



Land West of

cannondown road

Cookham

Stakeholder Masterplan Document Appendix:
Stakeholder Presentations & Responses

February 2023



Working Group Session 1 Presentation March 2022

Land west of Cannondown Road, Cookham



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Working Group Session 1 - March 2022

Agenda

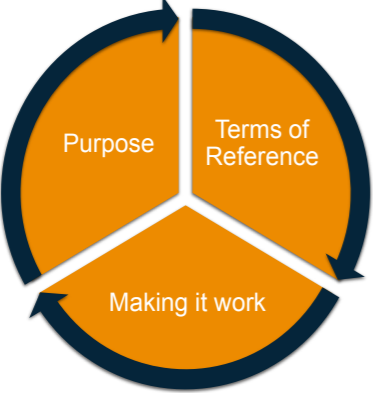
Bellway | **STRATEGIC LAND**

- Welcome
- Introduction from RBWM
- About the working group
- The allocation – Breakout session 1
- About the site – Breakout session 2
- Session summary and next steps



About the working group

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AL37 allocation summary

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Housing	Environment	Connections	Assessments
<ul style="list-style-type: none"> • Approx. 200 homes • Family housing with gardens • High quality design which responds positively and sensitively to the character (including height) of the surrounding areas • 40% affordable housing • 5% of units for custom and self-build opportunities 	<ul style="list-style-type: none"> • 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 • Have appropriate edge treatment and transition to the countryside whilst minimising the impact on long-distance views from the south west, south, and south east. • Sewer systems including treatment works reinforced prior to the occupation and use of the housing 	<ul style="list-style-type: none"> • Connect to the Public Rights of Way network • Pedestrian and cycle links through the site to improve connectivity • Well-served by public bus routes / demand responsive transport / other innovative public transport solutions, with appropriate provision for new bus stop infrastructure, therefore making the bus an attractive alternative to the private car for local journeys, including to nearby GP surgeries and leisure facilities 	<ul style="list-style-type: none"> • Undertake a minerals assessment • Appropriate mitigation measures to address the impacts of noise and air pollution to protect residential amenity • Address potential risks to groundwater • Considers flood risk • Demonstrates the sustainable management of surface water runoff through the use of SuDS in line with policy and best practice; any proposed surface water discharge must be limited to greenfield runoff rates

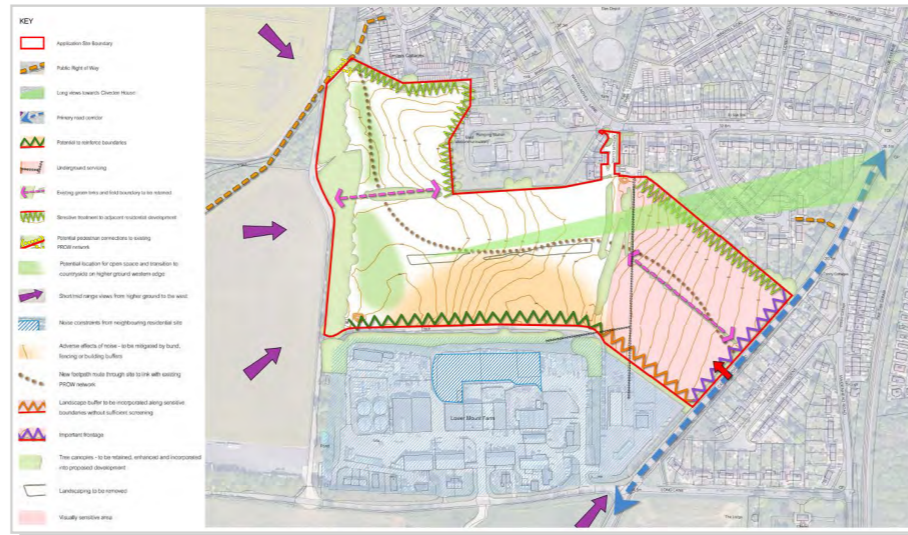
Breakout session 1

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- We understand the aspirations of the allocation and need to assess the site to determine how this can be realised
- Question - Using your local knowledge, do you have any initial thoughts or comments we need to consider from the outset?
- Aim - Understanding and gaining local feedback and experiences in regards to the existing conditions

Site



Breakout session 2

- We have set out the site's technical considerations and want to gain inputs from group members on the site's constraints and opportunities, and how this feeds into the next session
- Questions - Do you have any questions or comments about the site assessments? Is there anything else we should be aware of or evaluate?
- Aim - Understanding if there are any missing gaps or anything that requires further consideration



Session summary

Summary of the session and key takeaways

What happens next?



Making it work

What did we like and what didn't we like?

- Time of day
- Day of the week
- Online or in person

Thank you





Meeting Note

Cannondown Road Working Group Session One

3 March 2022

Attendees

Project team

- Rob O'Carroll (Bellway)
- Andrea Kellegher (Turley Strategic Communications)
- Emily Bell (Turley Strategic Communications)
- David Murray-Cox (Turley Planning)
- Kenji Holdsworth (dha architecture)
- Steve Mitchell (dha architecture)
- Andrew Braun (Ardent)

Working group members

- RBWM officer representative, Ian Motuel
- RBWM officer representative, Garry Thornton
- Cabinet Member for Planning, Environmental Services and Maidenhead, Councillor David Coppinger
- RBWM Councillor Mandy Brar – Cllr Brar declared that she sits on planning committee
- Cookham Parish Councillor Mark Howard
- Cookham Parish Councillor Eileen Bune
- Cookham Parish Councillor Bill Perry
- Jonathon Clement
- Louise van Haarst
- Adam Williams
- Holly Milburn
- Barry Weare
- Paul Strzelecki
- Allan McGregor
- Lesley Austin
- Jon Herbert
- William Hepworth
- Christine Doyle
- Nic Dawkes

Welcome

1. Andrea Kellegher (AK) provided a welcome to the session, a roll call of attendees and ran through the agenda for the session. Rob O'Carroll (RO) provided an introduction to Bellway.

Introduction from RBWM

2. Ian Motuel (IM) provide an introduction to the Stakeholder Masterplan Document process and thinking behind it in general from RBWM, and detail on the Local Plan process.

About the working group

3. AK set out the purpose of the working group and why the group has been set up – referring to the Terms of Reference (ToR). AK also ran a poll to agree the ToR which asked attended to

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virtually vote for one of the following – Yes, No, I have a comment. 13 people responded (9 Yes, 2 No, 1 comment).

4. Questions were asked by the group at this point as summarised below.

- Concerns were raised that there had not been enough engagement on the Local Plan and site allocation.
- Questions regarding what was included in the ToR were raised. It was noted that this had been circulated ahead of the session and was available to review and comment on following the working group meeting had attendees not read it in detail.
- It was queried whether the ToR included details on the legal process should the Local Plan be challenged during the Judicial Review period. Noting that should the Plan / site be successfully challenged and not delivered that the working group works will be abortive.

5. AK noted that the project team are constantly seeking to improve and that there will be questions at the end on how to improve the next working group session.

About Cookham - Breakout Session One

6. David Murray-Cox (DMC) set out the different aspects of the site allocation policy wording.
7. AK set a task for the group to gain an understanding and local feedback about Cookham as a wider area. The working group was split into 3 and moved into breakout rooms to discuss the following question:

Using your local knowledge, do you have any initial thoughts or comments we need to consider from the outset?

8. A summary of the themes raised are outlined by theme below.

Site location

9. It was noted that the site was a gateway into Cookham and it was important for the development to be inviting.

Environment

10. The environmental impacts of the development were questioned including possible impacts on any existing habitats on site.
11. Proposed green and blue infrastructure was noted as being 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.

Sustainability

12. It was noted that 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.

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Drainage

13. It was noted that there are existing drainage issues on Whyteladies Lane and under Cannondown Bridge.

Highways

14. There were concerns that the traffic modelling that had been undertaken to inform the Local Plan may be flawed.
15. Paul Strzelecki (PS) confirmed that he would share his findings with the project team for their awareness.
16. Specific areas of concern included Whyteladies Lane, where pavements were not wide enough for a double buggy, and Cannondown Road which it was noted could not be widened as it was a historic roadway.
17. It was noted that there are bridge impacts from surrounding Cookham developments, which add to existing congestion.
18. It was noted that there was ongoing consultation on highways improvements locally which could impact on traffic. This includes the narrowing of the single lane carriageway under Cannondown Bridge to provide a widened footway and new crossing.

19. It was noted that there are a series of one-way routes in the vicinity, including the railway bridges.

20. There was a question as to how children would get to school, especially given the expectation (in the Local Plan allocation) for family housing.

21. Concerns were raised in relation to the impact of construction traffic.

22. It was felt that traffic needs to be assessed along with all the other developments planned for the local area at Bourne End and Spencers' Lane.

Pedestrian connectivity

23. The safety of pedestrian travel was highlighted, specifically on Whyteladies Lane.
24. Pedestrian access via Arthur Close was discussed, and also via Lesters Road (connecting the site via the existing public footpath).

Public transport

25. It was noted that public transport was limited in Cookham including both bus routes and train travel.

Services and facilities

26. The capacity of schools, doctor's surgeries and local services were questioned, with local residents noting that there is limited capacity for school places / doctor's appointments currently.

Housing need

27. It was noted that the affordable housing in Cookham was predominantly maisonettes and there was a preference for this to carry through into the design rather than flats.

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28. A comment was made that 'affordable housing' may not be affordable to those in the area.
29. It was also noted that family sized homes are required locally.
30. It was felt that housing should exceed minimum space standards.
31. It was asked how the affordable housing would be split.

Open spaces

32. It was highlighted that ease of access to green open spaces beyond the site for existing residents was important.
33. It was suggested to provide public open space at the western end of the site to provide a transition into the countryside.

Character

34. It was felt that Cookham is a village and the character needs to remain as a village with separation between Cookham and Maidenhead key to this.
35. Comments were made that the scheme should 'integrate' into the existing settlement.
36. A comment was made that the scheme should be built as a series of smaller clusters, rather than one large development.

Cookham's history

37. It was questioned how well Bellway Homes knew Cookham and its history. Following this, it was noted that residents were proud of the area and the community.
38. There was a recommendation to view the Royal Borough of Windsor and Maidenhead Examination Hearing recording on YouTube from 6 October 2020¹, from 50.41 minutes, where the history and character of Cookham is summarised.

Noise/Air Quality

39. There was a discussion regarding the adjacent industrial units and complaints about noise, and how this would influence the design. One participant noted that development should be away from the industrial units but not pushed up against the existing dwellings.

Local policy documents

40. It was noted that there is a village design statement for Cookham which will provide a guide for the new development. This was prepared by a working group of residents with the sponsorship of Cookham Parish Council and the Cookham Society.
41. In addition, the parish are in the process of creating a Neighbourhood Plan (NP) and have undertaken two rounds of public consultation to date. It was requested that the NP findings is taken into consideration. A masterplan for this particular site has already been produced as part of this work.

¹ www.youtube.com/watch?v=JfISvgKLMaA

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About the Site - Breakout Session Two

- 42. Kenji Holdsworth (KH) talked the group through the site's technical constraints and opportunities.
- 43. AK set a task for the group to gain an understanding if there is any missing gaps or anything that requires further consideration as part of the site's assessment. The working group was split into 3 and moved into breakout rooms to discuss the following questions:

Do you have any questions or comments about the site assessments? Is there anything else we should be aware of?
- 44. A summary of the themes raised are outlined by theme below.

Assessments

- 45. It was questioned what level of detail had been provided by the technical assessments undertaken to date. The project team confirmed that they were at an early stage in the process and the outcome of the initial assessments and site visits were shown on the constraints and opportunities plan (displayed ahead of breakout session 2). It was confirmed that detailed technical assessments would be undertaken to feed into the process in the coming months.
- 46. It was questioned whether the council have carried out any assessments and if an air quality assessment for Cookham was carried out during the Local Plan process. It was confirmed that existing reports are available on the council's website under the examination documents section to view.
- 47. Attendees were grateful for the early engagement, however felt that there was not much information to comment on at this stage.

Open spaces

- 48. There was a preference for green open spaces to be included between the new and existing homes rather than near the farm.
- 49. There was encouragement to include play spaces which are suitable for children of all ages and that spaces should support social interaction.
- 50. There was also support for a 'joined up' approach between this allocation and others at Cookham.

Highways

- 51. Questions were asked in regards to the highways assessments and modelling that would be undertaken and whether this would include vehicular movements associated with proposed and consented development in the area.
- 52. The point of access was discussed, with questions regarding whether this was fixed at this stage.
- 53. Concerns were raised regarding the safety of vehicular access on the bend on Whyteladyes Lane.
- 54. The possible impacts on the existing congestion caused at school pick up and drop off times was discussed, with a focus on those travelling to and from (and past) Furze Platt School.

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- 55. It was asked how many homes would be generated by the development – noting a rise in traffic movements from other developments in the surrounding area.
- 56. It was questioned how traffic coming to the development would be managed.
- 57. It was noted that there had been a fatality and, as a result, many parents choose to drive their children to school.
- 58. 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.
- 59. It was noted that local residents use Long Lane and there is sometimes issues with passing points. It was questioned whether this would be considered in wider transport assessments.
- 60. Consideration to utilising Long Lane for the site access was encouraged.
- 61. Concerns were raised over traffic associated with the consented sports pitches on land west of Lower Mount Farm, and the recent changes to permitted hours of use (and corresponding potential for peak hour traffic increases).

Drainage

- 62. Concerns were raised regarding water run off on the site and whether this would travel downhill and cause flooding off site.
- 63. It was questioned whether the community would be able to access the open spaces on site if these were concentrated around the proposed drainage / ponds or whether these would become boggy.
- 64. It was noted that a planning application for 83 homes behind Whyteladyes Lane was objected to by Thames Water on drainage grounds.
- 65. It was questioned where the drainage under Cannondown bridge and Whyteladyes Lane would be linked.

