwood Road should be retained.
- ☞ Consideration needs to be given on how to keep the 'countryside' feel for houses on Southwood Road.
- ☞ Use of hedges to keep development and green space separate and provide the 'country feel'.
- ☞ Hedges need to be tall enough to mirror the majority of the gardens.

Question 2: Residential areas - Is there anything else you think we should consider regarding residential areas?

- ☞ The plans are satisfactory.
- ☞ Respect the rural nature of the village.
- ☞ The proposals regarding density reflecting other Cookham residential areas are acceptable
- ☞ The total number of dwellings / residents should be reduced.

- ☞ Evidence of arrangements for infrastructure support needs to be provided to support the residential development.
- ☞ Provide 1, 2 and 3 bedroom homes.
- ☞ Development should be closer to the industrial units than existing neighbours.
- ☞ Homes too close to Southwood Road.
- ☞ A larger gap should be provided across the layout to enable the countryside feel to remain.

Question 3: Movement - Is there anything else you think we should consider regarding movement?

- ☞ Link up with the existing cycleway for school children on Cannondown Road.
- ☞ Provide a cycleway to Cookham Rise School and railway station.
- ☞ Include speed bumps and a 20mph limits to reduce noise impacts.
- ☞ Discourage traffic from turning left out onto Cannondown Road.
- ☞ Footpath access connecting to the path that runs from Lesters Road to Long Lane would be an asset.
- ☞ Comments were made on bus services and existing and future road traffic concerns that fall outside of the masterplan area.

Question 4: Streets and spaces with a village character - Is there anything else you think we should consider regarding the character of development?

- ☞ The architects employed by Shanley Homes at Payton House did a good job, something similar is required at Cannondown Road.
- ☞ Leafy and rural streetscapes.
- ☞ The variety and grouping is reassuring.
- ☞ No yellow/white bricks.
- ☞ Cookham need retirement apartments with facilities included, could this be included on site?
- ☞ Height of the building should be no greater than the average size of the houses which back onto the area.



Question 5: General comments - Are there any other comments or questions you have that you'd like to share with us?

- ☞ Support was given to the consultation approach undertaken and changes made in response to the community's comments – a request was made to make paper copies available of the document in community buildings for people to view.
- ☞ It was suggested to carry out an archaeological survey.
- ☞ Issues with the existing sewage disposal system was noted and a request was made for it to be upgraded.
- ☞ Provide more specifics on how the development would minimise impacts on residential amenity.
- ☞ Information needs to be provided on commitment to a carbon emission target such as net zero. Noting an expected 5-year number to be the equivalent to 90% of Cookham rises annual footprint (looking at emissions etc from domestic energy).
- ☞ Comments were made on issues that fall outside of the masterplan area which included potential impacts on traffic, schools and doctor's surgery. This included a question on why the SMD is being progressed when traffic has not been fully assessed / is considered by the respondent to be severe with this development. In addition, that there is no objectively assessed need for the new development - as the 2018 analysis shows that no more homes are required in the Borough.
- ☞ Suggested amends to specific pages of the SMD:
 - No comments about input on traffic at working group meeting 1 or 2 on page 9.
 - Traffic mentions on page 18 and 19 are not sufficient. It should reference that the inspector in the BLP stated that BLP allocation will make Cookham frustrating for "residents and commuters". As well as adding comments that traffic is gridlocked in a morning.
 - The comment on page 19 regarding traffic congestion and delaying cars is not accommodating the input that it is not just the delays by access but delays due to new cars from the site (i.e. increasing volume).

Cannondown Road Working Group Session Four, 6 October 2022

Feedback received related to the SMD / layout is summarised below, further questions and comments were made on traffic assessments, tenure provision, open space / road management, noise mitigation and the planning application approach are set out in the full note included in the Appendix document.

Design

- ☞ More detail need on the 'six villages' approach - it was suggested that the areas be called "trente-deux".
- ☞ Provide a more detailed layout to better understand where homes would be located and the density of development.

Highways

- ☞ Continue to assess whether there is an opportunity for a second access point to be integrated.
- ☞ It was questioned how the design would prevent people accessing the wider site from Arthurs Close.
- ☞ Comments regarding the Spencer's Farm application and traffic assessment approach are included in the Appendix document.

Landscaping

- ☞ Conceal access into the site and the development area behind high hedges and landscaping.

Services and infrastructure

- ☞ Infrastructure (services and highways) needs to be addressed as part of the SMD with a dedicated section on infrastructure.

Energy and sustainability

- ☞ Provide detail on the effect of the homes over a 5-year period and the equivalent of output carbon footprint excess to Cookham Rise.
- ☞ Could the homes include batteries for the PV panels and grey water features.

Tall buildings SPD

- ☞ 3 storey buildings on the site would be out of character and there was a preference to integrate design features that make buildings distinctive and not as tall.

Meeting with RBWM Planning & Urban Design Officers, 27 October 2022

A meeting was held via Teams to discuss the draft SMD and for Officers to provide guidance on the design proposals and the content of the document. The actions arising from this meeting were as follows:

- ☞ Minimise cul-de-sacs & driveways on the layout - replace pedestrian-only routes alongside POS with connected vehicular lanes. Connected streets will need to be provided throughout.
- ☞ Ensure tree lined streets are provided - introduce variety with different tree configurations.
- ☞ Remove the character areas pages from the document and replace with 3 simple street characters based on street typologies, with cross sections.
- ☞ Remove the architectural character images for this stage in the process.
- ☞ Remove the schedule of accommodation for this stage in the process.
- ☞ Provide information on drainage strategy in the document.

Meeting with Councillor Clark, 1 November 2022

The meeting with Councillor Clark was a follow up to the final working group session. A summary of this discussion is below:

- ☞ Affordable housing – preference for priority to be given to local residents.
- ☞ Benefits the development can deliver for the community.
- ☞ Understanding of the process, including how the SMD fits into the wider planning process and expectations regarding level of detail.
- ☞ Highways and congestion.
- ☞ Safety of vehicular access point.
- ☞ Capacity of local infrastructure.
- ☞ Timescales for planning and delivery.

Cookham Parish Council response

A summary of the Parish Council's view is set out below – the full response is included in the Appendix document:

- ☞ The vision for the development is not reflected in the masterplan. It is unclear what is meant by 'six villages' and how these relates to areas of character identified in the masterplan.
- ☞ The block structure in the eastern part of the site appears unresolved, with disjointed and unconnected streets and building frontages.
- ☞ The reference to 'intimate lanes' in the character section of the masterplan is confusing. It is unclear how these will help create successful, well defined streets and spaces.
- ☞ There has been a missed opportunity to create a connected network of green infrastructure around and across the site.
- ☞ Further information on the feasibility of providing a direct connection with Lesters Road is required, particularly for pedestrians and cyclists.
- ☞ There is no evidence to justify why the housing mix diverges from that set out in the Local Plan.

- ☞ There are too few plots for self-build properties and information on where these will be provided and the design parameters that will be applied to these (though use of plot passports) is lacking.
- ☞ It is unclear how car parking will be accommodated on the site and how the visual impacts of parked cars can be minimised. This extends to include the provision of cabling and other infrastructure associated with electric vehicle charging points.
- ☞ Inclusion of street cross-sections with the masterplan will help indicate how parking will be provided and what the vision for the different street types is.
- ☞ It is not clear how pedestrian access to bus stops on Cannondown Road will be provided and whether this is compatible with provision of SuDS.
- ☞ The visualisations of proposed homes do not give confidence that the development responds to the best characteristics and qualities of traditional areas of homes in Cookham.

agreeing the constraints & opportunities framework



Advice received on this plan during the consultation process included:

- The site is a gateway into Cookham and it is important for the development to be inviting.
- Adjacent industrial units and complaints about noise would need to influence the design.
- Cookham is a village and the character needs to remain as a village with separation between Cookham and Maidenhead key to this.
- Avoiding the inclusion of exposed fences onto open spaces.
- Need for retention of the separation between Cookham and Maidenhead.
- Further detail regarding services routes was requested by the Parish Council.

- Allocation site boundary
 - Public Right of Way (PROW) alongside the site
 - Glimpsed views towards Cliveden (see above left)
 - Create attractive boundary buffers to the unsightly industrial park & pumping station
 - Underground gas services routes
 - Underground water services routes
 - Overhead power services routes
- } - may be designed around or rerouted
- Existing ecological links & field boundaries
 - Sensitive relationship with adjacent homes
 - Potential pedestrian connection to PROW
 - Higher ground & land alongside trees - potential areas for public greenspace
 - Possible short/mid range glimpsed views of the site
 - Scaffold yard within the industrial park...
 - ...affecting this part of the site, unless acoustic screening is utilised
 - Cannondown Road frontage - the most visible area from the main road
 - Trees to be retained wherever possible and integrated into the development
 - Potential main access location in this vicinity
 - Cannondown Road - vehicular connections to Cookham centre and Maidenhead



heritage & sir stanley spencer

Review of Heritage Assets

The site does not contain any designated heritage assets, as defined in Annex 2 of the NPPF, where there would be a presumption in favour of their retention. The designated heritage assets in the surrounding landscape have been considered in-line with the 5-step approach to settings assessment recommended in Historic England guidance (GPA3).

It is concluded that none of these assets would be affected, such that would result in harm to their significance.

In this regard, the proposed development positively addresses relevant legislation and national and local policy concerning designated heritage assets.

With regard to non-designated heritage assets, the non-designated building 'The Gables' (identified as requiring assessment by the Council's conservation officer during pre-application discussions), located a short distance to the north of the Site, was also considered to identify whether there were any heritage setting affects.

It was similarly concluded that the proposed development would not result in harm to the significance of this local heritage asset.

Review of the Potential for Archaeology

The Site has a moderate potential for late prehistoric and Roman period remains, and perhaps remains related to a post-medieval windmill in the west of the Site. However, it is also the case that the Site has been subject to farming activity from the medieval period onwards, as well as various impacts (such as mineral extraction and woodland planting/removal) that will have truncated any earlier underlying remains.

Therefore, if present, any remains are likely to be of 'low' value and not require retention.

Therefore, any further archaeological fieldwork could be most appropriately addressed through a condition attached to the planning permission.

Review of Sir Stanley Spencer Artworks

Following the guidance provided in the Cookham Village Design Statement (CVDS), the paintings by Sir Stanley Spencer (listed as Appendix B to the CVDS) were reviewed to identify if and how the views depicted could be affected by the proposed development. Through this review process, five paintings were identified as having the potential to be affected (these are not reproduced here due to copyright restriction). Of these, Field of Flax (1948) was identified as potentially being obscured by the existing light industrial estate at Lower Mount Farm or perhaps not including the site at all. In either case, the proposals could not result in any further changes to this viewpoint. Wheatfield at Starlings (1954) only includes the coppice at the north west end of the Site which would be retained within the proposals and thus unaffected.

The remaining three paintings (Garden View, Cookham Dene (1938); Rock Garden, Cookham Dene (1938); and The Mount, Cookham Dene (1938)) were composed from the highground of Cookham Dene to the west, looking east. In these, the site is represented by a coppice along its western edge, which was removed in the 20th century and then later replanted. As this planting is to be retained, these proposals would only have a negligible, if any, level of affect on these views.

Therefore, there is every reason to believe that the proposed development of the site positively addresses and responds to the guidance provided in the CVDS regarding the paintings of Sir Stanley Spencer, and hence preserves the important elements in these views.

landscape & visual technical note

Landscape and visual matters have been reviewed in order to identify any likely constraints and opportunities within the site. A desktop study and site visit have been undertaken alongside a high-level review of the landscape and visual situation in order to provide recommendations for developing the site and any necessary landscape mitigation.

To the immediate south is the employment site associated with Lower Mount Farm which includes large scale agricultural, commercial and employment built form which extends the built presence to the south of the site. The residential built up area extends south along Cannondown Road meaning the site is surrounded by built form to the north, east and south and heavily influenced by the settlement edge and urbanising characteristics.

The site is located in the Farmed Chalk Slopes LCT and 11c Cookham Rise sub character area of the RBWM Landscape Character Assessment. It is however noted that the site itself has better relationship with the existing settlement of Cookham than that of the wider landscape and key characteristics of the LCT. The localised context and adjoining built up areas that surround the site diminishes the perceived sensitivity and rural characteristics identified in the LCA. The allocation of the site within the Local Plan and removal from the Green Belt also acknowledges the potential capacity of the site to accommodate development.

The site is considered to be both visually and physically well contained, with robust planting blocks

to the west and surrounded by built up areas to the north, east and south. This is reinforced by further landscape features and varied topography within the localised and wider landscape, which further restricts middle and long distance views towards the site. It is considered that the site has some visual capacity to accommodate the nature of change proposed and residential development of a scale as proposed would not be out of context within the localised setting.

The baseline assessment illustrates how the site is influenced by the built up context and has capacity for development and although there will be a change in the landscape, a sensitive approach will minimise any adverse visual and landscape impact. The retention and enhancement of landscape features, provision of public open space, conserving of key views and reflection of the existing character within the design will allow for a successfully integrated proposal.

As part of an iterative design process the defining characteristics of the local landscape and site context will inform the proposals to provide a cohesive development that responds sensitively to the existing character and provide localised and wider landscape enhancements.

It is considered that subject to these principles, there is capacity for a sensitive and sympathetic residential development to be delivered without detriment to the localised or wider visual amenity and that the integrity of the receiving landscape character would be preserved, enabling a successful integration into the local landscape.

agreeing the key development principles

Where the existing underground services have to be accommodated, the existing hedgerow is shown to be removed and replaced in a more practical location

Advice received on this plan during the consultation process included:

- Green and blue infrastructure is important to any future development – with the need to retain hedges to the east and a natural boundary to the west to give a countryside edge to the development.
- Retain the existing tree line, and as many trees as possible in general on site.
- Ease of access to green open spaces beyond the site for existing residents is important.
- Provide public open space at the western end of the site to provide a transition into the countryside.
- Preference for green open spaces to be included between the new and existing homes rather than near the farm.
- Include play spaces which are suitable for children of all ages and that spaces should support social interaction.
 - Places for people to walk dogs.
 - Places for children to play safely.

Landscape & Greenspace






- Existing trees & hedgerows - presumption for retention, or possible replacement if necessary
- Landscape screening to the pumping station and to the Lower Mount Farm industrial area
- Landscape buffer preserving neighbours' privacy
- Existing hedgerow along Cannondown Road - retain or replace with more substantial planting
- Greenspace alongside existing woodland
- Greenspace in the best areas for rainwater drainage
- Greenspace around ecologically sensitive areas
- Hedgerow replacement where underground services have to be accommodated

- Can the community access the open spaces on site if these were concentrated around the proposed drainage / ponds or would they become boggy.
- Tension between the amount of green space and developable area / building space standards.
- Preference against exposed rear gardens and obscured parking to avoid security issues.
- Publicly accessible open space for those with disabilities – including flat pathways for ease of access.
- Allotments for existing and future residents.
- Inclusion of mature trees in the landscaping scheme.
- Public footpaths to Cookham Dean and the Greenbelt.
- Public and landscaped gardens.
- Front of the site to stay green and open.
- Planting and landscaping to filter views for existing residents of the new homes.
- The Parish Council requested further information regarding hedgerow removal and replacement.







Residential Areas

-  Indicative location - semi-detached/detached homes
-  Indicative location - semi-detached, terraced & maisonette homes
-  Landscape buffer preserving neighbours' privacy
-  Landscape screening to the pumping station and to the Lower Mount Farm industrial area
-  Existing hedgerow along Cannondown Road - retain or replace with more substantial planting







Advice received on this plan during the consultation process included:

-  Development should be away from the industrial units but not pushed up against the existing neighbours.
-  Preference for a density that complements existing properties in Cookham.












Movement Network

-  Existing Public Right of Way
-  Indicative walking & cycling route through the site
-  Pedestrian connection to the Cannondown Road bus stop
-  Potential zone for main vehicular access
-  Indicative road network
-  Pedestrian route to Whyteladies Lane, emergency vehicle access, & possible minor vehicular access

Advice received on this plan during the consultation process included:

-  Desire for more direct pedestrian routes.
-  Additional pedestrian / cycle links would encourage future residents to use active methods of travel. A safe link to the secondary school could be beneficial.
-  Three points of vehicular access would help to retain the village character.
-  Three points of access on the parish council masterplan came from a place-making perspective and are high-level at this stage in terms of technical input.
-  No need for a footpath going west from the site, as it only leads to a single-track road with no pavement.
-  RBWM officers were not happy with the amount of culs-de-sac and lack of vehicular connectivity across the site and suggested that this be addressed.
-  The Parish Council requested the route to the Cannondown Road bus stops be clarified.



The Evolving Masterplan

This layout takes consideration of the design principles included on the previous pages, which were discussed and commented upon during the consultation process. This layout takes consideration of all of the advice received and accommodates the requests wherever possible.

Additional layers of evolving detail regarding landscaping, ecology, street and townscape character follow, in order to give more clarity as to what this masterplan represents.

Additional advice received during the previous consultation process which fed into this layout included:

- ☞ The scheme should 'integrate' into the existing settlement.
- ☞ The scheme should be built as a series of smaller clusters, rather than one large development.
- ☞ Important to complement the character of Cookham through the development.

- ☞ Splitting the site into three development parcels to retain a village character.
- ☞ Consideration for the inclusion of more than one vehicular access into the site, including an access from Arthur Close.
- ☞ Avoid use of straight roads within the site improving the scheme's character and reducing speeding.
- ☞ Design the layout to have a 20 mile per hour speed limit.
- ☞ Keep building heights to 2 storeys.
- ☞ Use design principles set out in the neighbourhood plan masterplan.
- ☞ Importance of the green setting of Cookham, along with wider cultural reference to Stanley Spencer and how this related to the site.
- ☞ The Village Design Statement for Cookham was referenced, which included features such as the organic feel of the design of the village.
- ☞ Sensitive boundary treatment between the industrial land and future homes, may be required to the south of the site.
- ☞ The treatment of boundaries would need to be carefully considered, especially at the new junction with Cannondown Road.
- ☞ There is a paragraph in the Village Design Statement to avoid car parking in front of homes.
- ☞ Preference for phased development to take place in three separate parcels to retain the village's character, minimise construction impact and allow the local services to manage the increase in resident numbers.
- ☞ There are three distinct parcels (served by each point of vehicular access on the parish masterplan for the site).
- ☞ The frontage to Cannondown Road is very important. There is a need to keep a village feel – with trees and houses set back from road.
- ☞ Landscaping and the replacement of any trees that are removed would be important along with planting new trees.
- ☞ Landscaping and the countryside outlook currently enjoyed on Switchback Road should be preserved.
- ☞ The Parish Council requested the block form shown in the eastern part of the development to be replanned and realigned, and the perimeter blocks to be more clearly illustrated.



traffic & access



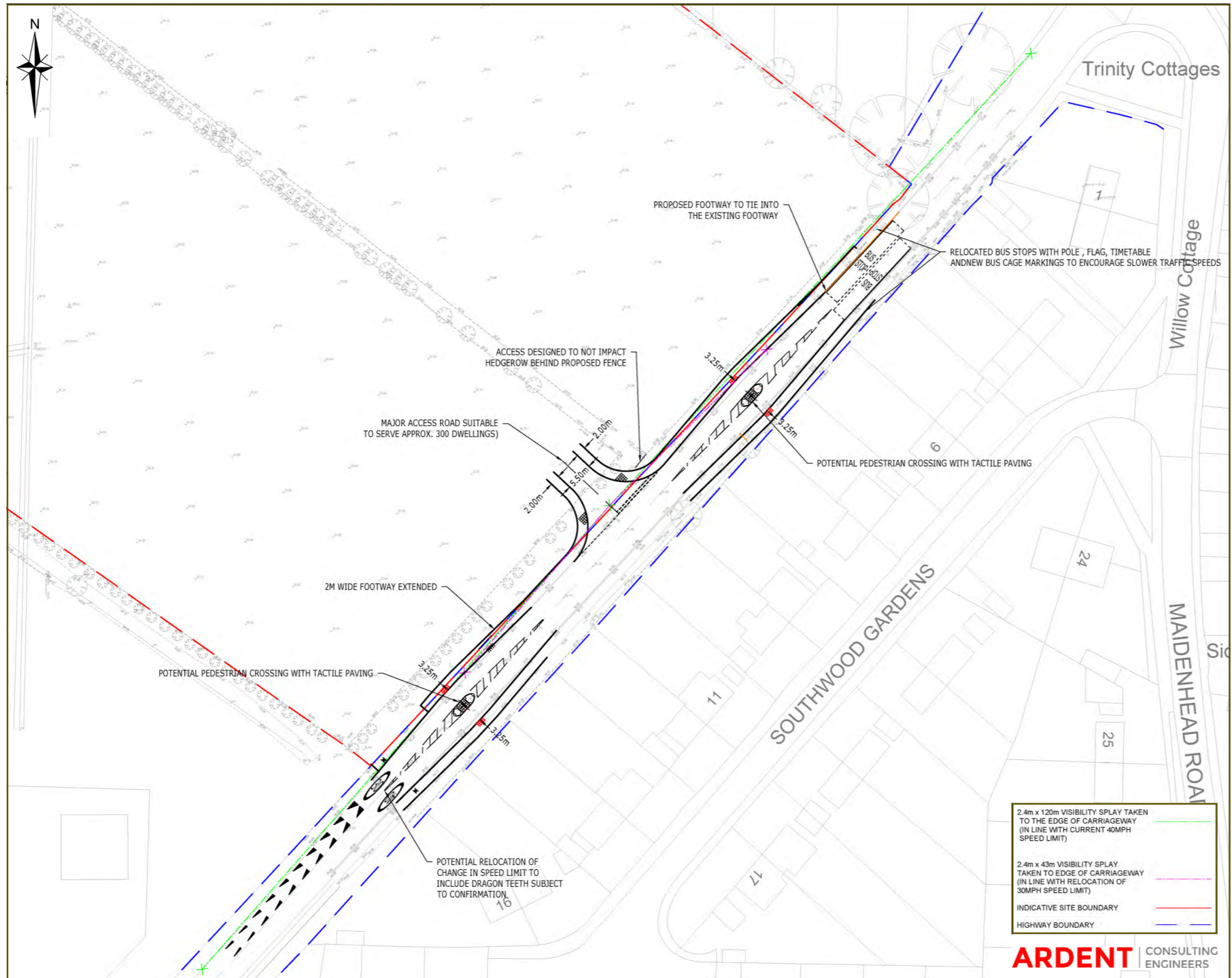
community guidance & advice

- ☐ All access opportunities should be explored, not just Cannondown Road but also Arthur Close and Lesters Road
- ☐ Concerns raised over harmful effects of existing traffic accessing the site via Arthur Close and Lesters Road
- ☐ Traffic speeds on Cannondown Road are a concern – the speed limit has historically been reduced (now at 40mph past the site), but there is little in the way of physical measures to enforce this
- ☐ Traffic speeds along Whyteladyes Lane are also a concern, as are the limited opportunities for pedestrians crossing the carriageway
- ☐ Preference for curved rather than straight roads within the site to reduce traffic speeds (20mph limit requested)
- ☐ Limited opportunities for access by walking, cycling and public transport, leaving residents over-reliant on the private motor car.
- ☐ Concerns that a simple T-junction access at Cannondown Road would result in unacceptable queues and delays.
- ☐ Traffic congestion is a concern locally, including at Cannondown Bridge, The Pound and Cookham Bridge.
- ☐ Concern that car drop-offs by residents to the local schools, including Holy Trinity School to the north, could add to congestion in Cookham
- ☐ Assessment of traffic impacts needs to take into account potential developments in neighbouring authorities.
- ☐ RBWM traffic modelling does not reflect local circumstances and so assessment of traffic impacts need to be based on more accurate data at the local road network level.



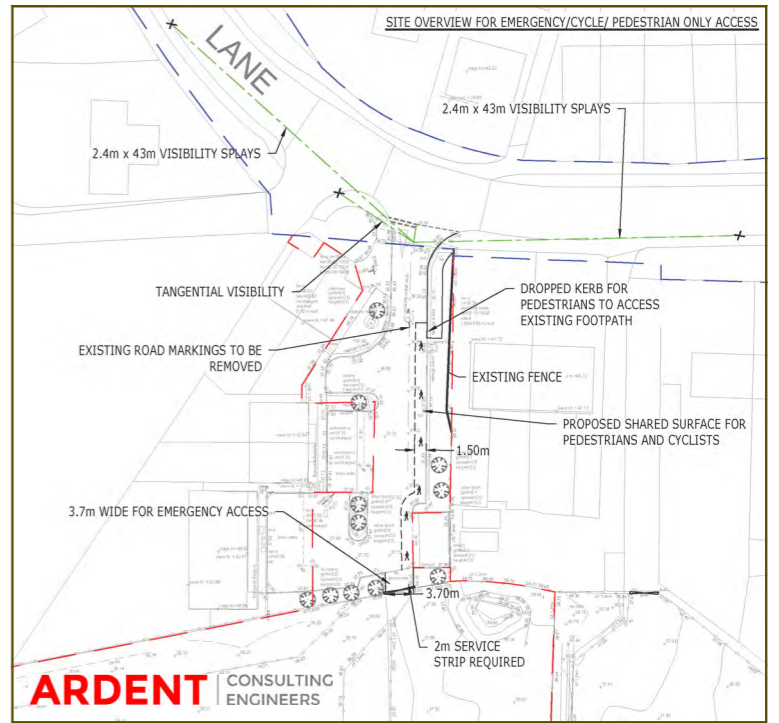
highways engineers' response & access proposals

- Access opportunities via Lesters Road and Arthur Close have been explored:
 - Access via Lesters Road is not possible owing to third party land ownership.
 - Access via Arthur Close has been considered for a small parcel of development (say 15-20 dwellings). However, given concern expressed by local residents and that this route will form a key pedestrian/cycle route to/from the site via Whyteladyes Lane, it is proposed to limit this to potentially serve a maximum of 5 dwellings only (other than for emergency access).
 - Potential improvements to improve priority for pedestrians on Arthur Close are being considered (shown overleaf).
- A revised access arrangement for Cannondown Road has been identified, which includes the potential relocation of the change in speed limit to the southern end of the site frontage (shown overleaf). This is supported by additional physical measures to help control speeds, including:
 - Dragon's tooth markings and painted roundel enforcing 30mph speed limit
 - New pedestrian refuge crossing island on Cannondown (also facilitating access to the southbound bus stop).
 - New pedestrian refuse crossing at southern end of site frontage on Cannondown Road to facilitate trips to/from south and help enforce speed limit change.
 - Bus cage markings at the bus stop – to provide a further visual cue for motorists to travel with caution through this section.
- Traffic surveys have been commissioned to confirm current measured 85th percentile vehicle speeds on both Cannondown Road and Whyteladyes Lane, which will further inform the design of the access and any other localised improvements. This will include measured traffic flow volumes to also ensure the access is modelled and would not create any significant queues or delays.
- A series of crossing improvements on Whyteladyes Lane have been identified to facilitate the key pedestrian routes via Alfred Major Park, including:
 - New dropped kerbs/tactile paving crossing at the Whyteladyes Lane/Southwood Road junction
 - New dropped kerbs/tactile paving crossing at Whyteladyes Lane just west of Hilcrest Avenue, to facilitate crossings to/from Alfred Major Park.
 - New dropped kerbs/tactile paving at Lesters Road/Dean View junction, to assist pedestrians on the route to the site via the public footpath to the north
 - New dropped kerbs/tactile paving and extended footway at Whyteladyes Lane, to facilitate the alternative route to Alfred Major Park via Broom Hill.
- The emerging masterplan ensures straight sections of road are minimised, to help enforce a 20mph design speed. To further ensure a 20mph design speed, the layout includes 90 degree bends, whilst future detailed plans can incorporate further horizontal traffic calming features where necessary.
- A detailed audit of key existing walking/cycling and public transport routes suggests that, subject to the localised improvements listed above, the site can be well connected to the local facilities within Cookham and further afield. The key routes via Cannondown Road and Alfred Major Park provide convenient routes to the local schools, shops and Cookham Station, whilst bus stops are located on both Cannondown Road and Whyteladyes Lane close to the site.
- A detailed Transport Assessment supporting any future planning application will use survey data and Census information to identify the potential future traffic conditions at key locations identified in the feedback to date. This will inform modelling of predicted queues and delays, to identify any locations where the proposals would result in severe impacts and might warrant mitigating improvements.