Environment

- 66. It was questioned what ecology and environmental assessments would be undertaken. It was suggested that a year round ecological survey will be required.
- 67. The importance of retaining the existing tree line, and as many trees as possible in general, on site was highlighted.
- 68. It was recommended to meet with Save Cookham and Wild Cookham to gain further understanding of the site's environment.

Scale

- 69. The scale of the development was discussed, with questions asked in regards to housing numbers and whether this might be less than 200.
- 70. There were concerns around the wording of the Local Plan site allocation for 'approximately 200 dwellings' and whether this could lead to an excess of 200 on the site.

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- 71. The density of the homes was discussed, with a preference for a density that complements existing properties in Cookham.

Character

- 72. The importance of complementing the character of Cookham through the development was highlighted.
- 73. New buildings should be good quality and sustainable.

Session Summary and Next Steps

- 74. AK provided a summary of the session, key takeaways and what happens next. The programme and content of future working group sessions was outlined for attendees. AK invited feedback on the session and what could be improved.
- 75. A request was made for the project team to provide more information in advance of the next session to allow people time to digest it first.
- 76. It was noted that it would be important to engage with the wider community ahead of the Stakeholder Masterplan stage to ensure they could input into the plans at an early stage.
- 77. There was support for the working group and the level of engagement being undertaken.
- 78. It was noted that the parish could advise Bellway Homes on the best locations for any in person events with the community, along with sharing details for existing community events that Bellway Homes could attend.
- 79. It was suggested that a representative from the project team join future Cookham Society meetings.
- 80. Attendees were asked what time, day and format they would prefer for future working group sessions to be held. The preference was for meetings to be held after 5pm on Thursday's, and for these to continue to be held online.

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Working Group Session 2 - March 2022

Agenda

- Welcome
- Recap of session 1
- Green infrastructure
- Developable area
- Access and movement
- Possible site access
- Pedestrian connectivity
- Accessibility
- Session summary and next steps



Green Infrastructure



- KEY:**
- Existing Trees and Hedgerows
 - Considering Privacy of Neighbours with Longer Rear Gardens or a Wider Landscape Buffer
 - Zone For Hedges and Trees to Mitigate Views of the Pumping Station
 - Zone for Hedges and Trees to Preserve Privacy of Neighbours
 - Existing Hedgerow along Cannondown Road
 - Open Space around Existing Woodland
 - Open Space in the best locations for Rainwater Drainage
 - Open Space where set back is required from the nose at Lower Mount Farm
 - Open Space around Ecologically Sensitive Hedgerows and Tree Belts
 - Considering Privacy of Neighbours with Longer Rear Gardens or a Wider Landscape Buffer

Green Infrastructure




Requests were made in working group 1 for exposed rear garden fences as part of the development. The image above provides an example of this.


Developable Area



- KEY:**
- Indicative Location of Semi-Detached and Detached Dwellings
 - Indicative Location of Semi-Detached, Terraced and Apartment Dwellings
 - Considering Privacy of Neighbours with Longer Rear Gardens or a Wider Landscape Buffer
 - Zone For Hedges and Trees to Mitigate Views of the Pumping Station
 - Zone for Hedges and Trees to Preserve Privacy of Neighbours
 - Existing Hedgerow along Cannondown Road
 - Considering Privacy of Neighbours with Longer Rear Gardens or a Wider Landscape Buffer

Access and Movement




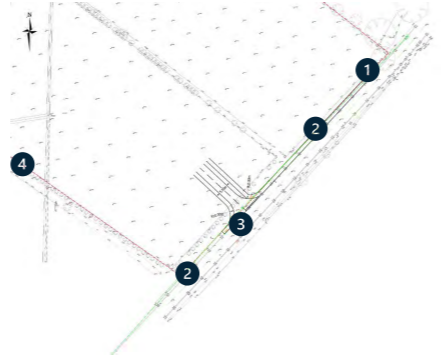


KEY:

- Existing Public Right of Way adjacent to the Site
- Indicative Road Network
- Indicative Walking and Cycling Route within the Site
- Potential Walking and Cycling Routes towards the Site Boundary
- Potential Locations for the Primary Vehicle Access Point into the Site
- Potential Emergency Vehicle Access Point into the Site


Possible Site Access

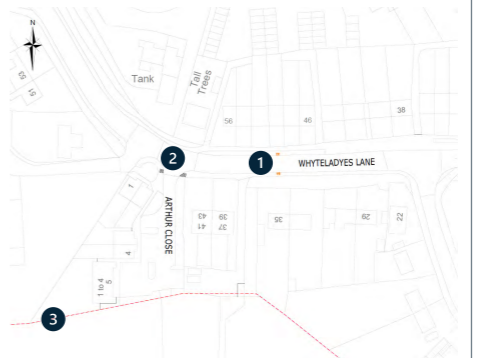




1. Existing footway and bus stop - possible improvements to support travel by non-car modes
2. 2.4 x 120m visibility splay taken to edge of carriageway (in line with current 40mph speed limit)
3. 2m wide footway extended to include dropped kerb crossing with tactile paving
4. Indicative site boundary


Pedestrian Connectivity






1. Potential crossing including dropped kerbs and tactile paving on pedestrian routes to the north
2. Existing tactile paving at Arthur Close
3. Indicative site boundary

Accessibility






KEY:

- Railway Station
- Bus Stops
- Public Rights Of Way
- RBWM Cannondown Bridge Scheme
- Indicative Site Boundary

Session summary



Summary of the session and key takeaways

What happens next?

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
March / April		May		Formal 4 week consultation on Stakeholder Masterplan Document			

Thank you






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Working Group Session 2 - March 2022

Meeting Note

Cannondown Road Working Group Session Two

24 March 2022

Attendees

Project team

- Rob O'Carroll (Bellway)
- Andrea Kellegher (Turley Strategic Communications)
- Emily Bell (Turley Strategic Communications)
- David Murray-Cox (Turley Planning)
- Kenji Holdsworth (dha architecture)
- Ed England (dha architecture)

Working group members

- RBWM officer representative, Garry Thornton
- Cabinet Member for Planning, Environmental Services and Maidenhead, Phil Haseler
- RBWM Councillor Mandy Brar – Cllr Brar
- Cookham Parish Councillor Mark Howard
- Cookham Parish Councillor Bill Perry
- Christine Doyle
- Nic Dawkes
- Jenny Knight
- Alex McLachlan
- Allan McGregor
- Dave Brooks
- Holly Milburn
- Lesley Austin
- William Hepworth
- Darin McLeod
- Paul Strzelecki

Welcome

1. Andrea Kellegher (AK) provided a welcome to the session and ran through the agenda for the session. She also introduced Cllr Phil Haseler to the group who has taken on the role as Cabinet Member for Planning, Parking, Highways & Transport taking over from Cllr David Coppinger.

Legal Challenge

2. The Maidenhead Great Park campaign legal challenge regarding the Windsor and Maidenhead Local Plan was discussed, with David Murray-Cox (DMC) confirming the intention to proceed with the consultation and planning programme for land west of Cannondown Road.

Exploring Development Parcels

3. Ed England (EE) took attendees through the detail of the presentation slides including indicative plans showing green infrastructure, developable parcels, access and movement and pedestrian connectivity. These points were then discussed by the project team. A summary of the questions and feedback raised through the session is outlined overleaf by theme below.

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4. 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 stories
 - Use design principles set out in the neighbourhood plan masterplan

Noise and pollution

5. It was questioned whether the proposals would take noise and pollution into account, specifically with the existing industrial uses neighbouring the site. Rob O'Carroll (RO) confirmed that there were air quality assessors who would support the application moving forwards.

6. It was highlighted that it would be important for a member of the project team to visit the industrial site to the south to assess its impacts.

Developable area and homes

7. The developable area and green infrastructure plans were discussed, with concerns that the homes on the site could be small. There was a preference from some members of the group for larger, family homes – there was also a preference noted for a mix of housing sizes including smaller homes for first time buyers.
8. RO confirmed that Bellway Homes would adhere to space standards and would be working with the Council on housing mix and would be led by policy (including on affordable provision).
9. It was highlighted that there was a hope the plans would exceed space standards and would deliver more than a standardised product – developing homes that maximise the look and feel of Cookham and the setting of the site.
10. It was questioned when tenure mix and ideas on property values might be available to provide an understanding on affordability. RO committed to doing indicative work on values and tenure split for later working group sessions.

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11. The height of homes was discussed, with a preference stated for maisonettes rather than flats. It was also highlighted that the topography of the site would need to be considered when progressing plans for building heights.
12. The site allocation was discussed, with attendees noting that it included 'approximately' 200 homes. It was questioned whether there was a calculation used to determine what housing types and sizes would be commercially viable and whether 200 homes would be the maximum number of homes proposed. RO confirmed that we were at the initial stages of the process and the starting point had been to use the Council's work and dwellings per hectare and progress from there to establish dwelling numbers and so on.
13. It was highlighted that the site allocation includes self-build homes.

Design

14. Parish Council representatives noted 'The Cookham Village Design Statement'¹ which includes details on materials, colour palettes and so on.

Green infrastructure

15. It was noted that there was a preference against exposed fences onto public open space / landscaped areas to prevent anti-social behaviour and protect resident's privacy and security.
16. The buffer zone for the neighbours adjacent to the north of the lower site was highlighted. It was noted that the green infrastructure plan states that there will be longer gardens or green space, however, the road positioning on the access and movement plan shows a slimmer slip of land for building than other plots. It was suggested that this could be considered moving forwards.

Access and movement

17. It was asked whether the indicative access shown on the presentation slides was confirmed, or whether this was illustrative at this stage.
18. It was questioned whether there could be three points of vehicular access into the site, as included on the masterplan the Cookham Neighbourhood Plan group prepared. It was felt that this could reduce the impact on congestion when compared with one point of vehicular access. RO confirmed that we were at an early stage in the process and Bellway Homes would not be opposed to three points of access if this worked best for the site. It was noted that assessments would need to be undertaken, along with consideration for land ownership, as to whether the suggested alternative access arrangements would be feasible.
19. It was noted that, from a commercial perspective, three points of vehicular access could help when marketing and selling properties on the site with the view this could minimise the impacts of construction.
20. There were concerns regarding the safety of including vehicular access onto Arthur Close and Lesters Road. It was noted that accidents occur on the bend off Arthur Close and Lesters Road is very narrow.

¹ https://cookhamparishcouncil.org.uk/crbst_14.html

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21. It was suggested that, if Arthur Close was included as a point of vehicular access, it be a left turn only onto Whyteladies Lane to ensure safety.
22. The internal roads were discussed, with a preference for curved rather than straight roads to complement the village character and slow vehicle movements. EE noted that there was a place for both straight and curved roads in design terms and noted the feedback provided.
23. There was a preference for 20mph speed limits on internal roads.

Pedestrian access and movement

24. The proposed pedestrian crossing point was discussed. There was a concern that this could be too close to existing homes and was at a point where cars park on both sides of the road which may cause difficulty and light pollution for residents.
25. It was suggested that Lesters Road may be more appropriate for pedestrian and cycle access than for vehicular access.

Accessibility and wider highways

26. There was a concern that, if a bus was at the existing bus stop on Whyteladies Lane, the view of the proposed point of access could be blocked for other road users.
27. It was noted that public transport was not very accessible and there was a concern that the future residents would be dependant on cars.
28. The highways modelling for the Local Plan process was discussed, with Paul Strzelecki (PS) offering to meet with Andrew Braun (AB) to discuss his own modelling and concerns. RO confirmed that Bellway Homes were happy for this meeting to take place.

Session Summary and Next Steps

29. AK provided a summary of the session, key takeaways and what happens next. The programme and the future community engagement was outlined for attendees with a request for feedback on how best to engage with the local community – feedback is set out below.

Consultation

30. It was asked whether the intention would be to speak with the wider community in Cookham in addition to the working group sessions. AK confirmed that this would be the case and the programme for events was covered in detail later in the session.
31. The existing summer activities in Cookham were noted, including the Scout Fair on 18 June 2022. It was highlighted that it could be beneficial for the project team to attend existing events such as these to gain feedback from the local community. AK confirmed an action to discuss existing events Bellway Homes could attend further with Cookham Parish Council.

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Meeting Note

Cannondown Road Working Group Session Three

25 May 2022

Project team attendees

- Rob O'Carroll (Bellway)
- Andrea Kellegher (Turley Strategic Communications)
- Emily Bell (Turley Strategic Communications)
- David Murray-Cox (Turley Planning)
- Andrew Braun (Ardent)
- Kenji Holdsworth (dha architecture)
- Ed England (dha architecture)

Draft Stakeholder Masterplan Document

1. The purpose of the Stakeholder Masterplan Document (SMD) was outlined by the project team.
2. It was noted that this document would inform subsequent planning applications for the site.
3. A member of the working group was concerned that there had been limited time to review the document ahead of the meeting. Andrea Kellegher (AK) noted that feedback was encouraged following the call until 6 June.
4. It was questioned whether wider highway networks in Cookham were included in the draft SMD.
5. There was a query regarding whether the details of a dedicated one-on-one meeting regarding wider highway networks with Andrew Braun (AB) were included in the draft SMD.
6. Ed England (EE) presented the SMD and took working group members through the details the document includes.
7. Kenji Holdsworth (KH) noted how the feedback shared to date had shaped the plans.
8. The themes discussed are outlined below.

Density

9. It was questioned how the density compared to the existing neighbourhoods in Cookham. EE noted that the existing density of homes on Lesters Road would compare to that proposed for the site.
10. Working group members were interested to see further detail on the proposed dwelling density, and how this could look visually, along with garden sizes.

Landscaping

11. It was questioned whether there would be screening to prevent impacts on existing neighbours.

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12. Details regarding separation distances between new and existing residents was discussed – particularly along Cannondown Road.