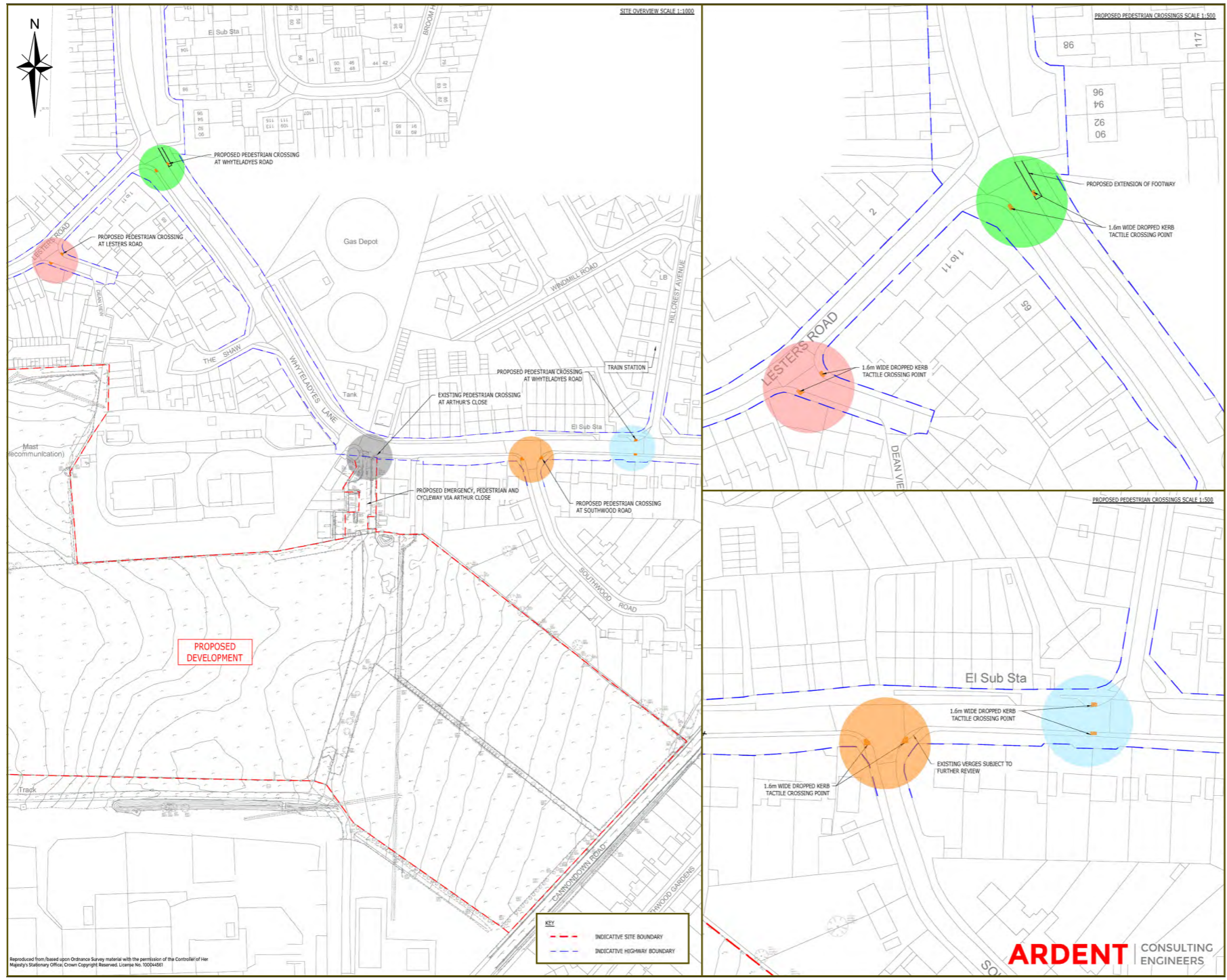
Main Pedestrian & Vehicle Access Proposals from Cannondown Road

Pedestrian & Vehicle Access Proposals



Pedestrian & Emergency Access Proposals from Arthur Close

Shown illustratively - subject to detailed design and consultation at application stage.

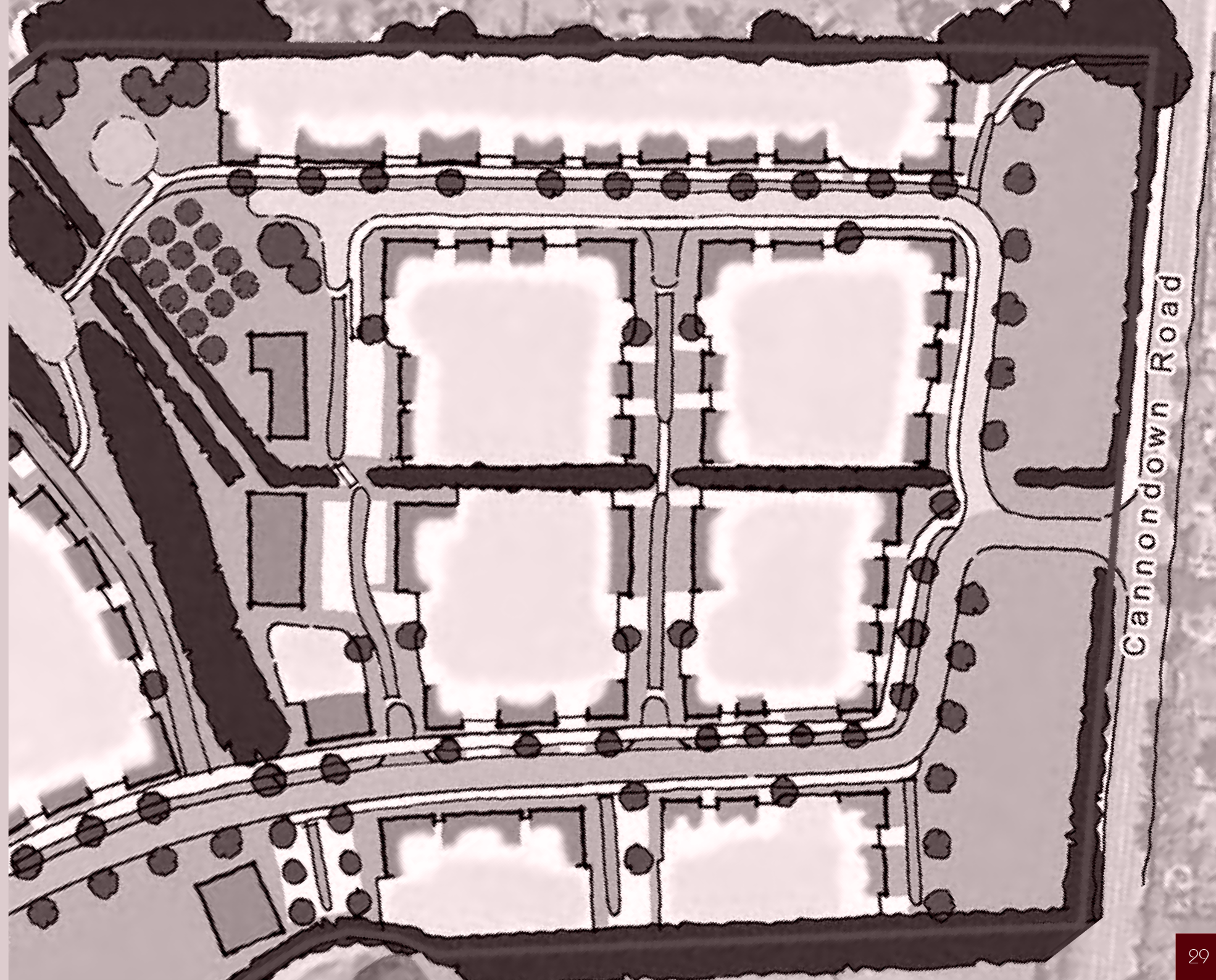


Proposed Pedestrian Route Improvements

Shown illustratively - subject to detailed design and consultation at application stage.

ARDENT CONSULTING ENGINEERS

design objectives: layout



public landscaped areas & sustainable drainage

The overarching principles for the proposed landscaping, play and green connections are annotated right and overleaf.

The pedestrian routes through the development and the integrated network of greenspaces provide a variety of recreational routes and linkages. Opportunities to link into the existing Public Right of Way (PRoW) at the north western corner will increase accessibility to the wider countryside.

Following stakeholders' advice one of the LAPs has been moved from being in proximity to Cannondown Road, to within the body of the development.



Replacement linear green corridor to include native species planting and additional green links with the existing woodland to the east. Potential inclusion of a Local Area of Play (LAP) for younger children overlooked by new dwellings, and nature trails extending through the woodland walks provide new residents with an increased level of access to nature.

Central green spine running south through the development to be retained, enhanced and integrated within the layout ensuring the green infrastructure runs through the developable areas. A trim trail incorporating a mix of natural timber themed children's play elements and adult exercise equipment will create a useable and interesting recreational space located at the heart of the development and set within an established landscape framework. A community orchard will also form part of the spine, creating opportunities for informal food production for residents and foraging for wildlife.

Existing woodland retained and enhanced with additional native planting incorporating a 10m buffer with wildflower grassland and scrub planting. A network of informal pedestrian routes and woodland walk are created to provide variation in the recreational opportunities. This will maintain a robust green edge to the development and provides a high degree of visual and physical containment from the wider landscape setting and elevated topography the to west.

Attenuation basin to double up as a kickabout space to provide informal recreation opportunities and increase the useability of the attenuation feature which will remain dry during the majority of the year. Species rich wildflower grassland provides ecological and biodiversity enhancements within the localised setting and adds to the green infrastructure network through the development.

Green Infrastructure

The proposed landscaping, play and green connection principles also deliver the landscape requirements of the site-specific proforma in Appendix C of the BLP - to provide a strong high quality green and blue infrastructure network across the site that is highly connected to the surrounding area and capable of supporting enhanced biodiversity, recreation, food production and leisure functions.



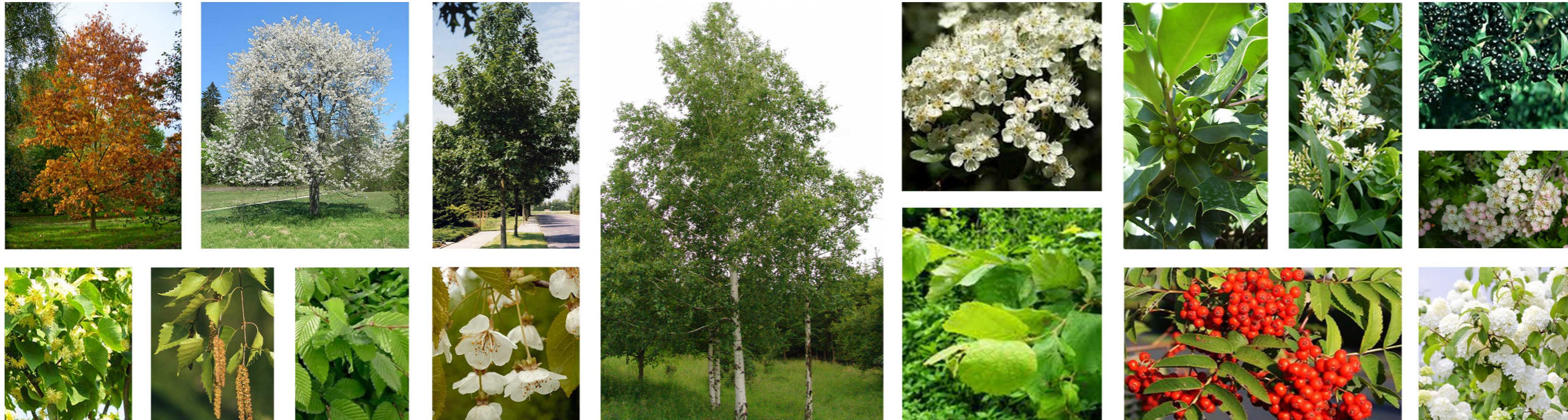
Development has incorporated long views from higher ground towards Cliveden House to the east. View corridors created through careful orientation of the road layout, set back to the built form and avenue tree planting. Additional views across the open greenspace will allow for a number of potential vantage points.

Built form to be set back from the south eastern boundary with Cannondown Road and large area of open space provides a green corridor and high quality landscape entrance to the development. New native structural planting adjacent to the road corridor will provide enhancements to the streetscene whilst visually softening views of the proposed built form.

New native woodland, tree, hedge and scrub planting to link with retained woodland along the western site boundary and provide new habitat creation. Large oval shaped area of greenspace to be created with houses overlooking the space and incorporating species rich wildflower grassland will create biodiversity enhancements, new habitats as part of an ecological landscape zone and double up as SuDS features.

Green Infrastructure





ref.1: Includes *betula pendula*, *sorbus aucuparia*, *prunus avium*, *tilia cordata*, *carpinus betulus*, *quercus robur* and *acer campestre*.

ref.2: Includes downy birch, alder, hazel, hawthorn, holly, blackthorn, oak, hornbeam, rowan, elder, dogwood, privet, bird cherry, crab apple and guelder rose.

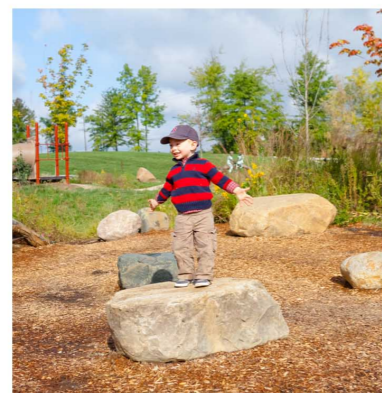
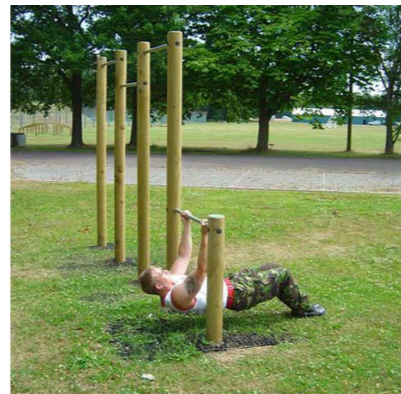
Soft Landscape Palette

Examples of native tree planting and native structural shrubs and hedging are provided left.



ref.3: Wildflower mixes include Emorsgate EM2 Standard General Purpose Meadow Mixture, Emorsgate EH1 Hedgerow Mixture & Emorsgate EW1F Wildflowers for Woodland. Ecological enhancements such as bat boxes, log piles and bird boxes.

Examples of wildflower grassland and ecological enhancements are provided left.



Natural & Informal Play

Examples of natural and informal doorstep play equipment and trim trails are provided left.

ecological areas & connections

Ecology is an important consideration and the emerging proposals and strategies are annotated right. The Parish Council had also requested further information regarding our aspirations for Biodiversity Net Gain.

A minimum 10% Biodiversity Net Gain is anticipated under the proposals.



Retained Woodland and Woodland Buffer: Woodland corridor wholly retained within a 10 metre buffer from the development footprint, with the buffered area to incorporate wildflower grassland and new native tree and scrub planting.

Replaced hedgerow: Where the existing hedgerow is removed to allow for a successful development around the retained water mains, the new hedgerow species and planting alongside will be specified to create an improved biodiversity corridor

Retained Hedgerows and Treelines: Most hedgerows and treelines retained, albeit for minor areas of loss to facilitate access and services, with losses fully replaced elsewhere on-site.

Hedgerows to be bolstered: Existing hedgerows to be bolstered with additional native planting where necessary to strengthen connectivity to adjoining hedgerows/treelines both on and off-site.

Off-site Connected Habitat: Retained habitats, including woodland, hedgerows, treelines and minor areas of scrub will remain connected to off-site linear habitat (treelines and hedgerows) to the north-west, north-east, south-west and south-east of the site.

Newly Created Habitat: New species-rich native hedgerows and trees to be planted throughout the development.

Enhanced Bat Roosting and Bird Nesting Opportunities: Roosting and nesting opportunities for bats and birds to be enhanced via the inclusion of bat and bird boxes on new units and existing suitable trees.

Retained Open Space: Areas of open space to incorporate new wildflower grassland and native trees and scrub planting.

Biodiversity Corridor: The planting along the southern boundary is to be reinforced to ensure the corridor is continuous and robust



pedestrian, cycle & vehicle connections



Pedestrian routes within the development
A network of walking connections throughout the development.



Pedestrian routes out of & beyond the development
Connecting the site with the wider network of walking connections and routes through the neighbourhood.



Public Right of Way to the northwest of the site
Connecting into this attractive recreational route.



Main vehicular entrance from Cannondown Road
Vehicle access to most of the new homes, as well as one of the accesses for pedestrians.



Minor vehicular entrance from Arthur Close
Vehicular access for just a few dwellings, pedestrian access, and occasional use for emergency vehicles.



Main vehicular routes to serve the new homes
Sinuous "village streets" through the development.



Secondary vehicular routes to serve the new homes
Sinuous "village streets" through the development.



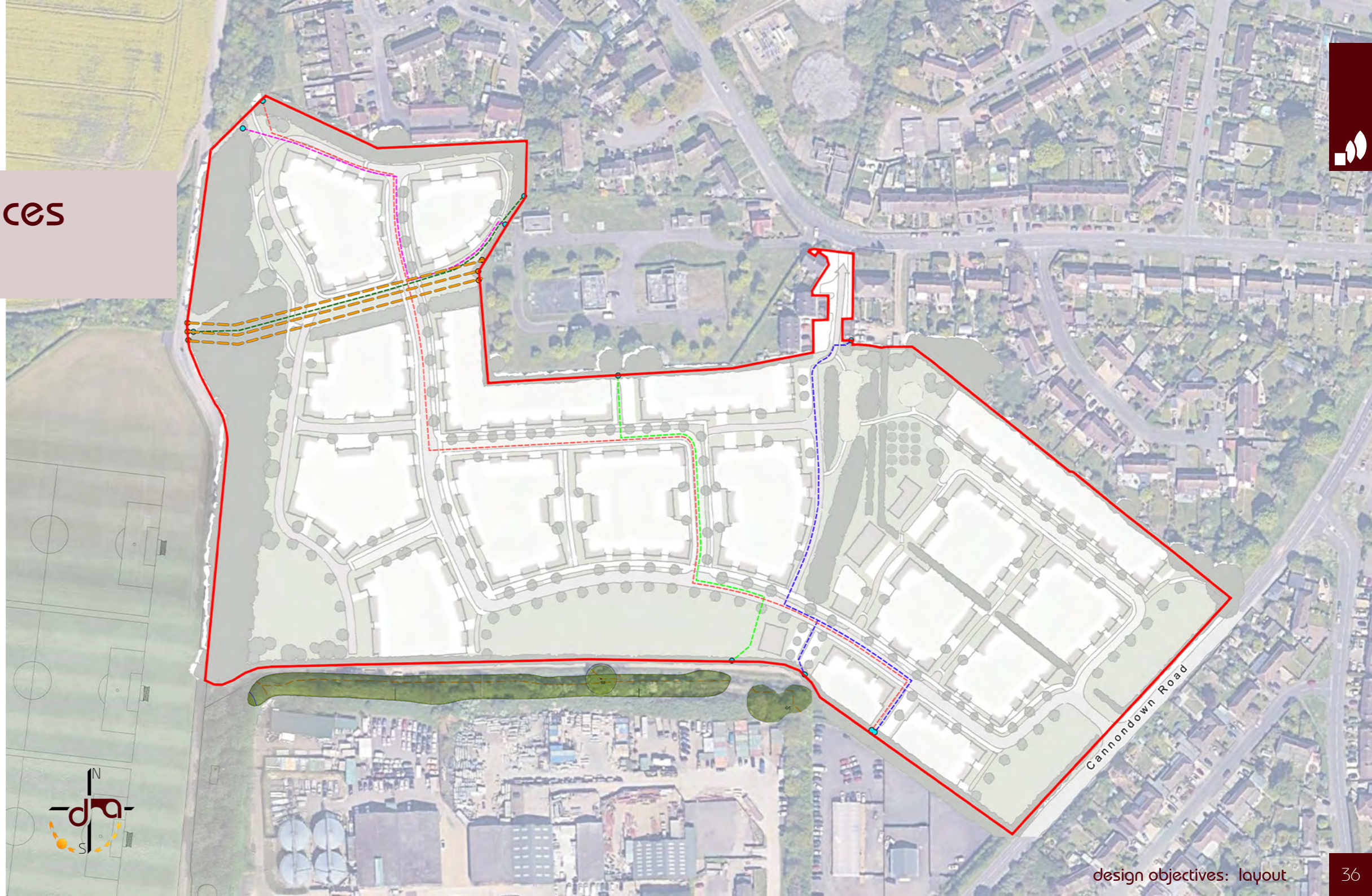
Cul-de-sac driveways to serve a few homes
Low-key minor lanes and driveways.



underground services & easements

In response to a request for further information by the Parish Council, this layout illustrates how the existing services which run across the site, as identified on page 18, can be either designed around or re-routed along the new roads, connecting back to the existing pipework runs where they currently cross the site boundaries:

- Boundary connection to retained service route
- Boundary connection to rerouted service
- Water main
- Electricity cables
- Electricity cables
- Gas main



drainage strategy

The site is located entirely in Flood Zone 1 and has a low probability of flooding (less than 0.1% annual probability).

The Environment Agency online surface water flood maps show the majority of the site has a very low risk of surface water flooding, meaning that there is less than a 0.1% chance of flooding each year. There is a small overland flow pathway of 'low risk' (has a chance of flooding of between 0.1% and 1% each year) flowing eastwards across the northwest extent of the site. The development proposals have been sequentially developed to avoid the existing flow pathway and will not increase flood risk to the development or neighbouring property.

Ground Conditions

Superficial gravelly, clayey sands and sand and gravels were found to overlay variable chalk with the Western section of the site.

Window sample boreholes were drilled in the Eastern section of the site and the superficial silty gravel sand, clayey sand and sand and gravels extend to a depth of at least 5m below ground level.

Infiltration testing carried out at the site, show infiltration features located above the chalk strata would be feasible to dispose of surface water runoff in the Western section of the development.

Surface Water Drainage (including SuDS)

The proposed drainage strategy for the development will be split up into 4 catchments:

- The surface water runoff from catchments 1 & 2 (covering the west and central extent of the site) will be conveyed via gravity into two separate infiltration basins located along the southern boundary of the site.
- The surface water runoff from catchments 3 & 4 (covering the east extent of the site) will be conveyed via gravity into two separate detention basins located along the Eastern boundary of the site. The detention basins will discharge surface water runoff at a restricted greenfield rate to proposed surface water sewers laid within Cannondown Road which connect to the Thames Water sewers approx. 175m from the site access.
- The detention basins within catchment 3 & 4 will incorporate pools of permanent water to improve water quality benefits and increase biodiversity.

Consultation with Thames Water confirms there is sufficient capacity within the nearby public sewer network to accept flows from the proposed development.

NB: The drainage proposals will be provided in more detail at application stage for consultation and agreement with the Lead Local Flood Authority and the Council.

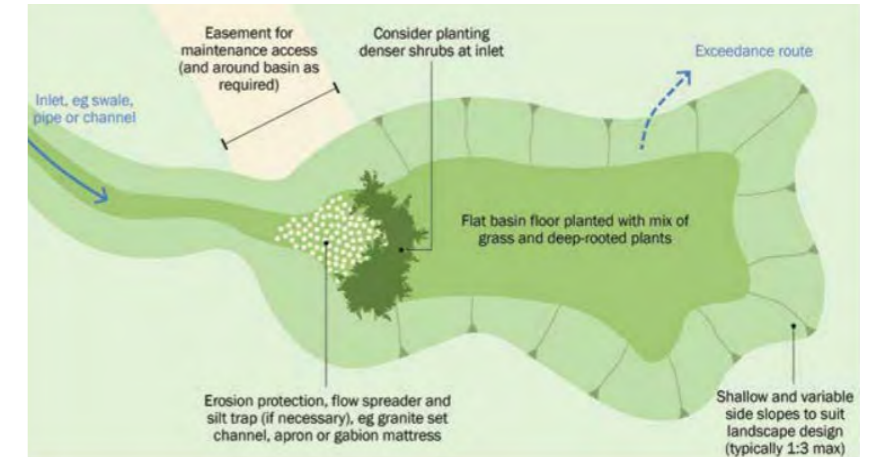
Foul Water Drainage

Foul sewerage from the development will be conveyed via gravity to the south eastern boundary of the site and to the existing public foul water sewers located in Cannondown Road.

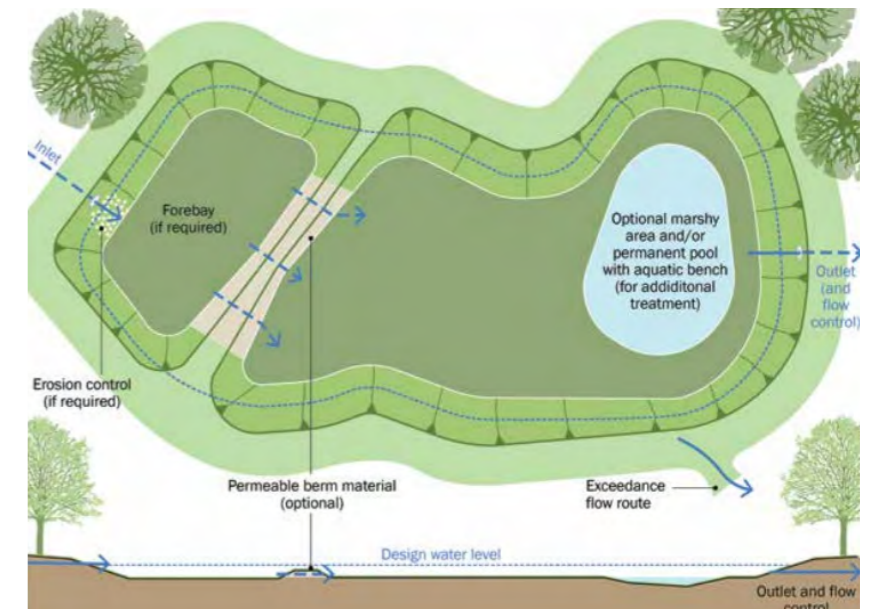
The pre-development enquiry response from Thames Water confirms there is sufficient sewerage capacity in the adjacent foul water sewers located in Cannondown Road to serve the site.



ref.4: Detention basin example



ref.5: Typical plan view and section of an infiltration basin



ref.6: Typical plan view and section of a detention basin

streets & spaces with a village character



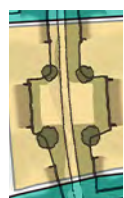
Village Street [two-sided]

- Generally terraced and semi-detached 2-storey houses.
- Along a traditional vehicular carriageway, with footways on each side, off-road cycleway and a grass verge with street trees.
- Car parking is generally provided in driveways alongside each house.



Village Street [alongside greenspace]

- A variant of the Village Street which opens out to run alongside greenspace on one side.



Lane Link

- Generally terraced and semi-detached 2-storey houses.
- More intimate streets - designed for very low vehicle speeds with the space being shared between pedestrians, cycles and vehicles.
- Parking is generally provided in designated bays designed as part of the street space.