Open space

13. It was questioned how much open space would be included on site, including the size of the landscape buffers.
14. Working group members questioned who would manage the open space on site. EE noted which spaces would likely be taken on by a management company, and which spaces would have ecological functions and not be open for public use.
15. It was noted that there was an existing park for children a few minutes away from the proposed play area on site. It was questioned whether there would be a need or if the area would be best kept as open space. RO noted the policy requirement for a play area, with EE confirming that this could cater for different age groups or include different play facilities (such as gym equipment) depending on the local needs.
16. One working group member noted that the increase in residents could lead to more footfall in the existing play area and therefore lead to a need for a new one on site.

Internal highways

17. It was questioned how the design would promote a 20mph speed limit through the site.
18. There was a concern that headlights of vehicles leaving the site could impact on existing residents opposite the point of proposed access on Cannondown Road. Andrew Braun (AB) noted that the location of the proposed access was selected to minimise impacts on exiting residents, with the homes opposite being well screened by hedges and vegetation. AB also noted that the topography of the site at the point of access wouldn't lead to dipped headlights.
19. It was questioned whether there would be a pedestrian / cycle link at the point of emergency access.

Homes

20. There were concerns that homes were proposed on the southern boundary of the site, specifically in regard to the activity that takes place on Lower Mount Farm and possible impacts this could have on future residents.
21. It was questioned whether the homes to the south of the site impacted on / undermined the green link from a biodiversity perspective.
22. EE noted that further details regarding the proposed homes on site would be provided in due course including the provision of amenity space.
23. It was felt that there were well defined perimeter blocks for new homes, with well-defined public and private spaces. However, it was felt that it wasn't as clear on the southern boundary (beside the existing employment area) and the blocks beside the hedgerow (towards the central / eastern side of the site). It was felt that, in these areas, there wasn't a clear definition of public and private realm.

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Turley

24. There was a concern regarding the fencing of boundaries particularly along the southern boundary for noise mitigation purposes, with questions regarding use of trees, vertical gardens and hedgerows to overcome hard boundary treatments. The particular concern was around fencing attracting antisocial behaviour.

Sustainability

25. It was questioned what the carbon footprint of the development would be for both the build and operation of the site over the next five years. RO noted that there were members of the project team focused on sustainability, however they were not on the working group call. It was noted that further detail on sustainability and energy would be available in due course.
26. It was suggested that a representative of the sustainability team be present on the next working group meeting.

Access and movement

27. It was questioned that, if most vehicles travel right upon leaving the site that they would have to cut across existing traffic. It was questioned how this would impact vehicle movements at peak hours when new residents are trying to leave the site.
28. One working group member questioned when wider traffic modelling would be done and when the information would be available. AB confirmed that, if the information is available in time it will be included at the Stakeholder Masterplan stage – however, if it is not, it will need to be included in the subsequent planning application.
29. It was questioned whether the data on highways assessments undertaken could be made available a week or two before the application is submitted for working group members awareness.
30. It was noted that new residents with children of primary school age would likely have to travel by car to and from school due to lack of capacity at local schools which could impact on vehicle movements at peak hours.
31. The importance of pedestrian crossings off site to promote safe movement of school children was highlighted.
32. The off-site bus stop provision was discussed. There were concerns that this could cause disruption along Cannondown Road if bus stops don't include a layby to remove the parked buses from the traffic flow.
33. It was questioned whether the Cannondown Road junction had been designed safely as it was felt this included a tight curvature.
34. It was questioned whether there was another development for around 200 homes that had been built already which included junctions such as those proposed for this site that residents could visit to understand how they might work.
35. It was noted that a new pedestrian crossing would remove existing parking spaces that are used by residents.

3

Turley

36. There were concerns regarding vehicle speeds down Whyteladyes Lane. It was questioned how vehicle speeds could be addressed to ensure safety at pedestrian crossing point(s).
37. It was suggested that internal road alignment and road lighting proposed may not reflect the character and what exists in Cookham.
38. Working group members thanked the project team for investigating alternative vehicle access arrangements and clarifying the ownership of Lesters Road. It was questioned whether, despite private ownership, pedestrian and cyclist connections could be made via Lesters Road. RO and AB noted that Bellway Homes don't control the land and therefore cannot propose this due to the land not falling within the adopted / public highway. It was questioned whether conversations had been undertaken with those who own Lesters Road. AB and RO noted they could table the question to A2 Dominion who own the land, but there could be no guarantee that such a request would be facilitated.
39. The alleyway near the bottom of Whyteladyes Lane was discussed, with an existing resident noting that it was narrow and unlit. It was noted that there are existing 'no cycling' signs up, however these are not adhered to and the alleyway can be unsafe as a result. It was questioned whether this could be taken away, with concerns that the alleyway could become a key route through the site via Arthur Close.

Planning process and timescales

40. The timescales for the SMD and planning application were discussed. It was confirmed that the ambition was to submit the SMD to the Council in August 2022, with a planning application then submitted by the end of 2022.

Character

41. It was questioned whether the analysis of the character of Cookham was correct with one member of the group noting the buildings in the high street date further back than the 18th century.
42. It was felt that there was very little flint used in existing dwellings in Cookham and this was more used in civic buildings such as churches and pubs. There was a preference to remove silver / grey bricks from the design of new homes.
43. There was a preference for the green spaces on the frontage of the site, beside Cannondown Road, to include more trees and landscaping to filter views into the site.
44. It was noted that Cookham Rise had existing problems with parking and it was felt that this was due to the style of homes. It was felt that design inspiration should be taken from elsewhere in Cookham as a result.
45. It was questioned how many working group members were on the call and whether the vision in the SMD would be a shared vision with Cookham more widely.
46. There was support for the cluster design of the new homes rather than long streets of houses. There was a preference for these homes to cluster around green spaces to ensure it fits the local character of Cookham.

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Turley

- 47. The illustrative sketches of the open spaces were supported, with members hoping these would be delivered and achieved for the site.
- 48. The project team were thanked for trying to pick up the character of Cookham. There was however a concern that the SMD seemed formulaic and could be representative of any Bellway Homes development across the country. There was a hope more local characteristics could be incorporated into the designs.

Summary thoughts

- 49. One working group member thanked the team for the working group session and felt that everything was moving forwards with there being more positives than the previous working group sessions.
- 50. It was questioned whether more information could be shared regarding proposed changes to section 106 agreements and the Community Infrastructure Levy (Queens Speech 2022) and whether this would affect this development.
- 51. It was questioned whether the consultation on the proposed changes to the railway bridge had been taken into account.
- 52. It was noted that the imagery shown in the SMD doesn't include any streetlights. It was questioned whether this meant there wouldn't be any or whether they were just not included in illustrations.
- 53. One attendee felt the discussions have been focused on highways and there hasn't been as much focus on design and layout of the site.

Working Group Feedback

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

- 54. 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.
- 55. 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.
- 56. 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.
- 57. 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.

- 58. There was interest in seeing a pedestrian crossing delivered along Whyteladyes Lane for pedestrians coming through Arthurs Close.
- 59. 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.
- 60. It was questioned how the open space would be managed and who would be responsible for this.

Cookham Parish Council Meeting Summary

Land west of Cannondown Road, Cookham

29 March 2022

A meeting was held with Councillor Bill Perry, Councillor Mark Howard and Jon Herbert (Troy Planning) on 29 March 2022. A summary of the themes discussed is outlined below.

Emerging Neighbourhood Plan

1. The masterplan for the site was discussed, with Jon Herbert (JH) providing background on the process undertaken to date including steering groups, technical inputs from AECOM to produce the masterplan and two rounds of consultation on the emerging Neighbourhood Plan.
2. It was noted that there was still some way to go for the plan to be made, however the direction and key themes had been established.
3. It was anticipated that the key principles from the plan would be used to create the Neighbourhood Plan policy for the site.
4. Ed England (EE) questioned what the headline elements were that the parish council wished to include in the policy. It was confirmed that this included: green infrastructure and where this was located and integrated; three points of vehicular access; position of Public Rights of Way (PRoW), and the location of the children's play area.

Character of Cookham

5. The importance of recognising and strengthening the character of Cookham was noted, with Cookham being separate from Maidenhead.
6. The green setting of Cookham was highlighted, along with the wider cultural reference to Stanley Spencer and how this related to the site.
7. It was noted that the proposed development would increase the size of Cookham by 10% and the process for developing the site was therefore important to the community and the character of Cookham.
8. The Bellway Homes approach to housing type and design was discussed. There was a preference for premium housing types to complement the village.

Site location and boundary treatments

9. It was noted that sensitive boundary treatment between the industrial land and future homes, may be required to the south of the site
10. It was highlighted that the treatment of boundaries would need to be carefully considered, especially at the new junction with Cannondown Road.

Turley

11. The Inspector's comments were discussed, noting the site's self-contained nature with no obvious expansion to the west. It was noted that the boundary treatment to the west would need to be considered in order to protect the Green Belt beyond the site.

Wider highway network

12. Congestion, vehicle speeds and pedestrian / cycle safety were noted as key issues in Cookham.

Pedestrian / cycle connectivity and safety

13. The safety of children on their way to school was highlighted as a local concern, following the fatality of a child.
14. There is a desire for more direct pedestrian routes and for further consideration to be given to the location of the off-site pedestrian crossing.
15. It was hoped that additional pedestrian / cycle links would encourage future residents to use active methods of travel. It was highlighted that a safe link to the secondary school could be beneficial.

Vehicular access

16. Vehicular access was discussed, noting the difference in approach between the parish council and Bellway Homes. It was highlighted that the masterplan for the emerging Neighbourhood Plan included three points of access (via Cannondown Road, Arthur Close and Lesters Road).
17. It was confirmed that the 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.
18. It was noted that there were land ownership and local perceptions to contend with and better understand, but there was a request that the two additional points of access not currently being considered by Bellway Homes be assessed for feasibility.
19. MH suggested that progress in this area, and giving technical consideration to further points of vehicular access, demonstrated a positive of the working group activity undertaken to date.
20. It was felt that three points of vehicular access would help to retain the village character and could commercially benefit Bellway Homes.

Vehicle parking

21. It was questioned whether it was too early to confirm the car parking arrangements for the site and whether this would impact on the quality of the street scene. EE confirmed that the proposals were not yet at that level of detail, however discussed how parking provision would generally be accommodated on site including laybys for visitor parking.
22. MH confirmed that the Royal Borough of Windsor and Maidenhead Council was updating the parking Supplementary Planning Documents (SPDs) which did not currently include provision for visitor parking. **It was noted that there could be value in speaking to the Council regarding this.**

2

Turley

23. It was noted that there was a paragraph in the Village Design Statement to avoid car parking in front of homes.
24. Electric Vehicle (EV) charge points were discussed in terms of both provision for each home and, more generally, for visitor spaces throughout the site. RO confirmed that each property would have the capability for EV charging, however the arrangements for visitor parking was not known at this stage.

Sustainability

25. The sustainability principles of Bellway Homes were discussed, along with their approach to energy efficiency and energy use reduction.
26. There was a preference for Bellway Homes to exceed Building Regulations. RO confirmed that Bellway do generally look to exceed regulations and take a fabric first approach.
27. PV panels were discussed, with parish councillors keen to minimise their visual impact when taking the setting of the site into account. RO confirmed that Bellway Homes generally took this approach and used thin PV panels.
28. A new community action group in Cookham was noted, called 'Cookham Footprint', which is focused on tackling the climate and environmental crisis – initially focussing on energy.

Design

29. The Village Design Statement for Cookham was referenced, which included features such as the organic feel of the design of the village.

Affordable homes

30. First Homes were discussed, with questions regarding how the proposals would deal with the affordability gap.
31. RO confirmed that the proposals would meet the latest guidance on affordable provision.

House type and size

32. The house types proposed in the parish council masterplan were discussed, with EE noting that the footprint for a large proportion of the homes appeared to be for two-bedroom properties. It was also noted that the homes along Cannondown Road appeared to be terraces.
33. MH confirmed that the housing mix was included in the emerging Neighbourhood Plan and responds to the Strategic Housing Market Assessment (SHMA).
34. EE questioned whether AECOM could provide further detail on how the housing mix is shown on the layout. **MH will check with AECOM on this point.**
35. There was a preference for flats not to be included on the site.
36. It was questioned whether Bellway Homes could ask the community to determine their preferences for the housing sizes provided on site.

3

Turley

37. MH noted that the proposals would need to be led by the SHMA. RO confirmed that Bellway Homes approach would use the SHMA as a starting point.

Public Open Space (POS)

38. It was understood that there is a tension between the amount of green space and developable area / building space standards, however there was support that Bellway Homes was looking to exceed the minimum requirements for POS.
39. There was a preference against exposed rear gardens and obscured parking to avoid security issues. It was noted that there have been issues with drug dealing and loud music being played from car parks in the area.

Development phasing

40. There was a 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.
41. The development parcels were discussed, with parish council representatives feeling that there were three distinct parcels (served by each point of vehicular access on the parish masterplan for the site).
42. It was questioned whether the phasing of the development had been planned at this stage. Rob O'Carroll (RO) confirmed that it was, however presented a typical phasing plan which he'd expect for the site.

Timescales

43. The high-level timescales for the planning process were discussed, along with likely construction start dates and first occupation. RO noted that, subject to the timeframes for determination for planning applications, it was expected that construction would commence towards the end of 2023 / early 2024.
44. It was questioned whether Bellway Homes would construct around 50 / 60 homes a year. RO confirmed that, subject to any external impacts on construction, this is a reasonable estimate; however, this could be closer to 100 homes a year.

Construction

45. The potential construction impacts were discussed, with parish councillors noting the importance of clear messaging around the plans for construction management to be included through the wider community consultation process to alleviate local concerns.

Summary

46. It was concluded that, in terms of the general principles, there seemed to be relative agreement between parties.

47. The points of vehicular access remained as an outstanding point for discussion. **RO confirmed that Bellway Homes and Ardent would review the land ownership and technical feasibility of the access points.**

Turley

Turley

Invitation to a have your say on proposed new homes on land west of Cannondown Road, Cookham

As you may be aware, Bellway Homes is progressing plans for approximately 200 new homes in line with Royal Borough of Windsor and Maidenhead's Local Plan policy, which allocates the site for residential development.