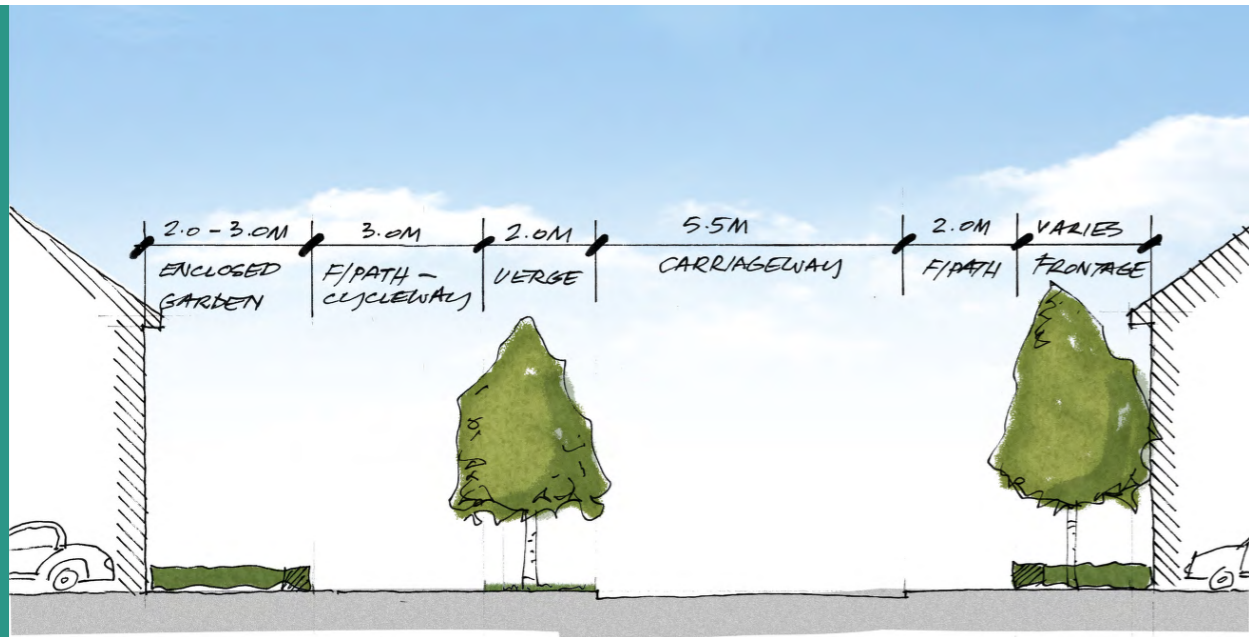


Lane Edge

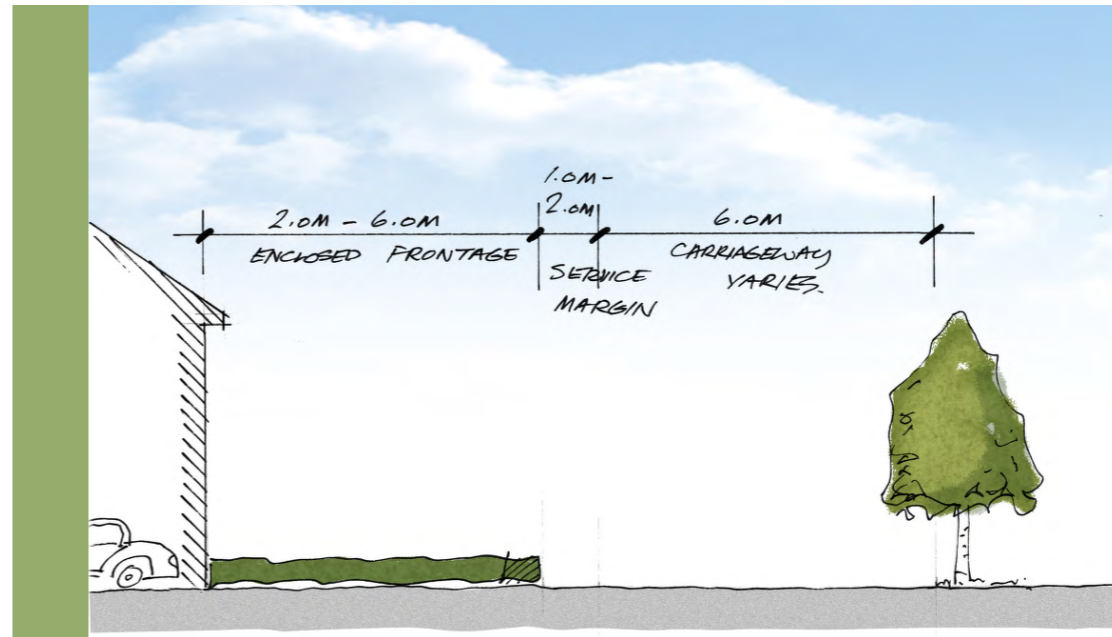
- Generally detached 2-storey houses - a more spacious layout sensitive to the character of the landscape spaces which they will address.
- Connected shared-surface lanes around the edges of the development.
- Car parking is generally provided in driveways alongside each house.

Please refer to the illustrations for each of these street characters provided overleaf.

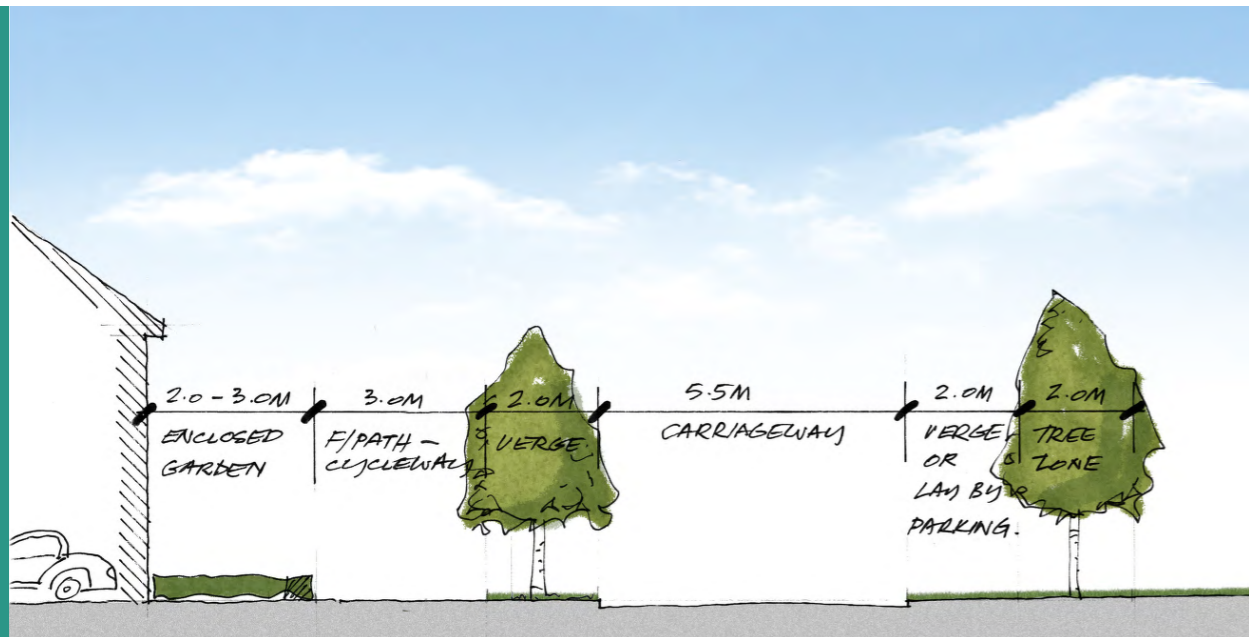




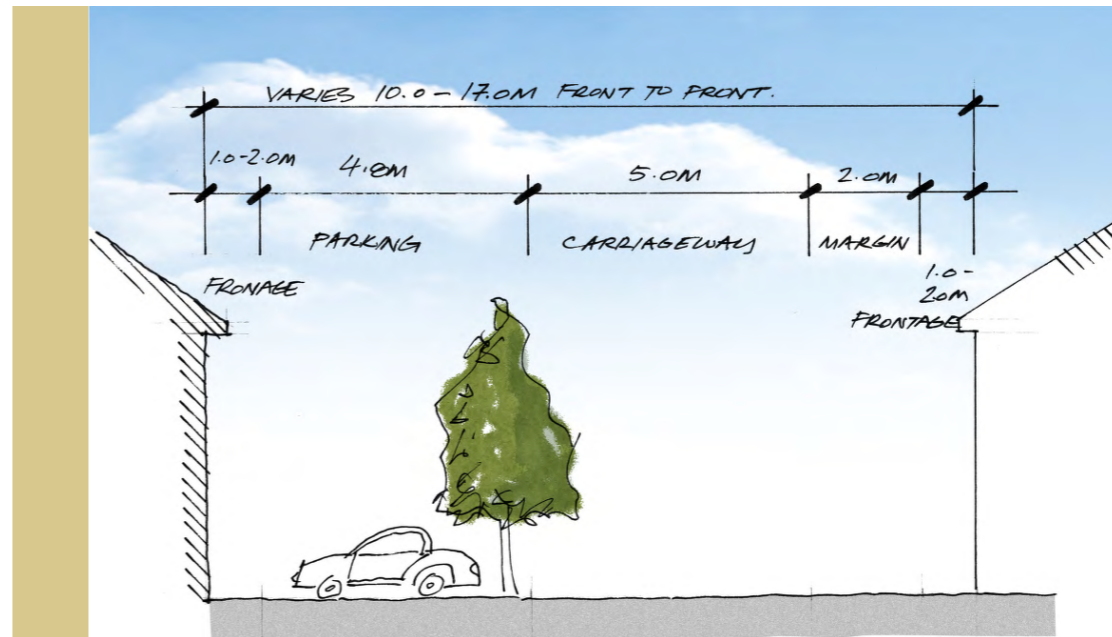
VILLAGE STREET - two sided development



LANE EDGE - one sided development



VILLAGE STREET - one sided development



LANE LINK - two sided development.

Royal Borough of Windsor and Maidenhead Officers had various more detailed queries regarding the illustrative character areas, and advised that this detail should be reserved for consideration at Planning Application stage. We were advised to focus on a small number of simple tree-lined street characters illustrated by sections.

- The Parish Council advised that the previous character areas were not clear.
- The Parish Council also requested more information regarding the parking strategy for each street, with cross sections.

cycle & car parking

Advice received during the consultation process on this subject included:

- ☞ The inclusion of adequate parking spaces was highlighted as important to prevent parking elsewhere offsite.
- ☞ There was existing difficulty with on-street parking in Cookham.
- ☞ Include EV provision on site.
- ☞ Provision of enough parking for new residents is important.

☞ Royal Borough of Windsor and Maidenhead Parking Strategy (May 2004) states that for new developments the following maximum parking standards apply:

- ▾ 1 bedroom units 1 space per unit
- ▾ 2-3 bedroom units 2 spaces per unit
- ▾ 4 or more bedroom units 3 spaces per unit
- ▾ Flats with communal space 1 space per bedroom

☞ Average car ownership in Bisham and Cookham is 1.63 vehicles per household.

☞ There will be the use of high quality hard and soft landscaping to provide appealing and functional parking spaces while ensuring that the development will not be visually dominated by cars.

☞ Visitor and non-allocated parking to be provided on-street where possible.

☞ On-plot parking will occur to the front, side or rear of dwellings. It may include integral or stand-alone garages and carports.

☞ If garages are to be provided the following standards will apply.

- ▾ Car space within a garage is 3m x 6m.
- ▾ Where the space is located in front of a garage, the distance from the face of the garage to the highway boundary shall be a minimum of 6m.

☞ Secure cycle parking provision will be provided in the curtilage of each dwelling in sheds or garages where provided.

Royal Borough of Windsor and Maidenhead

Planning Policy Unit
May 2004

9 New developments and parking standards

Objective: To apply parking standards on all new and expanded developments, to reduce the amount of land dedicated to parking and to reduce the need to travel by motor cars.

9.1 The Borough is constrained by the amount of land available for new developments so efficient land use is essential. The Royal Borough of Windsor and Maidenhead Local Plan (Adopted 1999) sets parking standards for new developments (Appendix 7 of the Adopted Local Plan through the implementation of Policy P4). It sets out the maximum amount of parking to be provided in different circumstances as well as the planning obligations and developer contributions that may be obtained as part of the planning application process. This section of the Parking Strategy will feed into the review of the Local Plan. Alongside the Council's parking standards, the location, amount, design, type and access to parking are additional factors in deciding the appropriate parking requirements for a site.

9.2 Parking standards are set at a level that should achieve reductions in traffic and congestion in the Borough. Royal Borough Highways Development Control is responsible for ensuring that developers comply with the Borough's parking standards and so assist in the achievement of the appropriate level of parking.

9.3 Accessibility

9.3.1 Accessibility criteria for parking in town centres or areas where there are good public transport services will be applied to reduce the amount of land used for car parking and so reduce the number of vehicles travelling to the area.

9.3.2 The criteria are consistent with the proposed Local Plan housing density accessibility zones. This is set to an 800- metre distance from a rail station with regular (half hourly or better) train services. Where locations for new or expanded residential and non-residential developments cannot be easily accessed without a car, developers will be expected to provide appropriate measures or contributions to ensure adequate accessibility.

9.3.3 In most circumstances, parking standards for developments deemed to have adequate accessibility will be set to a percentage of the maximum permitted standard for non-accessible locations. The accessibility reductions are calculated to recognise economic viability objectives for each development category. The level of accessibility should be one of the considerations in the transport assessment.

9.3.4 Another factor that may influence parking levels is the capacity of the local environment to withstand the traffic impacts of the development. If the impacts are considered significant by the Council, additional parking restrictions may be applied. Travel plans will be a feature of appropriate new developments to help reduce reliance on the car and promote sustainable transport choices.

9.4 Transport assessments

9.4.1 Transport assessments should be submitted alongside applications for new developments that have significant transport implications for the highway network, environmental impacts from increased traffic levels or road safety implications.

9.4.2 Developers will be required to submit Transport Assessments on schemes likely to require planning obligations using the thresholds agreed with the local authority, and in accordance

27

RESIDENTIAL PARKING			
Use Class Order	Use	Maximum Parking Standard (Areas of Poor Accessibility)	Maximum Parking Standard (Areas of Good Accessibility) (Percentage of maximum permitted standard)
General Residents			
C3	1 bedroom units	1 space per unit	0.5 space per unit
	2-3 bedroom units	2 spaces per unit	1 space per unit
	4 or more bedroom units	3 spaces per unit	2 spaces per unit
	Flats with communal spaces	1 space per bedroom	0.5 space per bedroom
Hostels and Hotels			
C2	Hostels	1 space per 3 residents	1 space per 6 residents
C1	Hotels/guest houses	1 space per bedroom	1 space per 2 bedrooms
Older peoples housing			
C3	Active elderly with warden control (sheltered housing)	1 space per unit	0.5 space per unit
C2	Nursing and rest homes	1 space per 4 residents and 1 space per full-time staff	1 space per 8 residents and 0.5 space full-time staff
9.8 General commercial developments			
9.8.1 Commercial developments in town centres well served by public transport can sustain new development with lower levels of parking. On this basis, commercial development with high public transport accessibility will have reduced maximum parking standards. In these circumstances, the occupier of the commercial site will be responsible for restraining staff parking in adjacent areas through implementation of a travel plan. The provision of on-street parking controls may be considered where resident parking is severely affected by commercial developments.			

30



types & sizes of the new homes - private & housing association

The adopted Local Plan includes a 'mix of housing recommended across the whole housing market area in the 2016 SHMA' The Local Plan explains that developers will be expected to "have regard to the Borough-wide housing mix target set out in the 2016 SHMA (and subsequent successors) as a starting point when bringing forward proposals for individual sites."

Consequently, there is no expectation that individual sites correspond precisely with the mix set out in the SHMA 2016. Bellway's position is that housing mix should respond to a variety of considerations including the location and characteristics of the site, as well as the developer's understanding of the market.

The Site Proforma for this site which is appended to the Local Plan states that the scheme should provide family housing with gardens. Bellway do not consider that this statement means that the site should only provide family sized housing as there are broader considerations to take into account, including the desire to create a mixed and balanced community.

Policy HO3 of the Local Plan relates to affordable housing and states that on greenfield sites providing up to 500 dwellings (gross), 40% of the total number dwellings should be provided as affordable housing. It is expected that the affordable housing mix proposed at this site will be informed by feedback from the LPA and the Housing Officer.

In addition, 5% of the private dwellings will be provided as self-build, as required by policy HO2.

Advice received during the consultation process on this subject included:

- ☐ Affordable housing in Cookham is predominantly maisonettes and there was a preference for this to carry through into the design rather than flats.
- ☐ Family sized homes are required locally.
- ☐ Housing should exceed minimum space standards.
- ☐ The scale of the development was discussed, with questions asked regarding housing numbers and whether this might be less than 200.
- ☐ Inclusion of family homes with gardens
- ☐ Inclusion of starter homes
- ☐ Going beyond minimum standards for new homes
- ☐ Preference for premium housing types to complement the village.
- ☐ Preference for flats not to be included on the site.
- ☐ Need for new homes across the country and specifically in Cookham.
- ☐ Family homes.
- ☐ Homes for those downsizing.
- ☐ Starter homes for young professionals.
- ☐ Affordable homes that are truly affordable for those trying to buy their first home.
- ☐ Homes with adequate space for future residents to allow for various life events, including possible future restrictions as we experienced during Covid-19.
- ☐ The Parish Council requested confirmation that self-build houses should be provided in accordance with policy, and also requested further details of the dwelling mix.
- ☐ Royal Borough of Windsor and Maidenhead Officers had various more detailed queries regarding the illustrative mix, and advised that this detail should be reserved for consideration at Planning Application stage.



energy & sustainability

In respect of sustainability, following their declaration of a 'Climate Emergency', the Royal Borough of Windsor and Maidenhead Council have adopted an 'Interim Sustainability Position Statement' which introduces higher local standards for reducing carbon emissions, that go beyond the requirements of current Building Regulations.

The 'Interim Sustainability Position Statement' sets out the following requirements:

- B. All developments (except householder residential extensions and non-residential development with a floorspace of below 100sq.m) should be net-zero carbon unless it is demonstrated this would not be feasible.
- C. All development proposals except householder residential extensions and non-residential development with a floorspace of below 100sq.m) should include a detailed energy assessment and a completed Carbon Reporting Spreadsheet to demonstrate how the net-zero target will be met.
- D. As a minimum, energy assessments should include the following details:
 - a. calculation of the energy demand and carbon dioxide emissions covered by Building Regulations and, separately, the energy demand and carbon dioxide emissions from any other part of the development, including plant or equipment, that are not covered by the Building Regulations (see paragraph 5.22) at each stage of the energy hierarchy

- b. calculation of the estimated annual energy costs to the occupants of the development
- c. proposals to reduce carbon dioxide emissions through the energy efficient design of the site, buildings and services (including heat recovery solutions)
- d. proposals to further reduce carbon dioxide emissions through the use of on-site renewable energy technologies. There is an expectation that developments maximise renewable energy generation regardless of whether minimum standards are met through other measures, as such there is an expectation 12% of the total energy demand will be met by on-site renewables, unless this is demonstrated to be unfeasible.
- e. proposals for the storage and use or export of excess energy arising from renewable energy technologies.
- E. The net-zero carbon outcome should be achieved on-site where feasible. Where it is demonstrated that this outcome cannot be fully achieved on-site, any shortfall may be provided through a cash in lieu contribution to the Boroughs Carbon Offset Fund which will be ring fenced to secure delivery of greenhouse gas reductions elsewhere in the borough. An offset contribution will be required unless it is demonstrated this would undermine the viability of the development.

- F. It will be required that all developments will be subject to compliance testing in order to ensure that the buildings meet the design performance, when there is a shortfall in performance additional contributions towards the Borough Carbon Offset fund will be sought.

(Note - Buildings which do not achieve at least a 20% reduction of the Dwelling Emission Rate (DER)/Building Emission Rate (BER) against the Target Emission Rate (TER) based on the Building Regulations Part L 2013 and defined within the Standard Assessment Procedure (SAP) calculation model will not be acceptable.)

In relation to the above, the Council have set up a Carbon Offset Fund which will be ring-fenced for the sole purpose of delivering carbon reduction projects.

The Council have adopted a price for the offsetting of carbon of £69 per tonne of CO2e which is the 2020 carbon price set out within table 3 of the Department for Business, 'Energy & Industrial Strategy Green Book supplementary guidance: valuation of energy use and greenhouse gas emissions for appraisal'.

The overall contribution should be calculated over 30 years (the assumed lifetime of the development's services). The total cost equates to £69 x 30 years = £2,070 per tonne of CO2e to be offset.

The level of contribution will be calculated differently for residential and non-residential properties.

Contribution for Residential Properties

The contribution will be calculated as follows:

$$\begin{array}{r}
 \text{Total Contribution} \\
 = \\
 \text{Building Emissions Contribution} \\
 + \\
 \text{Lifestyle Contribution}
 \end{array}$$

The Building Emissions Contribution seeks to offset both the regulated and unregulated emissions which arise from the use of the building.

The calculation will be based on SAP 10.0 performance figures and to ensure consistency in calculation the authority will adopt the Greater London Authority Carbon Reporting Spreadsheet to calculate the contribution. It is expected that applications be accompanied by a completed version of this spreadsheet.

The Building Emissions Contribution will equal the CO2 savings offset identified on the summary page of the spreadsheet x £69 x 30.

The Lifestyle Contribution recognises that the activities of residents within the borough generate additional emissions over and above those associated with heating and electricity use. These emissions are generally related to Aviation, Agriculture, Transport and Waste.

The Lifestyle Contribution = £ 1,144 per residential unit.

Cannondown Road Proposals

In relation to the proposed development at Cannondown Road, future planning applications will be accompanied by a detailed Energy and Sustainability Statement that identify measures to reduce carbon emissions and provide sources of renewable energy, which will be incorporated into the development. If required, Carbon Offset Fund contributions will be calculated accordingly. Such measures will be secured by suitably worded Planning Conditions and S.106 Planning Obligations, as appropriate in order to ensure compliance with the Council's policy requirements.



infrastructure delivery

The Royal Borough of Windsor and Maidenhead (RBWM) Local Plan (2013-2033) (2022) (BLP), is supported by an Infrastructure Delivery Plan (IDP) to ensure that the growth and development proposals set out within the Local Plan are supported by necessary Infrastructure provision, in a timely and sustainable manner.

The IDP is a 'living document' subject to regular review and also an infrastructure planning tool, which can be used as a framework to guide decision making on infrastructure delivery, including the future allocation of funds from the Community Infrastructure Levy (CIL).

The most recent full version of the IDP from 2019, and its partial update in 2021, both build upon the IDP that was first published by the Council in 2015, as evidence for the adoption of the Community Infrastructure Levy (CIL), as well as work on the Local Plan.

The Council's strategy for infrastructure planning is to optimise existing infrastructure direct developments to the most sustainable locations, reduce the need to travel and seek new infrastructure where required. It does not however seek to address existing deficiencies.

Objective 6

Infrastructure

To retain, improve and provide new facilities and other infrastructure to support new development and ensure a high quality of life for residents of all ages:

- i. Secure the provision of utilities, services and facilities to enable planned development in a coordinated and timely manner
- ii. Ensure that new development makes an appropriate contribution towards infrastructure needs arising from such development.

This objective meets the following Strategic Plan themes: Residents first, Delivering together, Value for money, Equip ourselves for the future

The IDP has been prepared on the basis of 14,260 new residential units being built within the plan period (2013-2033). 7,059 of these new homes are identified within the BLP, including Land at Cannondown Road, Cookham for 200 dwellings.

The IDP covers the following Infrastructure:

Figure 3: Types of Infrastructure

Infrastructure Areas	Infrastructure Types
Schedule A Transport Infrastructure	<ul style="list-style-type: none"> Local Transport Schemes Major Transport Schemes Junction Improvement Schemes
Schedule B Green Infrastructure	<ul style="list-style-type: none"> SANG Public Open Space
Schedule C Social Infrastructure	<ul style="list-style-type: none"> Early Years education Primary and first schools (incl. infant and junior) Secondary, middle & upper schools Special educational needs Health Libraries and Community centres Emergency services Sports and leisure facilities
Schedule D Utilities and hard infrastructure	<ul style="list-style-type: none"> Flood Defences Sewerage Water supply Gas Electricity Waste Telecommunications and Broadband

Such Infrastructure is funded through the following ways:

- ☞ Community Infrastructure Levy (2016)
- ☞ S.106 Planning Obligations
- ☞ S.111 Agreements (SANG)
- ☞ Government Funding

The IDP is based upon cross departmental and organisational working with relevant Council Departments, Infrastructure, Utility and Service providers and neighbouring Councils.

In relation to Land at Cannondown Road, where required the following Infrastructure will be provided for through CIL and S.106 Contributions associated with the detailed Planning Application. 15% of CIL receipts will be passed on to the Parish Council to spend on Cookham specific projects (25% if the Neighbourhood Plan is adopted)

On-Site Infrastructure

The development itself will deliver Affordable Housing and Public Open Space, including Play Facilities. In terms of hard utilities set out in Schedule D, Bellway will work with Utility providers to ensure sufficient electricity, gas (if used), telecommunication and broadband services are provided to serve the development.

Below is some commentary relating to key infrastructure highlighted during the stakeholder master plan process. Items not mentioned will most likely be funded by CIL payments, where the Council consider this required.

Waste & Water Supply

Bellway Homes will work closely with Thames Water to ensure that sufficient capacity either exists within the existing sewage infrastructure or to provide upgrades to the network, where required. In the case that upgrades are required, it is usual practice that restrictions are placed either upon the number of dwellings that can be occupied, or the site not being able to connect to the network until such time as the required upgrades have been delivered. Surface water will be dealt with predominantly on site through Sustainable Drainage Systems (SuDS).

In terms of Water Supply, Thames Water have already confirmed that a suitable potable water supplies are available for this site. Water saving and efficient devices will however be incorporated into the design of the new properties in order to limit future consumption.



Education

The Local Authority is required to work with all types of state funded schools to meet its statutory duty (Education Act 1996, Subsections 1 and 2) to ensure that there are sufficient school places to meet demand. To assess the likely future requirements for school places, the borough calculates the likely demand, based on:

<u>Existing demand</u> This is the demand that we already have for school places in the borough. For the IDP, we have taken the maximum demand that we have already experienced or are projected to experience.	+	<u>Additional demand</u> This is the maximum demand that we expect to get from the new housing, based on new pupil yields data.	+	<u>Surplus</u> This is the additional space needed in schools to allow for operation of parental choice, set at 5 %.
---	---	---	---	--

Primary School

The Cannondown Road site will be served by additional capacity provided by a new primary school to be built on another nearby Housing Allocation known as AL25 – Spencer’s Farm, Maidenhead, which will safeguard a site of no less than 2.8Ha to deliver of a primary school with up to 3 forms of entry. However it is likely that the Cannondown Road site will have been occupied before this new primary school is developed. Children living on the site will be able to apply for existing local schools and their eligibility determined through the Borough Council’s screening process.

Secondary School

In 2020, a new teaching block was opened at Furze Platt Secondary School, to accommodate additional population generated by forecast Local Plan growth. Land at Cannondown Road, Cookham being one of the sites supported by the extension within the Educational Case (January 2017), submitted with Planning Application Ref – 17/02259/FULL.

Transport Capacity

The IDP, identifies that a Strategic Highway Model was used to provide an impact that growth anticipated through the BLP would have on the highway network. Further detailed modelling, which takes into account cumulative and forecasted developments within the local Area, as well as the development itself, will be undertaken as part of future planning applications, to access any local highway improvements such as upgraded junctions and roundabouts etc.

Notwithstanding car-based travel, the IDP seeks to encourage local sustainable transport networks that promote active travel on foot, bicycle and public transport, which the proposals at Cannondown Road, will look to support through sustainable transport initiatives and reasonable local enhancements of footway and cycle way infrastructure.

In addition to site specific matters, the Council and relevant stakeholders have, or are in the process of introducing wider measures with the aim of reducing the reliance on travel by private car. These include the Draft Cycling Action Plan, Network Rail Enhancements to provide a greater number of rail services from Cookham Station, Localised Footway and Cycleway Improvements and Public Transport Infrastructure Enhancements.