We are in the early stages of creating a Stakeholder Masterplan Document to ensure the scheme is developed in collaboration with the council, stakeholders and residents.

To find out more and provide your input into our initial plans, we will be holding the first of our community consultation events between 3 – 7pm on Tuesday 3rd May 2022 at The Holy Trinity Parish Centre. You can also access project information and share your feedback with us online at www.cannondownroad.co.uk.

Please see the reverse of this leaflet to find out more.

Site location plan

Community workshop on 3rd May 2022

Drop-in anytime between 3 - 7pm at The Holy Trinity Parish Centre, Church Gate, SL6 9SP where will be holding a community workshop to seek your inputs into the Stakeholder Masterplan.

Members of the project team will be on hand to talk you through the plans, answer your questions and listen to your local experiences and feedback. At this early stage, we will be discussing the site and the location of potential development parcels. We look forward to meeting with you and hearing your feedback which will help to feed into the final plans.

Project website and live chat

The information shown at the community workshop event will be uploaded to the website from **3rd May**. If you would like to speak to a member of the project team to share your feedback or ask any questions, you can join a live chat with us at any time between **9am – 5pm on 4th May** via the project website or use the alternative contact details below.

Keep up to date

You can register for project updates by:

- Completing the form on our website at www.cannondownroad.co.uk
- Emailing contact@cannondownroad.co.uk
- Phoning **0808 168 8296** and a member of the project team will get back to you

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
March		April / May		June			

Formal 4 week consultation on Stakeholder Masterplan Document

Land west of Cannondown Road, Cookham

01

Welcome

Bellway Homes is progressing plans for approximately 200 new homes in line with Royal Borough of Windsor and Maidenhead Council's Local Plan policy, which allocates the site for residential development. Thank you for joining our first community event today – we look forward to hearing your feedback.

The team

- Rob O'Carroll**
Bellway Homes
- Andrea Kellegher**
Turley Strategic Communications
- Emily Bell**
Turley Strategic Communications
- David Murray-Cox**
Turley Planning
- Andrew Braun**
Ardent Consulting Engineers
- Ed England**
DHA Architecture
- Kenji Holdsworth**
DHA Architecture

What is the purpose of the event?

Members of the project team are on hand today to talk you through the early stages of our plans, answer your questions and listen to your local experiences and feedback.

We have four themed tables for you to join today where you can find out more and share your responses to key questions to help us shape the evolving masterplan. The themes include:

- Site constraints and opportunities**
- Open space and landscaping**
- New homes**
- Access and movement**

Land west of Cannondown Road, Cookham

02

About the site

The site is allocated in the adopted Royal Borough of Windsor and Maidenhead Council Local Plan 2013 - 2033 (policy 'AL37 Land north of Lower Mount Farm, Long Lane, Cookham'). The allocation seeks to provide approximately 200 homes to meet local needs.

A summary of the requirements for the development is below:

- Provide **family housing with gardens**
- 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
- 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
- Connect to the **Public Rights of Way** network
- Provide **pedestrian and cycle links** through the site to improve connectivity
- 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
- Provide appropriate **mitigation measures to address the impacts of noise and air pollution** to protect residential amenity
- Ensure that the **sewer systems including treatment works will be reinforced** prior to the occupation and use of the housing

Site location plan

- Be of **high-quality design** which responds positively and sensitively to the **character** (including height) of the surrounding areas
- Provide at least 40% **affordable housing** opportunities
- Address potential risks to **groundwater**
- Consider flood risk as part of a **Flood Risk Assessment** as the site is larger than one hectare
- Demonstrate the **sustainable management of surface water** runoff through the use of SuDS in line with policy and best practice; any proposed surface water discharge must be limited to greenfield runoff rates
- 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

Land west of Cannondown Road, Cookham

03

What is a Stakeholder Masterplan Document?

As part of the adopted Borough Local Plan (2013 – 2033), the council has committed to working with landowners and developers to prepare 'stakeholder masterplans' for developments above stipulated thresholds, which includes 100+ net new dwellings, and 5,000 sqm of employment or mixed use floorspace.

The stakeholder masterplan process requires developers to engage with the council, local community, and other stakeholders at an early stage in the development process and provides a framework for the preparation and submission of the subsequent planning application.

How can you get involved?

Over the coming months we will be holding a number of engagement activities where you can get involved in shaping the plans. These are shown on the programme below. The stage we are currently at in the programme is highlighted in orange.

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
March		April / May		June			

Formal 4 week consultation on Stakeholder Masterplan Document

- Register for updates on the project via our website at www.cannondownroad.co.uk.
- Phone **0808 168 8296** and a member of the project team will get back to you
- Email contact@cannondownroad.co.uk

Share your feedback and have another chance to view the detail on display today by scanning the QR code

Land west of Cannondown Road, Cookham

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

Land west of Cannondown Road, Cookham

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

Land west of Cannondown Road, Cookham

What should we know about Cookham?

Land west of Cannondown Road, Cookham

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

Land west of Cannondown Road, Cookham

What types of open space is needed?

Land west of Cannondown Road, Cookham

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.)

Land west of Cannondown Road, Cookham

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

Bellway
cannodown road
cookham
Stakeholder Masterplan Development Proposals
May 2022
dharc architecture

WORK IN PROGRESS ISSUE: 23.05.22

the village neighbourhood & its inspiring character

It has been fascinating and inspiring to explore Cookham and to discuss more about its history. There are many inspiring streets, natural landscape areas and buildings, both historic and modern, which the Cannodown Road proposals could take reference to as part of the working design - we are seeking to create a development which has a distinctive character which is all recognisably 'of Cookham'.

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

Please, as we move about 'your new Cookham' - the buildings, streets and surroundings give the most beautiful and most characterful - and, most importantly, most representative of Cookham village.

background & context

Long Lane

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

Background Form: A regular row of semi-detached houses - the fairly wide spaces between the buildings and their repetitive nature create an open feel, with some detached and even the houses of three storeys and the landscaping beyond. Angled buildings 'turning the corner' are effective.

Design & Materials: Typical of their area, with no strong architectural language, but providing good natural surroundings. Generally Long Lane is a characterful stone building with white and red bricks detailing buildings three storeys or more.

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

Design Conclusions: As a 'typical' and a first experience of the village of Cookham for visitors to the village, these buildings form, their stepped roofs and their spacing suggest a gentle transition from country to built-up area. The application of the building form to the first experience of Cookham on the western side of the road, further within the built-up area, and consideration should be given to discussions with the Stakeholder groups, as to what characteristics of Cookham should be represented, particularly at the front of the site.

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

background & context

Lower Road

The inspiration: attractive historic terraced cottages with brickwork detailing, and a group of semi's with prominent regular front gables.

Background Form: The long stone row - made up of the village from the west, including some converted terraced of Victorian-era cottages with a strong linear feel to it, as well as some large architectural detailing further down which are set at a slight angle to the road.

Design & Materials: The yellow-toned brick to the cottages is offset by red brick detailing around the doors and windows and using a linear detail course. The 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 likely to be one of the most iconic parts of the village and a great design precedent for the proposed houses. The more prominent character created by the rhythm of gable ends and the staggered build there as a more conventional pattern which might be defined by regular gabled frontages within the site, for example by porches or screens.

background & context

Cookham Station

The inspiration: a prominent 'civic' building with a distinctive knapped flint finish and red brick detailing.

Background Form: The station sits by itself alongside the local shops and parking areas, and due to its 'civic' feel, its red brick and stone are similarly defined 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 sense of the village's history and architecture to visitors, signifying a gateway that gives a sense of arrival and reference to the building has been used, to the benefit of its character.

Design & Materials: The most prominent element is the knapped flint which frames the building, enclosed by already existing red brickwork, quoins and window surrounds. The window frames, together with the single-storey wing, are a little larger than domestic scale, giving a sense that the interior would be a welcoming public space. In keeping with the functional use, the building's scale remains and lines with a 'strong' presence.

Design Conclusions: Although the site is not a successful modern or today's building practice, the very characterful and red colour palette could be inspired by the proposed development. To capture through the choice of a building being brick together with red quoins and building quoins to make a particular building or street stand out from its neighbours.

background & context

Station Road

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

Background Form: To contrast to the previous examples, the street is narrower, with no through traffic, and an environment through which pedestrians and cyclists are encouraged to travel. The street is a mix of three storeys and two storeys, with a mix of brick and stone. The houses are quite mixed in character, age and design, some more formal than others, some with more ornate details, some with more modern finishes, some with more traditional finishes.


Design & Materials: Some similar to the Lower Road houses, some similar to those but of red brick, some detached, some detached with a gable, some semi-detached, including the pair of gabled houses on Station Hill which mark the entrance to Station Road. Spiky bays are common.

Landscape & Open Space: Some limited front garden planting, but mostly trees, although the street space could also be used for landscaping.

The idea of landscaping by bay widths, or any particular architectural feature, with the character of any part of the site or street, is also an approach which could be successfully followed by the proposals, as the street space could provide great opportunities for landscaping.

background & context

John Lewis Heritage Centre



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

Formative Form: Historic stone/brick farmhouse alongside Cotswold Cotswold with an extraordinary contemporary extension.

Design & Materials: A well considered blend of traditional materials and craftsmanship, with contemporary building forms and design. The main gables, with windows used to the best effect, in a very striking and emphasized by the half-width asymmetrical banded windows and passey brick detailing covering.

Landscapes & Open Space: Some mature planting within the courtyard, and the retained building set within the natural environment of the Cotswolds. Although it is a good element that the extension 'fits in to the back' of the Cotswolds, still in view to enjoy the panoramic, or to invade the horizon with some surveillance.

Design Conclusions: This is an example of contemporary design for Cotswolds, but demonstrates that, if designed with care and with traditional materials, contemporary design can be very successful - even elegant. The building however also highlights the importance of being sympathetic to its surroundings - by fitting in to the public realm, not imposing a stark wall.

background & context 13

Moor Hall



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

Formative Form: A prominent location on the site, which the building overlooks with windows and balconies. The entrance to the complex complements the historic buildings with a stepped building form which leads the visitor towards the gateway and the main reception.

Design & Materials: Although a Georgian building (c.1800), the architecture of the hall is a mixture of the earlier era - more 'rustic' in character, with the prominent weathering gables with black timbering and window frames chimney stacks, tall chimneys and bay windows. The large entrance opening houses the building's main hall with a side door. The high main walls are finished with plasterwork, but the gable ends feature a decorative plaster finish in a more rustic style. The late 20th century additions however - construction and upholstery.

Landscapes & Open Space: The mature landscaping and large trees which surround the complex enhance its distinction from its more domestic surroundings, as well as softening the view from the road, and the entrance road has a variety of mature trees to one side. The greenery in the centre of the development is simply presented with a range of well-planned 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 river makes them very recognizable. The occupants are also a well-known local employer.

Opportunities for the proposed development to incorporate some design response with these buildings is to be considered - that response to Cotswolds is related to their distinctive form that domestic residential setting and their prominent location. Some of the 'look' the complex can offer is a contrast between the 'rustic' or 'rustic' buildings and the more 'refined' or 'refined' buildings. It is also important to consider the entrance road, and the regular incorporation of gables and vertical wall forms, to provide a visual link to the historic buildings.

background & context 15

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.

Formative Form: A highly picturesque, characteristic street scene, which is a fairly narrow street with a mix of building styles. The buildings themselves are a mix of styles - from Georgian to Victorian to Edwardian. The street is a mix of building styles - from Georgian to Victorian to Edwardian. The street is a mix of building styles - from Georgian to Victorian to Edwardian.

Design & Materials: Very varied - brick, red, yellow/cream or white painted, various applied materials including flint and render, some traditional black timbering. Roofs are long and low, or gabled, or hipped and gabled. Windows are small and multi-paned, or casements, or large windows. Brick detailing in cornices and pavements, or ornamental and decorative.

Design Conclusions: If any new street could be added to incorporate Cookham, it is the historic High Street. Its character is its variety in almost all aspects - 'to the water'. Its historic buildings, which are a mix of styles, are a mix of styles. Its historic buildings, which are a mix of styles, are a mix of styles. Its historic buildings, which are a mix of styles, are a mix of styles.

Landscapes & Open Space: Most buildings are set along the highway with mixed uses for landscaping, which tends to be in gardens and landscaping. There are patches of green space throughout, particularly on the street with a road verge incorporating the garage, which creates an attractive visual scene from the street.

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highways engineers' response & access proposals

Access opportunities via Leaters Road and Arthur Close have been explored.

Access via Leaters Road is not possible owing to third party land ownership.

Access via Arthur Close has been considered for a small parcel of development (up to 5-20 dwellings). However, given concerns expressed by local residents and that the road will form a key pedestrian cycle route through the site via Whytelands Lane, it is proposed to limit the development to a maximum of 5 dwellings (other than for emergency access).

Potential improvements to improve priority for pedestrians on Arthur Close are being considered (where feasible).

Accessed access arrangements for Cannonsdown Road has been identified, which includes the potential relocation of the drainage in order to meet the needs of the site through a proposed (where feasible) to help cover gaps, including:

- Design of south overbridge and parallel roaded entering 30mph speed limit.
- New pedestrian refuge crossing placed on Cannonsdown Lane facilitating access to the southbound bus stop.
- Blue zig-zag markings at the bus stop - to provide a further road user for responses to meet with gaps through the section.