Health

The IDP recognises changes to the NHS structure and GP services with a drive towards delivering health services within increasingly community-based settings. The rationale behind this is that by adopting an integrated approach to health provision with the involvement of community and voluntary services (as well as a variety of health facilities in one setting) delivery of healthcare in communities will be more efficient and adopt a joined up, integrated approach to facilities planning and delivery.

The Cannondown Road site sits within the catchment of the Cookham Medical Centre, the Medical Centre has recently undergone modernisation of services in order to cope with increased demand and drive efficiencies and has links to St Marks Hospital and the wider Maidenhead Area, where weekend and GP services are available.

The Medical Centre and Local Dental Surgeries, currently operate at a lower capacity than the Department of Health’s target patient list per full time GP/Dentists and are taking on new patients, so along with modernisation of services, the population of the future development at Land off Cannondown Road will be accommodated.

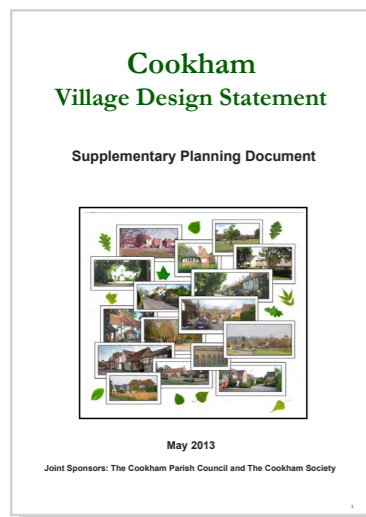
design objectives: character



street scenes & houses which reflect cookham

The following pages illustrate our preliminary design proposals for the street scenes and the architectural language for the new homes. These have been prepared in the light of our analysis of the streets and buildings within the village which we have found particularly inspiring, and also which we have been made aware of by the stakeholders. This analysis is summarised in the appendix to this document.

The advice within the Cookham Village Design Statement is also a key consideration for the proposed architecture.



Advice received during the consultation process included:

- New buildings to be good quality and sustainable.
- Importance of recognising and strengthening the character of Cookham
- The village feel is important.
- Cookham is built with traditional, local red brick and tile. It would be important for the homes to fit in and look weathered in 10 years.
- Keep sense of community and reflect the character of Cookham.
- Housing design including character cottages to be incorporated to be in keeping with the village feel.
- Local materials and local tradespeople could be used to help mirror local design and character.
- Reflect the character of the attractive homes along the high street.
- The Parish Council advised that the Cookham Village Design Statement should also strongly influence the character for the proposed dwellings.
- The Parish Council also advised that the live Planning Application should be updated, and should not be used as precedent.
- The Royal Borough of Windsor & Maidenhead advised that the architectural character and materials should be considered at the Planning Application stage, and the illustrative proposals previously included should be removed from the document.



The detailed design and architecture will be dealt with through the Planning Application process.



next steps

Moving forward, to work towards delivery of the proposed residential Development at Land west of Cannondown Road, Cookham, and the deliver the requirements of Local Plan Policy AL37, detailed Planning Applications will be prepared and submitted to the Planning Department at the Royal Borough of Windsor and Maidenhead Council, whom serve as the Local Planning Authority, for detailed assessment and consideration by the public and statutory consultees and stakeholders.

The Planning Applications will seek to achieve the vision for the site, and be based upon the details set out within this Stakeholder Master Plan Document. The Applications will also supported by detailed technical reports and assessments, as required by the requirements of the Council's Planning Validation Checklists, including matters such as highways, drainage and noise, with the details of the housing and landscaping demonstrated through relevant drawings and a Design and Access Statement.

As part of the Planning Application process, Infrastructure requirements will be secured by a S.106 Legal Agreement or by the Community Infrastructure Levy, as appropriate.

Upon the grant of Planning Permission and the discharge of any associated Planning Conditions, which might be imposed, development on site will commence shortly after. It is anticipated that from start to finish that the development will take circa 3 years to complete.



A memorable character

A network of public green spaces

Making the most of the site's unique features

Reflecting local identity

Direct, safe routes & connections

Biodiversity enhancements



appendices

1. The Inspiring Character of Cookham Village

49

2. Stakeholder Presentations & Responses

[provided in a separate volume]



the inspiring character of cookham village

It has been fascinating and inspiring to explore Cookham and to discover more about its history. There are many inspiring streets, natural landscaped areas and buildings, both historic and modern, which the Cannondown Road proposals could make reference to as part of the evolving design - we are seeking to create a development which has a distinctive character which is still recognisably "of Cookham".

The images overleaf illustrate some of the areas which we have found particularly inspirational.

We invited the stakeholders to "let us know about "your own Cookham" - the buildings, streets and environments you find most beautiful and most characterful - and, most importantly, most representative of Cookham village".





Long Lane



The Inspiration: a sensitive backdrop to the open space and a low-key entrance into Cookham village.

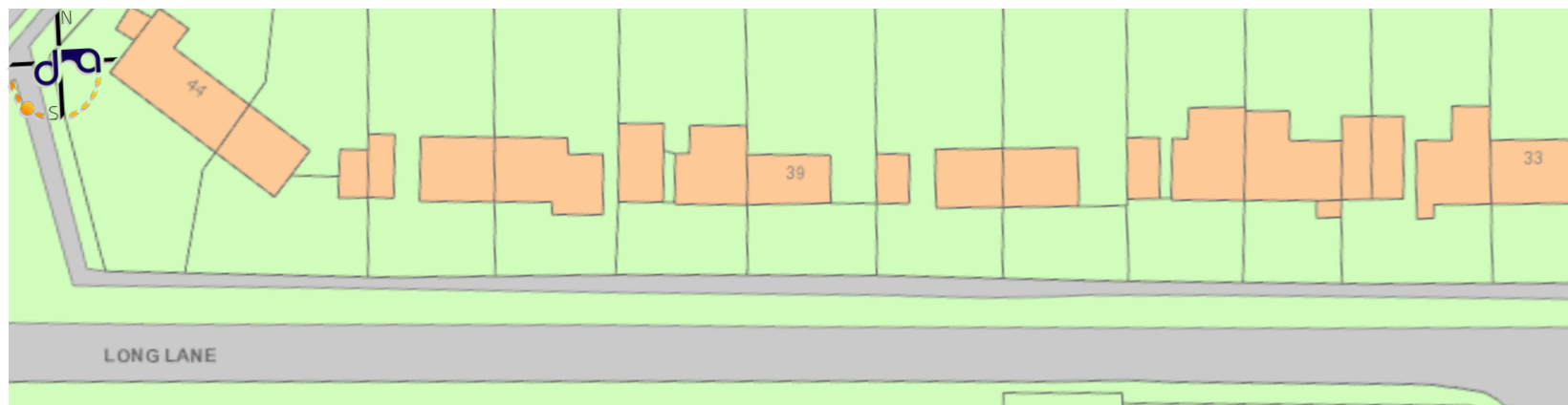
Townscape Form: A regular run of semi-detached houses - the fairly wide spaces between the buildings and their hipped roofs impart quite an open feel, with views between and over the houses of the trees and the landscaping beyond. Angled buildings “turning the corner” are effective.

Design & Materials: Typical of their era, with no strong architectural language, but providing good internal accommodation. Cemetery Lodge is a characterful standalone building with arts-and-crafts detailing including stone window surrounds and corbels.

Landscape & Open Space: These houses are your first view of Cookham as you travel from Maidenhead and are seen from some distance away as a backdrop to the field, separated by some piecemeal hedges and trees.

Design Conclusions: As a “gateway” and a first experience of the character of Cookham for visitors to the village, these building forms, their hipped roofs and their spacing suggest a gentle transition from country to built-up area. The application site similarly would be a first experience of Cookham on the western side of the road, further within the built-up area, and consideration should be given, in discussions with the Stakeholder groups, as to what characteristics of Cookham should be represented, particularly at the front of the site.

The splayed corner buildings and the architectural language of the Lodge represent some attractive, functional design elements for consideration.





Lower Road

The Inspiration: attractive historic terraced cottages with brickwork detailing, and a group of semis with prominent regular front gables.

Townscape Form: The fairly busy main road into the village from the west, including some consistent terraces of Victorian-era cottages with a strong linear build line, as well as some larger semi-detached dwellings further down which are set at a slight angle to the road.

Design & Materials: The yellow/brown brick to the cottages is offset by red brick detailing around the doors and windows and along a linear dentil course. This strong linear feel is counterbalanced by the prominent repeated front gables and the staggered alignment of the semi-detached dwellings, changing the feel of the street as you travel along it.

Landscape & Open Space: Some front hedges, a pocket of mature trees.

Design Conclusions: The terraced cottages and their brick detailing are a lovely feature of this domestic part of the village and a good design precedent for the proposed homes. The more pronounced character created by the rhythm of large gables and the staggered build line is a more conspicuous pattern which might be utilised to signal significant locations within the site, for example key junctions or spaces.





Cookham Station

The Inspiration: a prominent “civic” building with a distinctive knapped flint finish and red brick detailing.

Townscape Form: The station sits by itself alongside the local shops and parking areas, and has no “back” per se - both front and rear are similarly detailed and attractive. As a civic building it has been designed to stand out from its surroundings, as well as being a welcoming entrance to Cookham and giving a flavour of the village’s history and architecture to visitors alighting - it appears that generic corporate rail signage and interference to the building have been resisted, to the benefit of its character.

Design & Materials: The most prominent element is the knapped flint which finishes the building, encased by strongly contrasting red brickwork quoins and window surrounds. The windows themselves, together with the single storey splay bays, are a little larger than domestic scale, giving a sense that the interior would be a welcoming public space. In keeping with its functional use, the building is quite narrow and linear with a 2-storey “bookend”.



Design Conclusions: Although true flint is not a successful material in today’s building practice, the very characterful silver/grey and red colour palette could be responded to by the proposed development, for example through the choice of a silver/grey facing brick together with red quoins and detailing - perhaps to make a particular building or street stand out from its neighbours.





Station Road



The Inspiration: a more intimate street where pedestrians, cyclists and vehicles share the space. More prominent buildings in render with front gables at the entrance to the street.

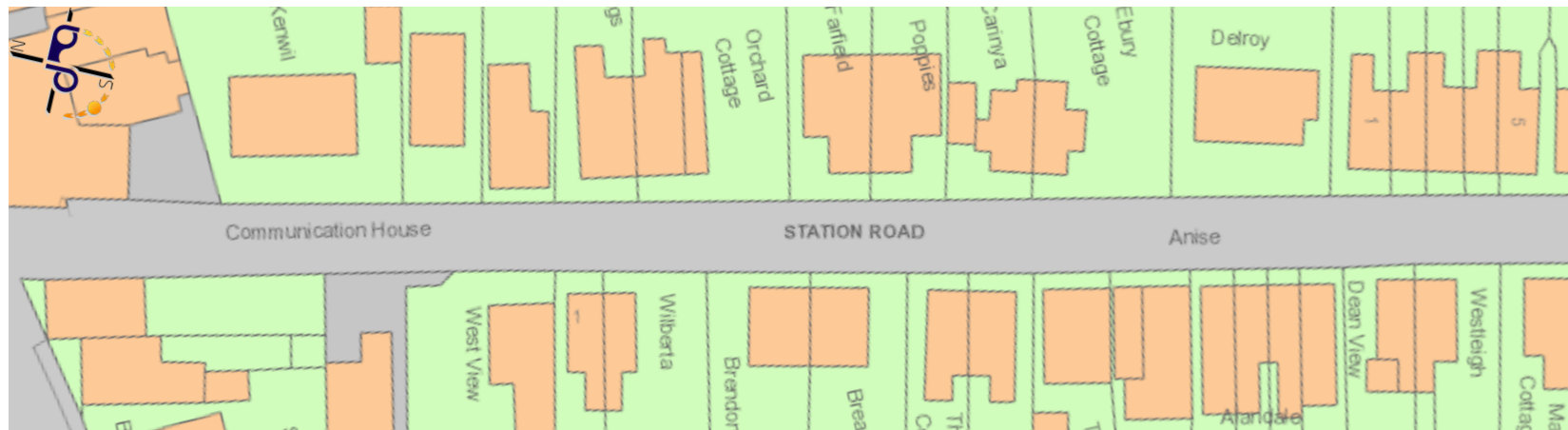
Townscape Form: In contrast to the previous examples, this street is narrower, with no through traffic, and an environment through which pedestrians make their way along the shared surface where vehicle speeds are low. The houses are quite mixed in character, age and design - some terraces have more regularity, some neighbours are very dissimilar.

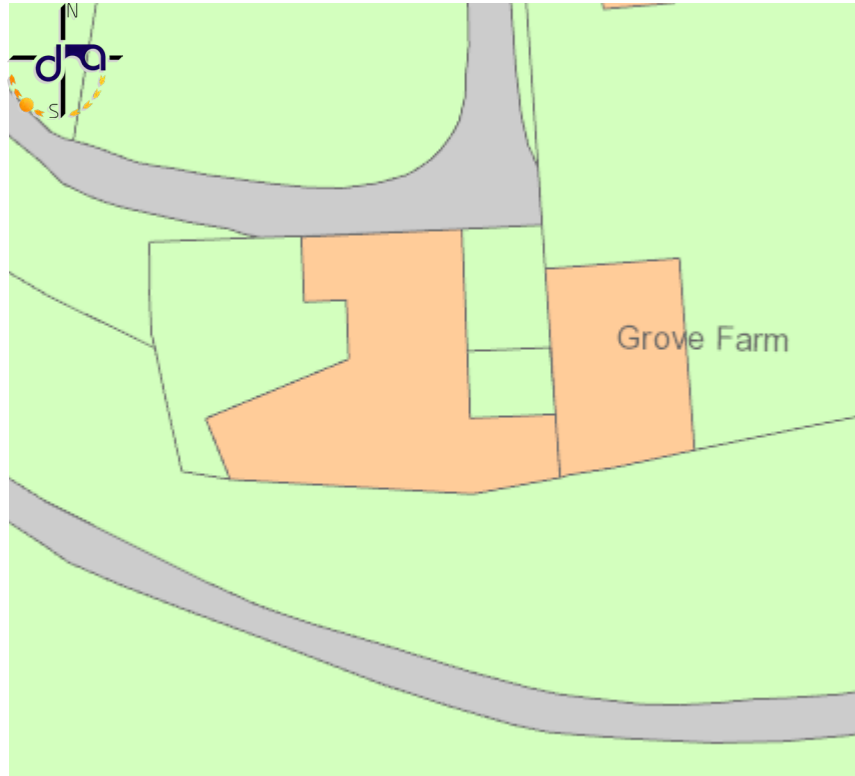
Design & Materials: Some similar to the Lower Road terraces; some similar to these but in red brick; some rendered semis; some detached with a gable; some rendered, including the pair of gabled townhouses on Station Hill which mark the entrance to Station Road. Splay bays are common.