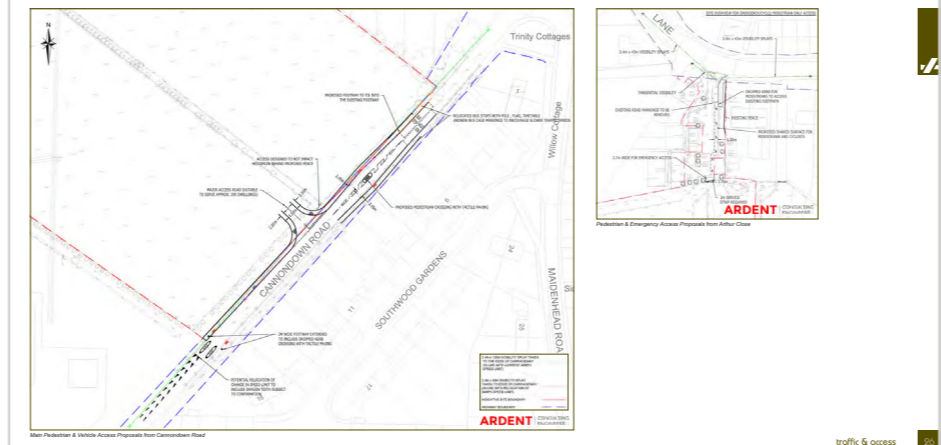
Further afield, the key routes via Cannonsdown Road and Alfred Major Park provide convenient routes to the local schools, shops and Cookham Station, which are located on both Cannonsdown Road and Whytelands Lane close to the site.

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 feasibility study. This will inform modelling of predicted queues and delays, to identify any locations where the proposed road would result in severe impacts and might warrant mitigating improvements.

Other proposed improvements to the site include:

- New dropped kerbside paving crossing at Whytelands Lane just east of Alfred Major, to facilitate crossings for Alfred Major Park.
- New dropped kerbside paving crossing at Leaters Road, to assist pedestrians on the route to the site via the public footpath to the north of the site.
- New dropped kerbside paving and overbridge crossing at Whytelands Lane, to facilitate the alternative route to Alfred Major Park via 30mph road entering 30mph speed limit.
- The emerging pedestrian refuges straight north of the road are retained, to help assist a 30mph design speed.
- A detailed audit of key existing walking/cycling and public transport routes suggests that, subject to the installed improvements listed above, the site can be well connected to the local facilities within Cookham and

traffic & access 25



Proposed & Vehicle Access Proposals from Cannonsdown Road

ARDENT ENGINEERING

traffic & access 26

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

Information regarding the Rural Borough of Windsor and Maidenhead Strategic Housing Market Assessment, the local housing market, and requirements for specific affordable dwellings will be provided here.

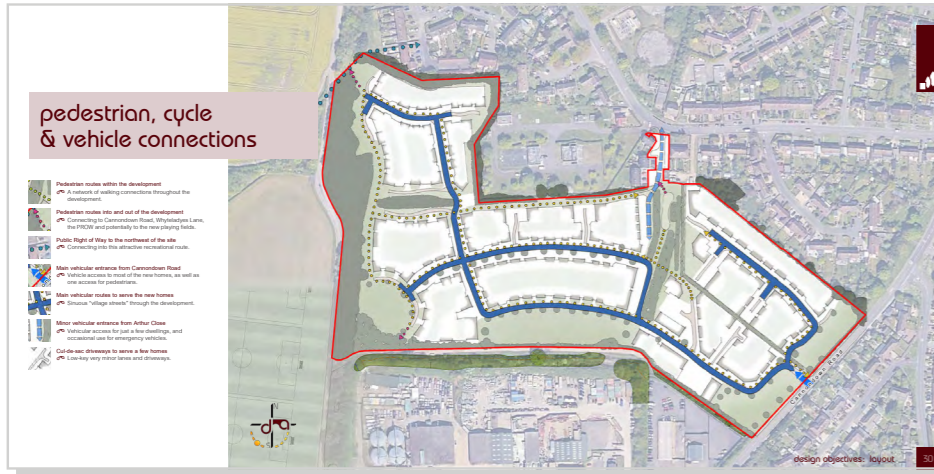
Advice received during the consultation process on the subject included:

- Affordable housing in Cookham is predominantly two-bedroom and there was a preference for this to vary through the site design rather than flats.
- Family sized homes are required locally.
- Highly energy efficient properties with a low carbon footprint.
- 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 particularly in Cookham.
- Family homes.
- Interest for affordable housing.
- Quicker homes for young professionals.
- Additional homes that are fully affordable for those trying to buy their first home.
- Homes with a minimum space for future residents to allow for future needs, including possible future extensions and an improvement through a different approach.

Illustrative Mix of Dwelling Types - a Variety of New Homes for Cookham

PRIVATE HOMES	No.	AFFORDABLE HOMES (GAP)	No.
1-bed apartment/micro-flat	2	1-bed apartment/micro-flat	20
2-bed apartment/micro-flat	3	2-bed apartment/micro-flat	10
2-bed house	15	2-bed house	20
3-bed house	50	3-bed house	25
4-bed house	40	4-bed house	5
5-bed house	10	5-bed house	-
Total	120	Total	60
TOTAL DWELLINGS		200	

design objectives: layout 27



Meeting Note

Cannondown Road Working Group Session Three

25 May 2022

Project team attendees

- Rob O'Carroll (Bellway)
- Andrea Kellegher (Turley Strategic Communications)
- Emily Bell (Turley Strategic Communications)
- David Murray-Cox (Turley Planning)
- Andrew Braun (Ardent)
- Kenji Holdsworth (dha architecture)
- Ed England (dha architecture)

Draft Stakeholder Masterplan Document

1. The purpose of the Stakeholder Masterplan Document (SMD) was outlined by the project team.
2. It was noted that this document would inform subsequent planning applications for the site.
3. A member of the working group was concerned that there had been limited time to review the document ahead of the meeting. Andrea Kellegher (AK) noted that feedback was encouraged following the call until 6 June.
4. It was questioned whether wider highway networks in Cookham were included in the draft SMD.
5. There was a query regarding whether the details of a dedicated one-on-one meeting regarding wider highway networks with Andrew Braun (AB) were included in the draft SMD.
6. Ed England (EE) presented the SMD and took working group members through the details the document includes.
7. Kenji Holdsworth (KH) noted how the feedback shared to date had shaped the plans.
8. The themes discussed are outlined below.

Density

9. It was questioned how the density compared to the existing neighbourhoods in Cookham. EE noted that the existing density of homes on Lesters Road would compare to that proposed for the site.
10. Working group members were interested to see further detail on the proposed dwelling density, and how this could look visually, along with garden sizes.

Landscaping

11. It was questioned whether there would be screening to prevent impacts on existing neighbours.

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12. Details regarding separation distances between new and existing residents was discussed – particularly along Cannondown Road.

Open space

13. It was questioned how much open space would be included on site, including the size of the landscape buffers.
14. Working group members questioned who would manage the open space on site. EE noted which spaces would likely be taken on by a management company, and which spaces would have ecological functions and not be open for public use.
15. It was noted that there was an existing park for children a few minutes away from the proposed play area on site. It was questioned whether there would be a need or if the area would be best kept as open space. RO noted the policy requirement for a play area, with EE confirming that this could cater for different age groups or include different play facilities (such as gym equipment) depending on the local needs.
16. One working group member noted that the increase in residents could lead to more footfall in the existing play area and therefore lead to a need for a new one on site.

Internal highways

17. It was questioned how the design would promote a 20mph speed limit through the site.
18. There was a concern that headlights of vehicles leaving the site could impact on existing residents opposite the point of proposed access on Cannondown Road. Andrew Braun (AB) noted that the location of the proposed access was selected to minimise impacts on exiting residents, with the homes opposite being well screened by hedges and vegetation. AB also noted that the topography of the site at the point of access wouldn't lead to dipped headlights.
19. It was questioned whether there would be a pedestrian / cycle link at the point of emergency access.

Homes

20. There were concerns that homes were proposed on the southern boundary of the site, specifically in regard to the activity that takes place on Lower Mount Farm and possible impacts this could have on future residents.
21. It was questioned whether the homes to the south of the site impacted on / undermined the green link from a biodiversity perspective.
22. EE noted that further details regarding the proposed homes on site would be provided in due course including the provision of amenity space.
23. It was felt that there were well defined perimeter blocks for new homes, with well-defined public and private spaces. However, it was felt that it wasn't as clear on the southern boundary (beside the existing employment area) and the blocks beside the hedgerow (towards the central / eastern side of the site). It was felt that, in these areas, there wasn't a clear definition of public and private realm.

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Turley

24. There was a concern regarding the fencing of boundaries particularly along the southern boundary for noise mitigation purposes, with questions regarding use of trees, vertical gardens and hedgerows to overcome hard boundary treatments. The particular concern was around fencing attracting antisocial behaviour.

Sustainability

25. It was questioned what the carbon footprint of the development would be for both the build and operation of the site over the next five years. RO noted that there were members of the project team focused on sustainability, however they were not on the working group call. It was noted that further detail on sustainability and energy would be available in due course.
26. It was suggested that a representative of the sustainability team be present on the next working group meeting.

Access and movement

27. It was questioned that, if most vehicles travel right upon leaving the site that they would have to cut across existing traffic. It was questioned how this would impact vehicle movements at peak hours when new residents are trying to leave the site.
28. One working group member questioned when wider traffic modelling would be done and when the information would be available. AB confirmed that, if the information is available in time it will be included at the Stakeholder Masterplan stage – however, if it is not, it will need to be included in the subsequent planning application.
29. It was questioned whether the data on highways assessments undertaken could be made available a week or two before the application is submitted for working group members awareness.
30. It was noted that new residents with children of primary school age would likely have to travel by car to and from school due to lack of capacity at local schools which could impact on vehicle movements at peak hours.
31. The importance of pedestrian crossings off site to promote safe movement of school children was highlighted.
32. The off-site bus stop provision was discussed. There were concerns that this could cause disruption along Cannondown Road if bus stops don't include a layby to remove the parked buses from the traffic flow.
33. It was questioned whether the Cannondown Road junction had been designed safely as it was felt this included a tight curvature.
34. It was questioned whether there was another development for around 200 homes that had been built already which included junctions such as those proposed for this site that residents could visit to understand how they might work.
35. It was noted that a new pedestrian crossing would remove existing parking spaces that are used by residents.

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Turley

36. There were concerns regarding vehicle speeds down Whyteladies Lane. It was questioned how vehicle speeds could be addressed to ensure safety at pedestrian crossing point(s).
37. It was suggested that internal road alignment and road lighting proposed may not reflect the character and what exists in Cookham.
38. Working group members thanked the project team for investigating alternative vehicle access arrangements and clarifying the ownership of Lesters Road. It was questioned whether, despite private ownership, pedestrian and cyclist connections could be made via Lesters Road. RO and AB noted that Bellway Homes don't control the land and therefore cannot propose this due to the land not falling within the adopted / public highway. It was questioned whether conversations had been undertaken with those who own Lesters Road. AB and RO noted they could table the question to A2 Dominion who own the land, but there could be no guarantee that such a request would be facilitated.
39. The alleyway near the bottom of Whyteladies Lane was discussed, with an existing resident noting that it was narrow and unlit. It was noted that there are existing 'no cycling' signs up, however these are not adhered to and the alleyway can be unsafe as a result. It was questioned whether this could be taken away, with concerns that the alleyway could become a key route through the site via Arthur Close.

Planning process and timescales

40. The timescales for the SMD and planning application were discussed. It was confirmed that the ambition was to submit the SMD to the Council in August 2022, with a planning application then submitted by the end of 2022.

Character

41. It was questioned whether the analysis of the character of Cookham was correct with one member of the group noting the buildings in the high street date further back than the 18th century.
42. It was felt that there was very little flint used in existing dwellings in Cookham and this was more used in civic buildings such as churches and pubs. There was a preference to remove silver / grey bricks from the design of new homes.
43. There was a preference for the green spaces on the frontage of the site, beside Cannondown Road, to include more trees and landscaping to filter views into the site.
44. It was noted that Cookham Rise had existing problems with parking and it was felt that this was due to the style of homes. It was felt that design inspiration should be taken from elsewhere in Cookham as a result.
45. It was questioned how many working group members were on the call and whether the vision in the SMD would be a shared vision with Cookham more widely.
46. There was support for the cluster design of the new homes rather than long streets of houses. There was a preference for these homes to cluster around green spaces to ensure it fits the local character of Cookham.

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Turley

- 47. The illustrative sketches of the open spaces were supported, with members hoping these would be delivered and achieved for the site.
- 48. The project team were thanked for trying to pick up the character of Cookham. There was however a concern that the SMD seemed formulaic and could be representative of any Bellway Homes development across the country. There was a hope more local characteristics could be incorporated into the designs.

Summary thoughts

- 49. One working group member thanked the team for the working group session and felt that everything was moving forwards with there being more positives than the previous working group sessions.
- 50. It was questioned whether more information could be shared regarding proposed changes to section 106 agreements and the Community Infrastructure Levy (Queens Speech 2022) and whether this would affect this development.
- 51. It was questioned whether the consultation on the proposed changes to the railway bridge had been taken into account.
- 52. It was noted that the imagery shown in the SMD doesn't include any streetlights. It was questioned whether this meant there wouldn't be any or whether they were just not included in illustrations.
- 53. One attendee felt the discussions have been focused on highways and there hasn't been as much focus on design and layout of the site.

Working Group Feedback

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

- 54. 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.
- 55. 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.
- 56. 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.
- 57. 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.

- 58. There was interest in seeing a pedestrian crossing delivered along Whyteladies Lane for pedestrians coming through Arthurs Close.
- 59. 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 Whyteladies Lane could be a good example of how this can be delivered.
- 60. It was questioned how the open space would be managed and who would be responsible for this.



Urban Design Advice Note: Royal Borough of Windsor and Maidenhead

Site	AL37: Land North of Lower Munt Farm, Long Lane, Cookham
Date	11 July 2022
Advisor	Dr. Stefan Kruczkowski

	Hours allocated	10
Activity:		
Desk top review and site visit (no on site access).		6
Write up and issue review notes dated 11 July 2022		4
Total hours used		10
Total hours remaining		

Please find below my comments following the review of the proposals set out in the Stakeholder Masterplan Document (May 2022).

I have visited the site and the wider area. There was no access into the site so I only had glimpses from Arthur Close and Cannondale Road.