Landscape & Open Space: Some limited front garden planting, but mostly tarmac - although this street space could also be used for socialising.

Design Conclusions: Streets which have limited through traffic and low vehicle speeds can be designed around the pedestrian - this is a very useful approach to creating pockets of a more intimate feel within the layout, to allow spaces within the streets for trees and for landscaping, to reduce the amount of hardstanding, and to promote the informal use of the streets for socialising and play.

The idea of concentrating splay bay windows, or any particular architectural feature, into the character or one part of the site or street, is also an approach which could be successfully followed by the proposals, and bay windows also provide good surveillance of shared spaces.





John Lewis Heritage Centre

The Inspiration: a sensitive contemporary building in a historic setting. Unique use of timber detailing.

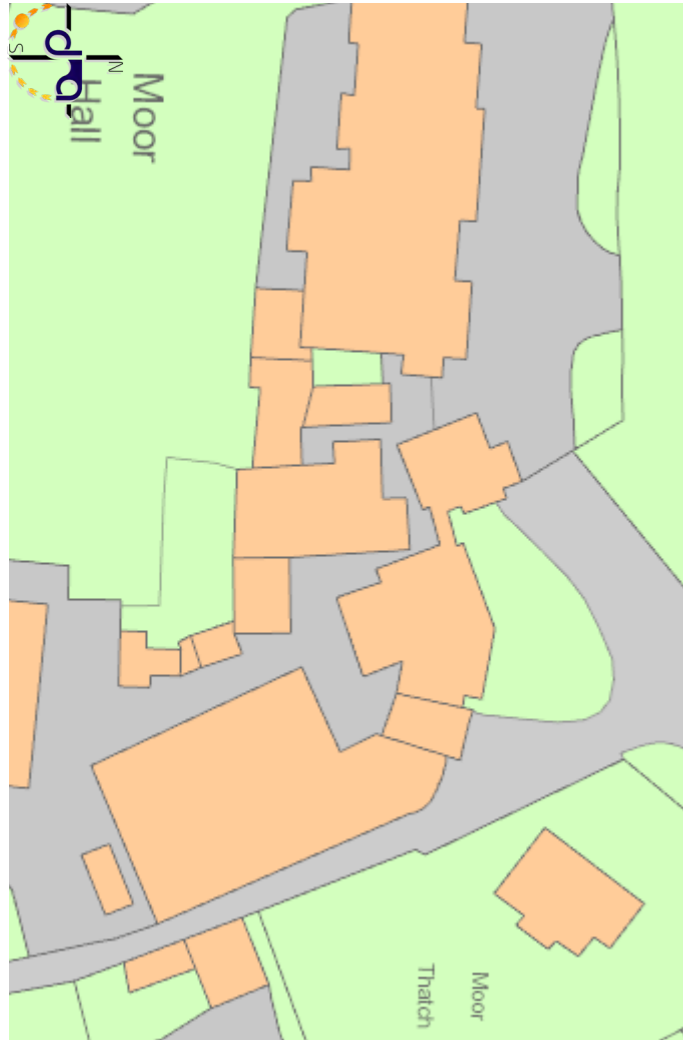
Townscape Form: Historic standalone farmhouse alongside Odney Common with an extraordinary contemporary extension.

Design & Materials: A very successful blend of traditional materials and craftsmanship, with contemporary building forms and design. The triple gable, with shadows cast by its deep fascia, is very striking, and emphasized by the half-width asymmetrical louvred windows and paisley fabric/wallpaper carving.

Landscape & Open Space: Some feature planting within the courtyard, and the extended building lies within the natural environment of the Common - although, it is a great shame that the modern extension "turns its back" on the Common, with no windows to enjoy the greenspace, or to provide the footpath with some surveillance.

Design Conclusions: This is a rare example of contemporary design for Cookham, but demonstrates that, if designed with care and with traditional materials, contemporary design can be very successful - even playful. The building however also highlights the importance of being neighbourly to its surroundings - by fronting on to the public realm, not creating a blank wall.





Moor Hall

The Inspiration: a beautiful 19th Century manor house complex with arts-and-crafts detailing and intricate roofscape.

Townscape Form: A prominent standalone location on the moor, which the buildings overlook with windows and balconies. The entrance to the complex complements the historic buildings with a splayed building form which leads the visitor towards the gateway and the main reception.

Design & Materials: Although a Georgian building (circa 1805), the architecture of the Hall is resonant of an earlier era - more "Tudor" in character, with its prominent overhanging gables with black timbering and render, ornate chimney stacks, tile hanging and bay windows. The large window openings however betray the building's era to a later date. The large main roofs are hipped and symmetrical, but the piecemeal historic outbuildings have a pleasing jumble of smaller roofs alongside. The late 20th century additions however - unattractive and unsympathetic.

Landscape & Open Space: The mature landscaping and large trees which surround the complex reinforce its distinctness from its more domestic surroundings, as well as softening the view from the moor, and the entrance road has an avenue of mature trees to one side. The greenspace in the centre of the development is simply grassed with a couple of small planting beds.



Design Conclusions: These buildings stand out from their surroundings because the historic elements are architecturally highly distinctive, and because their prominent location overlooking the moor makes them very recognisable. The occupants are also a well-known local employer.

Opportunities for the proposed development to incorporate some design resonance with these buildings is more limited however - their importance to Cookham is related to their distinctness from their domestic residential setting and their prominent location. Some of the "tools" the complex uses could be considered however - for example the splay buildings addressing the entrance road, and the regular incorporation of gables and various roof forms, to denote key locations and to add interest to the skyline.





Design Conclusions: If any one street could be said to encapsulate Cookham, it is this historic high street. Its overarching character is its variety in almost all aspects - to the visitor, its eclectic buildings continuously open up new views and design features to catch the eye as you walk along the length of the street - and all the way from ground level up to roofscape. With streets which show such distinctiveness, care should be taken, when considering new proposals, whether to mirror the design approach and thereby make this distinctiveness more commonplace, or to recognise its uniqueness and seek to incorporate local resonance through a different approach.

High Street

The Inspiration: the historic core of Cookham village - a very mixed, organic street scene with various types of traditional architecture in evidence. Prominent “vista building” at the end of the street.

Townscape Form: A highly attractive, characterful, linear high street, which is fairly narrow with an enclosed feel, with a strong linear build line. The buildings themselves however are very mixed - their ages range from 18th century to late 20th century, heights range from 1 to 3 storeys. Although mainly shops, pubs and restaurants, the street also has several houses as part of its makeup. At the eastern head of the road lies a distinctive prominent symmetrical Georgian-era dwelling.

Design & Materials: Very mixed: brick in red, yellow/brown or white painted; various applied materials including flint and render; some Tudor-style black timbering. Roofs are long and linear, or hipped, or narrow and gabled. Windows are small and multi-paned, or casements, or large sashes. Brick detailing is contrasting and prominent, or minimal and indiscernible.

Landscape & Open Space: Most buildings are set alongside the footway with minimal space for landscaping, which tends to be in planters and hanging baskets. There are pockets of greenspace however, particularly one garden with a tree'd frontage neighbouring the garage, which creates an attractive visual relief from the strong built frontages.



Whyteladies Lane & Broom Hill

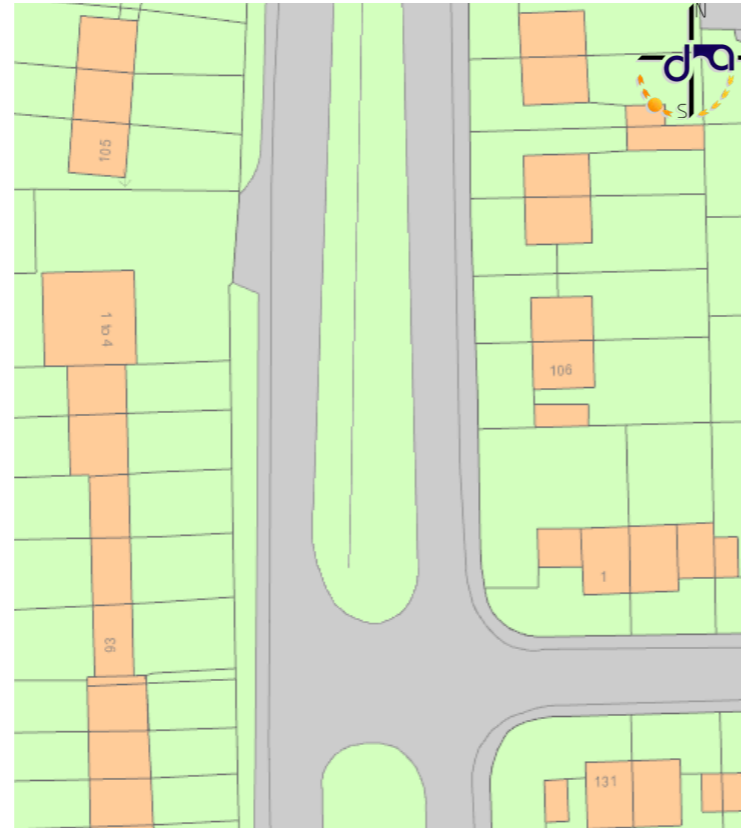
The Inspiration: a wide landscape buffer which screens the Broom Hill development from view and maintains a 'green corridor' character along Whyteladies Lane.

Following the 3rd stakeholder workshop, residents guided us towards this part of Whyteladies Lane and Broom Hill for inspiration for the Cannondown Road frontage treatment.

Townscape Form: This part of Whyteladies Lane has dwellings along the western side, often set behind hedged frontages, and a large hedgerow screen on the other; which create a distinct 'green corridor' character to this part of the street. The Whyteladies Lane houses are quite uniform in character – predominantly long linear rows of 2-storey terraced housing broken up by 1½-storey elements; becoming more semi-detached with the occasional detached property as you venture northwards. Broom Hill is a generic 1960s estate and appears well-kept and maintained.

Landscape & Open Space: The circa 6-13m deep landscaped area comprises a substantial hedgerow, mature trees and mown grass that screens the Broom Hill estate from Whyteladies Lane.

Design Conclusions: Following residents' advice, a substantial landscaped screen along the Cannondown Road frontage will be proposed, providing a sensitive and soft transition for the approach into Cookham from Maidenhead.



Westwood Green

The Inspiration: a 'village green' which defines one small neighbourhood within the wider village, enjoyed by surrounding houses.

Townscape Form: A attractive, characterful, curved street, which is fairly narrow, with a strong curved build line fronting the open space. The buildings themselves are 2 storeys in height and fairly uniform in character, built between approximately in the 1960s and 70s, giving some cohesiveness to the townscape.

Design & Materials: Red brick, with some white render; some with gables. Roofs are proximately long and linear, with some hipped ends.

Landscape & Open Space: large public open space, separated by the segregated pedestrian footpath, grass verge and low-speed carriageway. Visitor parking spaces also lie alongside the open space.



Design Conclusions: The characterisation of a cohesive smaller neighbourhood within the larger village, set around a shared greenspace, is carried forward as one defining principle for the proposed Cannondown Road development. Grass verges also contribute to this character and soften the streetscape.



Payton Gardens

Landscape & Open Space: There is limited landscaping within the quite compact street scene, contained to a small plot in front of the dwellings.

The Inspiration: looking at how another architect on a recent development has responded to the village context.

Townscape Form: A collection of four terraced rows of 2 and 2 and a half storeys tall tucked away at the end of Gorse Road.

Design & Materials: This recent development uses a very traditional, ornamented vernacular, with layers of materials and detailing with yellow and red brick, white render, red and grey tiling; and contrasting banding, decorated fascias and stone cills. Loftspace dormers are also present.

Design Conclusions: Although these houses are overlaid with plenty of architectural features, materials, detailing and ornamentation, very few of these elements are recognisably related to those in evidence within Cookham; the yellow brick is not a local material, the fascias appear over-fussy and the rendered square flat-roofed bays are not a Cookham feature.

In this sequestered location the design does not have a bearing on the wider character of Cookham, and an exclusive character may have been considered appropriate. However the Cannondown Road site is much more prominent and should seek to embody some key elements of Cookham in its design - it will be one of the first impressions of Cookham from the south.



Land East of Strande Park

The Inspiration: looking at how another architect on an emerging development is responding to the village context.

A proposal for an 'outline application for access, appearance, layout and scale only to be considered at this stage with all other matters to be reserved for the construction of x25 dwellings with associated vehicular and pedestrian access, car parking, drainage works and open space' was validated on the 9th February 2022.

Townscape Form: A collection of terraced, semi-detached and detached dwellings in an edge-of-settlement location along the eastern side of the mobile home park.

Design & Materials: This emerging development appears to showcase a generic materials palette - some of the materials and forms appear to be drawn from other locations, such as the scalloped fascia boards and green/grey weatherboarding. Detailing and form such as snapped brick headers, brick footers, brick banding and barge boards do however make reference to the more historic dwellings within Cookham.

Landscape & Open Space: There is limited soft landscaping shown on the layout - the streets are predominantly hard landscaped, particularly through the central spine of the site.

Design Conclusions: Due to the nature and size of Strande Park, the design approach taken could be argued to be suitable in that context, however given the relatively greater prominence of the site off Cannondown Road, it is considered that more considered local characterisation is appropriate, drawing upon the unique qualities of Cookham, which the Bellway team is striving to achieve.