Integration with the wider area

A much greater emphasis is needed on active travel. The site is a fair walking distance from the village centre and the station; so much so it is unlikely many people will walk from the site to these places. However it is within a reasonable cycling distance; however connections between the site and these destinations for cyclists are (as with pedestrians), poor.

The most direct route between the site entrance and the station is via Cannondown Road. I walked this route and found the following barriers to pedestrian and cycle movement:

- No protected cycle provision (as defined by LTN 1/20).
- Wide, sweeping radii across Whyteladies Lane.
- Narrow and in parts disappearing pavements; absence of lighting; overgrowing vegetation.
- Absence of crossing points.
- High vehicle speeds.



Above: speeds will not change if development retreats from Cannondown Road.



Above: wide, sweeping radii break pedestrian and cycle desire lines; increase vehicle speeds whilst also making them difficult to cross. Off site improvements could reconfigure the radii on this junction as part of a development to village centre series of improvements.

Off-site improvements (S106) need to be explored and focused towards inviting active travel, focusing on key local destinations (also note that the bus service along Cannondale Road is not frequent). Physical improvements will have greater value than travel packs that are often funded by S106 contributions. My advice is that these improvements need to focus on delivering as much of a protected cycle route (not shared pavement/cycleway, although some shared sections might be required due to the space available) from the proposed site entrance to the junction with Station Hill – however, there might be other routes that can be used. I identified a potential route passing along the western side of Elizabeth Close but cyclists are not permitted along this (narrow) path:



Above: speeds are an issue locally



Above: barriers to pedestrian movement and hazards to blind, partially sighted and wheelchair using pedestrians.



Above: the pavement stops short of the station. Where is the safe and defined route for pedestrians? How would someone who was blind or partially sighted navigate from here to the station door?





Above: local cues

Relationship with Cannondale Road

Speeds are clearly an issue here and raised in stakeholder meetings with local residents. The interface between buildings and the street has a significant impact on driver behaviour. You can see the difference in driver behaviour between the section of Cannondale Road adjacent and the section of The Pound between Station Hill and Terry's Lane.

By 'pulling' development back from the road, we are sending a message to drivers that Cannondale has more of a movement than a place function (see Manual for Streets). As such, whilst the 30mph sign could be moved southwards, it is unlikely to have a significant impact on driver speeds unless a different approach is taken (that does not involve the installation of features such as speed cameras).

A different approach is needed that also reflects the character and features of the wider area. For this reason, it should be possible to insert a different and softer junction design that is better related to the village, calms vehicle speeds and makes it easier (and safer) for pedestrians and cyclists to get around and cross Cannondown Road.

I highly recommend a junction based on this concept is explored which is based upon a much stronger interface between proposed new homes and Cannondown Road:



Emerging (within red line) masterplan:

"Our shared vision":

"Six clusters of village homes around green islands, connected by a central ribbon"

- Why six clusters? Where have green islands come from?
- What other visions have been explored?
- How has this vision emerged? What has been the involvement of officers in this vision?
- What is the connection with place and the connection with current challenges facing society?
- A more meaningful and bespoke vision is required.

Movement network

- It is important to confirm where points of connection can be achieved. Which ones can and should be delivered, focusing on at least pedestrian and cycle connectivity. P.30 shows a connection to Arthur Close (which is positive) however,
- Edge to edge street connections (adoption to red line boundary) is required to the southern boundary, western boundary (2 would seem appropriate here); possibly the northern boundary (should the site south of The Shaw come forward for development, this will allow a connection to be made). It is unclear why a connection cannot be made via the southern spur of Lesters Road.

- Internally there appear to be lots of breaks in the adopted street network. A connected network of adopted streets are required that create a grid based network. The plans appear to suggest a lot of hammerheads and private drives.

Green corridors

- Are these as strong as they could be, thinking about movement corridors?
- The eastern hedge appears to be 'sandwiched' between back gardens which will inevitably lead to erosion and loss. Which are the strongest trees and hedge on the site; is there merit in removing this hedgerow (depending on its condition/ecological value) and planting a new one elsewhere?
- Baseline data – what is the progress of the ecological and tree/hedge survey work?

Blue corridors

- What options are there for storm water management? Are ponds the only way water can be managed here?
- What are the ground/soil conditions; and what options does this offer us here?

Buffers and edge conditions

- The scheme seems to indicate buffers between existing and new homes; is this correct? P.18 seems to suggest a buffer which is the wrong interface. A sensitive interface is required and this can be achieved by way of interlocking back gardens, 2.1m back to back distances and new homes mirroring the form, plot character, storey height and tenure of adjacent homes. A buffer is not required and will be problematic in the future as they tend to create secure by design, anti-social behaviour and maintenance issues. The allocation is Cookham, not a new settlement – as such a buffer is not required and is incompatible with settlement structure and how places actually grow and expand.
- What would be the benefits from exploring different interfaces with the site boundaries? For instance has backing onto the southern and western boundaries been explored?

Opportunities and development principles – p.19

This seems to be somewhat premature as this stage. Is it right to fix these fixes? Other design principles are set out in the RBWM Design Guide.

P.20 observations:

- What is meant by "longer rear gardens"?
- Why should development be pushed away from existing industrial? With a south facing aspect and longer rear gardens, a better interface could be achieved that does not compromise residential amenity; whilst also allowing the overall quality of the development to be improved (we need to closely examine and critique the location of proposed unbuilt spaces).

P.21 observations:

- as per previous comments the network is not as strongly connected as it needs to be.

p.22 observations:

- why should straight roads be avoided?
- unclear why the development is not a whole rather than a series of character area?
- as per previous comments, the interface with Cannondale Road is not consistent with a 'village feel'.
- avoiding the use of frontage parking is problematic and needs to be discussed in detail.
- why are we limiting buildings to two storey heights?

p.23 + observations:

- a greater focus is needed on active travel and modal shift, considering Gear Change, NHS Long Term Plan and LTN1/20.
- is there scope for land acquisition to improve connectivity?
- Traffic speeds – why might traffic speeds be so high adjacent to the site? What impact does design have on speeds? What visual messages are being sent to drivers?
- How are we going to resolve or begin to resolve some of the community issues. How do we make sure that the default modal choice between the site and the school is not the car? How can we encourage and invite parents to cycle their children to school and what barriers are there in both the on and off site development proposals? Should a cycling bus be explored for parents who cannot cycle their children to school? We have a great opportunity here to design in active travel from day one, capitalising on the seismic shift in working patterns where parents are often working from home some or all of the week.

p.26 observations

- what other options have been explored taking into account LTN1/20.
- how can people get to the bus stop easily? A zebra is needed.
- bus service runs at best once an hour.

p.29 observations

- what other options have been explored?
- how can new ecological corridors and connections be integrated with those beyond the site?
- is there scope dark corridors across the site, perhaps east-west and/or north-south?

p.30 observations

- as per previous comments edge to edge connections are needed.

p.31 observations + Character analysis

- the character analysis identifies urban grain and street characteristics that include the pattern of plots. However it is not clear how all this translates into the proposals. For example, take the approach to trees within streets. How does this reflect how and where trees are planted in the more distinctive parts of the villages?

- the street pattern does not look as strong as it needs to be by virtue of breaks in street connectedness and the alignment/shape of streets and spaces.

p.32 + observations

- the CGIs could be anywhere. It looks generic and has no obvious connection to the deeper characteristics identified.

Summary:

Whilst there is positive design intent in this document and the process to date, there remain significant design risks in that the document does not fix key fixes and seeks to fix things that I am not convinced we should be fixing without exploring other options first. Design intent must be much stronger.

I recommend that we organise (as part of the PPA) a site meeting with the applicant and their designers once they have had the opportunity to review these comments.

I trust these comments are of assistance.

Stefan

Land west of Cannondown Road Cookham



Join our consultation events

As you may be aware, Bellway Homes is progressing plans for approximately 200 new homes at Land west of Cannondown Road. As part of the planning process, Bellway Homes have now prepared a draft Stakeholder Masterplan Document (SMD) which has been shaped by the feedback received through engagement with the local community, the Cannondown Road Working Group and local stakeholders.

We are holding a formal, four-week consultation on the draft SMD and invite you to share your feedback with us by **Wednesday 19th October 2022** before we finalise and submit the document to Windsor and Maidenhead Borough Council for their approval. Once approved, the SMD will serve as a background document to inform and shape future Planning Applications for the site.

As part of this consultation process, we would like to invite you to attend our community events. Details are provided overleaf.



Artist impression to show what the development could look like

How can I find out more and share my feedback?

Join our community event

A drop-in community event will be held between **3 – 7pm on Tuesday 27th September** at **Cookham Dean Cricket Club, Ricketts Field, Whyteladyes Lane, SL6 9LF**, where you will be able to view details of the draft SMD and share your feedback with us.

Attend our webinar

A live webinar and Q&A session will be held between **6-7pm on Thursday 29th September**. The event will include a presentation from the project team, along with the opportunity for you to ask any questions you may have. Register to attend via our website at www.cannondownroad.co.uk.

You can find out more information and contact us by:



Email contact@cannondownroad.co.uk



Phone **0808 1688 296** and a member of the project team will get back to you



Visit our website at www.cannondownroad.co.uk



Welcome to our consultation event on the draft Stakeholder Masterplan Document

Land west of Cannondown Road, Cookham

Bellway Homes is progressing plans for approximately 200 new homes at Land west of Cannondown Road. As part of the planning process, Bellway Homes have now prepared a draft Stakeholder Masterplan Document (SMD) which has been shaped by the feedback received through engagement with the local community, the Cannondown Road Working Group and local stakeholders.

We are holding a formal, four-week consultation on the draft SMD and invite you to share your feedback with us before we finalise and submit the document to Windsor and Maidenhead Borough Council for their approval.

What is a Stakeholder Masterplan process?

As part of the adopted Borough Local Plan (2013 - 2033), the council has committed to working with landowners and developers to prepare 'stakeholder masterplans' for developments above the stipulated threshold. The process requires developers to engage with the council, local community and other stakeholders at an early stage in the development process and provides a framework for the preparation and submission of the subsequent planning application.

What has happened already?

A number of community events have been held already to seek feedback on our design approach, principles and vision for the site. These have included community meetings with stakeholders along with forming a working group with local stakeholders and residents. We are committed to continuing to engage with the community as we progress our plans. The programme for events is included below.



You said, we listened

We have listened to the feedback we've received through the Stakeholder Masterplan process. A summary of feedback on the key development principles and how this has been responded to is outlined below.

Landscape and greenspace

You provided a range of feedback regarding the landscaping and open spaces provided on the site. A summary of the key themes is included below. A full list is included in the draft Stakeholder Masterplan Document.

- 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 including some mature planting to filter views.
- Ease of access to green open spaces beyond the site for existing residents.
- Provide public open space at the western end of the site to provide a transition into the countryside with the front of the site to stay green and open.
- Include safe play spaces which are suitable for children of all ages and integrate spaces that support social interaction.
- 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.
- Public footpaths to Cookham Deane and the Greenbelt for walking dogs.

We have responded to these points through our evolved Landscape and Greenspace plan shown on this banner:



- Existing trees & hedgerows
- Landscape buffer preserving neighbours' privacy
- Landscape screening to the pumping station
- Landscape buffer preserving neighbours' privacy
- Existing hedgerow along Cannondown Road
- Greenspace alongside existing woodland
- Greenspace in the best areas for rainwater drainage
- Greenspace buffer to Lower Mount Farm
- Greenspace around ecologically sensitive areas
- Longer rear gardens/landscape buffer to neighbours

You said, we listened

Residential areas

You said:

- 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.

We have responded to these through our evolved Residential Areas plan.



Movement network

You said:

- 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.

Our technical highways team have considered your feedback and we have responded to these through our evolved Movement Network plan.





Land west of Cannondown Road Cookham



Land west of Cannondown Road Cookham



Village character

We have considered your feedback as we've designed our proposals for the character and look of the new homes, along with our analysis of the streets and buildings within the existing village.



Land west of Cannondown Road Cookham



The evolving Masterplan



Have your say

Find out more and share your feedback

As we finalise the Stakeholder Masterplan Document, we would like to invite you to share your feedback with us and let us know if you think anything is missing from the document. The deadline for consultation responses is **Wednesday 19th October**, please submit your comments by this date.

What happens next?

Following the consultation deadline, we will finalise and submit the Stakeholder Masterplan Document to Windsor and Maidenhead Borough Council for their approval. Subject to approval, we would then seek planning permission for the site which would be progressed in line with the principles agreed through this Stakeholder Masterplan process.

To find out more and share any comments or questions with us, please:

- Email contact@cannondownroad.co.uk
- Phone our Freephone number **0800 168 8295** and leave a message for a member of the team to call you back
- Complete a feedback form at, or following, today's event
- View the information on display today and share your feedback with us online at www.cannondownroad.co.uk scan the QR code to be directed to the website





**Land west of Cannondown Road
Cookham**



**Land west of Cannondown Road
Cookham**



Have your say

We are holding a formal, four-week consultation on our draft Stakeholder Masterplan Document and invite you to share your feedback with us before we finalise and submit the document to Windsor and Maidenhead Borough Council for their approval.

We encourage you to complete this feedback form today. You can also share your feedback via:

- Visiting our website and completing a digital form at www.cannondownroad.co.uk
- Emailing contact@cannondownroad.co.uk
- Phoning **0808 1688 296** and a member of the project team will get back to you
- Joining our live webinar and Q&A session, which will be held between **6-7pm** on **Thursday 29th September**

Question 1: Landscape and greenspaces

We received a range of feedback regarding the landscaping and open spaces provided on the site. We have responded to these through our evolved Landscape and Greenspace plan. Is there anything else you think we should consider regarding landscape and greenspaces?

Comment

Question 2: Residential areas

Feedback noted that development should be away from the industrial units but not pushed up against the existing neighbours and that there was a preference for a density that complements existing properties in Cookham. We have responded to these through our evolved Residential Areas plan. Is there anything else you think we should consider regarding residential areas?

Comment

Question 3: Movement

We received a range of feedback regarding pedestrian, cycle and vehicular movement for the site. Our technical highways team have considered your feedback and we have responded to these through our evolved Movement Network plan. Is there anything else you think we should consider regarding movement?

Comment

Question 4: Streets and spaces with a village character

We have considered feedback as we've designed our proposals for the character and look of the new homes, along with our analysis of the streets and buildings within the existing village. We have created character areas and Computer Generated Images (GCIs) to show how these homes could look. Is there anything else you think we should consider regarding the character of development?

Comment

Question 5: General comments

Are there any other comments or questions you have that you'd like to share with us? Please note if this relates to a specific page number or Chapter of the Stakeholder Masterplan Document.

Comment

About you

Name:

Email:

Address:

Do you wish to receive project updates?

Yes – keep me updated on the project

The information you provide will be used only for the purposes of keeping you informed about this project and for understanding public opinion on the project. It will be stored securely until completion of the project, after which this information will be deleted. Your information will only be shared with third parties for the express purpose of keeping you informed of the proposals, and with Bellway Homes and/or the relevant local authority where there is a legal obligation to do so. It will not be forwarded on to any other third parties. You can contact us at any time to request the deletion of your information. Please contact us at contact@cannondownroad.co.uk

Land west of Cannondown Road, Cookham



Turley



Working Group Session 4 - October 2022

Agenda



- Welcome
- Process update
- Consultation and feedback to date
- Stakeholder masterplan document – key features
- Next steps



Programme, process and purpose



Feedback received

Royal Borough of Windsor & Maidenhead



- 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

Feedback received

Community (events and forms) - 1



- 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
- Highways**
- 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 Whyteladies Lane
 - It was felt that access through Lesters Road was desirable
 - Vehicle speeds off site are high at the rear of the station
 - Need for a better bus service

Feedback received

Community (events and forms) - 2



- House type**
- Support for affordable housing provision on the site
 - Support for 2 bed homes
 - Support for smaller dwellings
 - A request was made to provide homes for younger people
 - Support for the 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
- Scale**
- 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 stories
 - Include gardens
 - Be sensitive of the Stanley Spencer setting
 - Some felt that the number of homes was too large for the site / Cookham
 - The density proposed could impact on the character of Cookham

Feedback received

Community (events and forms) - 3

Utilities

- 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

Public services

- Concern about capacity of local education facilities

Timeframes

- Questions on timeframes for planning process and construction

Planning

- It was questioned how the consultation on the tall buildings SPD will be considered as part of the proposals and whether this would lead to tall buildings on the site

Stakeholder Masterplan Document

Key features



Village character



- Canmoundown Green**
The front of the site - a more spacious arrangement of houses set back behind a landscaped green.
- Arthur Green**
A greenspace with mature trees and hedgerows in the body of the site and a more compact street scene.
- Lower Mount Green**
Along the southern boundary - an open space which will form part of the varied character of the main street.
- Woodland Edge**
A lower-key frontage enjoying the mature woodland outlook.
- Woodland Crescent**
Continuing the lower-key frontage enjoying the mature woodland outlook into a more spacious greenspace.
- Northern Green**
A linear greenspace which marks the end of the (vehicular) journey through the site.
- Green Village Streets**
Fine-lined streets bringing the green environment into the body of the site and connecting the green spaces.
- Intimate Lanes**
More compact residential streets - clearly differentiated from the main routes and spaces.

Landscape areas

public landscaped areas & sustainable drainage



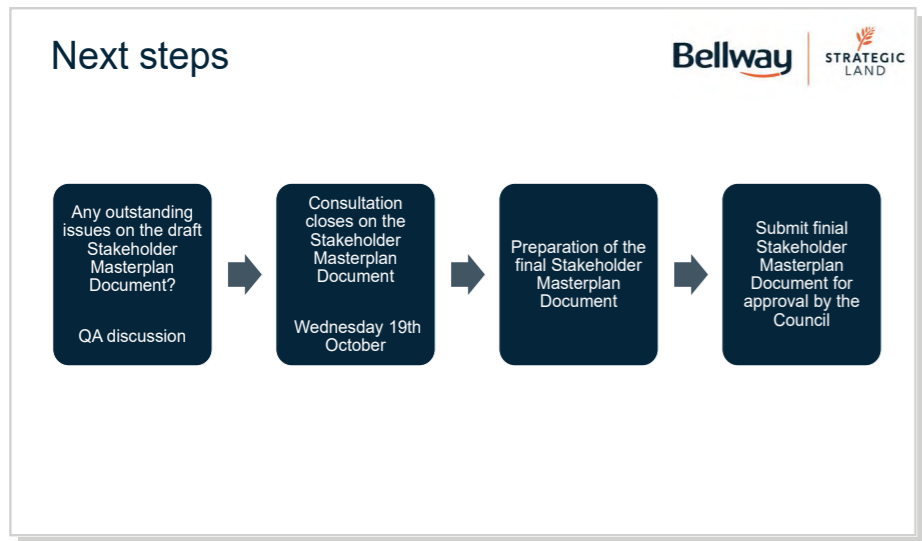
Character areas

characterful architectural language & materials



Character areas





Q&A Session

Bellway | **STRATEGIC LAND**

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Working Group Session 4 - October 2022

Meeting Note

Cannondown Road Working Group Session Four

6 October 2022

Project team attendees

- Rob O'Carroll (Bellway)
- Andrea Kellegher (Turley Strategic Communications)
- David Murray-Cox (Turley Planning)
- Andrew Braun (Ardent)
- Ed England (dha architecture)

Welcome and purpose

1. Andrea Kellegher (AK) provided a welcome to the meeting and ran through the purpose of the fourth working group session - to share a summary of the feedback we have received from the Stakeholder Masterplan Document (SMD) consultation events held in September 2022 and discuss any further detail of the draft SMD.
2. A PowerPoint presentation was shared with the working group members, AK detailed a summary of the feedback received from the Royal Borough of Windsor and Maidenhead (RBWM) and the local community to date, and Ed England (EE) presented changes made to the SMD / masterplan since the previous working group meeting, noting how the feedback has shaped the plans.
3. During the question and answer session the following themes were discussed.

Design

4. A request was made for more detail on the 'six villages' approach, what form they will take and how many homes sit in each village area. It was questioned whether these areas are villages or character areas - in which case is village the right describing word? It was suggested that the areas be called "trente-deux".
5. A request was made for a more detailed layout to better understand where homes would be located and the density of development.
6. It was questioned how the self-build homes would work. Rob O'Carroll (RO) explained that they would be agreed with the Council under the S.106 agreement and added to the council's self-build register.
7. RBWM officer representative, Ian Motuel (IM) explained further that the council is looking to create guidance through an SPD on the approach to delivering self-build properties.

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Highways

8. One member noted that they were unhappy with there only being one access point into the site and asked that the project team continue to assess whether there is an opportunity for a second access point to be integrated. It was questioned whether examples could be given of other sites that have 200 homes and only one main access point.
9. The access via Arthurs Close was discussed and it was questioned how the design would prevent people accessing the wider site at this point.
10. It was noted that a planning application for Spencer's Farm had been submitted which quantified the effect of Hollands Farm and provided traffic data, which set out that 16% of Cookham's traffic will pass the Cannondown Road site. It was questioned whether the traffic assessments carried out for the Cannondown Road site take into account the Spencer's Farm planning application.
11. Andrew Braun (AB) explained that a scoping note will be consulted upon with the RBWM highways team to agree principles and modelling to carry out the traffic assessment.

Landscaping

12. It was requested that the access into the site, and the development area, be well concealed behind high hedges and landscaping.

Services and infrastructure

13. It was noted that the site has poor access to local schools, and that schools in the area have limited capacity.
14. It was noted that infrastructure (services and highways) needs to be addressed as part of future applications and the SMD, which should include a section on infrastructure.

Management

15. It was questioned whether the new roads would be adopted highway and who would manage the public open spaces. RO noted that, where possible, the highways would be adopted and a management company would take on the open spaces for an agreed period before handing control to the development's residents who will decide the management approach they would like to adopt.

Energy and sustainability

16. It was acknowledged that the SMD includes further detail on sustainability than before, which is positive, and there was support for the proposed PV panels shown on the CGIs. It was questioned what the effect of the homes would have over a 5-year period and the equivalent of output carbon footprint excess to Cookham Rise.
17. RO explained that this is currently being considered and that RWMB have an Interim Position Statement on developments being zero carbon or making an offset contribution toward projects within the borough that reduce carbon.

2

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18. It was questioned whether the homes would include batteries for the PV panels and grey water features. RO explained that the specific house design is to be finalised, but is likely to include water limiting measures / water efficient appliances etc.

Tall buildings SPD

19. Consultation on the Council's Tall buildings SPD was raised by members of the group. IM noted that the SPD consultation was currently live and the draft document being consulted on proposes that the site could accommodate up to 3 storeys. IM made it clear that the document was out for consultation and that RBWM welcome comments on the draft SPD – with the view to adopt the document at the end of the year.
20. The working group members felt that 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.

Housing

21. It was questioned how much affordable housing will be provided on site, what housing mix and tenure split is proposed, and what proportion of the new homes would have disabled access. RO explained that the scheme proposed 40% affordable homes, 30% M4(2) compliant (for disabled access) 5%M4(3) (wheelchair accessible) and the housing mix was to be agreed with RBWM.

Noise

22. It was questioned how noise from the industrial estate is being mitigated against. RO explained that site surveys have been carried out on noise and the recommendation was to include a 3m high noise attenuation fence as well as localised enhancements such as triple glazing and vents. In addition, the site layout has been designed to account for potential noise from the estate via a green buffer.

Planning application

23. When asked if all technical work had taken place to date to allow for an imminent planning application submission, RO explained that the planning application is likely to be submitted early next year. This is to ensure that all the right detail has been gathered and that the SMD has been the focus as this needs to be approved in advance of any planning application being submitted.
24. It was questioned whether air pollution would be assessed as part of the application. It was noted that it would be and Bellway Homes appointed consultants would carry this out.
25. It was questioned whether a full application would be submitted. RO explained that two different applications would be submitted to correspond with land ownership areas.

3

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Meeting Note - LPA Meeting 27.10.22 via Teams

*E England - DHA
R O'Carroll - Bellway
D Murray-Cox - Turley
S Kruczkowski - RBWM/Urban Design Doctor
G Thornton- RBWM
S Saadeh - RBWM*

Actions following meeting:

- LAYOUT - minimise cul-de-sacs & driveways - replace pedestrian-only routes alongside POS with connected vehicular lanes. Connected streets will need to be provided throughout.
- LAYOUT - ensure tree lined streets are provided - introduce variety with different tree configurations.
- DOCUMENT - remove the character areas pages - complicated and appear difficult to relate to Cookham - replace with 3 simple street characters based on street typologies, with cross sections.
- DOCUMENT - remove the architectural character images - these aspects should be for consideration at application stage not SMD stage.
- DOCUMENT - remove the detailed schedule of accommodation - this should be for consideration at application stage not SMD stage.
- DOCUMENT - provide information on drainage strategy.





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Bellway | Strategic Land
c/o Masterplan Team

By email to: contact@cannondown.co.uk

18 October 2022
Ref.: THP805

Dear Colleague,

Land west of Cannondown Road, Cookham
Stakeholder Masterplan Document: Consultation
[Introduction and background](#)

On behalf of Cookham Parish Council, Troy Planning + Design is pleased to submit a response to the consultation draft of the 'Cannondown Road, Cookham, Stakeholder Masterplan Development Proposals, September 2022' ('the Masterplan').

In addition to the making of these comments, Troy Planning + Design is also retained by the Parish Council to support production of the Cookham Neighbourhood Plan.

Cookham Parish Council was formally designated for Neighbourhood Planning purposes in June 2020. Notwithstanding the onset of the Covid-19 pandemic the Parish has, since then, established a Working Party to lead on production of the Neighbourhood Plan and has undertaken several rounds of consultation to establish a vision and objectives for the Plan as well as a series of 'policy ideas' which are now being developed prior to formal consultation. Alongside initial consultation with the community on the vision, objectives and policy ideas, a programme of 'outreach' has also been undertaken, engaging with various organisations, businesses and landowners within the Parish. Strong support has been expressed for the focus and direction of the Neighbourhood Plan.

It is also to be noted that alongside work on the Neighbourhood Plan the Parish Council has been successfully awarded Technical Support through the Locality Neighbourhood Planning programme funded by the Department for Levelling Up, Housing and Communities (DLUHC). Through this a suite of design codes and guidelines have been prepared, as well as a set of site-specific masterplanning studies, further developing the Village Design Statement (adopted as a Supplementary Planning Document by RBWM in May 2013) to help guide and steer future change and development such that it responds to and reinforces local character and identity. Such an approach is emphasised through national policy and the National Model Design Code.

The site-specific masterplanning studies prepared for the Neighbourhood Plan were shared and discussed with the design team in March, and provided again in September

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along with the design codes, guidelines and links to the Village Design Statement. The work reflects good practice design and place-making principles and, as appropriate, is referenced in this response, particularly in respect of matters such as character, access and integration with the existing built form.

Character Areas and Block Structure

The Cannondown Road masterplan, at page two, introduces a vision for the site as 'six villages, each with its own village green, connected by tree-lined streets'. This is repeated on page 29 of the masterplan.

It is entirely unclear from the masterplan where the 'six villages' are. The Parish can see that there are potentially three interlinked clusters which might form different areas of character, or 'villages' (being: (i) to the east of the site; (ii) to the middle of the site west of Arthur Close; and (iii) to the north west of the site adjacent to Lesters Road).

The plan on page 29 however appears to be less about 'villages' and more about the character of different streets and spaces within the scheme, some of which cut across the site and bind elements of the scheme together. Whilst it is quite right to develop and design different areas of character, creating interest and variety within the scheme, this is confused with the vision statement.

The identification of 'intimate lanes' on the masterplan image also appears confused. The inference is that these are small, human scale streets and spaces, perhaps based around shared streets and cottage style homes (not dissimilar to the images of existing streets in Cookham shown on page 58). However, the block plan on page 28 indicates these to have a fractured environment, with discontinuous frontages and with what appears to be open space between them. Without any supporting visuals or street cross sections it is difficult to understand what the masterplan is proposing in these locations. These are assumed, from the block plans, to be the location of apartments, with the green spaces including areas of communal parking. The Parish expects to see more information on how these spaces will be resolved such that public and private areas are well-defined, with clear 'fronts and backs'. In this regard, the RBWM Borough-Wide Design Guide states:

- Large developments should incorporate blocks that create a clearly defined street network (Principle 6.4).
- All plot boundaries will be expected to be clearly and strongly defined, especially those to the front of the site. Proposals with weak or absent plot definition will be resisted (Principle 6.5).
- Developments that leave space with unclear ownership will be resisted (Principle 6.6).

It is noted that the block structure in the eastern part of the site has changed from the previous layout (as illustrated on page 16 of the masterplan – and by way of the section divider on page 22). The Parish suggests that the block structure in the previous version of the masterplan was more successfully resolved, with streets and frontages either side of the central band of landscaping being aligned, creating well defined, permeable places.

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The revised structure, with streets and building frontages offset from each other creates a disjointed structure with 'leaky' spaces between these. It is unclear how this will help create a sense of place.

Green Infrastructure

The provision of a green landscaped corridor alongside Cannondown Road, with development set behind this, is supported, reflecting the rural character, height and scale of development in Cookham Rise.

The plan illustrated on page 13 of the masterplan (entitled 'agreeing the key development principles') indicates:

1. A band of existing trees running across the western part of the site, aligned with the southern boundary of properties on Whyteladies Lane. Notes on this page of the masterplan include 'retain the existing tree line, and as many trees as possible in general on the site'. The retention of this treeline is reflected in the 'parameter' plans indicated on pages 14 and 15 of the masterplan. However, the revised masterplan on page 16 then shows the tree line having been removed. The Plan on page 23 notes a 'replacement liner green corridor' to the north of this. The Parish questions why it is necessary to remove and reprove the corridor. This has not been explained or justified in the masterplan. Where it is essential to reprove trees, the Parish suggest that they should be replaced with mature species.
2. The plan on page 13 also highlights the existing tree belt and associated green space running north south through the site from Arthur Close towards the adjacent employment area. The tree belt wraps around the employment area and out towards the surrounding countryside. It forms an important network of connected green spaces, particularly for the movement of wildlife. At previous 'Working Group' sessions the point was made that these green connections should be retained. This is shown on the parameter plans on pages 14 and 15 of the masterplan. However, the masterplan illustrated on page 16 shows development on the southern edge of the site breaking this green corridor. This also undermines the potential for delivery of a connected network of green infrastructure running east west along the southern boundary of the site and where the landscaping can help provide a buffer to the adjacent employment area. Furthermore, the 'breaking' of this area means that development either side of the tree belt begins to bleed into each other, undermining the stated vision for creation of a series of 'mini-villages'. Development in this area also appears to be located above the underground gas service routes indicated in the plan on page 11. It is unclear whether development in this particular location is indeed feasible or whether there is a need for service corridors or similar to be incorporated within the layout. The Parish suggests that the routing of the underground services should be accommodated through provision of green corridors.
3. The plan on page 13 shows, in the south west corner of the site, 'greenspace in the best areas for rainwater drainage' and, next to this, 'greenspace buffer to

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Lower Mount Farm'. As above, this is reflected in the parameter plans on pages 14 and 15. However, this is not reflected in the masterplan on page 16, with development shown as being located right up to the southern boundary of the site. Whilst this helps create a well-defined crescent shaped space in the south west corner of the site (indicated as the 'Woodland Crescent' on page 29), it undermines the connectivity of green space on the site. Local Plan Policy NR2 (criterion 3) states that 'development proposals shall also avoid the loss of biodiversity and the fragmentation of existing habitats'. Local Plan Policy NR3 (criterion 1) states that 'development proposals shall maximise opportunities for creation, restoration, enhancement and connection of natural habitats as an integral part of proposals'.

The masterplan should be revised to show a connected network of green spaces around and though the masterplan site. As part of this, the Parish would be interested to understand how it is proposed to deliver biodiversity net-gains and what the process for managing these in perpetuity are.

Access

As noted by various parties during the workshop sessions, there are a number of traffic concerns associated with Cannondown Road that do not appear to have been fully considered and resolved through the masterplanning process. It is a busy road where congestion is experienced, with the railway arch constricting traffic flow. This, plus the crossing of the road by pedestrians, including school children, also raises safety concerns.

Linked to this, comments have previously been made as to the need to provide multiple points of access into the site. This is considered important in helping to disburse traffic, build resilience into the network, and support safer routes for all to and from the site.

The potential for creating a point of access from Lesters Road has been discussed at 'Working Group' sessions. The Parish notes that, following previous comments, the proposed block structure in the north western part of the site has been revised, with the central street within the site aligned with Lesters Road. This change is welcomed, potentially allowing a connection between the site and the Lesters Road area to be made at a future date.

Comments made during the 'Working Group' sessions have requested that a direct access be made between the site and Lesters Road. This is important for the purposes of community integration and cohesion, supporting active travel and resilience in the network. A direct route at this point will be safer and more conducive to walking and cycling. Although links do exist at present, these are routed to the rear of and between properties to the west of Lesters Road. This does not present an attractive proposition for people wishing to walk or cycle.

Whilst appreciating that the land between the site and Lesters Road is in the ownership of a third party, the masterplan simply refers to this as a reason for not making a direct connection at this point. The Parish has not seen any evidence to show that attempts have been made to deliver this connection. It is requested that efforts are made to

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provide a direct connection at this point - if not for motorised vehicles then certainly for pedestrian and cyclists.

Housing Mix and Type

Page 31 of the Masterplan sets out the proposed breakdown of housing types and tenures to be provided on site. The masterplan notes that the Local Plan states that the starting point for establishing an appropriate mix for an individual site is the 2016 SHMA, but that there is flexibility in this approach, allowing a mix more appropriate to specific locations to be proposed. For the Cannondown Road site this 'refinement' of the mix has in fact already been undertaken, with Local Plan Site Allocation Proforma AL37 (criterion 1) requiring development to 'provide family housing with gardens'.

The Masterplan proposes a different mix to the SHMA and the Local Plan Site Proforma but without explaining why this is appropriate and how it responds to local housing needs. This is required to satisfy Local Plan Policy HO2 (criterion 1a) which states that an alternative housing mix can be taken into account 'where evidence of local circumstances' demonstrates that a different mix would be more appropriate. This needs to be clearly set out and justified in the masterplan.

At present, the only justification provided in the masterplan for an alternative mix is reference in the text to 'the desire to create mixed and balanced communities'. However, as part of the mix, 29 apartments / maisonnettes are proposed. All are proposed to comprise affordable homes. This runs counter to the stated ambition of a mixed and balanced community. Again, evidence needs providing why this mix is appropriate and if apartments / maisonnettes are to be provided, why they are only to be provided as affordable homes.

More analysis of the housing mix is required at this stage rather than the later application stage as it could have implications for the overall layout and density of development.

It is important to note that Cookham has grown organically over time, as reflected in the different housing types and forms found in the area. The masterplan provides an opportunity to reflect this variation, perhaps with different housing types and styles provided in the different 'villages' (the character areas), or even within them.

The Parish is pleased to note that 40% of all new homes proposed are to be 'affordable' in line with Local Plan Policy HO3. The Masterplan notes that the breakdown of affordable homes to be provided will be informed by feedback from the LPA and Housing Officer. As part of this process the Parish requests that, in line with Government guidance, the delivery of First Homes forms part of the mix and, that as far as possible, price discounts are maximised.

Self-build Housing

The masterplan proposes that six of the homes on the site should comprise opportunities for self-build. Whilst inclusion of self-build opportunities is supported, Local Plan Policy HO2 (criterion 4) requires 5% of the total number of homes (or plots) on the site to be available for self-build (or custom-build). This would equate to a requirement for ten

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plots to be made available on the site for self-build. The masterplan does not justify why it has diverged from this requirement.

The masterplan also lacks sufficient information on the self-build opportunities. It should indicate how and where they are to be provided on site, whether they will be 'pepper-potted' or clustered in a particular location, and what design parameters should apply to these. The Parish considers that clustering plots for self-build would be more appropriate, reducing potential disruption to other residents during their construction, but to also allow various models of delivery to come forward, including, for example, potential for collaborative schemes. Clustering would also help facilitate redevelopment of the plots as market housing at a later date if they haven't been sold for self-build purposes (as per Local Plan Policy HO2, criterion 4).

In terms of design parameters, the Local Plan requires all self-build plots to be provided with a plot passport. Although recognising that the detail of such a passport is likely to be developed as part of the planning application process, it is important that clear parameters are established now in respect of matters such as scale, massing, set-backs, back-to-back distances and appropriate materials. This is to ensure that the homes that come forward through this process respond to the wider context and contribute towards creation of a high quality place.

Car Parking

The information in the masterplan is limited in respect of how car parking will be provided for on site. The Parish considers this to be a crucial part of the design process. If parking is not designed properly, it runs the risk of undermining the street scene, quality of the environment and attempts to support active travel. At present the masterplan simply highlights the standards adopted by RBWM and includes a number of very high level statements as to how parking might be provided. The Parish does not consider this sufficient.

Local Plan Policy QP3 (criterion 1j) requires development to be 'designed to minimise the visual impact of traffic and parking'. Principles 6.7 – 6.10 of the RBWM Borough-wide Design Guide set out the Borough's preferred approach to the design of car parking within new residential developments. This makes clear (at para 6.28) that 'in order to create attractive and well functioning layouts it is important that the space to park vehicles is carefully considered at the early stages of the design process.' The Cookham Village Design Statement also establishes expectations in respect of parking, stating that it should be arranged discreetly, avoiding visually dominant hard-standings at the front of houses.

There is currently insufficient evidence in the masterplan to suggest that parking and the impact of this has been fully considered.

The Parish expects to see a series of street cross-sections produced, relating to the hierarchy of streets proposed within the scheme, illustrating how and where parking is to be provided. Wherever possible, attempts should be made to reduce the visual impact of the car. Where provided on-plot, parking should ideally be set back from the main

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building line. Where provided on-street, or in front of the building line, then parking should be designed as part of a landscape / public realm scheme, with provisions made to safeguard the quality of landscaping provided (e.g.: kerbs / up-stands provided between parking bays to minimise the risk of damage from over-running vehicles).

Linked to the above, and with new Building Regulations coming into force in respect of Electric Vehicle Charging points, it is essential that consideration is given in the early stages of the design process to how and where parking is provided in such a way that the infrastructure associated with charging points is designed in a safe and discreet manner, avoiding trip hazards and physical obstructions. This is particularly important where communal charging points located away from the home are to be provided. The Parish expects to see more consideration given to this in the masterplan document.

Bus Provision

Local Plan Site Allocation Proforma AL37 includes (criterion 6) the requirement to 'ensure that the development is well-served by public bus routes'. The masterplan shows bus stops relocated on Cannondown Road with new bus cage markings provided. To support use of bus services pedestrian routes to these should be clear, direct and useable in all weather conditions.

The 'pedestrian, cycle & vehicle connections' plan illustrated on page 28 of the masterplan indicates a pedestrian route connecting with the general location of the bus stops. This is welcome. However, the 'public landscaped areas and sustainable drainage' plans on pages 23 and 24 indicate this area to comprise a 'landscaped frontage' and area of 'SuDS'. Although these plans show the proposed network of streets and routes on the site, they do not show the link across to the bus stops on Cannondown Road. It is important that the provision of SuDS and landscaping in this area is reconciled with the need to provide pedestrian access. The masterplan should include proposals for this.

The current bus service in Cookham is also relatively poor. Improved bus waiting facilities and routes to stops will only go so far to achieving a mode shift towards more sustainable forms of travel. Opportunities that could be explored to improve the quality and frequency of service would be supported.

Precedent images / Visuals

The masterplan includes, at page 34, a set of example images from around Cookham. This is expanded upon across pages 55 – 63. The visuals of proposed homes contained within the masterplan presented across pages 35 – 39 are intended to draw inspiration from and reflect the character and identity of Cookham.

The Parish Council does not consider that the visuals are appropriately reflective of Cookham. Reference is made to the materials used on Cookham Station, the John Lewis Heritage Centre and Moor Hall. These are all special buildings in Cookham and are not typical of homes found in and which characterise Cookham. They should not be mimicked.

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There are good examples of housing development in Cookham and these should be more appropriately referenced in the masterplan. These include, for example, the images shown on pages 56 and 58 of the masterplan. Key features include a mix of housing styles, roof forms and use of a relatively limited palette of materials to create visual interest but where the scale and rhythm of development brings harmony to the street. The masterplan could be improved through introduction of greater variety in building form and use of materials.

Section 6 of the Cookham Village Design Statement provides information and guidance on the characteristics of the built environment and which should be reflected in proposals for new development. This does not appear to be referenced in the masterplan and we encourage you to revisit this.

It is also noted that the layout and proposed housing designs associated with the outline planning application for Local Plan Site Allocation AL38 (Land east of Strande Park, Cookham) are included within the appendix to the Masterplan. This is an inappropriate inclusion: the scheme has been through several design iterations since being submitted and, at the time of writing, the application has yet to be determined. The Parish Council's comments on the application are available via the Planning Portal.

Summary

In summary, the Parish Council's view is that:

- 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 (through 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.

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- 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.

The Parish hopes these comments are helpful and looks forward to ongoing dialogue with you.

Yours faithfully,
for Troy Planning + Design

Jon Herbert
Director

cc: Cookham Parish Council

